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Sean Ludford's BevX.com

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# BEVX REPORT

## PUNT E MES

### VERMOUTH

#### THE DATA

**Category:** Vermouth

**Sub-Category:** Sweet & Bitters (Red)

**Origin:** Milano, Italy

**Retail Price:** \$18.99

**ABV:** 16%



#### HOW TO ENJOY IT

**Punt e Mes is really in need of nothing but a glass** and perhaps a few ice cubes. It's great over ice with soda and an orange slice offering the perfect summer refreshment. Of course it can be used in the classic Negroni to add a punchy twist.

#### COOL FACTOR

A

This has long been one of my favorite products as its unique flavors have no viable substitute. It's simply a classic and **should be in everyone's bar.** Grade - A



#### ANALYSIS



This has long been one of my favorite aperitifs and it has one of the best stories in the world of wine and spirits (that's saying something). The quick version of the story is that a stockbroker enters a bar in Piedmont belonging to Antonio Benedetto Carpano. The brokers mind was still at work as he calls out for a Punt e Mes, "a point and a half," which is a traders term and not yet a drink. He was meaning to request a **Vermouth with a half dose of bitters.** The rest, as they say, is history.



#### VALUE GRADE

Punt e Mes offers value unsurpassed in the spirits world offering unique style and unmistakable quality. **There is no substitute.**

A

Grade - A

#### TALKING POINTS

FROM CARPANO



*Regular Carpano customers to order Punt e Mes only with a gesture, by using a raised thumb to mean "a point" and a mid-air straight horizontal hand movement to mean "a half". When the waiter saw that, he immediately knew the client wanted a Punt e Mes.*

## IN THE GLASS

**Appearance:** Deep, mahogany color being nearly opaque leaving amber waves and streaks when the glass is swirled.

**Aromatics:** The nose is deep and dense with a sweet, fruity wine core with generous supporting notes of bitter herbs, cloves, allspice, orange zest, and anise.

**Flavor:** The palate confirms the nose while possibly being more robust with a fruity, vinous core that brilliantly merges sweet Vermouth and bitters.

**Intensity & Texture:** Wonderfully intense and full-bodied with robust and assertive fruit and bitters in one ideally balanced package.

**MORE THAN  
THE SCORE**



**FIERCELY  
INDEPENDENT**