COLAZIONE DA AUGUSTA · INTRODUCTORY VERSION

The birth and triumph of vermouth

Walking: 7.9 km, 1 h 59 min (excluding stops reached by transport)
By public transport or car: Casa Martini

In Turin, the aperitivo is a ritual, and much of its history begins beneath the porticoes of Piazza Castello. Here, in 1786, Antonio Benedetto Carpano mixed white wine, herbs and spices to create vermouth. From that little shop, the drink made its way to the Savoy court and, over time, to bar counters around the world.

We are not offering you a list of bars where you can stop for a drink, but a route through the places that tell the story of how vermouth was born, developed and established itself. There are recipes preserved in the workshops of master vermouth makers, Art Nouveau cafés frequented by artists and intellectuals, and elegant tearooms where it was served to the Savoy family.

The five stops we have chosen reveal different sides of this story: the historic cafés of the aperitivo, the museum dedicated to its inventor, and the production that brought vermouth to the world. Before setting off, we recommend checking the visiting arrangements for each place.

Caffè Elena



FOR THE VERMOUTH THAT, ACCORDING TO TRADITION, WAS REFINED HERE

Caffè Elena – The Haven of Pavese and Gramsci
Caffè Elena does not have the fame of Mulassano or the grandeur of Baratti, but it has something even more valuable: authenticity. This café, dating from the late nineteenth to the early twentieth century and set beneath the porticoes of Piazza Vittorio Veneto, is a place of literary and political memory.

Caffè Mulassano



FOR THE APERITIVO THAT INVENTED THE TRAMEZZINO

Caffè Mulassano – Where Vermouth Met Bread
Just 31 square metres. Yet something revolutionary happened in this tiny Art Nouveau gem tucked beneath the porticoes of Piazza Castello: in the mid-1920s, Angela and Onorino Nebiolo, having returned from America, invented the tramezzino (the name, tradition has it, was coined by Gabriele D'Annunzio).

And they created it to accompany vermouth at aperitivo time.

Caffè Baratti & Milano



FOR THE ELEGANCE THAT ONCE SUPPLIED THE HOUSE OF SAVOY

Caffè Baratti & Milano – The Savoyard Salon
If Mulassano is about intimacy, Baratti & Milano is about grandeur. This historic café, which opened on 1 February 1875 inside the newly built Galleria Subalpina, has been the meeting place of Turin's high society for 150 years: a supplier to the Royal Household, a gathering place for artists and intellectuals, and a symbol of Savoyard elegance.

Museo Carpano



FOR THE HISTORY OF VERMOUTH WITHOUT LEAVING THE CITY

Museo Carpano – The Inventor of Vermouth
If Casa Martini is too far away or you prefer to stay in the city, Museo Carpano is an essential stop. Here, on the first floor of Eataly Lingotto, you can discover the story of Antonio Benedetto Carpano, the man who in 1786 created in Turin vermouth as we know it today.

The museum is a little gem: historic posters, vintage bottles, original documents, reconstructions of the old shop beneath the porticoes of Piazza Castello, and above all the remarkable story of how a liqueur maker from the Biella area who had settled in Turin revolutionised the world of aperitifs with a secret recipe based on wine, aromatic herbs and spices.

Casa Martini **(by public transport or car)**



TO UNDERSTAND HOW VERMOUTH CONQUERED THE WORLD – Casa Martini – The World's Temple of Vermouth

If you really want to understand what vermouth means, you need to come here. Casa Martini is not a museum: it is a complete experience in the universe of one of the most famous Italian brands in the world.

We are in Pessione di Chieri, at the historic premises where from 1864 Alessandro Martini, Teofilo Sola and Luigi Rossi created what would become an empire. Here, where Martini is still produced today (yes, the one drunk all over the world), you can walk through 160 years of vermouth history: from the Mondo Martini Gallery with vintage posters and iconic advertising campaigns, to the production rooms where vermouth comes to life, through to the Bar Academy where you learn how to make the perfect cocktails.

When you book your stay with us you receive the complete step-by-step itinerary, with directions to get there and back and tips on what to see.