



9 di DANTE  
INFERNO

## 9diDANTE INFERNO - VERMOUTH DI TORINO SUPERIORE

*“Before me things create were none, save things  
Eternal, and eternal I endure.  
All hope abandon, ye who enter here”*

*Divine Comedy - Canto III, Dante*

### DANTE’S CIRCLES OF HELL AND THEIR LINK WITH THE HERBS OF 9diDANTE

We carefully extract 27 botanicals to give 9diDANTE its explosion of taste and sinful character. 9 of these have been selected for their historical symbolism, guiding us through the 9 circles of hell, in Dante’s Divine Comedy



**I Circle, Limbo - Wormwood:** have faith, as the bitterness of absinthe thrives in the darkness of limbo. The Old Testament compares the bitterness of wormwood to idolatry and has acquired the meaning of the sin of the absence of faith, the main reason, according to Dante, for landing in Limbo. It is said that the bitterest of herbs grew in the path left by the snake's tail when it crawled out of the Garden of Eden.

**II Circle, Lust - Cardamom:** control your passions or you will risk getting lost in lust, as the spice of life will blow your senses. In the second circle, those who have sinned by excess of passion are punished. Since this is the most natural of sins and the one most associated with love, its punishment is also the lightest. Cardamom is a stimulating herb that is said to uplift the spirits, calm the nerves and clear the mind. Its seeds have aphrodisiac properties and are often used in spells to bring passion and love.



**III Circle, Gluttony – Bitter Orange:** be careful not to overdo indulgence, while trying the sweet and sour taste of gluttony. Here will be appalled those who have used their privileges to indulge and consume too much. Throat is widely associated with the orange color, which is why we pick the fruit from the tree when the skin is still green and the taste is bitter, helping us mitigate the risk of succumbing to this deadly sin.



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**IV Circle, Greed - Cumin:** beware of its enchanting power or you will get lost forever in greed. Here we find the greedy and wasteful, souls who have thought of nothing, but money. Originating in the Nile Valley, the seeds of this spicy herb were used in ancient times to pay taxes, hence cumin's association with greed and meanness.



**V Circle, Anger - Basil:** the sweet intensity of this herb is fully perceived in your descent into anger. In the River Styx rest the souls of those overwhelmed by anger. Seen as a symbol of the devil in many cultures, basil was associated with hatred and was believed to grow only when mistreated. Therefore, the ancient Greeks screamed and cursed as they planted its seeds.

**VI Circle, Heresy - Nettle:** crossing a field of these prickly plants is like the great countryside full of pain and torment that awaits you on your journey through heresy. The seventh circle is described by Dante as "a campaign of pain and anguish", easily portrayed as a field of stinging nettles. Here the heretics of every sect are denied the immortality of the soul and the afterlife.



**VII Circle, Violence - Tansy:** its persistent bitterness is a true declaration of war, destined to end in violence. The Minotaur guards the tyrants and assassins who inhabit this circle. Tansy, originally a symbol of immortality in Ancient Greece, has become a declaration of war in Victorian England.

IL MESTIZO ARTIGIANALE  
VERMOUTH di TORINO  
SUPERIORE  
750ML - ALC. 17,5% VOL.



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**VIII Circle, Fraud - Fennel:** trust in its subtle sweet liquorice flavor, and with deception, you will find yourself united with the fraudulent. Geryon, with the face of an honest man and the body of a snake, guards that he has deceived others who have placed their trust in them. Shakespeare had Ophelia giving flowers and fennel to the King as a symbol of deceit and infidelity.



**IX Circle, Treachery - Caraway:** stay true to its clear bittersweet note and it will support you to overcome the chilling hurdle of Treachery. "Traitors to their relatives, their country and their masters" find themselves in this circle where nothing will help a refuge from the cold. With its bittersweet nutty note, this seed has been a symbol of fidelity since the Middle Ages, when it was a common ingredient in potions created to prevent lovers from straying from each other. The perfect help through this last obstacle out of Hell.

**9diDANTE - Inferno Vermouth di Torino Superiore** is a sinful red vermouth born in Alba (Piedmont, Italy), inspired by the 9 Circles of Hell in Dante's Divine Comedy. Equal parts of **red Dolcetto and white Cortese wines** are blended with **27 carefully selected botanical herbs, 9 of which**, thanks to their historical symbolism, **correspond to an infernal circle** that gives 9diDANTE its sinful character and bold taste. Produced in batches of **6,666 bottles** at the Dr M. Montanaro Distillery (Alba - CN), it is distributed in several European countries with a focus on the United Kingdom ([Halewood Spirits](#)), Italy ([Finespirits](#)), and Spain ([Escola](#)) and available online at: [Amazon.co.uk](#), [MasterofMalt.com](#) and [Tannico.it](#). 9diDANTE is a [Kaliro Spirits](#)' brand, owned by the entrepreneur Alex Ouziel. Follow 9diDANTE on: [www.9didante.com](#) - [Instagram](#) - [Facebook](#)