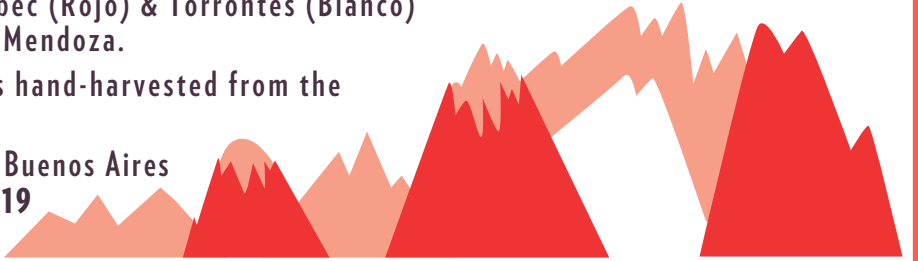


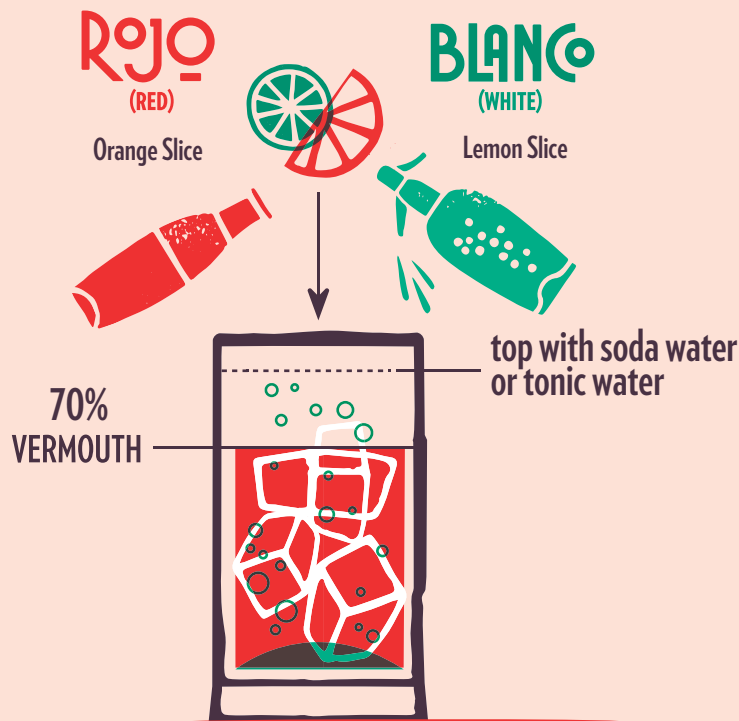
LA FUERZA

THE FIRST VERMOUTH FROM THE ANDES MOUNTAINS

- La Fuerza Vermouth is made from Malbec (Rojo) & Torrontes (Blanco) grown at the foothills of the Andes in Mendoza.
- Crafted with over 40 native botanicals hand-harvested from the foothills of the Andes.
- Time Magazine named La Fuerza Bar in Buenos Aires Top 100 World's Greatest Places of 2019



HOW TO DRINK LA FUERZA



SERVING & STORING TIPS



La Fuerza can be stored at room temperature before opening



Once opened, store in the fridge & consume within 1 month



Serve chilled using large ice cubes



Use soda or sparkling water with good carbonation

THE HISTORY OF VERMOUTH



1860's to early 1900's

Italian immigrants (and their Vermouth) arrive to Buenos Aires from Piedmont, the birthplace of Vermouth.

2016 LA FUERZA

Four friends in the food & beverage industry create 'La Fuerza' - the first Vermouth made from the Andes mountains.



2018

La Fuerza opens in Buenos Aires: a local bar designed to celebrate the customs of gathering, drinking, & eating with Vermouth in Argentina.



1950 - 70's

Vermouth consumption booms - Argentines gather & drink Vermouth daily.



1980's to early 2000's

Argentine food & wine grows internationally but Vermouth fades from the cultural story.

2019
Top 100 World's Greatest Places
Time Magazine [La Fuerza Bar]
TIME



2020

La Fuerza is imported into the United States by premium importer Vine Connections.

IMPORTED BY



VINE CONNECTIONS

www.vineconnections.com

