

# La Canellese

Italy - Piedmont - Calamandrana (AT)



**Ownership/Founders** Oreste Sconfienza and sons / Alfredo Sconfienza

**Start of Activity** 1957



VERMUT DI TORINO IGP  
SUPERIORE ROSSO CON NIZZA  
DOCG

**Melange of selected Italian white wines, sugar, alcohol enriched with 30 medicinal herbs, including Roman wormwood, liquorice, orange, enula, allspice and nutmeg. Coloured with caramel**

**Production area:** Calamandrana (AT)

**Color:** dark garnet red

**Fragrance:** characterized by great aromatic complexity of cinchona and spices

**Flavor:** warm and complex. The bitterness of quinine is well balanced by the smoothness of sugar and alcohol. A harmonious succession of flavors ends with a refined bitter note of gentian

**Alcoholic Grade:** 16% vol

La Canellese was founded in 1890 at the berry beginning as a barrel factory. Thanks to the intuition of Rosa Bertello (wife of Francesco Sconfienza), that perfected her homemade recipe, his son Alfredo, in 1947, applied for a license to start producing vermouth. After a few years Alfredo and the two brothers decided to transform the old workshop for barrels into a factory of fine liqueurs and sparkling wines: it was the year 1957. Oreste Sconfienza, Alfredo's son, now runs the company with his three sons, using high quality raw materials, meticulous processing and a method of production, old and slow, meaning that the cold extraction of the essences produces vermouth where the aromas and richness of the extracts is perfectly recognizable in each bottle. From the grinding of the herbs with an old hammer mill, through the extraction and clarification for 10 days until bottling each step is very precise. Selected medicinal plants, traditional recipes and artisan care: this is the secret of La Canellese, the perfect interpreter of the renewed interest in vermouth.