

VECCHIA



SCUOLA

BY D&P SELEZIONI





ABOUT

Vecchia Scuola is a **deeply personal project** born from the hands of D&P Selezioni's founder, Domenico, who sought to bring his father's original vermouth recipe back to life. **Inspired by the craftsmanship of Carlo Di Luccio—who earned his aromatier diploma in 1963 at the Scuola Enologica di Alba**—this vermouth is a faithful tribute to an era of traditional Piemontese blending and herbal knowledge.

Every ingredient, from the base wines to the botanicals, is measured in the exact proportions first recorded over 60 years ago. The result is a **small-batch, handcrafted Vermouth di Torino** that embodies history, authenticity, and the essence of Piemonte.

VERMOUTH DI TORINO PROJECT

At the beginning of the 20th century, the production of vermouth—which had started in Turin thanks to generous tax concessions from the House of Savoy—was largely transferred to the town of Canelli, which by the mid-1800s had become the undisputed capital of traditional method sparkling wine and the popular aromatized wine. The development of the railway network made it possible to shift production from the capital of the Kingdom to rural areas where the base wine was produced. Additionally, the Asti area was perfectly located midway between the capital Turin, the port of Genoa, and the thriving city of Milan.

What better place to produce vermouth?

Canelli - Ponte sul Belbo e Piazza Cavour.



Coriandolo sen
Trifoglio acqu
Sittamo cretic
Fave touche
Noci mosca
Cannella Ceyl
Garofani ch
Macis fiore
Zenzero rad

Agguingere primo
gr. 1,7 per ett
~ 2 - per ett



Carlo Di Luccio was among the last to attend the **Enological School of Alba** before the course ended in 1957. Wine remained his lifelong passion, which he passed on to his son Domenico, who built a career in wine exports. While browsing through **Carlo's old school materials**, they discovered a **notebook of vermouth recipes**. *Carlo had a wish: to bring one of those forgotten formulas back to life—true to its era and ingredients.* So Domenico set out to make it happen.

THE ORIGINS

VECCHIA SCUOLA

From one of the original recipes jealously guarded for over 60 years by Domenico's father Carlo, came the desire to revive the production of Vermouth di Torino according to the methods taught in the 1950s and '60s.

These methods emphasized the significant use of bittering components, balanced by a complex mix of plants, berries, and roots that provided aromatic, spicy, and balsamic notes. *A vermouth truly different from those currently produced.*



VECCHIA SCUOLA VERMOUTH DI TORINO



KEY BOTANICALS



Roman Wormwood and
Grande Wormwood



Cinnamon



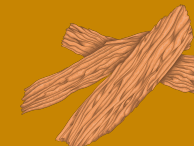
Cinchona Bark



Sweet Orange



Cloves



Sandalwood

*+ 15 other botanicals to
complete the profile!*