**9diDANTE - VERMOUTH DI TORINO SUPERIORE**

**LAUNCHES PURGATORIO**

**THE FIRST EXTRA DRY VERMOUTH BLENDED FROM 100% ARNEIS WINE**

**Alba (CN), 16 November 2021** - After the successful launch of 9diDANTE INFERNO at the end of 2019, 9diDANTE continues to pay homage to Dante’s Divine Comedy, this time taking inspiration from the second stage of his journey. 9diDANTE PURGATORIO - Vermouth di Torino Superiore is born, the new Extra-Dry vermouth inspired by the nine levels of Dante's Purgatory in the Divine Comedy.

PURGATORIO confirms 9diDANTE’s commitment to putting Piedmont wines at the heart of its vermouths., and launches the first vermouth to be blended exclusively with 100% Arneis DOC wine, Piedmonts most highly apreciated white grape variety.

In a region known for its noble red wines such as Dolcetto, which 9diDANTE uses in its Inferno vermouth, Arneis gives a full-bodied white wine, rich in taste with notes of apricot and pear. Sometimes referred to as white Nebbiolo, “arneis” in Piedmontese dialect means “mischievous” or “reckless”, as this variety is notoriously difficult to grow, to the point that little over a decade ago it was on the verge of extinction.

“Arneis wine gives 9diDANTE Purgatorio an intense personality that is unusually full-bodied for an Extra-Dry Vermouth. On the nose it has floral notes that preserve the characteristic hint of pear and apricot that Arneis wine is known for." says Alex Ouziel, founder of 9diDANTE before adding: "These combined perfectly with Purgatorio’s dry soul and its delicate notes of sage, mint and lemon zest, to deliver a mildly bitter fresh experience".

As with all 9diDANTE vermouths, Purgatorio is born from the blending of local Piedmont wines and 27 hand-extracted botanical essences, 9 of which are specially chosen for their historical symbolism linking them to the nine levels of Dante's Purgatory. Each herb corresponds to a level that gives 9di DANTE Purgatorio character and taste: woodruff - stubbornness, thyme - repentance, sage - pride, mint - envy, wormwood - anger, lemon balm - sloth, peel lemon - greed, bitter orange peel - throat and coriander - lust.

9diDANTE is commited to putting quality Piedmonte wines at the heart of all its vermouths, providing a window of discovery into often lesser known local wines at an international level: "I love the way in which 9diDANTE is creating vermouths based on truly noble Piedmontese wines, first with Dolcetto in Inferno and now giving Arneis the protagonism in Purgatory. It is a philosophy that allows the development of vermouths that enhance the natural taste and colors of the wine, preserving their character and identity” adds the Master Blender Mario Baralis.

"As the father of the modern Italian language, Dante chose to tell the story of the struggle for power in medieval Florence in a language that everyone could understand at a time when books were still written in Latin" explains Alex Ouziel, "The inspiration of 9diDANTE is centered on the concept of vermouth as a drink in which botanical herbs fight each other to tell a story which is transmitted in a language that we can all understand: the language of wine! "

**9diDANTE Purgatorio - Vermouth di Torino Superiore** is an Extra Dry vermouth born in Alba (Piedmont, Italy), inspired by the 9 levels of Purgatory in Dante’s Divine Comedy. **100% Arneis DOC** is blended with **27 carefully selected botanical herbs**, **9 of which**, thanks to their historical symbolism, **correspond to a level of the Purgatory** bestowing a distinctive and full-bodied character. Produced in batches of **3,333 bottles**, it is distributed in several European countries with a focus on the United Kingdom ([Halewood Artisanal Spirits](https://www.halewood-int.com/)), Italy ([Finespirits](http://www.finespirits.it/)), and Spain ([Escolà Distribución](https://www.escoladist.com/)). 9diDANTE Vermouths **retail online** on: [Amazon.co.uk](https://www.amazon.co.uk/9-DANTE-Inferno-75-cl/dp/B088KP3NJB), [MasterofMalt.com](https://www.masterofmalt.com/vermouth/9-di-dante/9-di-dante-inferno-vermouth/) and [Tannico.it](https://www.tannico.it/cantina/9-di-dante.html). 9diDANTE is a [Kaliro Spirits](https://www.kalirospirits.com/)’ brand, owned by the entrepreneur Alex Ouziel. Follow 9diDANTE on: [www.9didante.com](http://www.9didante.com) - [Instagram](https://www.instagram.com/9didante/) - [Facebook](https://www.facebook.com/9didante/)

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