COLAZIONE DA AUGUSTA · INTRODUCTORY VERSION

The birth and triumph of vermouth

Walking: 7.9 km, 1 h 59 min (excluding stops reached by transport)
By public transport or car: Casa Martini

In Turin, the aperitivo is a ritual, and much of its history begins beneath the porticoes of Piazza Castello. Here, in 1786, Antonio Benedetto Carpano mixed white wine, herbs and spices to create vermouth. From that little shop, the drink made its way to the Savoy court and, over time, to bar counters around the world.

We are not offering you a list of bars where you can stop for a drink, but a route through the places that tell the story of how vermouth was born, developed and established itself. There are recipes preserved in the workshops of master vermouth makers, Art Nouveau cafés frequented by artists and intellectuals, and elegant tearooms where it was served to the Savoy family.

The three stops we have chosen reveal different sides of this story: the shop where it all began, the production that brought vermouth to the world, and a café connected with Turin's cultural memory. Before setting off, we recommend checking the visiting arrangements for each place.

Caffè Elena



FOR THE VERMOUTH THAT WAS REFINED HERE

Caffè Elena – The Haven of Pavese and Gramsci
Caffè Elena does not have the fame of Mulassano or the grandeur of Baratti, but it has something even more valuable: authenticity. This café, dating from the late nineteenth to the early twentieth century and set beneath the porticoes of Piazza Vittorio Veneto, is a place of literary and political memory.

Caffè Mulassano



FOR THE APERITIVO THAT INVENTED THE TRAMEZZINO

Caffè Mulassano – Where Vermouth Met Bread
Just 31 square metres. Yet something revolutionary happened in this tiny Art Nouveau gem tucked beneath the porticoes of Piazza Castello: in 1925, Angela and Onorino Nebiolo, having returned from America, invented the tramezzino.

And they created it to accompany vermouth at aperitivo time.

Caffè Baratti & Milano



FOR THE ELEGANCE THAT ONCE SUPPLIED THE HOUSE OF SAVOY

Caffè Baratti & Milano – The Savoyard Salon
If Mulassano is about intimacy, Baratti & Milano is about grandeur. This historic café, which opened on 1 February 1875 inside the newly built Galleria Subalpina, has been the meeting place of Turin's high society for 150 years: a supplier to the Royal Household, a gathering place for artists and intellectuals, and a symbol of Savoyard elegance.

Museo Carpano



FOR THE HISTORY OF VERMOUTH WITHOUT LEAVING THE CITY

Museo Carpano – The Inventor of Vermouth
If Casa Martini is too far away or you prefer to stay in the city, Museo Carpano is an essential stop. Here, on the first floor of Eataly Lingotto, you can discover the story of Antonio Benedetto Carpano, the man who quite literally invented vermouth in 1786.

The museum is a little gem: historic posters, vintage bottles, original documents, reconstructions of the old shop beneath the porticoes of Piazza Castello, and above all the remarkable story of how a young Turin liqueur maker revolutionised the world of aperitifs with a secret recipe based on wine, aromatic herbs and spices.

Casa Martini **(by public transport or car)**



TO UNDERSTAND WHERE IT ALL BEGAN – Casa Martini – The Temple of Vermouth Worldwide

If you really want to understand what vermouth means, you have to come here. Casa Martini is not a museum: it is a complete experience in the world of one of Italy's most famous brands worldwide.

We are in Pessione di Chieri, at the historic factory where, from 1863 onwards, Alessandro Martini and Luigi Rossi built what would become an empire. Here, where Martini is still made today (yes, the one you drink all over the world), you can journey through 160 years of vermouth history: from the Mondo Martini Gallery, with vintage posters and iconic advertising campaigns, to the production rooms where vermouth comes to life, and on to the Bar Academy, where you learn to make the perfect cocktails.

When you book your stay with us you receive the complete step-by-step itinerary, with directions to get there and back and tips on what to see.