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## **MARTINI® and Travel Retail**

A 45-minute drive from the northern Italian city of Turin brings visitors to the village of Pessione, home of MARTINI, the world's most recognized vermouth. While enjoying views of the Alps in the distance, the MARTINI Terrazza is the ideal place to relax with a Negroni before touring the state-of-the-art distillery to discover how MARTINI is made. Visitors learn about MARTINI vermouth's dry Italian wine base and the 80 select herbs and spices added to create its characteristic smoothness and unique bittersweet flavors. The visit concludes with a tour of the wine museum in the cellar of the original manor house, where some of the oldest winemaking artifacts in the world are on display.

Enjoyed in the homes, cafés, and bistros of Europe since 1863, MARTINI Rosso is highly perfumed and has a significant presence of herbs, quite unlike MARTINI Bianco, which debuted in 1910. While still aromatic, MARTINI Bianco is less herbal, with a greater presence of vanilla. MARTINI Extra Dry, introduced on New Year's Day in 1900, is straw-colored and extremely dry without being bitter. MARTINI Extra Dry is known as a key ingredient in the classic martini cocktail, while MARTINI Rosso, when mixed with BOMBAY SAPPHIRE® Gin and CAMPARI®, creates the perfect Negroni. The newest addition, MARTINI Rosé, launched in 1980 and is the only MARTINI to use a rosé wine base.

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**BACARDI GLOBAL TRAVEL RETAIL DIVISION**

For further information, please visit [www.martini.com](http://www.martini.com). MARTINI is a registered trademark. Please enjoy MARTINI responsibly.

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**Note to Editors**

Bacardi Global Travel Retail Division was established as a stand-alone business unit in January 2006. Through its premium and super-premium brands, including BACARDI® Rum, GREY GOOSE® Vodka and Flavoured Vodkas, 42 BELOW® Vodka and Flavoured Vodkas, BOMBAY SAPPHIRE® Gin, DEWAR'S® Blended Scotch Whisky, MARTINI® Vermouths, and OTARD® Cognac, Bacardi Global Travel Retail Division works to create innovative partnerships and unique experiences for travellers.

Bacardi Global Travel Retail is proud to support the European Travel Retail Council and other industry bodies in their work to protect the interests of the travelling public and the Travel Retail industry.

*For more information on or artwork of MARTINI and the Bacardi Global Travel Retail Division, please contact Jeanette Brown, Deussen Global Communications  
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