



*in*solito®
Vermouth di Treviso.
rosso



Inspect, learn, research.

Blended synchronously to combine original and unique elements. Andrea, Marco and their Spiriti Occulti have an alchemist soul.

Spiriti Occulti is a contemporary ambassador of food and wine culture in its territory - Treviso - interpreting and exploring the knowledge that marks their heritage.



Spiriti Occulti

moves within products, stories and characters, acts and rituals, scents, flavours and through different shades and tonalities. Inspired by the charm of these traditions, we are convinced we can surprise even the youngest and most contemporary palate.



Treviso: land of great wealth and specialities.

It's the vocation of a territory and its inhabitants.

Spiriti Occulti follows the tradition of taste, listens to the story of this place and pays it tribute.

And so
Insolito
was born,
the vermouth
that speaks
of Treviso

Unusual, unique, different from the norm.

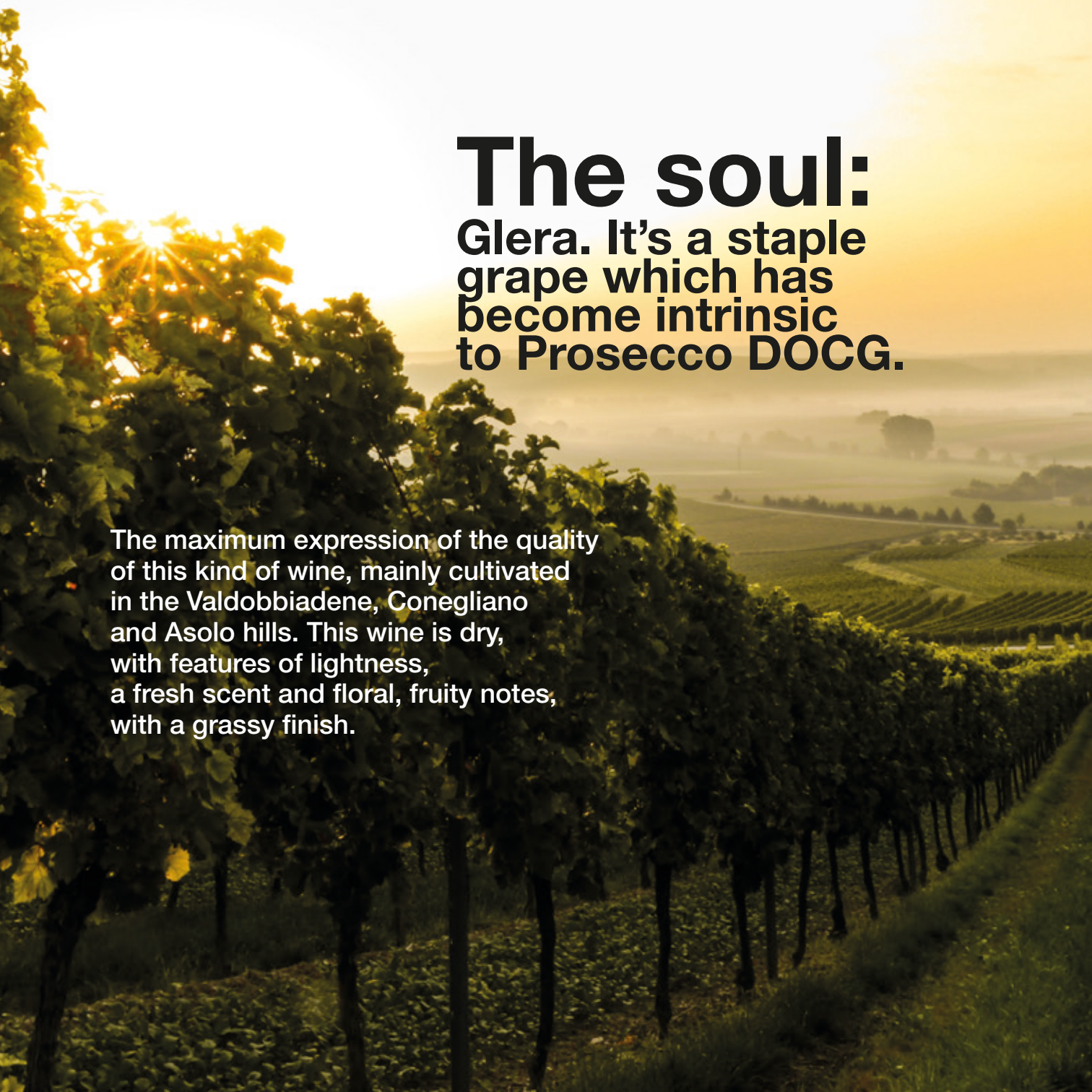
Akin to a modern Renaissance,
we have rediscovered
and reinterpreted the tastes
and the scents of the region,
giving back something new.
So the unexpected happens:
INSOLITO is born.

insolito
Vermouth di Treviso
Rosso

Insolito Vermouth di Treviso Rosso was born
from a passionate quest for quality raw materials
and great care was taken during the different
processes of harvest, selection, drying, maceration
and preservation of the products. The result is a vermouth
with an original and surprisingly complex character.

Appreciated for its uniqueness.





The soul:

Glera. It's a staple grape which has become intrinsic to Prosecco DOCG.

The maximum expression of the quality of this kind of wine, mainly cultivated in the Valdobbiadene, Conegliano and Asolo hills. This wine is dry, with features of lightness, a fresh scent and floral, fruity notes, with a grassy finish.



The character:

Radicchio Rosso di Treviso IGP.

This gives the vermouth a strong and distinctive personality, and also an aromatic quality where the bitterness is the main element. Radicchio Rosso IGP is a typical Treviso product. It is world-renowned which is where the IGP denomination is derived from. It means Radicchio Rosso IGP grows only in Treviso and the State recognizes it with the Protected Geographical Indication. Radicchio Rosso IGP is subjected to a drying process to concentrate the organoleptic and gustative characteristics. Once dried, it's placed to macerate in Grappa di Prosecco (Grappa: acquavita marc, by-product of wine production). Insolito Rosso contains this Grappa di Prosecco processed with Radicchio Rosso IGP.

The presence:

naturally red.

the natural red you can find in our product is created only by the macerated Radicchio Rosso IGP.



A great sensorial experience.

Olfactory, intensity and complexity
given by Radicchio Rosso IGP.

Accompanied by a 13 spice chorus.

Composed of 13 spices (each of them
extracted from maceration in alcohol).
These 13 spices help to complete
the aromatic and gustatory background
of **Insolito Vermouth di Treviso Rosso**.

A stack of five antique leather-bound books with ornate gold-tooled patterns. A silver chain hangs from the top, with a round pocket watch attached. The watch has a yellowed face with black numerals and hands, and a small seconds sub-dial at the 6 o'clock position. The background is dark and out of focus.

Insolito Vermouth di Treviso Rosso is also made with a special ingredient: time.

During production, Insolito Vermouth di Treviso Rosso, before being bottled, stands in a steel tank for sixty days for the ageing process. The wine, the alcohol, the spices and the sugar melt together smoothing their sharpness, so the bitter part is softened and the taste can be perceived with well-rounded flavour. The perfume becomes stronger and as a result we can smell more aromas and appreciate the raw materials contained in Insolito Vermouth di Treviso Rosso. Now the taste experience can magically happen!

Continuous experimentation.

The Wine, the Radicchio, the Herbs. Insolito's ingredients make it extremely versatile and perfect for the world of mixology, as it allows the creation and reinvention of the cocktail.

Vibrant "spiritual".

Insolito Vermouth di Treviso Rosso has an alcoholic strength of 17% that emphasizes the aromatic nuances giving an intense experience of flavour.



An experience of taste.

Uniqueness, quality and excellence.

According to analysis of the latest trends, this is the mantra which should lead every bartender to make their work the best it can be; ensuring every blended drink can become a unique olfactory and visual taste experience.



**Complicit
in the
creativity.**

This is the philosophy that inspired
Insolito and that which inspires
the exploration of boundaries where
originality, tradition and innovation
can create an enchanting fusion.

**Solo
protagonist.**

A close-up photograph of a chef's hands in a kitchen. The chef is wearing a dark uniform and has a tattoo on their left hand. They are holding a silver spoon and pouring a golden liquid into a dark bowl containing a colorful salad. In the background, another person is visible, holding a metal pot. The scene is dimly lit, with a warm glow from the kitchen lights.

Created for
the beverage world,
now enjoyed
by the world
of food too.

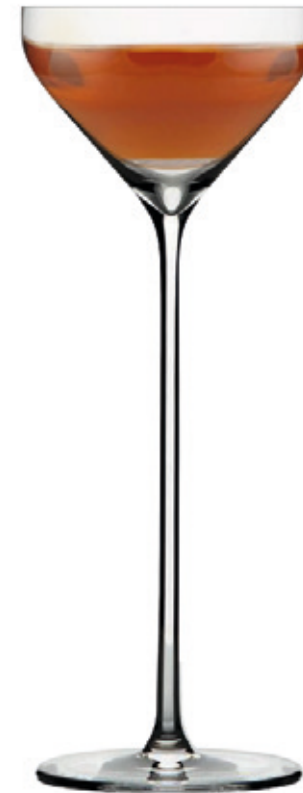
 Creative
recipe,
unusual product
difficult to find.

Insolito Vermouth di Treviso Rosso
enters the restaurant
tasting menu by right.
It is aimed at the ambitious
and visionary chef.

**W²¹ORLD
VERMOUTH
AWARDS
SILVER**

Taste Semi-Sweet

“World Vermouth Awards 2021”



The “World Vermouth Awards 2021” was an international jury in Norwich (England) which was composed of thirty world experts in the beverage field. They awarded the silver plaque to Insolito Vermouth di Treviso Rosso in the “Taste - Semi Sweet” category.

**It's the first among
Italian vermouths**
inside its category.



Label Design

“World Vermouth Awards 2021”

In honour of the contest “World Vermouth Awards 2021” a special jury took part in the event. Among these there were journalists, writers, masters of mixology, branding and marketing professionals, influencers, bloggers, fashion and glamour specialists, and also designers and art critics. Together they awarded Insolito Vermouth di Treviso Rosso the “Silver Design” plaque in the “Label Design” section.

It's the first among Italian vermouths again inside its category.

Thanks to **Barco Creative Lab** for the design and creation of our bottle label. It also has supported us in consolidating our identity by immediately becoming in tune with our project.



Concept: barcocreativelab.it 



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