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BEVX REPORT

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DIMMI LIQUORE DE MILANO

THE DATA

Category: Liqueur
Sub-Category: Botanical Liqueur
Origin: Milano, Italy
Retail Price: \$34.99
ABV: 35%



HOW TO ENJOY IT

The applications are broad and varying as it's a great aperitif when chilled and equally good after a meal. There is a rising interest in utilizing the unique flavors in cocktails as well. Mix with soda or sparkling wine for a quick and tasty aperitif.

COOL FACTOR

A

One of the greatest developments in this spirits renaissance is the reemergence of classic brands that were once boxed into niche applications that are now open to a new, adventurous audience. **Grade - A**



ANALYSIS



The base spirit is primarily made with organic winter wheat with a small portion of Nebbiolo grappa. The clear spirit is infused with a complex blend of herbs, botanicals, and spices including licorice, vanilla, bitter orange, ginseng, and rhubarb. This special family recipe was first recorded by Ferdinando Martini in Torino in 1932.

Dimmi is prime for a comeback in today's market where it is not required to put a spirit into a delimited category rather allowing a product to stand on its own.



TALKING POINTS

FROM DIMMI



Dimmi Liqueur di Milano is an ultra suave, 70 proof Milanese liqueur distilled from soft winter wheat grain and blended with a small amount of Grappa di Barolo. The spirits are infused with a century-old family recipe of botanical ingredients that add a delightful aromatic component-including classic vermouth bitter herbs updated with apricot and peach flower blossoms.



VALUE GRADE

At \$35 this unique and complex Liqueur will find an eager fan base.

Grade - B

B

IN THE GLASS

Appearance: Crystal clear with a faint yellow/green tint.

Aromatics: The nose is very aromatic offering scents of ripe fruits including lychee, peach, apricot, and golden melon supported by dried herbs, orange peel, anise, and vanilla.

Flavor: The palate echoes the nose delivering more dense fruit with a rising spice and herbal vein offering length, balance, and intrigue.

Intensity & Texture: Medium-bodied with layers of fruit, herb, and spice with just enough tart fruit and citrus notes to keep it balanced inviting the next sip.

MORE THAN
THE SCORE



FIERCELY
INDEPENDENT