

PESSIONE DI CHIERI, 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



Group and Individual Experiences

MARTINI DISCOVERY TOUR

- ◆ Explore Casa Martini
- ◆ Discover the secret of vermouth visiting the production plant, guided by our expert
- ◆ Includes a tasting of Martini products in the new tasting room
- ◆ RRP 15€, reduction 12€ (max group of 20 per time)
- ◆ 2 hours

MARTINI COCKTAIL EXPERIENCE

- ◆ Take part in an interactive cocktail class with the Martini Ambassador
- ◆ Challenge yourself by preparing Martini cocktails
- ◆ If you also want to visit Casa Martini, arrive one hour before your experience
- ◆ RRP 30€, reduction 27€ (max group 40)
- ◆ Bespoke VIP group experiences can be arranged
- ◆ 1 hour

VERMOUTH CLASS

- ◆ Join the interactive vermouth class with the Martini Ambassador and discover the secrets and the balance behind Martini vermouths
- ◆ Create your own symphony and make your own vermouth for real!
- ◆ If you would also like to visit Casa Martini, arrive one hour before your experience
- ◆ RRP 30€, reduction 27€ (max group 40)
- ◆ Bespoke VIP group experiences can be arranged
- ◆ 1 hour

MARTINI ULTIMATE EXPERIENCE

- ◆ A unique experience that will guide you through the entire Martini range
- ◆ Sensory games will allow you to learn about the characteristics of the products that have always marked the history of the aperitif
- ◆ A specially food pairing will make the experience perfect
- ◆ If you would also like to visit Casa Martini, arrive one hour before your experience
- ◆ RRP 45€, reduction 43€ (max group 8)
- ◆ Bespoke VIP group experiences can be arranged
- ◆ 1 hours and 30 minutes

MARTINI VIRTUAL COCKTAIL EXPERIENCE

- ◆ Take part in the VIRTUAL Cocktail Experience directly from home or the office
- ◆ Martini delivers the product to your home* giving you the chance to learn how to create 3 cocktails
- ◆ The Martini Ambassador will connect in live streaming and guide you step by step
- ◆ 1 hour
- ◆ RRP 39€
- ◆ * delivery only to Italy
- ◆ Customised group experiences can be arranged



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 and 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?

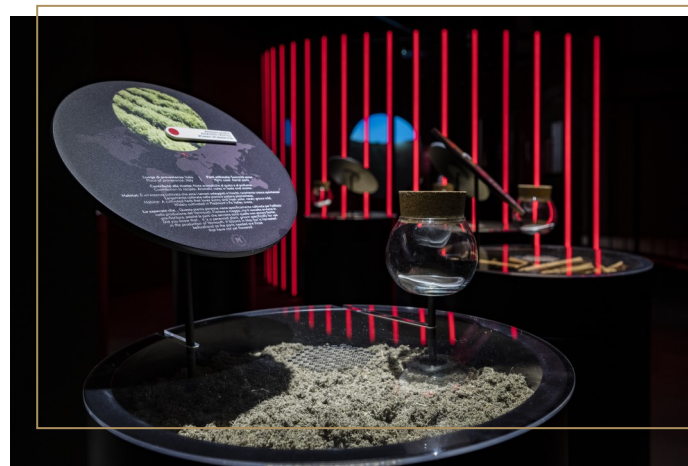
- ◆ Self tour into Casa Martini
- ◆ Visit inside the Martini plant, guided by our experts (an electric bus will accompany you throughout the journey, stopping at different points to get off and visit the spaces)
- ◆ Final tasting of three Martini products

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



Prices

- ◆ Adult: 15,00€
- ◆ Reduction: 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.



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 cocktails.

Challenge yourself by preparing some iconic cocktails!



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 (not mandatory)

How long does it take?

- ♦ 1 hour Cocktail Masterclass
- ♦ 1 hour self tour into Casa Martini (optional)

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€
- ♦ Reduction: 27,00 €



CASA MARTINI

MEMBER OF THE BACARDI BRAND HOME COLLECTION

VERMOTUH CLASS

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.



Prices

- ♦ Adult: 30,00€
- ♦ Reduction: 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)

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 (optional)

How long does it take?

- ♦ 1 hour Vermouth Class
- ♦ 1 hour self tour into Casa Martini (optional)

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)



CASA MARTINI

MEMBER OF THE BACARDI BRAND HOME COLLECTION

MARTINI ULTIMATE EXPERIENCE

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 (optional)

How long does it take?

- ♦ 1 hour Martini Tasting
- ♦ 1 hour self tour into Casa Martini (optional)

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€
- ♦ Reduction: 43,00€



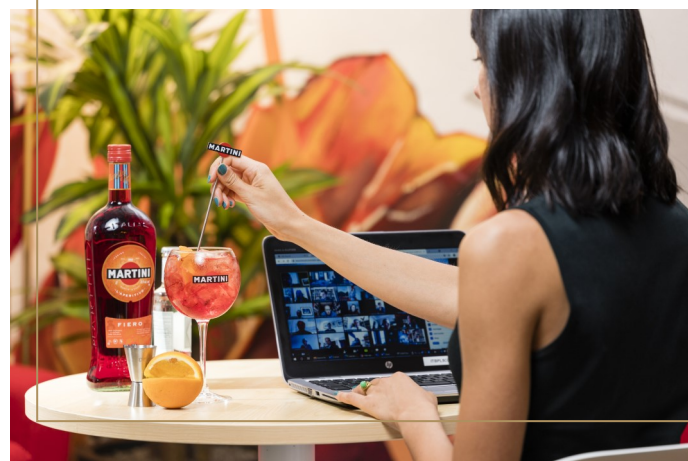
CASA MARTINI

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VIRTUAL COCKTAIL EXPERIENCE

It's time to get together .. Virtually of course!

In this interactive and fun class, you will learn how to create the perfect Fiero&Tonic and Americano Cocktail directly from home and discover many anecdotes about the history of Martini and its most iconic products.



What's included?

- ♦ Box at home with Martini products needed to make cocktails (delivery only to Italy)
- ♦ Live streaming lesson
- ♦ The box and the lesson can be personalised

Prices

- ♦ Adult: 39,00€ (delivery cost excluded)

How long does it take?

- ♦ 1 hour live lesson via dedicated platform

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



CASA MARTINI
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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.

