

GUIDELINE

21ST MARCH 2021



VERMOUTH

day

MMXX

THE STORY

There's no Martini Cocktail without Vermouth. There's no Negroni without Vermouth. And of course, there's no Vermuttino without Vermouth. On the 21st of March, we are going to celebrate the history and the power of the most elegant aromatized and fortified wine.

Created by Giancarlo Mancino, the Vermouth Day will see its first edition in 2021. The date, which corresponds with the period of the beginning of the spring season, is no coincidence. To celebrate this product with innate grace, we need a period of the year where everything is flourishing. The first flowers bloom, the plants become increasingly green and the scents in the air are so many and so diverse that you want to trap them all inside a bottle. Vermouth is just that. The grace of a liquid enclosed in a beautiful glass bottle. That slips into a glass to ennoble our drinks. From the time of the Ancient Greeks until today, the recipes of this fortified and aromatised wine have followed one another, but without changing the social character and the great drinking.

On the Vermouth Day we want to celebrate Vermouth in all its forms, without barriers. Vermouths from every country, colour and flavour, each with its own productive method. The wine base is the structure of a wonderful painting made up of spices, botanicals and flowers. Almost a way of composing small sips of poetry on the palate, making the strongest spirits kind or by his own, sipping an elegant and gentle product full of different yet interesting aspects.

Today, more than ever, there is a need for union, just as the spices are combined into a bottle of Vermouth. Here is the Vermouth Day, a way to celebrate one of the greatest cocktail ingredients of all the time.

A whole day in which we can all strengthen our community by raising up a glass of Negroni, a Martini Cocktail or a Highball. Reminding us that a "cheers" is more powerful than anything else.

HOW TO SUPPORT US



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INTRODUCTION

The vermouth day has been founded by Giancarlo Mancino but it's not linked to the Mancino Vermouth brand. It is a day where we would love to celebrate the entire category, therefore any Vermouth brand is more than welcome to join with their friends and bars

OFFICIAL CHANNELS

IG: [Vermouth day](#)

[DaysOfTheYear](#)

<https://vermouthday.com>

FOLLOW US ON INSTAGRAM

[Vermouth day](#)

SPREAD YOU LOVE FOR VERMOUTH

We would love to see a special menu based on vermouth cocktails, or special dishes made with your favorite Vermouth

TAG US ON YOUR CREATIONS

We will be happy to shoutout your profile and creation for the whole weekend, starting Friday the 19th to the official Vermouth day, Sunday the 21st of March 2021

USE THE HASHTAGS

#vermouthday

#vermouthday2021

#vermouth

#vermouthditorino

#vermut

#wermut

**BUT MOSTLY
IMPORTANT**

*Drink Vermouth
and be
Happy*

