

OSCAR.697

THE CONTEMPORARY VERMOUTH

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Milan, 18th October 2022

Last night we received a terrific news from our US importer and distributor **Banville Wine Merchants**:

Our New Kids on the Block have been all rated 90+ by the iconic magazine Wine Enthusiast.

We at **OSCAR.697** never looked at awards and competitions because we always believed in focusing ourselves in striving for perfection on all our brand's & products' aspects.

Since the very beginning, back in April 2013, when for instance we were all sat in Stefano Di Dio kitchen room to make on ourselves the legendary "Hang Over Test" or when we sampled our first batch of OSCAR.697 Rosso to 20 close industry players just asking them to play with our product together with their usual customers without telling them anything, but waiting to listen for their sensitive feedback a week later.

We always believed – and we still believe – that our mission is to provide the best toys to consumers and industry players and these toys must speak by themselves. Right or wrong, this is our essence.

But because of that, exactly because of that, this exceptional achievement is for us a significant milestone in our almost decennial history.

To all our friends, parents, commercial partners, colleagues, competitors lovers and haters, well, this is it (for the moment). This is us. And these are our one-of-a-kind **Wine Enthusiast 2022 ratings & tasting notes**:



OSCAR.697 Bianco – 95 points

(Classified as **SUPERB**, a great achievement): ripe pear, savoury dried herbs and a hint of almond richness create an enticing aroma. The palate opens distinctly honeyed and sweet, with grilled pineapple drying to a lightly bitter citrus peel finish. **Delicious.**

OSCAR.697 Rosso – 94 points

(Classified as **SUPERB**, a great achievement): look for an amber hue and mild dried fruit aromas. The palate opens with plum, raspberry compote and rhubarb, finishing lightly and mouth-watering with juicy cranberry, fruit leather and grapefruit peel dryness, plus a hint of orange peel on the fruity, **sweet-tart exit.**

OSCAR.697 Extra Dry – 91 points

(Classified as **EXCELLENT**, highly recommended): this burnished **gold vermouth** offers heady aromas of baked pear and golden raisin. The lightly tart palate shows stewed fruit, dried mint, and a squeeze of lemon juice, leading into a whisper of vanilla on the exhale.

... and the best is yet to come as 2023 will be our 10th Anniversary and we all do deserve to celebrate it.

Stay Tuned for the 2022 Best of Year Top 100 Spirits by Wine Enthusiast, coming Nov. 23rd

ABOUT WINE ENTHUSIAST:

With a combined **readership of over 4.1 million**, Wine Enthusiast is the most influential voice in wine and drinks journalism today. Tapping its global network of editors, writers and tasters for an accessible but expert view on the world of wine and beyond, it is the comprehensive source for curious readers with an affinity for drinks culture, global travel, modern food and dining and approachable wine education.

Wine Enthusiast tastes more than 25,000 wines annually from across the globe and **all tastings reported are performed blind**. Typically, products are tasted in peer-group flights of from 5–8 samples. Reviewers may know general information about a flight to provide context—vintage, variety or appellation—but never the producer or retail price of any given selection. Ratings reflect what editors felt about a particular product.

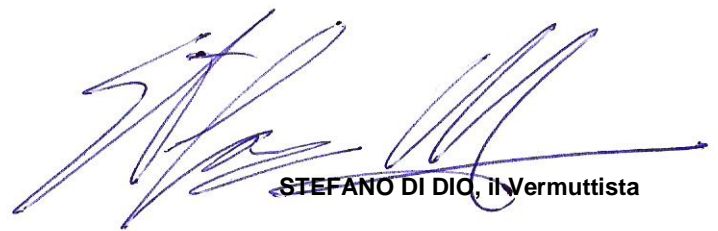
Beyond the rating, Wine Enthusiast encourages to read the accompanying **tasting note** to learn about a product's special characteristics.

ABOUT OSCAR.697:

Love the Past, invent the Future. This is the ultimate essence of OSCAR.697. An independent craft Vermouth Company born in 2013, Milan Italy, to showcase the contemporary Made in Italy whilst being proud of its magnificent Italian heritage. All around the world.

OSCAR.697 Sweet Red, Sweet White & Extra Dry are the 3 vermouths available today in the best Italian and international cocktail bars. Present to date in over 14 countries worldwide.

For further insights: info@oscar697.com – www.oscar697.com



STEFANO DI DIO, il Vermuttista

(Founder & MD)