



De Muller Winery  
*Reus*  
*Since 1851*





# ORIGIN

Wormwood, the main botanic for Absinthe and later for Vermouth

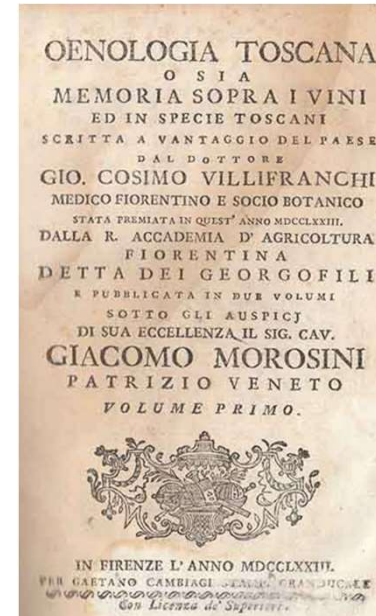


 der Wermut <sup>1)</sup>

Wermutes/Wermuts · Wermuts<sup>4</sup> <sup>2)</sup>

*ein gelbblühender Beifuß, aus 1 hergestellter Brannntwein oder Likör, Absinth*

 absintio, vermú <sup>3)</sup>  wormwood, vermouth <sup>4)</sup>



First records from 1773, when the Italian doctor Villefranche explains the elaboration of a liqueur from the mixture of wine with absinthe.





**1786 | In Turin the drink "Alessio" is rescued, a recipe originating in Bavaria, where a liquor is made based on wine and with a mixture of alpine herbs, such as absinthe, which they called "Wermut Wein"**



**1821 | Vermouth expands to France (Chambéry) where, as a way of differentiation, White Vermouth is created**



**1848 | First elaborations of Vermouth in bulk in Reus (Spain) with influences from its predecessors in Turin and Chambéry**

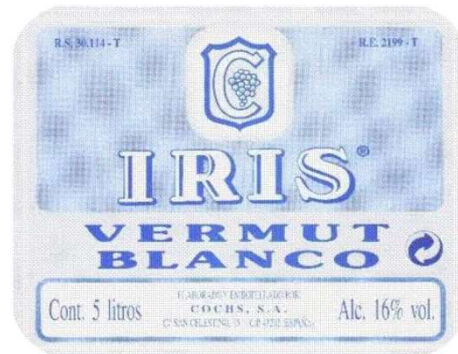
*Museum of Vermouth | Reus*



ORIGIN

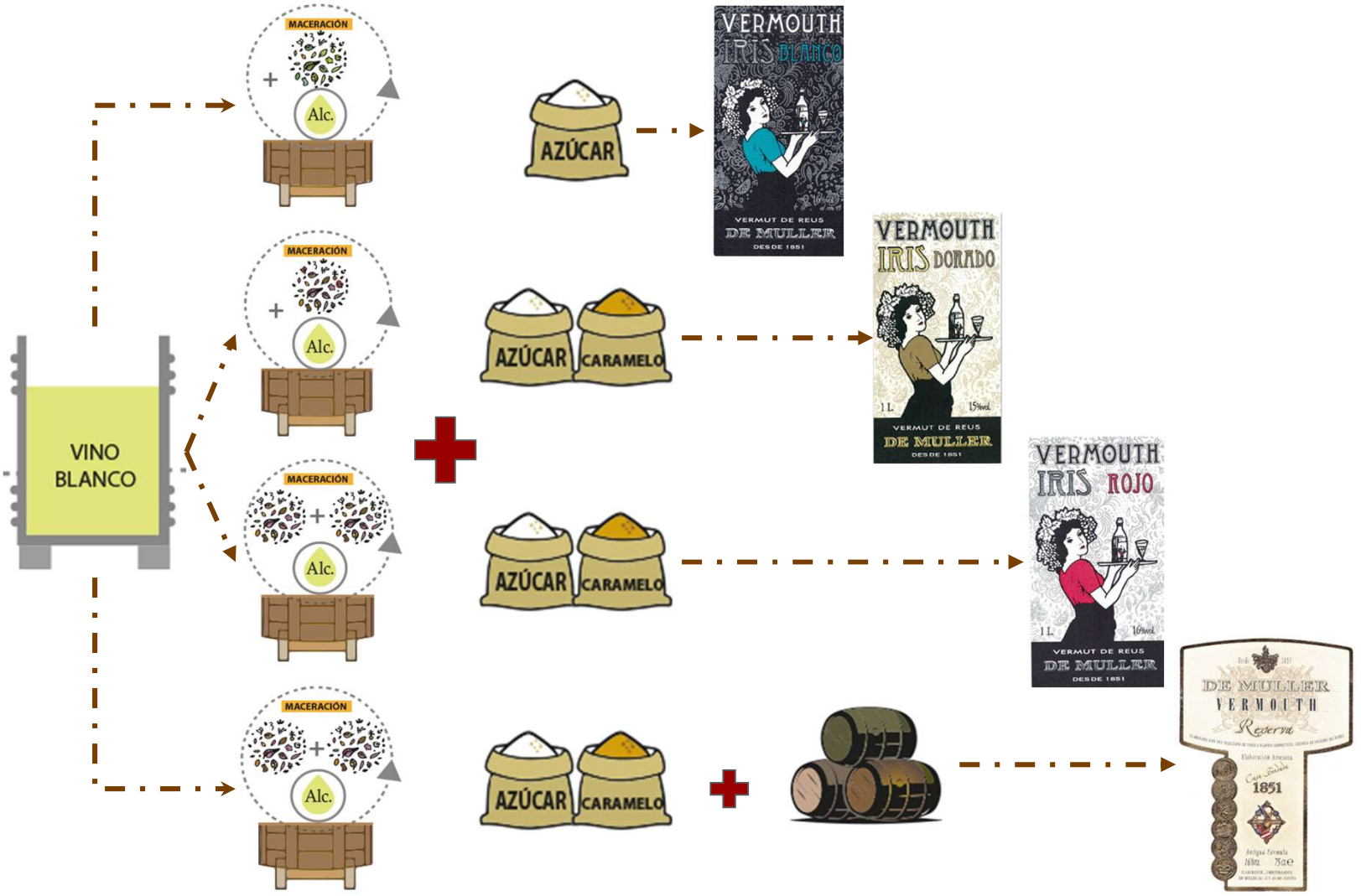
"Vinícola Reusense" becomes "Cochs S.A." which in 1923 registered the Vermouth Iris brand.

In 1995, the Martorell family incorporated Vermouth Iris to the DE MULLER's portfolio.





# PROCESS





# PRODUCTS



15 %



Crystal yellowish colour with gold reflections



Subtle aromas of candied fruits and vanilla



Sweet, smooth with a silky texture and a citrus aftertaste



Storage temperature 13°C - 18 °C  
Best Served between 5°C - 7°C



Aperitif

★ Vinari de Oro  
Vermut 2018





# PRODUCTS



15 %



Brown colour with amber reflections



Subtle sweet perfume with notes of caramel



Sweet, smooth with a silky texture and a citrus aftertaste



Storage temperature 13°C - 18 °C  
Best Served between 5°C - 7°C



Aperitif





# PRODUCTS



16%



Brown colour with amber reflections



Soft sweet perfume, herbaceous with notes of caramel



Sweet notes of hazelnuts. Remarkable wormwood and herbal character



Storage temperature 13-18°C  
Best Served between 5-10°C



Aperitif, it traditionally pairs well with pickled elements



★ Vinari de Oro Vermut 2017







# PRODUCTS



16%



Subtle aromatics, that remind of sweet and oaky elements



Subtle aromatics, that remind of sweet and oaky elements



Sweet notes of dried and toasted fruits, as well as hints of coffee and cocoa with a balsamic end



Storage temperature 15°C - 20°C  
Best Served between 5°C - 10°C



Aperitif

★ Vinari de Oro  
Vermut 2014





# SERVICE

A glass that allows small amounts as an aperitif:

- Cocktail 8 oz.
- Old fashioned 6-10 oz.
- On the rocks 6-10 oz.
- Highball 8 oz.

Once opened, it retains its characteristics for up to 6 months kept in refrigeration

Recommended as an aperitif and as a contrast for:

- Foods rich in salt
- Foods rich in Citrus



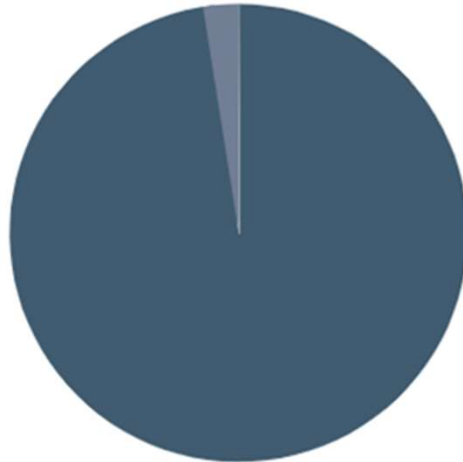


PUBLIC

# Production and Consumption

Wine destined for  
Vermouth (400.000 hl)

2.5%



White table wine  
97.5%

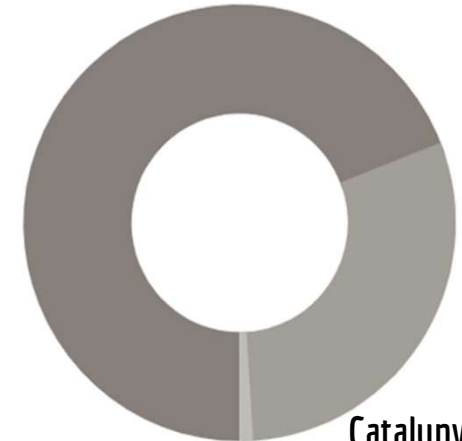
Annual consumption  
25 - 30 mill lts.



Aperitif in Hospitality  
and Home

Production of Wine for  
Vermouth

Castilla - La Mancha  
69%



Others  
1%  
Catalunya  
30%

\* 2020 ANEV | Asociación Española de Elaboradores y Distribuidores de Vermouth, Bitter-Soda y Aperitivos  
Vínicos



PUBLIC

# TREND



Since 2010, Vermouth has generated an increase in the domestic consumption and constant production.

The trend is heading towards:

- Recognition as a drink for a wider range of ages
- Promote service techniques such as tap in hospitality and bag in box for domestic consumption



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[demuller.es](http://demuller.es)

