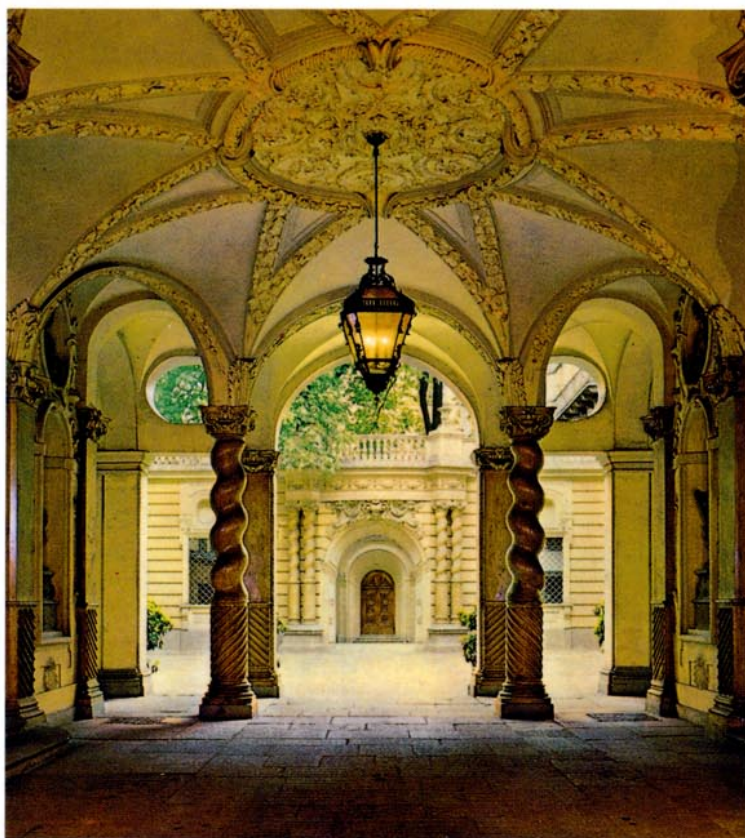


CARPANO



Torino



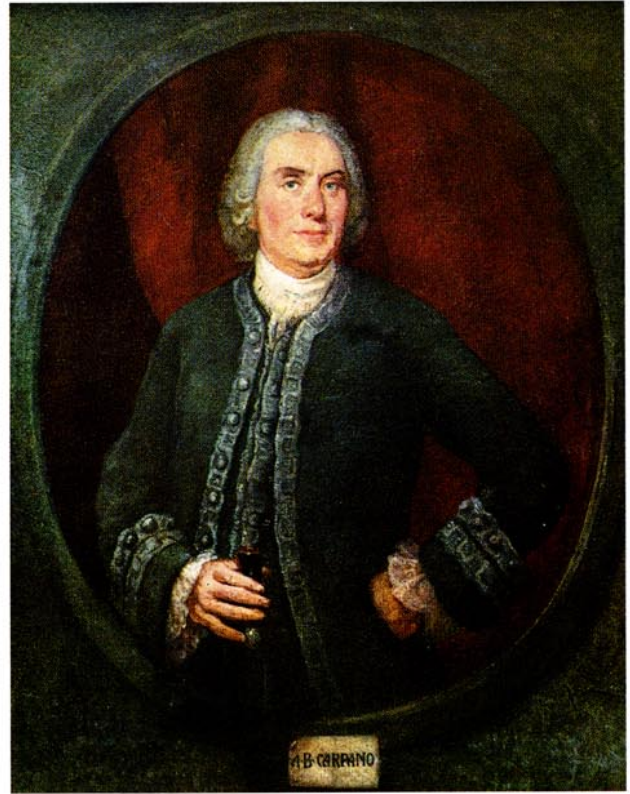
In a corner of Piazza Castello in Turin a few steps away from the magnificent Madama Palace, is a plaque which reads: "In 1786 in this house, Antonio Benedetto Carpano created his vermouth, laying the foundations of a local industry which has contributed considerably to the fame and prestige of Turin throughout the world".

CARPANO

The King of Vermouths from 1786

Turin

The history of Antonio Benedetto Carpano the inventor of Vermouth



In the year 1786 Signor Antonio Benedetto Carpano invented Vermouth.

It was first sold in his wine shop in Piazza Castello in the centre of Turin, just in front of the Royal Palace. Antonio Benedetto Carpano was a cultured Piedmontese, well read in the latest French literature, and a keen student of the new natural sciences of his time. "A typical member of the bourgeoisie" he is described by Monelli in his book "Il vero bevitore" (The Real Drinker) "and a member of the newly emergent professional classes of liberal persuasion. He loved learning and blessed the good King Vittorio Amedeo III for ushering in the Age of Enlightenment". A lover of local wines, he doubted, however, if the natural product with its overtones of earth and cellar was quite suitable to the delicate palates of the ladies. It is for this reason that this resourceful man decided to produce his own more refined drink, which was to be a noble wine 'infused' with balms, aromatic herbs and spices. A wine with a distinct bouquet and fine palate, discreetly fortified, it would bring a warm glow and a sense of well-being to those who drank it. "I can visualise the inventor" continued Paolo Monelli "a man of considerable culture – with just a touch of the pedant about him. A voracious reader and admirer of Goethe, he baptises the new product with the foreign name of "vermouth" or "absinthe" in German.

Sporting a comfortable paunch (thought of in his day as a sign of wisdom and affability) he wore a smart white waistcoat under a tan overcoat, and short breeches over his tight fitting hose". "For years our inventor toiled in his laboratory, mixing herbs and spices,



Detail from the 'Festa' by Giovanni Michele Graneri (Civic Museum, Turin).



”The workshop”, detail from a painting by G.M. Graneri (Civic Museum, Turin).

boiling, macerating and perfecting his formula, which has not yielded its secret to this present day. To this mixture he added a light, white wine from the surrounding hills and after trying it himself pronounced it perfect; only then did he offer a glass of his beloved”.

The long quest for his perfect wine was over. The shop in the Piazza Castello came into its own as Turin’s favourite bar and meeting place. It was to remain the centre of Torinese social life for many years to come.

Antonio Benedetto Carpano was succeeded by his nephew Giuseppe Bernardino Car-



'L'Offerta del Gotto' detail from 'Picnic on the grass' by V.A. Cignaroli (Civic Museum, Turin).

pano, who founded the company which now bears his name. From 1840 to 1888 the fame of Carpano spread throughout the land. The old shop where vermouth was born was forced to stay open round the clock. A glass of Carpano as an aperitif or 'pick-me-up' had become Turin's favourite drink.

Among the most famous haunters of the shop we can list such celebrated politicians as Conte di Cavour, one of the founders of "Unità d'Italia", Massimo D'Azeglio, Luigi Brofferio, Urbano Rattazzi and writers, musicians and poets as famous as Giuseppe Verdi, Arrigo Boito and Giuseppe Giacosa.



A Torinese cafe in the first years of the nineteenth century, by an anonymous artist (Civic Museum, Turin).

Under the impact of the great economic changes that followed the unification of Italy, many small businesses evolved into fully-fledged industries. Meanwhile, Carpano, whilst responding to the challenge of commercial growth and development, jealously safeguarded the quality and traditional character of their products.

Giuseppe Bernardino's sons Luigi and Ottavio succeeded him and jointly pursued the commercial and technical expansion of the company. Then came the first World War, with its profound effect on the lives and ways of the Italian people. In 1916 the Carpano wine bar closed its doors for good, signalling the end of an era. In the following year Ottavio Carpano's widow, Mrs. Matilde Govone, assumed the running of the company. Nearly



twenty years later, after the start of the second World War, the House of Carpano was taken over by Silvio Turati, a prominent industrialist from Turin.

The new proprietor decided not to change the traditional style and character of this old Torinese establishment. In spite of radical technical changes and innovations, the basic method of production remained much the same. At the same time increased support was given to the company objectives of developing sales at home and abroad.

Today the products of the House of Carpano are exported to over 80 countries. Thanks to an efficient network of distributing agents, the major Carpano brands, headed by Punt e Mes, command respect and enjoy unequalled prestige on the markets of the world.



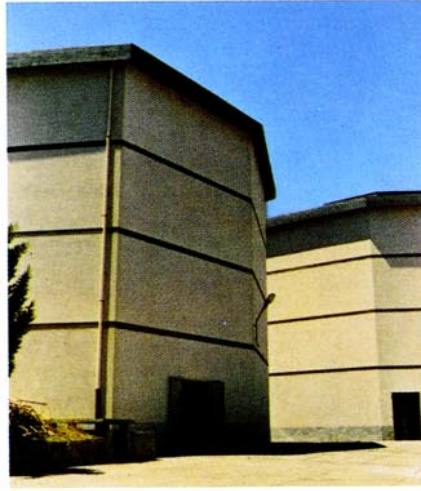
CARPANO, ANTONIO BENEDETTO. – Fondatore dell'industria del vermut. Iniziò la preparazione di questo vino verso il 1786 e ne aprì uno spaccio a Torino, sotto i portici di Piazza Castello (v. VERMUT).

VERMUT. – È uno dei più interessanti e tipici vini di lusso italiani. La vecchia grafia del nome stesso era *Vermouth* (o *Wermouth*, o *Wermuth*). L'origine di questo nome non è sicura; generalmente si fa risalire al tedesco *Wermuth* « assenzio » (*Artemisia absinthium*). Si vuole che un vino di questo genere fosse già preparato nell'antichità dai Romani, sotto il nome di *Absinthiatum* (o *Absinthianum*) *vinum*. Il primo autore italiano che parli di questo vino è C. Villifranchi, nella sua *Oenologia toscana* (1773): quindi si vorrebbe che la patria di questo vino sia la Toscana. Sta di fatto però che la sua fama è nata in Piemonte, per merito di Antonio Benedetto Carpano, il quale per primo nel 1786 lo fabbricava e « lanciava » a Torino.

Extract from the Treccani Encyclopedia which closely links the history of vermouth with the name of Carpano.

CARPANO ANTONIO BENEDETTO. – Founder of the Vermouth Industry. He began making this wine around 1786 and opened a wine bar in Turin in the arcade of the Piazza Castello.

VERMOUTH. One of the most distinctive and typical Italian quality wines. The origin of this name is not certain but it probably derives from the German word for "absinthe" (*artemisia absinthium*). It is known that a similar wine under the name of "absinthiatum" (or *absinthianum*) was made by the ancient Romans. The first Italian writer to mention this wine was C. Villafranchi in his "Oenologia Toscana" (1773) which suggests that it originated in Tuscany. Its world-wide popularity as an aperitif is however patently rooted in Piedmont – thanks to Antonio Benedetto Carpano, who in 1786 was the first Italian to make vermouth commercially in Turin.



Views of the Carpano wine plant at Alcamo, Sicily.

A Well Kept Secret

Let us go back in time. How many different herbs go to make up Antonio Benedetto Carpano's famous secret recipe? There are reputed to be over fifty and probably only one person can name them all. Legend has it that nobody at first knew more than one third of the secret recipe. Three people had to get together to be able to prepare the Carpano formula: not one of them could ever be party to the secrets of the other two.

Carpano's subtle and distinctive taste is ample proof that the legend is rooted in fact. To this day the age old recipe of the House of Carpano is jealously guarded by its proprietors.



The Carpano wine plant seen through the vineyards of Alcamo.

Plant & Production

Carpano has two factories: one is at Alcamo, Sicily, where the wine necessary for the production of Carpano vermouth is produced; the other in Via Nizza, Turin, where various types of vermouth are prepared. It goes without saying that at Alcamo the grapes are grown and selected with the greatest of care and that every stage of the wine making is strictly supervised to ensure that only the best wines are blended into vermouth. The establishment in Turin covers an area of 10,600 sqm and has vats with the capacity of over ten million litres of wine.



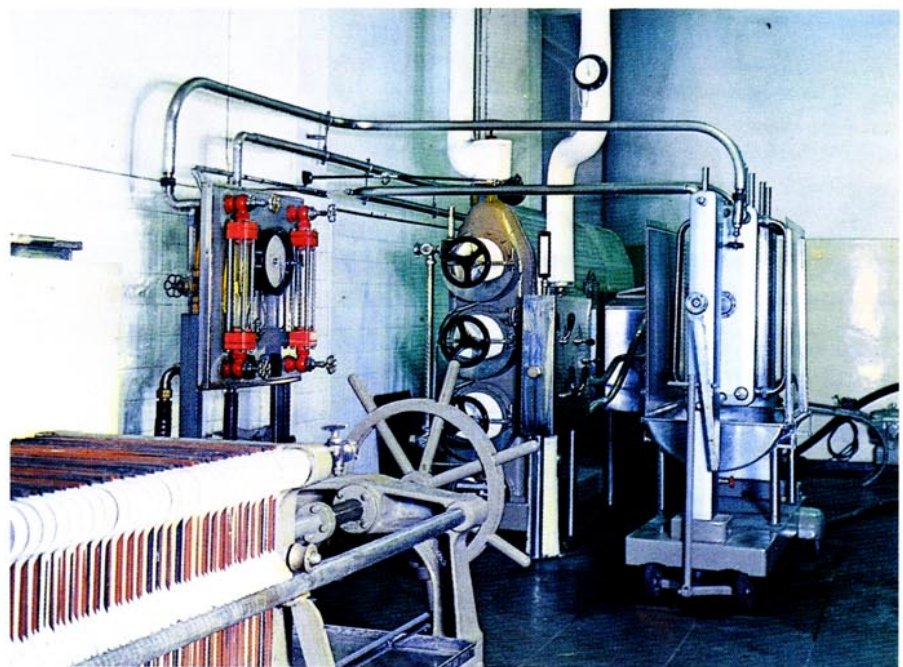
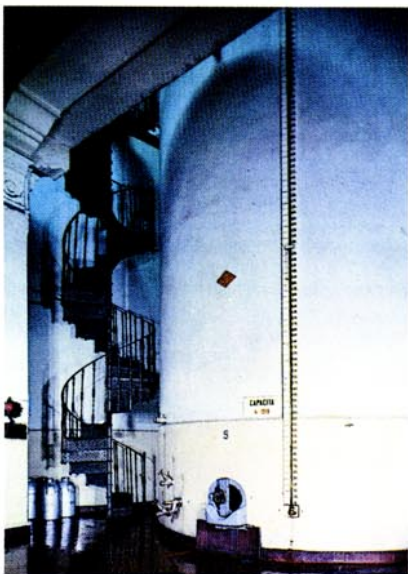
What is Carpano?

Antonio Benedetto Carpano's first vermouth was simply called "Carpano". It consisted of a dry white wine, fortified with alcohol, sweetened with sugar and livened up with an infusion of aromatic herbs. The original recipe has remained unchanged throughout the years, except for a few technical improvements introduced to stabilize the product.

The wines used are Moscato from Piedmont and the strong wines of southern Italy, in particular those from Sicily where Carpano have their own vineyards and plant.

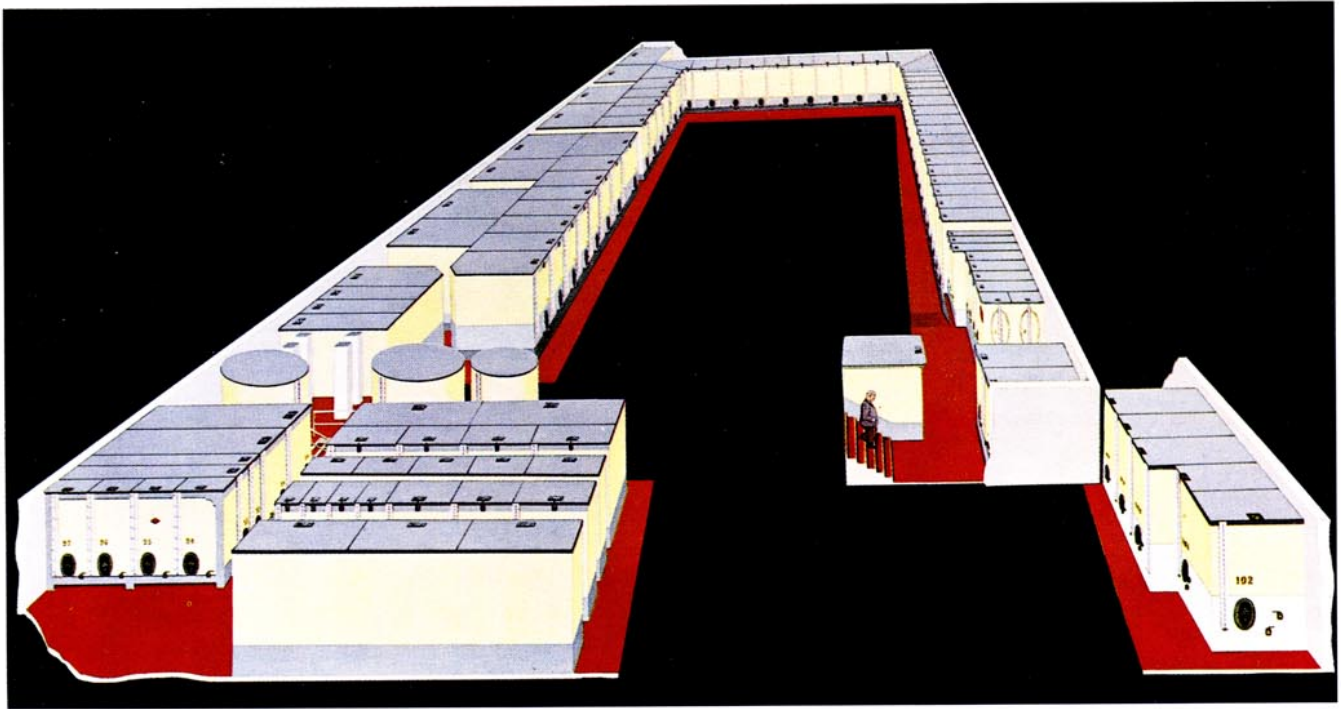


The entrance to the Carpano factory in Turin. (See overleaf for other views of the plant).



Large blending vats.
Pasteurising plant.
Refrigeration plant.
Cooling tanks for stabilization.

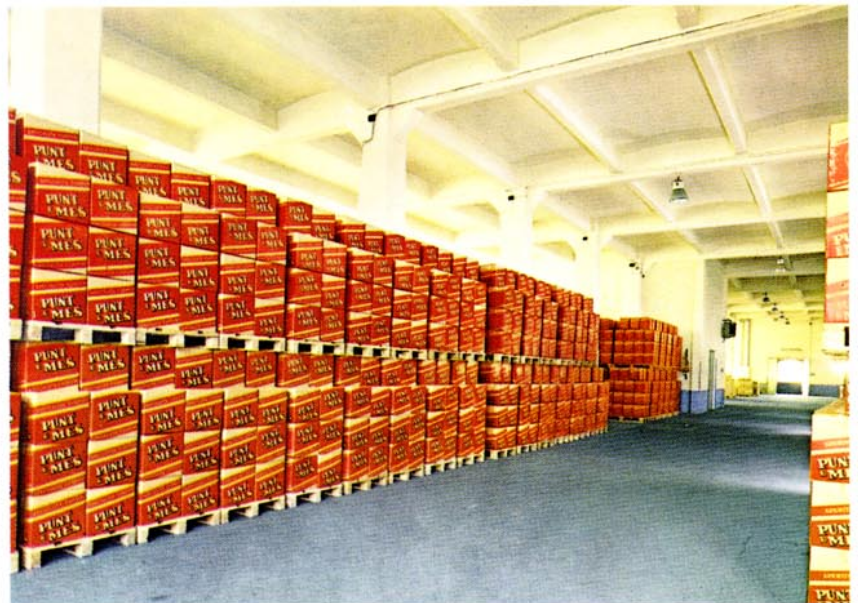
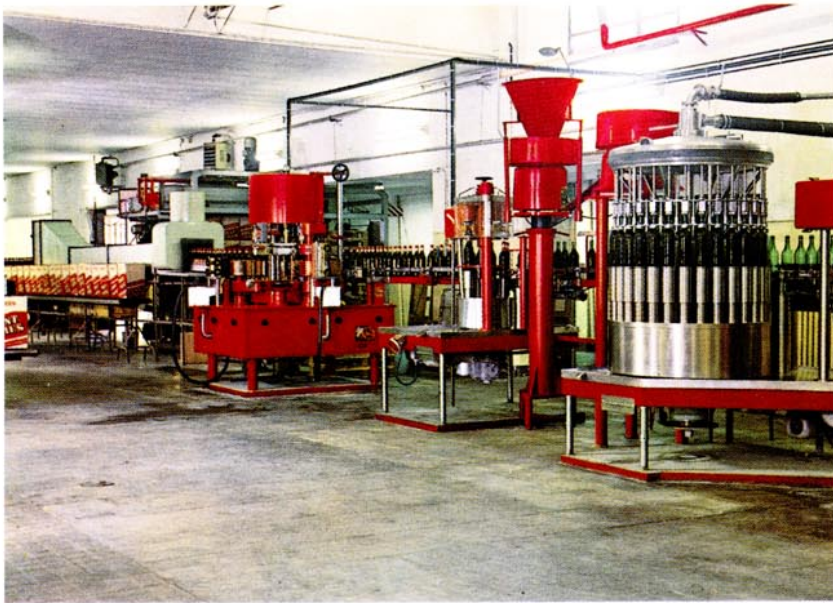
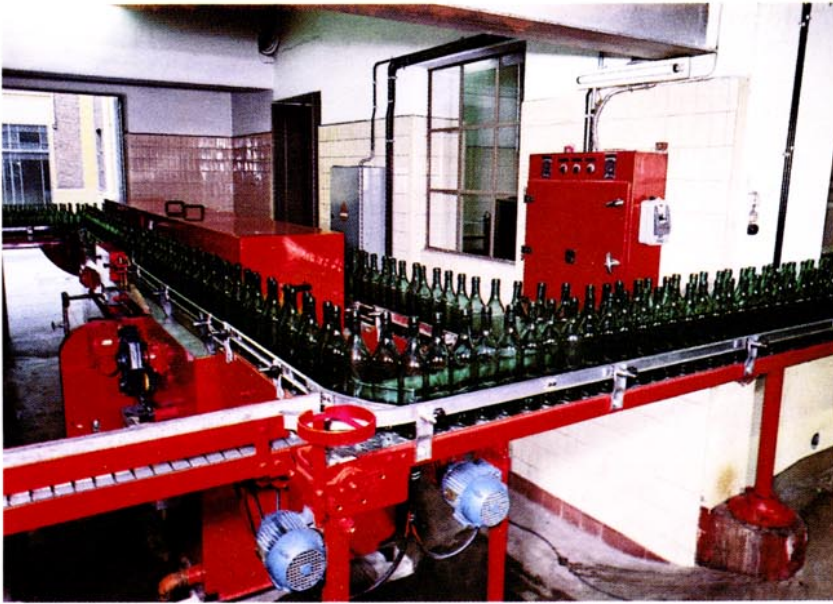


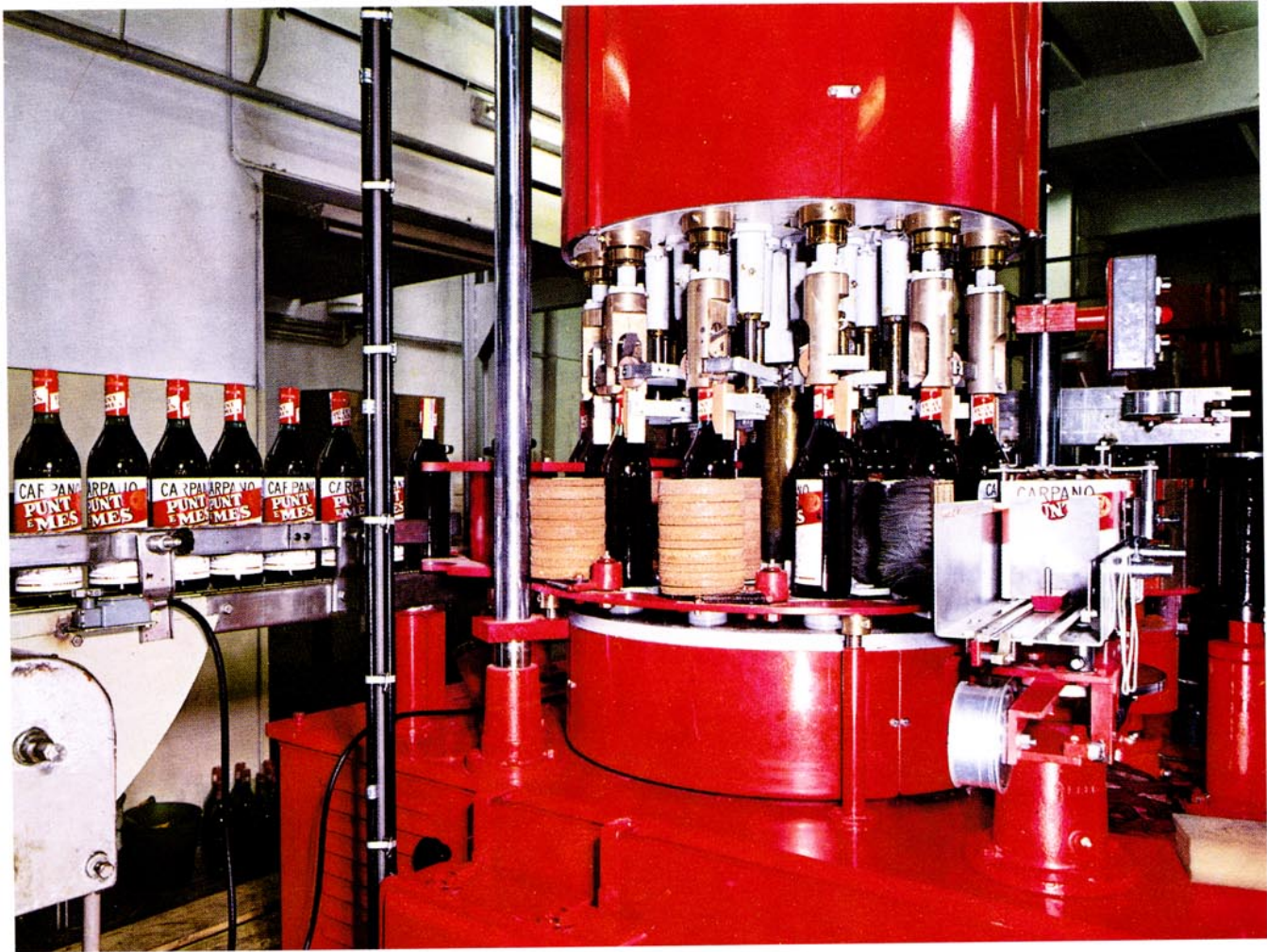


Part of the large cellars where the wines are aged.

Exact proportions of each wine are poured into large vats after which the "concia" is added. This consists of sugar, alcohol and a herbal infusion. All these ingredients are combined with the greatest care to ensure a perfect, well balanced blending of the wine. Before blending, the wine is pasteurised at temperatures of 65 to 75 °C and then placed in refrigeration units and cooled to -8 °C.

The herbs which make up the infusion are gathered in the beautiful mountains and valleys of Piedmont. The well kept secret of the House of Carpano lies in this dark ar-

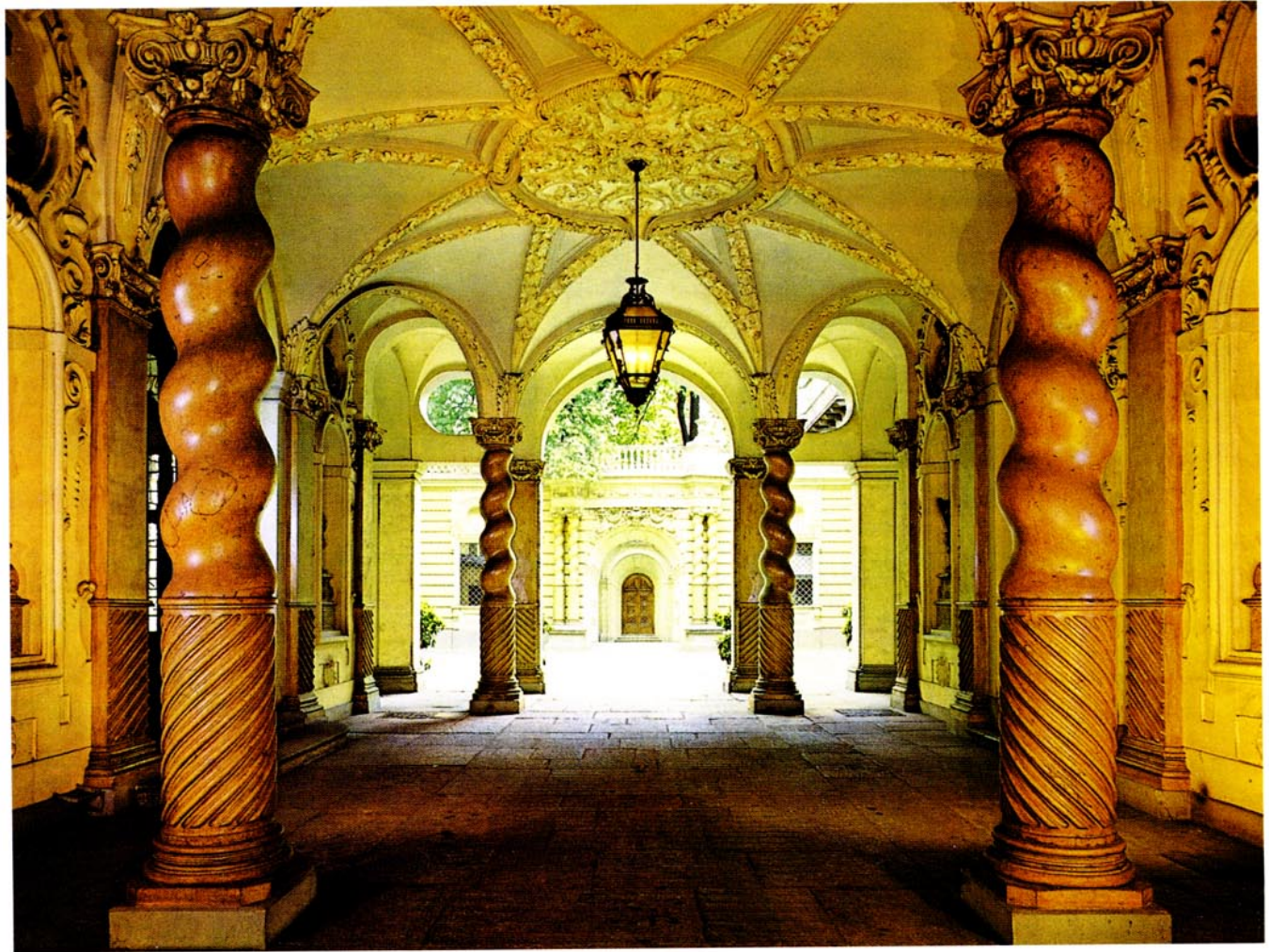




Here and on the opposite page: the bottling, packing and dispatch departments at Carpano.

matic essence which they yield and which imparts the unique and distinctive flavour to the company's products.

In the formulation of his product Antonio Benedetto Carpano deployed not only the technical skills of a scientist but the creativity and finesse of an artist. Tonic and "pick-me-up", his vermouth has also been prized by generations of Italians as a gentle but effective aid to digestion. But ultimately it is the subtle quality of the flavour that has given Carpano the title of King of Vermouths.



The entrance hall of the Carpano Palace.

A Kingdom fit for a King

If Carpano is the King of Vermouths then the city of Turin provides it with a truly regal setting. Capital of the province of Piedmont and proud of its ancient history and tradition of independence, Turin is still one of the most enchanting cities of Italy, a subtle blend of the old and the new.

The Palace which houses Carpano's head office was built in 1684. A masterpiece of Piedmontese Baroque, it was the work of architect Michelangelo Garove (1650-1713)



The front of the Carpano Palace in Via Maria Vittoria 4, Turin.

whose teacher, the great Guarini, is known to art lovers throughout the world. A great architect in his own right, Garove also collaborated with Guarini in the building of the Racconigi Castle, the College of the Nobility and the Church of San Filippo.

It is quite probable that the unique entrance hall of the Carpano Palace with its torso columns was an inspiration of Guarini's. The Courtyard was added by Camillo Boggio and the interiors painted by Alfieri and Martinez.



Entrance to the Great Stairway.

Benedetto Alfieri (1700-1767) came from Asti. Coming from a family of lawyers, he became a highly successful lawyer himself. However, his love of architecture took him to Turin where the King entrusted him with the rebuilding of the Regio Theatre. Other commissions followed, including the care and redecoration of some of the most important monuments in Turin (the Duomo, the Royal Palace, the Madama and Chiabrese Palaces).



The rear of the Palace and the centre Courtyard.



Entrance Hall.
Scenographic arch designed
by Camillo Boggio.



The Grand Staircase.



Room named after Olivero,
who painted the friezes over the six doors.

On the opposite page: Rapous's room named after the artist
who painted the friezes over the doors.
The portrait is of Vittorio Amedeo III.

The Beaumont Room.

The 'Empire' Room.

The ex-lawyer became highly successful as an architect and engineer. Working in collaboration with Martinez on the interiors of the Carpano Palace, he transformed it into one of the most lovely and elegant examples of Piedmontese Baroque. Today the Palace is protected as a national monument by the Italian State.

Over the years the Palace was the home of several noble Piedmontese families, such as



the Asinari of San Marzano, the Ceriana and the Casana families. In 1946 it was acquired by Silvio Turati, proprietor of the House of Carpano.

In the President's office there hangs the portrait of Vittorio Amedeo III, King of Sardinia, who was Duke of Savoia in 1786. There is a special significance in the date – it was the year in which Antonio Benedetto created Carpano.

What's Punt e Mes?

The story of Italy's
favourite aperitif

Carpano's vermouth as it was served to the patrons of the bar in the Piazza Castello could be varied according to taste. For those who liked a sweeter drink, a drop of vanilla was added. For those who preferred it on the bitter side, the barman obligingly laced it with bitters. These variations were executed with great speed and flourish and a good barman took pride in knowing his customers' foibles and preferences.

Punt e Mes, the world's greatest bitter sweet vermouth, was born as the result of a happy accident.

One evening, in 1870, a group of stockbrokers met in Antonio Carpano's bar, next to the Borsa, or Stock Exchange. As customary each of them asked for his aperitif to be mixed to order, indicating the number of 'points' of bitters he wished added to the straight vermouth. And, as the young men were discussing the very slight fluctuation of share prices that day – one and a half points – the barman asked one of them how he would like his drink mixed.

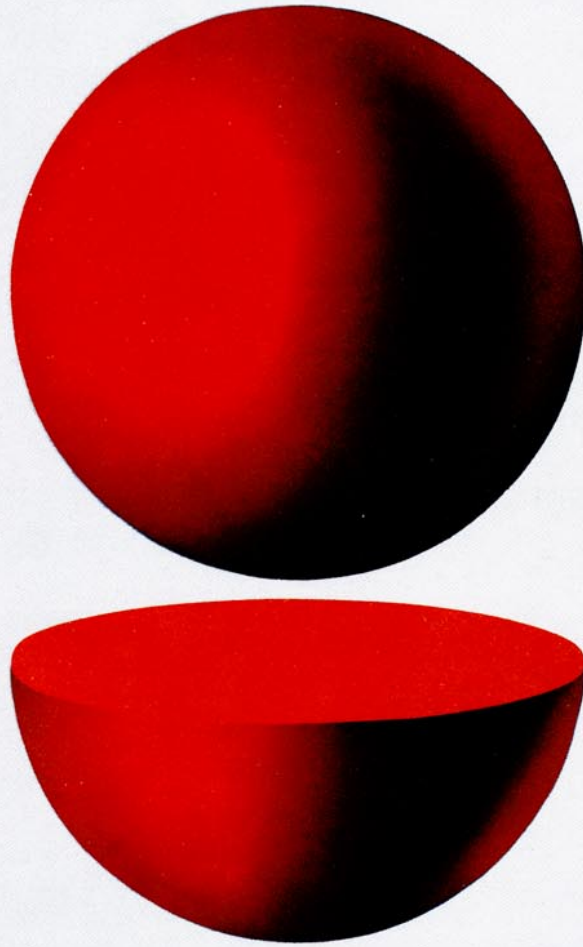
"Un punt e mes" he exclaimed absentmindedly. And to his vermouth was added "un punt e mes" (a point and a half, in the Piedmontese dialect) of bitters.

When the laughter died down, he discovered that he had created the perfect blend. A new drink was born, as the whole of Italy was very quick to appreciate.

The story of the origins of Punt e Mes is fact, not legend (the last living witness able to testify to this was a barman, Maurizio Boeris, who died in 1944 at the age of 94 years). This episode also gave birth to the curious habit of ordering Punt e Mes by gesture. A customer only had to raise his thumb (a Punt) and then trace his hand through the air horizontally indicating a half (e Mes) to obtain, promptly, a well chilled glass of Carpano's Punt e Mes.

Today Punt e Mes is the pride of the House of Carpano and its principal product.

ARMANDO TESTA



PUNT _E MIES

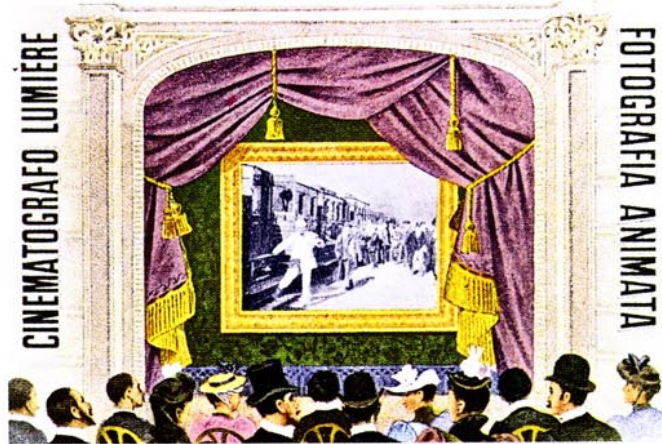
il grande vermuth



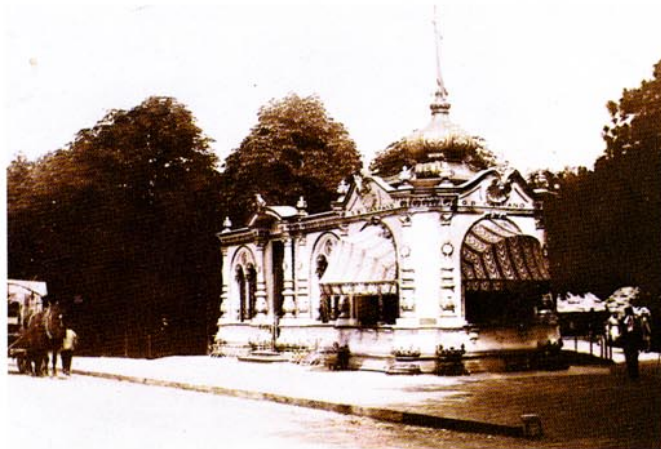


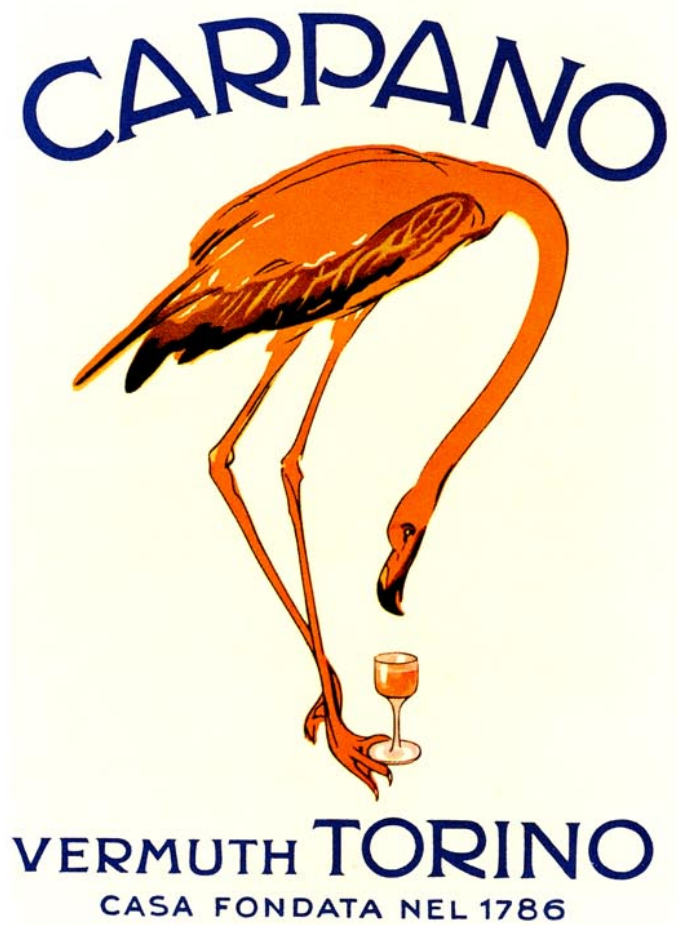
A ballet performance at the famous Regio Theatre in Turin. While the orchestra plays a liveried servant dispenses refreshments to the audience. The Regio Theatre, like Carpano's celebrated bar, was situated in the Piazza Castello. The picture was painted shortly before the invention of vermouth.

Times are Changing



Italian cinema was born between the late eighteenth and nineteenth centuries. The new art form was symbolic of the modern age. Carpano had by this time come a long way and was ready for the challenges of the 20th century. Shown below is the Carpano Pavilion at the Great Exhibition in 1911 which celebrated the Italian Industrial revolution.





The Carpano Style of Publicity

Advertising, through all its media, became one of the most fundamental languages of the 20th century. Carpano entrusted the creation of its advertisements to such brilliant artists as Mauzan and Dudovich. Some of their work, notably their posters, are collectors items today.



Examples of the original graphic style preserved at the Carpano Palace.

Tradition & Innovation

As with any product that is a household word, Carpano's advertising has become an integral and colourful part of the Italian daily scene. At first the company did not feel the need to advertise. When they did, they only employed the most brilliant commercial artists of the day. It was typical of the Torinese temperament "to disdain advertising and question the sense of paying to be heard and accepted as a leading brand on the market", wrote Dino Villani in his study "50 Years of Italian Advertising (1957)".

Carpano's awareness of advertising and confidence in the pre-eminence of their products were typically Piedmontese. Another Piedmontese characteristic is to respond dynamically and imaginatively to the challenges of change. As the Consumer Age with



King Carpano illustrates a modern interpretation of a traditional figure.

its attendant advertising explosion came into its own, Carpano was not slow to get on the bandwagon. Spurred by competition, the company threw themselves into the fray – making imaginative use of all the latest promotional techniques and exploiting every media.

Not, however, at the expense of that mellow and exclusive image which only the passage of time bestows on a great product. The brief that went out to its advertising agents read "Innovation, but hand in hand with tradition".

The difficult task of reconciling the two fell to Armando Testa, a graphic artist of great distinction. A modern man with a great capacity for innovation, he laid the foundations of the Carpano style of advertising – much acclaimed in Italy and throughout the world.



...dove non si beve
una cosa qualunque



inevitabilmente
PUNT E MES
di Carpano

il segreto della sua attualità... un punto di amaro e mezzo di dolce... clinkk !! un cubetto di ghiaccio... perfetto!



BRINDISI STORICO CON PUNTE MES



BRINDISI STORICO CON PUNTE MES





BRINDISI STORICO CON PUNTE MES



BRINDISI STORICO CON PUNTE MES



LE VERMOUTH
PUNTE MES
TURIN 1786

A few Carpano posters
chosen from advertising campaigns
over the last twenty years.



How to enjoy your Carpano Aperitifs

Punt e Mes, and Carpano's 'Classico' and 'Bianco' vermouths have all got to be served deeply iced. Only then can their flavour, subtlety and distinctive character be fully appreciated.

Take a few cool tips from the House of Carpano: Chill the bottle and glasses in the fridge at least two hours *before serving*. If you haven't got the time, roll some crushed ice around the glass until it mists up. *Throw away the crushed ice* and serve the drink 'on the rocks'!

All Carpano products are best enjoyed neat. A splash of soda is however recommended for a longer drink. Punt e Mes, *half-and-half* with bitter lemon or tonic water, is also becoming popular.

In Italy a twist of orange or lemon peel is always added. Punt e Mes is best enjoyed with a generous slice of orange.

Aperitifs in Italy are usually consumed in that leisurely half hour which should precede the two main meals of the day. Drink them very cold and your appetite will be stimulated as never before.

Cocktail snacks, canapés and even the common potato crisp provide perfect accompaniment. Salted almonds, olives, cheese straws, anchovy and smoked salmon spread on toast fingers are a treat with Punt e Mes. Pass them around liberally: a well served aperitif can set the right mood for the evening.

Cocktails from Carpano

The three principal Carpano vermouths form the base of many new and classical cocktails. In essence, with the number of diverse and aromatic ingredients that go into their preparation, it must be apparent that all three are cocktails in their own right. In particular this applies to Punt e Mes.

Such is the unique character of Punt e Mes, Classico and Bianco that barmen all over the world have continued to use them in the creation of hundreds of celebrated cocktails.

We list below the pick of many recipes created by distinguished barmen all over Europe.

Cocktails

NEGRONI

(An Italian Classic)

1/2 slice of orange
1 ice cube
1/3 Carpano Classico
1/3 Bitter Campari
1/3 Dry Gin

LUCY

Ernest, Barman of the Palace Hotel, Milan

1/2 Dry Gin
1/4 Punt e Mes
1/4 Lemon Juice
1 Teaspoonful of sugar
Ice and soda

SPLENDID

Corrado, Barman of the Hotel Summit & Miramare, Laigueglia

1/4 Punt e Mes
1/4 Bitter Campari
1/2 Bacardi Rum
Soda water and a slice of orange

ROB ROY

1/2 Scotch Whisky
1/2 Carpano Classico
A drop of Angostura Bitters
Decorate with cherry

MANHATTAN

2/3 Canadian Whiskey
1/3 Carpano Classico
A drop of Angostura Bitters
Decorate with cherry

VANESSA

Gianni, Barman of the Red Bar, Milan

1/2 Bianco Carpano
1/4 Maraschino
1/4 Grappa
6 drops of lemon juice

WICKING

Peter, Barman of the Hotel Baglioni, Bologna

1/2 Cherry Brandy
1/3 Vodka
1/6 Punt e Mes
2 drops of grenadine - Twist of orange or lemon peel



Commendatore Angelo Zola, founder member and for many years President of the A.I.B.E.S. (Italian Association of Barmen) and President of the International Bartenders Association (I.B.A.) introduces a selection of cocktails recommended by the House of Carpano.

"Good barmen and connoisseurs define the term 'cocktail' to mean different spirits of different strengths mixed to a precise formula. Any other mixtures come under the category of 'long drinks'. In mixing a perfect cocktail it is important to ensure that only proven and reliable ingredients are used. Well established products, such as Punt e Mes, Classico and Bianco produced with such loving care by Carpano, comply fully with this requirement"

LINDA

Felice, Barman of the Hotel Reale, Sanremo

1/2 Bourbon
1/4 Apricot Bols
1/4 Carpano Classico
A twist of orange peel

FIVE DROPS

Oscar, Barman of the Savini Restaurant, Milan

1/3 Select
1/3 Carpano Classico
1/6 Bitter Campari
1/6 Scotch Whisky
5 drops of Angostura
Ice and soda

CK

Albert, Barman of the Hotel Select, Milan

6/10 Kirsch
4/10 Punt e Mes
A twist of orange peel

COCKTAIL DIPLOMATICO

Giancarlo, Barman of the "Messicana", Brescia

1/4 Punt e Mes
1/4 Bitter Campari
1/4 Chinamartini
1/4 Gordon's Gin
A few drops of lemon juice
Slice of orange

TRIPLE

E. Jensen, Barman of the Swedish Association

1/3 Vodka
1/3 Punt e Mes
1/3 Cointreau

STOP

2/3 Scotch Whisky
1/3 Punt e Mes
Two drops of Bitter Campari



BOWLER'S

Ragnar Seather, Barman of the Norwegian Association

1/4 Punt e Mes
1/4 Grand Marnier Cordon Rouge
1/2 Bourbon Whiskey
Twist of orange peel
Decorate with cherry

CARACOLA

Bartolomeo Palau, Barman of the Spanish Association

3/10 Punt e Mes
3/10 Vodka
3/10 Scotch Whisky
1/10 Grand Marnier
Serve with a segment of mandarin orange

TAMARA

Bernardino Barral, Barman of the Spanish Association

5/10 Punt e Mes
3/10 Scotch Whisky
2/10 Benedictine
Twist of orange peel

GOLDENES DACHI

Karl Perathaler, Barman of the Austrian Association

2/5 Canadian Club Whiskey
1/5 Dry Gin
1/5 Curaçao Bols
1/5 Punt e Mes

BRUNO

Alessandro, Barman of the T/N Leonardo da Vinci

3/4 Vodka
1/4 Punt e Mes
A few drops of Fernet Branca
Decorate with an olive

PICCA

Roger Lebet, Barman of the Swiss Association

1/2 Canadian Club Whiskey
1/4 Galliano Liqueur
1/4 Punt e Mes
Twist of orange peel
Decorate with cherry

As a long drink we can recommend:

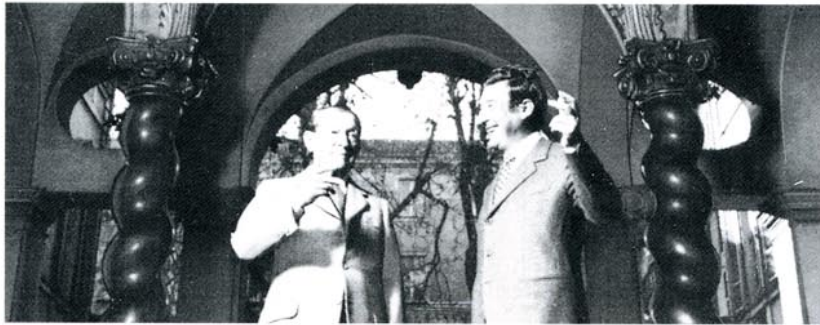
SCHWEP E MES

2/3 Schweppes Ginger Ale
1/3 Punt e Mes
Ice

LONG CLASSICO

5 cl. Carpano Classico
Lots of ice and soda





Silvio and Attilio Turati greet Carpano's many friends throughout the world.

