

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 ROJO

### 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

Ocher in color with slight orange tones, herbs develop strong on the palate with cinnamon, cardamom and clove. French oak influences the lengthy, balanced vanilla 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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