

CASA SAVOIA

Piedmont, Italy



Products

"Savoia" comes from the Royal House of Savoia, which covered a region between France and Italy, a region now famous for the quality of its Vermouth. The Capital of the Duchy of Savoy was first Chambery and later, Torino. The Kings enjoyed wine infused with Artemisia from the herbal shops, and they called these 'Wermut Wine' or 'Vino Vermouth'. Vermouth became a fashion as 'Aperitivo di Corte', and from there of the 'Royal Aperitivo' spread all over Europe, starting a new ritual. Having spent over fifteen years travelling the world, educating bartenders and consumers on the then little known category of Vermouth. Giuseppe played a fundamental role in bringing it back as one of the main trends for the bar industry worldwide. Today Giuseppe is considered one of the world's foremost experts in Italian spirits, bitters & liqueurs.

<https://casa-savoia.com/>

