FONDATA NEL 1861

GRAN TORINO®

Il Ferrero & Rocher

Storia di una
passione italiana
dal 1861

It was in Turin in 1861 when the Ferrero family devised the original recipe for Gran Torino vermouth, combining grapes carefully selected from the Piedmont hillsides with mountain herbs and entirely natural essences.

Gran Torino, which has been granted the Italian 'No.3 License,' immediately became one of the most sought-after vermouths in Italy and throughout the world. Receiving various medals and acknowledgments in domestic and international competitions, it quickly became the official supplier of the Savoy family, the Italian Royal Household.

PRODOTTO IN ITALIA

1861

GRAN TORINO

Much has changed since then, but not the ancient and still-secret traditional recipe with its intense, unmistakable flavor and strong character. For over a century, this respected tradition has carried forward the outstanding quality of its glorious past. Gran Torino is still produced in the same establishment in Turin as it was in 1861. It is the product of the same care and passion it has received for over a century, without compromise, through generations of consumers.

Gran Torino vermouth is an excellent aromatic wine. It is still produced today in the same distillery and following the same recipe that was invented by its first creator, Riccardo Ferrero, who in 1861 skillfully blended a secret mix of ingredients – including sugar, spices, herbs, alcohol, and mountain plants to create a wine of the finest quality.

This is what gives the exceptional aroma of Gran Torino vermouth its unique, natural, and unmistakable character. Even today, after more than a century, the recipe of its three Gran Torino vermouths has been kept strictly under wraps.

1861
GRAN TORINO
VERMOUTH DI TORINO
SUPERIORE

The characteristic sweetness of “Moscato d’Asti DOCG” wine and Italian sweet oranges, the bitter notes of Piedmontese Artemisia, and the aromatic richness of the finest spices come together in this extraordinary Vermouth di Torino Superiore. It is a worthy heir to a rugged land that abounds in aromas and flavors.

GRAN TORINO®

VERMOUTH

ROSSO

With its distinctive red-amber color, it faithfully reflects its intense and full-bodied aroma. Predominantly sweet but with persistent spicy undertones, it is particularly suitable for fruity and aromatic cocktails. It is also excellent for serving neat, preferably with orange peel.

GRAN TORINO®

VERMOUTH

EXTRA DRY

With its aroma typically dry but with clear fruity undertones, it makes it undoubtedly the most complex and sophisticated vermouth in the entire Gran Torino range, a true work of art from our wine experts. Subtle enough to be seved neat, its traditionally dry taste makes it the perfect ingredient for all dry cocktails.

GRAN TORINO®

VERMOUTH

BIANCO

With its clear, fresh, and transparent color, it is infused with a full-bodied and fragrant aroma. It is traditionally sweet; however, its aromatic and intriguing aftertaste turns it into a versatile product that can be used in a varied manner in many cocktails. To savor its unmistakable aroma to the fullest, you are advised to consume it neat or with ice but always absolutely cold.

GRAN TORINO® BITTER

The Gran Torino Bitter encapsulates all the character of traditional Italian Bitter, where the bitter taste of gentian root and Piemontese wormwood harmoniously contrast with the intense scent of bitter Calabrian orange peels and rhubarb.

GRAN TORINO®

APERITIVO

The perfect and essential ingredient for many sparkling and refreshing drinks to be enjoyed during the ‘aperitif’ time in Italy’s buzzing cafes and bars. Traditionally mixed with soda, tonic, or prosecco before an evening meal, it has become an iconic product that can also be consumed at home all day long. Low in alcohol, pleasantly citrusy, and slightly bitter, it is a light aperitif that owes its flavors and aromas to sweet and bitter oranges, herbal notes, and a touch of vanilla. The other components are a trade secret and remain unchanged.

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