



PERLINO

FONDATA IN ASTI
1905

Vermouth from Turin, and in particular our Corsieri del Palio, was the recent protagonist of the city's most famous event.

The September scents and colours of Asti, Piedmont were enriched with tradition and folklore. Perlino, a historic Piemonte company that has been producing sparkling wines and vermouths since 1905, hosted the leading representatives of the La Martiniquaise Bardinet group, of which it has been a member for six years now, to attend one of the most famous events in Asti and Piedmont, the Palio di Asti.

But let's start with the origins: it all began in 1905, in Castello D'Annone, a village near Asti, where Giuseppe Perlino had the idea of specializing in the magical world of Piemonte wines. His work was simple, but also innovative. The work ethic and the spirit of the Perlino family and his colleagues were the pillars of his business.

In the 1930s, the Perlino family's passion and tenacity made the company a major player in the sector, so much so that it was able to move to larger premises in the town of Asti where it still operates today.

It was during this period that, thanks also to further investments, the historic production of sparkling wines and vermouths began, which complemented the Piemonte wines and became, over time, the company's real strength.

Vermouth Perlino grew rapidly on national and international markets thanks to its unique recipe. Today it is a benchmark for this classic aperitif in the Piemonte tradition.

In 1932, the Consortium for the Promotion of Asti was created to protect, promote and valorize Asti DOCG and Moscato d'Asti, in Italy and worldwide. Perlino was one of the first members and began to improve its production capacity in the sparkling wine segment. The range of sparkling wines was later expanded with Prosecco Spumante, today one of the most popular products on the national and international market.

The second half of the 20th century saw successive generations of the Perlino family continue the business according to the company's philosophy and values.

By the end of the 1990s, the company was at the height of its activity and consolidation in the domestic and international markets.

In 2015, Perlino joined the La Martiniquaise group, which ensured the company the opportunity for further growth and momentum.

At the beginning of 2016, Perlino decided to emphasize the company's relationship with the cultural heritage and history of Asti, becoming strongly representative of the territory and traditions of Asti. A commitment represented today in the new company logo that is linked, precisely, to the Palio of Asti.

The same logo can be found in the company's niche product, Vermouth di Torino Corsieri del Palio (www.corsieridelpalio.com). Vermouth di Torino Corsieri del Palio is a tribute to the historic city of Asti, with its medieval past and its link to its equally ancient event, the Palio.

Its character, decisive and complex, evokes the tradition of vermouth of excellence. An ancient recipe that reflects the roots of the Piedmont region. The corsiero is a horse, noble, strong and beautiful, racing and therefore proud and determined to challenge. So is our Vermouth, decisive and balanced, with bitter-sweet notes and a citrus finish.



V.N.P. "VALSA" NUOVA PERLINO S.p.A. – Società con Socio Unico Dilmoor S.p.A.

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Its recipe involves a careful selection of herbs and spices, infused individually by heat or extracted cold according to their characteristics, and only then blended, after all the perfume and aroma has been naturally absorbed by the individual infusions.

At the beginning of September, Perlino's commitment to spreading the Piedmontese tradition was particularly evident in an event. A real gift to the guests, who came from all over Europe to transfer the passion that has always distinguished the company.

The event took place mainly on Sunday 4/09 and Monday 5/09. The first part was dedicated to the Palio of Asti, and its nuances for the entire city. Guests took part in this historic event and then in the city's typical bars, tasted the days' protagonist, the Vermouth di Torino Corsieri del Palio, with one of the cocktails par excellences, the Negroni

The day of Monday 5/09 was dedicated to visiting the company. Between tours of the bottling lines, new warehouses and must and infusion areas, all the stages of the elaborate production processes of sparkling wines and vermouth, pillars of the Perlino company, were shown.

The second part of the day was enriched by the presence of oenologist Valter Facello with a real workshop on the Corsieri del Palio

To top it all off, a real kit of material was prepared to support the product.

An important event for the Perlino company that involved many departments, a team united to pass on the passion and tradition, alive since 1905.



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