

La
PIVÓN
de España

THE BEAUTY OF
FLAVOR

Combining the rich traditions of Spanish vermouth with a distinct blend of ingredients, La Pivón is a vermouth that is somehow both richly nuanced yet easy drinking. Inspired by Spain's daily ritual of La Hora del Vermut (The Vermouth Hour), La Pivón embodies a flavor and a lifestyle you'll find strikingly attractive.

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La PIVÓN

VERMOUTH BLANCO

VERMUT

La Pivón is a Spanish vermouth crafted traditionally in Madrid with maceration of locally sourced herbs and botanicals in oak barrels, with oranges from Valencia. Flavors and aromatics are herbaceous, balanced and versatile.

PRODUCTION

Fashioned by the only vermouth producer in Madrid, the base starts with a premium mixture of both Airén and Malvar wine grapes. The herbal portion of the vermouth starts with a “Mother” from a previous batch. Generally 30%-70% is retained from each batch for the next process in barrel. A proprietary mixture of local herbs and flavors are added so the blend can sit for a full day. The liquid is then filtered and bottled, allowing the whole process to take just a few days.

BOTANICALS

Cardamom • Wormwood • Cinnamon • Clove • Orange Peel • Lemon Peel • Gentian

TASTE

Soft yellow in color, aromas are bright and commanding with citrus, vanilla and subtle cinnamon. A light sweet entry, bears fruit to the mid palate with a delicate flavorful finish.

INSPIRATION

The slang Spanish term *La Pivón*, translates to “a very attractive person”. We chose this name to reference the beauty of flavors found in our vermouth, as they are all consuming, captivating the senses.

PACKAGING

The curvy bottle silhouette along with the floral design elements compliment the femininity of the name. Honoring the classic architecture of Spain, the neck strip showcases a bold Spanish color and tile motifs, one that could be found roaming the streets of Madrid. The golden screen-printed crest proudly displays the origin and tradition of La Pivón.



SPEC

16% Alc By Vol • 750 Ml • \$29 SRP

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