

Discover the world of Martini: history and exclusive tasting in Turin

Chieri · Piedmont · ★ 4.7 1933 reviews

- Duration: 2 h
- Up to 8 people per booking
- Food and flavours
- Free cancellation up to 48 hours before

In the heart of Piedmontese tradition, this Casa Martini tour guides guests to discover the history, culture, and production of one of the most iconic Italian aperitif brands. Amidst historical archives, production environments, and stories related to Vermouth di Torino, the experience offers an authentic look at the evolution of the Martini world.

Led by an expert, you will visit the plant where the famous Martini Vermouth is born, observing some of the production phases and delving into the connection between botanicals, wine, and mixing. The tour concludes with a guided tasting of Martini products, designed to explore the aromas, styles, and characteristics of the Italian aperitif tradition.

An immersive journey through industrial history, Piedmontese savoir-faire, and Vermouth culture, to be experienced in the place where the Martini myth continues to take shape today.





