



697 BIANCO

Milan, Lombardia

There's no doubt about it: Vermouth's time has come. Wine and spirits industry veteran Stefano Di Dio recognized that sooner than most, endlessly riffing on recipes until he landed on formulations that simultaneously honored tradition and broke the mold. When he launched OSCAR.697 in 2013, he was ahead of the curve—a new-generation *vermutista* shaking up a fairly moribund category—but the market has matured considerably since then. OSCAR.697 remains perfectly positioned to capitalize on this renaissance, which, it could be argued, Di Dio helped spark in the first place.

The reasons for vermouth's rebirth are myriad: lower-a.b.v. cocktails are very much in vogue, as is Italian aperitivo culture. Whereas the initial impetus behind the vermouth renaissance may have come from craft bartenders seeking elevated ingredients for Martinis, Manhattans, Negronis, and other mixed drinks, the consumption of vermouth on its own—with no adornments other than some ice and a garnish—is arguably the future of the category. Vermouth isn't just a product, it's a culture.

Style

A modern riff on traditional sweet vermouth “bianco” that meets the requirements for Vermouth Storico di Torino. Dry botanical ingredients are crushed and macerated in grain neutral spirit for approximately three weeks. The botanical infusion is then blended with wine (Trebiano di Romagna) and natural flavors and rested for two weeks in tank. The finished liquid is filtered and then chilled to remove impurities, after which it is matured for three months in bottle before release. Residual sugar is 140 grams/liter, the minimum allowed under IGP Vermouth di Torino regulations.

Key Ingredients

Elderflower; Bergamot; Yarrow; Black Pepper

ABV

16%

Tasting Notes

Pale straw-yellow color. Exotically floral and bright, with notes of elderflower, yarrow, pineapple, and bergamot citrus. Well-modulated sweetness and a firm, vinous backbone. Bitterness is restrained but there are dried-herb notes and a zesty, citrusy “cut” to the finish. Excellent for mixing with white spirits such as gin or tequila blanco, or for serving on its own over ice with an orange peel garnish.

Producer Website

www.oscar697.com

