



Brand Homes
Collection



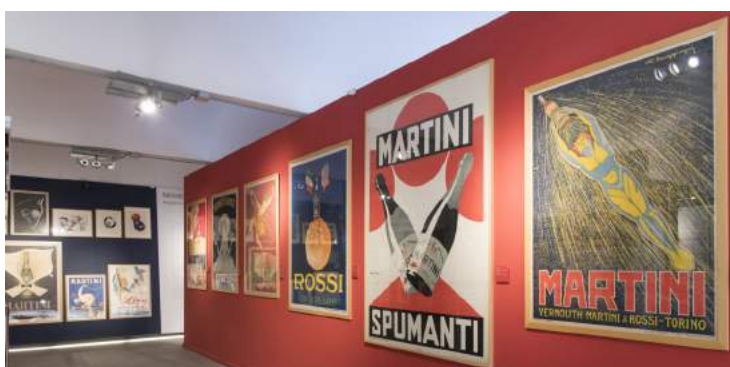
Bacardi Brand Homes

Understanding how spirits are crafted, the people behind them and the history of how Bacardi products have evolved can only be experienced at the exclusive collection of Bacardi brand homes. When you pass through the gates of these unique places dedicated to premium spirits, you are immersed in the culture of craftsmanship and mixology which make Bacardi spirits some of the most premium and best loved in the world. The character of each Bacardi Brand Home has been shaped by their individual region, and their unique story; yet each offer luxury behind-the-scenes experiences for the most discerning of guests – from experiential events such as cocktail making workshops, to gastronomic experiences in stunning surroundings.

Inspiration through heritage...

Explore archives that date back to William the Conqueror, discover why the Romans developed their vast wine empire, and reveal the secrets of making cognac in the home of a famous King of France. Learn just how baking the finest French bread will improve your appreciation of the world's best tasting vodka. Spend an evening tracing the footsteps of the Dukes of Savoy, and unearth the secrets of making your own whisky blend or creating your very own vermouth. Take a ride through the rolling vineyards of Asti and indulge in dinner on a private yacht off the romantic coastline of Southern France.

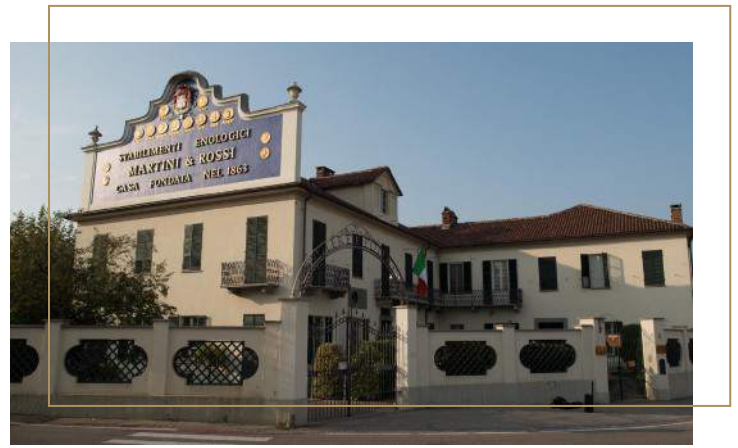
All of this and more is available for you and your guests to enjoy.



PESSIONE DI CHERI, ITALY

CASA MARTINI

CASA MARTINI has been preserving a tradition for over 150 years: the MARTINI production plant and the Rossi family's house in Montelera. Discover our range of inspiring experiences, learn the secrets of vermouth or challenge your creativity in making the perfect Martini cocktail.



Group and Individual Experiences

MARTINI DISCOVERY TOUR

- ◆ Explore the museums of Casa Martini and the new section dedicated to vermouth botanicals and its production
- ◆ Discover all the secrets of vermouth by visiting the production plant, led by our experts
- ◆ At the end of the visit, a tasting of two Martini products and a Martini cocktail
- ◆ **RRP 15€, special conditions 12€** (max group of 20 per time)
- ◆ 2 hours

MARTINI COCKTAIL EXPERIENCE

- ◆ Explore Casa Martini's museums the production plant, followed by the Martini Cocktail Experience and tasting
- ◆ 2 hours duration
- ◆ **RRP 30€, special conditions 27€** (max group 40)
- ◆ Bespoke VIP group experiences can be arranged

MAKE YOUR OWN VERMOUTH

- ◆ Explore Casa Martini's museums and the production plant, followed by the Vermouth Class
- ◆ 2 hours duration
- ◆ **RRP 30€, special conditions 27€** (max group 40)
- ◆ Bespoke VIP group experiences can be arranged

MARTINI VERTICAL TASTING

- ◆ Explore Casa Martini's museums the production plant, followed by a tasting of the gamma Martini and food pairing
- ◆ 2 hours duration
- ◆ **RRP 45€, special conditions 43€** (max group 8)
- ◆ Bespoke VIP group experiences can be arranged

MARTINI COCKTAIL CHALLENGE | TEAM BUILDING

- ◆ Team building activity lead by our Brand Home Ambassador
- ◆ 2 hours duration
- ◆ **RRP 39€** (group min 12 people max 35 pax)
- ◆ Bespoke VIP group experiences can be arranged

Events

BUSINESS MEETING

Visit Casa Martini for your meeting or conference. Enjoy your meeting in one of our tranquil event spaces before enjoying a Martini experience at the end of your meeting.

PRIVATE PARTY

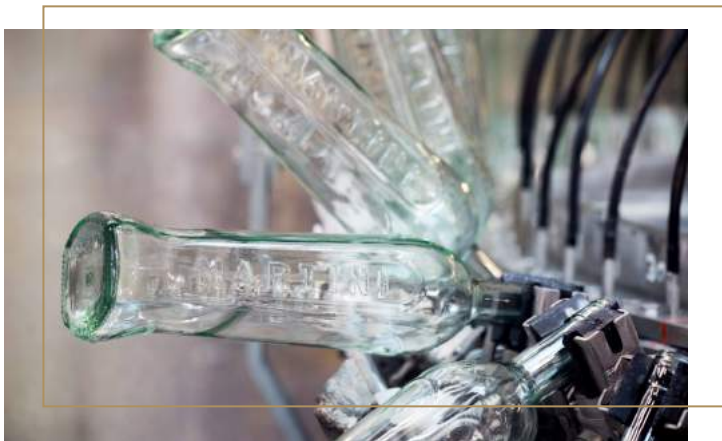
Celebrate a special occasion in style at Casa Martini in one of our elegant event spaces. From a gala dinner to a birthday party, our team offers the perfect solution for every request!

WEDDING

Find your home in a chic and informal setting for a reception that makes elegance its flag. Start your experience with a cocktail at Casa Martini, immersing yourself in an atmosphere that all your guests will appreciate. Discover the services of one of the most famous locations in Turin.

TEAM BUILDING

The teams involved in this new challenge, after having learned from our experienced barman the basic rules for the best blends, will compete for the prize "Best Martini Team"!



CASA MARTINI

Piazza Luigi Rossi 2, 10023 Pessione di Chieri (TO)

HOW TO GET HERE

- ◆ 40 mins from Turin, 2h from Milan, 7h from Rome
- ◆ 20 mins train from Turin rail station (Porta Susa)
- ◆ Airport: Turin (TRN) 36km

CONTACTS

casamartini@bacardi.com

Martina Musso—Event Manager: mmusso@bacardi.com

www.visitcasamartini.com



CASA MARTINI

MEMBER OF THE BACARDI BRAND HOME COLLECTION

MARTINI DISCOVERY TOUR

Explore Casa Martini's museums, discover the aromatic plants and the ingredients that make MARTINI products unique. Visit the Mondo Martini Gallery and discover the history of the company and finally visit the Martini production plant! End the visit with a tasting of Martini products and a Martini cocktail.



What's included?

- ◆ Self tour into Casa Martini's museums
- ◆ Visit inside the Martini plant, guided by our experts (an electric bus will accompany you throughout the journey, stopping at different points to get off and visit the spaces)
- ◆ Final tasting of two Martini products and Martini & Tonic cocktails

Prices

- ◆ Adult: 15,00€
- ◆ Special Conditions: 12,00 €

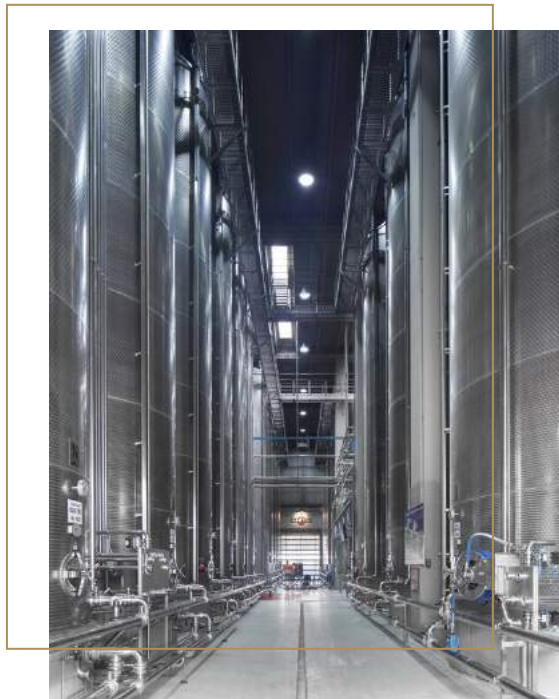
Note: it is mandatory to wear strong footwear with a rubber sole and closed. Visitors with open shoes or heels will not be admitted to the production visit.

How long does it take?

- ◆ 2 hours

How to book the experience?

- ◆ For individual: check availability on [online calendar](#) or inquire to casamartini@bacardi.com
- ◆ For group: inquire to casamartini@bacardi.com



CASA MARTINI
MEMBER OF THE BACARDI BRAND HOME COLLECTION

MARTINI COCKTAIL EXPERIENCE

Join our expert bartenders in the Bar Academy to learn the secrets of making the perfect Martini Negroni cocktail, Americano and the bittersweet orange Martini Fiero & Tonic. You'll also visit the Wine Museum and Mondo Martini Gallery and the Martini's production plant!



What's included?

- ♦ 1 hour Cocktail Class with two complimentary cocktails and an additional cocktail sample during the session (available in Italian and English and other languages on request)
- ♦ Visit Casa Martini's museums and the Martini's production plant

How long does it take?

- ♦ 1 hour Cocktail Masterclass
- ♦ 1 hour self tour into museum and guided tour into production plant (an electric bus will accompany you throughout the journey, stopping at different points to get off and visit the spaces)

How to book the experience?

- ♦ For individual: check availability [on online calendar](#) or inquire to casamartini@bacardi.com
- ♦ For group: inquire to casamartini@bacardi.com (max 40 people)

Prices

- ♦ Adult: 30,00€
- ♦ Special Condition: 27,00 €
- ♦ Private Group:
 - from 1-5 pax 230,00 € (total)
 - from 5-19 pax 40,00 € (per person)
 - from 20 pax 30,00 € (per person)

Note: it is mandatory to wear strong footwear with a rubber sole and closed. Visitors with open shoes or heels will not be admitted to the production visit.



CASA MARTINI
MEMBER OF THE BACARDI BRAND HOME COLLECTION

MAKE YOUR OWN VERMOUTH

Discover our Master blender's ancient technique with our premium vermouth class. In the Bar Academy, you'll learn how to use botanicals and balance aromatic notes to create your very own vermouth.



What's included?

- ◆ 1 hour Vermouth Class (available in Italian and English and other languages on request)
- ◆ Gifted bottle (100ml) of your vermouth
- ◆ Visit Casa Martini's museums and the Martini's production plant

How long does it take?

- ◆ 1 hour Vermouth Class
- ◆ 1 hour self tour into museum and guided tour into production plant (an electric bus will accompany you throughout the journey, stopping at different points to get off and visit the spaces)

How to book the experience?

- ◆ For individual: check availability [on online calendar](#) or inquire to casamartini@bacardi.com
- ◆ For group: inquire to casamartini@bacardi.com (max 40 people)



Prices

- ◆ Adult: 30,00€
- ◆ Special Condition: 27,00 €
- ◆ Private Group:
 - from 1-5 pax 230,00 € (total)
 - from 5-19 pax 40,00 € (per person)
 - from 20 pax 30,00 € (per person)

Note: it is mandatory to wear strong footwear with a rubber sole and closed. Visitors with open shoes or heels will not be admitted to the production visit.



CASA MARTINI
MEMBER OF THE BACARDI BRAND HOME COLLECTION

MARTINI VERTICAL TASTING

Let our Brand Home Ambassador guide you through the MARTINI range with a dynamic and interactive tasting.

You will be involved in sensory games that will allow you to learn about the characteristics of the products that have always marked the history of the aperitif.

The combination with a selected food will enrich your experience at Casa Martini.

What's included?

- ♦ 1 hour Martini Tasting (available in Italian and English and other languages on request)
- ♦ Dedicated food pairing
- ♦ Visit Casa Martini's museums and the Martini's production plant

How long does it take?

- ♦ 1 hour Martini Tasting
- ♦ 1 hour self tour into museum and guided tour into production plant (an electric bus will accompany you throughout the journey, stopping at different points to get off and visit the spaces)

How to book the experience?

- ♦ For individual: check availability [on online calendar](#) or inquire to casamartini@bacardi.com
- ♦ For group: inquire to casamartini@bacardi.com (max 8 people)



Prices

- ♦ Adult: 45,00€
- ♦ Special Condition: 43,00€

Note: it is mandatory to wear strong footwear with a rubber sole and closed. Visitors with open shoes or heels will not be admitted to the production visit.



CASA MARTINI
MEMBER OF THE BACARDI BRAND HOME COLLECTION

MARTINI COCKTAIL CHALLENGE (TEAM BUILDING)

Team working, like good cocktails, is a harmonious and balanced blend of multiple ingredients.

After having learned from our Brand Home Ambassador, the basic rules for of mixology, teams will be involved in this new challenge, an experience that combines teaching, creativity and teamwork.

Have fun with your colleagues!



What's included?

- ♦ Team Building activity (available in Italian and English and other languages on request)
- ♦ 4 challenges

Prices

- ♦ Adult: 39,00€

How long does it take?

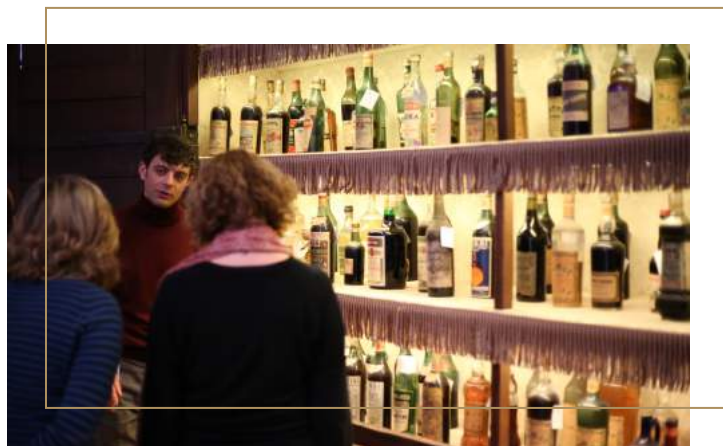
- ♦ 1,5 hour Team Building (depending on the number of participants)

How to book the experience?

- ♦ Inquire to casamartini@bacardi.com (group from 12 to 35 people)



CASA MARTINI
MEMBER OF THE BACARDI BRAND HOME COLLECTION



CASA MARTINI
MEMBER OF THE BACARDI BRAND HOME COLLECTION

TERRAZZA MARTINI

Three large rooms, classical in design but rich in family hospitality. This is the CASA MARTINI Terrazza. Equipped with the latest multimedia equipment and Wi-Fi, the Conference Room is for hosting business meetings in a totally unique setting. Each elegantly-appointed room is designed so that guests can have a relaxing break or a light lunch. The comfortable armchairs and sofas of the Sala Camino (Fireplace Room) enhance any group work session in surroundings of distinction.



Services

- ◆ 300 sq.m. (totally)
- ◆ Meeting room: 120 sq.m.
- ◆ Entrance: 50 sq.m.
- ◆ Sala Camino: 130 sq.m.

Capacity

180 pax maximum capacity on three rooms

Facilities

We have a suite of options to enable you to make the very best of your event at Casa Martini.

- ◆ Wifi- audio system
- ◆ Microphone - screen—TV system
- ◆ AC
- ◆ Hireable dancefloor and DJ
- ◆ A choice of recommended external caterers
- ◆ Dedicated events coordinator

Choose from the following options:

- ◆ Martini Experience (Vermouth or Cocktail)
- ◆ Hosted Tour
- ◆ Gifting

Perfect for

- ◆ Corporate events
- ◆ Private parties
- ◆ Cocktail receptions
- ◆ Informal meetings
- ◆ Cocktail Classes
- ◆ Team Building
- ◆ Wedding



CASA MARTINI

MEMBER OF THE BACARDI BRAND HOME COLLECTION

LOUNGE BAR

The very best in the tradition of the mixed drink is celebrated in the Lounge Bar. Thanks to CASA MARTINI's professional mixologists, this is the ideal place for an elegant aperitif, but it is also set up for cocktail tastings and courses for medium-sized groups. Enjoy a skilfully prepared aperitif using the ingredients of a prestigious brand that has written the history of Italian style.

This room is adjacent to Terrazza Martini rooms.



Services

- ◆ 55 sq.m.

Capacity

16 pax maximum capacity

Facilities

We have a suite of options to enable you to make the very best of your event at Casa Martini.

- ◆ Wifi- audio system
- ◆ Microphone - 3 flat screens
- ◆ AC
- ◆ A choice of recommended external caterers
- ◆ Dedicated events coordinator

Choose from the following options:

- ◆ Martini Experience (Vermouth or Cocktail)
- ◆ Hosted Tour
- ◆ Gifting

Perfect for

- ◆ Corporate events
- ◆ Private parties
- ◆ Cocktail receptions
- ◆ Informal meetings
- ◆ Vermouth Classes
- ◆ Team Building
- ◆ Vertical Tasting



CASA MARTINI
MEMBER OF THE BACARDI BRAND HOME COLLECTION

BAR ACADEMY

The Martini Bar Academy offers mixology courses on the preparation of cocktails and the "Perfect Serve".

Led by our Ambassadors and Bartenders, guests prepare some of the most famous Martini cocktails in history. The "Make Your Own Vermouth" programme offers an in-depth look at this aspect of Piedmont's cultural heritage, and provides an introduction to the preparation and use of extracts and distillates. Enjoy playing with a range of aromatic notes to create the flavours and balance of your very own Vermouth.



Services

- ◆ 100 sq.m.

Capacity

40 pax maximum capacity

Facilities

We have a suite of options to enable you to make the very best of your event at Casa Martini.

- ◆ Wifi- audio system
- ◆ Microphone - 1 flat screen
- ◆ AC
- ◆ A choice of recommended external caterers
- ◆ Dedicated events coordinator

Choose from the following options:

- ◆ Martini Experience (Vermouth or Cocktail)
- ◆ Hosted Tour
- ◆ Gifting

Perfect for

- ◆ Corporate events
- ◆ Private parties
- ◆ Cocktail receptions
- ◆ Informal meetings
- ◆ Vermouth Classes and Cocktail Experiences
- ◆ Team Building



CASA MARTINI
MEMBER OF THE BACARDI BRAND HOME COLLECTION