

The Wine Travel Awards

2023

Guide



Consorzio dell'Asti DOCG

TERRITORY UNESCO WORLD
HERITAGE SITE



www.winetravelawards.com

Discovering history, tradition, art and great food

A journey through the scenic lands of Asti Spumante and Moscato d'Asti in an environment that is still unspoiled

Spumante and Moscato Wines from Asti is a fascinating journey through the past, present and future, born in the same territory where Italy itself originated. In 2022 Consorzio dell'Asti celebrated its 90th anniversary with an exhibition entitled "Novant'anni di bollicine" – "90 years of Bubbles." The exhibition traced and celebrated 90 years of the Consortium's history, written with the most famous Italian sparkling wine producers.



If you're looking for an experience that takes you to the heart of the authentic spirit of an Italian winemaking region, you simply must visit the birthplace of Asti and Moscato d'Asti.



Situated in Piedmont, in the northwest of Italy, only a few kilometers from the foothills of the Alps, the shores of the Mediterranean and the flatlands of the Po valley, made fertile by Italy's most important river, the areas of Asti Spumante and Moscato d'Asti have for centuries been the home of the Moscato Bianco varietal. This is an ancient vine found in many parts of the world, but which shows a particular predilection for the climate and soil of Piedmont, yielding aromatic grapes that express rare and unique scents and flavors that lie dormant when the varietal is grown in other places.



Alcohol abuse is dangerous to your health. Please consume in moderation.

The Moscato Bianco varietal, whose golden bunches are the only ones destined to become Asti Spumante and Moscato d'Asti, thrives on about 10 thousand hectares of vineyards stretched atop rolling hills in the provinces of Alessandria, Asti and Cuneo. The origins of the local soil are stratified sediments of a primordial ocean basin, giving this area a special geological profile and resulting in a variegated environment that man's hand has shaped without infringing on its beauty.

A land of ancient hamlets and towns, dotted with castles and period residences, where cellars and tunnels dug into the earth are still in use, aging wines and spumante of excellent quality, appreciated worldwide. After all, it was here that, over a hundred and fifty years ago, the first Italian sparkling wine was born: an Asti Spumante, naturally.

Among the marquee attractions in the land of Asti Spumante and Moscato d'Asti, which in 2014 was the first of Italy's premier winemaking regions to be declared a World Heritage Site by UNESCO, the 50th Italian site, there are Canelli's Cantine Storiche, in the province of Asti, amazing underground cathedrals of wine, winding for kilometers under the city.



Another must-see are the breathtaking panoramas of the hills, geometrically blanketed by the rows of grapevines, and the medieval towers and strongholds that are scattered throughout the countryside, as well as the natural splendors waiting to be discovered by excursionists.

Last but not by any means least, there is the famously delectable cuisine of the area, which pairs artisanal cold cuts and cheeses and Asti Spumante or Moscato d'Asti, as well as healthy, farm-fresh meat and vegetables and classic Piedmont dishes like vitello tonnato, cold slices of roast veal in a creamy tuna sauce; agnolotti with "plin", a traditional filled pasts in the shape of a classic candy, or old-time cakes like hazelnut torte and homemade pudding, made with eggs and cocoa.

Asti Spumante and Moscato d'Asti are therefore the ideal ambassadors for a land that boasts so many excellences and that fully meets the demands of eco-tourism: green, sustainable, up to date and mindful.



Giacomo Pondini:



“I believe that the role of Consortiums soon will focus increasingly more on tourism issues. With that in mind, we should build up a net that goes beyond our wineries”



How the one of the most famous DOCGs of Piedmont Consorzio dell'Asti is functioning, what are the new vectors and marketing strategies and in the framework of the Wine Travel Awards project as well, about the sustainable development initiatives among Asti winemakers it's wines and new markets we discuss with the consortium general director Mr. Giacomo Pondini.

Consorzio dell'Asti patronizes one of the most famous DOCGs of Piedmont. Please tell us what territories, terroirs and how many estates it covers today?

The area of production of Asti DOCG covers 51 municipalities in the Alessandria, Asti, Cuneo provinces: ten thousand hectares of Moscato bianco in the heart of one the most important Italian regions in terms of quality wines, Piedmont. A UNESCO site since 2014, the territory is usually characterized by hilly landscapes covered in vineyards, sometimes placed on steep slopes, that can only be worked by hand. Great variety of terroirs, with soils that may vary from light weight mineral and sandy, more permeable in western side, to the silt-richer, solid of the easter, halfway between the Cottian Alps and the Ligurian Sea.

Mr. Giacomo, as we know, you have an education as an international political scientist and extensive work experience in the wine world, in particular, in Chianti and the Brunello di Montalcino consortium. How does all this affect the work at Consorzio dell'Asti e del Moscato d'Asti DOCG? What exactly did you change, what new vectors did you discover?

I don't think you have to change or invent anything. It's all there. Asti and Moscato d'Asti, as sparkling / fizzy wines, are versatile. That can really be a bonus, in terms of creating different lines of communication. And the history of this wine, make things even more interesting: a fore father of Asti Sparkling was created by Carlo Gancia in the 19th century based on Moscato

grapes with the Traditional Method; in 1898 Federico Martinotti, Director of the oenological school in Asti, created the "tank fermentation" method, in order to improve the vinification process, and a the same time creating the circumstances for a new style of wine, less bubbly: the Moscato d'Asti. Asti Docg is at the heart of the sparkling wines story.

Since June 2014, the wine landscape of Langhe, Roero and Monferrato, consisting of 5 wine-growing areas, including Canelli and «Asti Spumante», has been recognized as a UNESCO World Heritage Site. The recognition concerns not only the picturesque hills covered with vineyards and wineries, castles and centuries-old cellars, but also the role that Moscato bianco and Asti winemakers had and have in the development of the economy and the preservation of territories. How does the Consorzio dell'Asti work towards this program? We understand that the consortium's participation in the international Wine Travel Awards for the second year in a row is an action in this direction. And what other events or programs for the promotion of these glorious territories and wineries on the world market are in your plans?

As a Consortium, we are concentrating on various projects of "place branding". One consists of "explaining" the landscape through artistic installations, placed along the streets and roundabouts of the area of production for Asti, that recall the tradition for vine growing, clarifying the role of Moscato grapes in the local community.

I believe that the role of Consortiums soon will focus increasingly more on tourism issues.



Judging by the composition of the Wine Travel Awards nominees from Asti (by the way, some of them, including the consortium itself, became winners of the public voting), we observe that not only wineries, but also attractions such as TrEno LMR serve as tourist sightseeing activity, historical Casa Martini & Rossi, Canelli and the Underground Cathedrals, Moscato Wine Route, etc. How does the consortium communicate with similar objects, maybe some unique collaborations are formed? Tell us about such an experience if you have one.

I believe that the role of Consortiums soon will focus increasingly more on tourism issues. With that in mind, we should build up a net that goes beyond our wineries, involving all the assets that can help growing a community, such as its historical and cultural heritage.

Asti wines, thanks to their quality, lightness and possibilities of consumption - from aperitifs to cocktails - are becoming more and more popular. In addition, Consorzio dell'Asti has low-alcohol wines in its portfolio of winemakers. Please comment on this popular trend. Marketing research may have been conducted, please share your observations.

All over the world there's an increasing interest for low alcohol wines. Asti Sparkling Dolce and Moscato d'Asti have always been naturally low in alcohol, as naturally sweet. Together with the aromatic profile, all these characteristics make our wine unique in the global scenario of GI/DOCG wines.

Did the consortium introduce any measures to encourage winemakers to produce low-alcohol wines?

The Consortium can support its wineries - by law - only in the promotion and protection of the ASTI DOCG wines.

It would also be interesting to learn about sustainable development initiatives among Asti winemakers. How are models of established farms being implemented in your territories, and what support do you provide for those who apply them in themselves?

Sustainable development has always been a key factor for many producers. In fact, the first BIO wine in Italy was a Moscato d'Asti, back in 1992.

We are now experimenting with a group of wineries a sustainability protocol that we're planning to extend to the whole area, in order to obtain, in a few years' time, the sustainability certification for the entire Appellation.

If we talk about the export of wines, which countries' markets are your priorities at the moment, who are the leaders in the consumption of your wines? Judging by the general statistics, Italy leads even in such developed wine-growing countries as France. Which European countries are in your area of interest?

The United States is the first market in the world for Moscato d'Asti, while Asti Sparkling has its main export end in the eastern European countries.

I believe the key should be promoting Piedmont as a whole, through the concept of Langhe-Roero and Monferrato, that can immediately bring people to a perception of excellent quality wines and food, in an outstanding landscape.



We noted that the Consorzio dell'Asti has a rather unusual approach to the selection of its ambassadors. If most wine associations rely on sommeliers, the ranks of Asti's ambassadors include bartenders, chefs, culinary schools, and the Accademia Maestri Pasticceri Italiani. And even among the ambassadors of Asti is the young tennis star Sonny (Lorenzo Sonogo). Is this a particular strategy of the Consorzio dell'Asti? Who is its author? Do you attract guides or representatives of other professions to the clan of ambassadors?

Asti is a popular Docg in Italy, and to explain the versatility of these wines, we needed different characters. That's how you can explain the food pairing (the famous Italian chef Alessandro Borghese), aperitif and mixology with the flair bartender Giorgio Facchinetti, top dessert with AMPI, and any celebration moment, through the tennis star Sonogo. There's always a reason for Asti.

We see that the Consorzio dell'Asti also supports a large number of initiatives - it is the official sparkling final of the Nitto ATP tennis tournament and celebrated its 90th anniversary with an exhibition called «Novant'anni di bollicine». What other creative marketing programs do you have in the works?

One of the next big goals is going to be developing a complex where to enhance the awareness of the appellation, making the exhibition permanent, where wine lovers will be able to understand and enjoy the unique history of Asti and its wines.

Please announce in more detail the leading events - in fact, their number and variety is amazing - from official meetings and forums, to festivals, cocktail parties and gastronomic outings.

That would take a few pages. I would like to mention that only for the "local" promotion, there are 51 municipalities within the area of production of Asti DOCG, and nearly each of them every year has a specific event supported by the Consortium. Then add events such as Vinitaly, Prowein, London Wine fair, Guided Tasting in the US and other countries, Milano Wine Week, Collissioni Festival, Atp Tennis tournament ... and many more.

What new projects and concepts are you developing (perhaps together with regional promotion organizations) for the development and promotion of wine tourism in the coming years?

I believe the key should be promoting Piedmont as a whole, through the concept of Langhe-Roero and Monferrato, that can immediately bring people to a perception of excellent quality wines and food, in an outstanding landscape.

If you single out only three leading missions of the consortium you lead today, which would you name first?

Increase the awareness of Asti Docg Wines and its territory, while giving stability to the production, in sustainable ways.



Italy



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TrEno LMR



Travelling on a historical train is an amazing experience, and when this train is running along the famous Italian wineland, it's a real treasure. Such is TrEno, running via the vineyards of Langhe, Monferrato and Roero, the UNESCO heritage, located in Lower Piedmont. Amazing landscapes that can't be found anywhere else in the world, historical sites and ancient winemaking traditions of this region, as well as wonderful cuisine and world-famous wines, all contribute to the unforgettable experience appreciated by tourists from all over the world.



Canelli is well-known all over the world for its wines and winemaking traditions demonstrated by many famous companies like Bosca, Coppo, Contratto, Gancia and the Bocchino distillery. Everything here is about the wine, in particular the Moscato d'Asti DOCG which represents the classic oenological tradition of this land, and the Barbera d'Asti DOC, one of the greatest red wines of Piedmont.

Tourists are recommended to book the full wine-and-dine experience, giving them a chance to eat at the most authentic

and classy restaurants – Ristorante Grappolo d'Oro, Osteria dei Meravigliati, Ristorante 'n Ca' d Basan. These venues serve typical local dishes, with a rich menu consisting of mixed Piedmontese antipasti, a traditional first course, a main course with a side dish, a typical dessert, all of those accompanied by a glass of Barbera d'Asti DOCG and a glass of Moscato d'Asti DOCG Canelli. They say that a good enogastronomic experience is the best way to get familiar with the land and its traditions. The TrEno LMR journey is a perfect way to connect with the beautiful heart of Lower Piedmont. Enjoy the ride!



Photos provided by the Consorzio dell'Asti DOCG



Italy



[www.raiplaysound.it/
programmi/decanter](http://www.raiplaysound.it/programmi/decanter)



Tinto&Fede Decanter Radio Program

Decanter is one of Radio2's most popular programs that has been on the air since 2003, broadcast from Monday to Saturday at 7.50 pm. Fede & Tinto, the voices of Decanter, made over 1,500 episodes all dedicated to wine & food, and they ensure that they still have a lot to tell.

Entering the world of food and wine by chance, Fede & Tinto became opinion leaders in just a few years, managing



wines that you really must taste», and «Not that much of a sommelier: for each food its wine, the pairings of Vinocult».

Nicola Prudente, known as Tinto, is the author and radio/television host of many food and wine programs, such as Citofonare Rai 2, Camper, La prova del cuoco, Un pesce di nome Tinto. Tinto also performs as a solo author: in December 2020, his book «Mica Pizza e Fichi» was released, and in March 2021, his first novel, «The neck of the bottle, stories of lives» was released exclusively with Amazon KDP.

to turn the news of haute cuisine, gourmet food and wine into practical and popular content. In 2008 they entered the Guinness Book of Records for having toasted a 2.50 m high glass of Asti DOCG in Piazza del Duomo in Spoleto, in front of thousands of people. Fede & Tinto have also received important awards for their radio show, as the best Italian and international media promoting Italian food and wine culture.

Fede is dedicated to Radio2, hosting the Decanter and obviously enjoying it. «I am a storyteller of places, food, and respect for values, and I see bringing food and wine as well as environmental heritage to the forefront as my mission,» says Federico about himself. Federico Quaranta is also a TV presenter, the successful Rai1 Linea Verde program, and an author. He wrote three books in collaboration with Tinto: «Not that much of a sommelier», «111 Italian



Photos provided by the Consorzio dell'Asti DOCG

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Marenco

The company's history began in 1925, when Michele Marenco decided to produce wine from his own vineyard in the heart of the Bagnario Valley (it was put on the list of the UNESCO World Heritage Site) – Strevi – an area that had a long tradition of Moscato production; here, this grape variety has a unique aroma and fine balance between sugar and acidity. Michele's son Giuseppe in 1956 built his own winery in the center of Strevi, near the train station – to make it easier to ship the wine to his clients.



“Moscato has been grown on our hills for hundreds of years, and we have the opportunity to continue this tradition by improving and innovating specific cultivation methods in response to the current needs of the consumer who strives to enjoy

excellent quality wines. We do understand all responsibility of the process”.

In each bottle of Marenco, the winemakers strive to convey the bright aromas and all the beauty of Piemonte: rose and strawberry, fig and delicate apricot, notes of citrus and orange flowers...

Continuous investment in research and development, improvement of agronomic and winemaking methods, taking into account the



climate change, as well as constant pursuit of excellence are the company's main priorities.

“We draw our inspiration from our land. Even the company's logo – two wild ducks in flight – was inspired by our land, the lake at the Bassina Estate in Fontanile”.

Nowadays, the winery is managed by Giuseppe's daughters: Michela, Patrizia, and Doretta, who personally supervise all stages of production – from grapes to glass, as well as Michela's husband and son - Giovanni Costa and Andrea Costa.



Marenco welcomes tourists and wine lovers to its estates all year round.

The family owns 160 hectares of vineyards, continuing the tradition of producing quality wines that demonstrate the area's microclimate. Sparkling Marenco is a manifestation of the best tradition of Piemonte sparkling wines.





Italy



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Matteo Soria Winery



The Soria Estate was founded in the 19th century and it has a strong link with the surrounding land and the traditions

handed down from father to son. The Estate is located in Frazione San Martino, a prestigious area for Moscato grapes since the beginning of the 17th century. The San Martino's hill presents light slopes and is rich of "white soil" (a local synonym to identify a soil with a lot of sand), which gives the grapes and hence the wine excellent organoleptic characteristic of Castiglione Tinella's Moscato d'Asti. Along the years it has reached extraordinary quality levels thanks to the diffusion of the modern oenological technology, in particular the one linked to the cold chain which has permitted maintaining the aromas and flavours of the grapes in the wine. All wines are submitted to strict controls to guarantee that an exceptional product arrives on your table.

Presently, Matteo Soria owns the winery. After graduating from a prestigious oenological school, Matteo extended the winery and became the leading producer of Moscato D'Asti. It should be noted that Matteo Soria is the only winery that produces the *Brut*. In 2014, Matteo started building another winery, near the old one, to increase the space for various production processes.

Matteo Soria was listed as one of the must-see wineries in Piedmont. You can enjoy the wine tasting paired with a rich-plate of local products. Matteo Soria Winery could not have found a better place for its paradise of sparkling and dessert wines. They use modern vinification methods to maintain the aroma and flavor of their Moscato grape. They produce high-end sparkling wines along with luscious dessert wines. Presently, they produce approximately 400,000 bottles of Moscato D'Asti.





Italy



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Azienda Agricola Teresa Soria di Emanuele Contino

The story of the Teresa Soria winery is a story of heroic viticulture. This winery is one of the few, if not the only, producers of Moscato d'Asti Vendemmia Tardiva – a unique passito wine. Its vineyards are located on 12 hectares and cover with an emerald sheet the hills in Castiglione Tinella, in the Southern Piedmont where the Langa overlooks the Monferrato. This is the land of luxurious wines and heroic



winemakers – after all, the third generation of producers cultivates vines on slopes with an inclination of 40 degrees. The nearby town of Canelli is a must-visit for every wine tourist, because it is a town where at the end of XIX century the first Italian sparkling wine Spumante was born. It is the throbbing heart of the classical area of Moscato d'Asti and of Asti Spumante DOCG, a territory which has been declared Common Heritage of Mankind by the UNESCO.

All vineyards and grapes harvested from them are SQNPI certified. A family of winegrowers follows a very difficult path, preserving traditional viticultural methods. The owners of the winery – Piero and Teresa and their son – strive for sustainability on several fronts, by respecting people and the environment.

Everyone who gets to know the Teresa Soria range is in for an exciting journey into the diversity of the world of wine. From these vineyards, Moscato d'Asti Vigna Moncucco, Moscato d'Asti late harvest Vigna Marini and Piemonte DOC UNUSUAL Dry Muscat are produced. Some specialties that



also are available in a limited version are Moscato d'Asti DOCG Vigna Moncucco Collection 60 months with over 5 years' ageing in the bottle, and INSOLITO Collezione, a dry Moscato aged for one year in barriques. Apart from wines, the family of winemakers crafts Grappa di

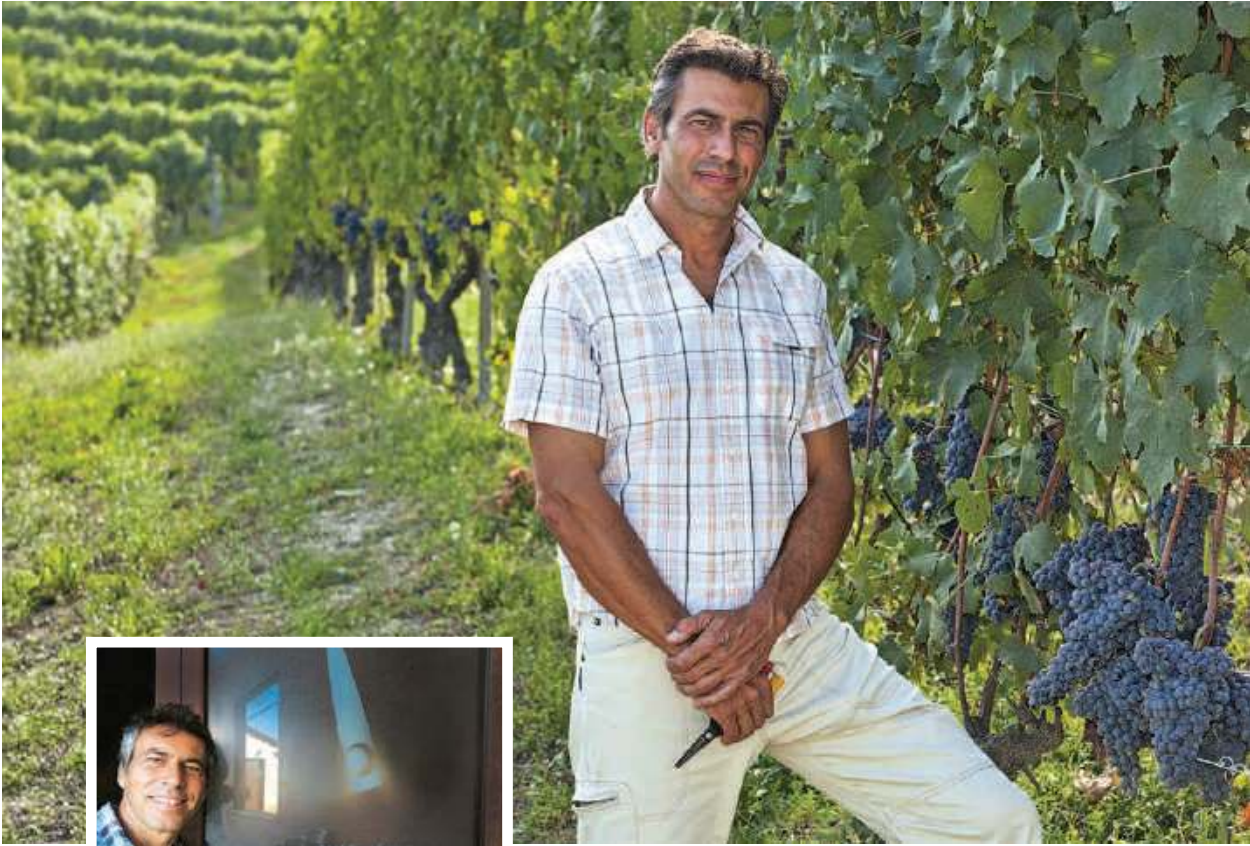
Moscato Aged in barriques and the traditional product of area: Turin Vermouth, which Teresa Soria makes using its dry Moscato, – it's, a perfect base for aperitif cocktails.

Winery guests can enjoy a variety of tastings, including outdoor tastings at the incredibly picturesque slopes of Vigna Moncucco.

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Daniele Eberle



Daniele Eberle - maestro of the Vine Symphony. Among Piedmont winemakers, he is a well-known consultant, agronomist, and enologist dedicated to Asti DOCG, and it should be emphasized that he rose to eminence in his educational endeavours.

Daniele studied in Milan, specializing in viticulture, but he gained a lot of practical experience in Monferrato, where he lived with his grandmother since childhood. From the age of 16, he started working in the vineyard and in the cellar. Daniele continued his activities in the wine field while working at enterprises and wineries in Piedmont, Marche, and Lombardy. Passion for oenology had led him to the vineyards of the United States, but after returning to Italy, Daniele settled in Piedmont. Here, he started his wine consulting activities and consultations. Daniele Eberle has been collaborating a lot with universities and scientific research institutes in the

Northern Italy’s wine sector, in particular with l’Istituto per l’Enologia di Asti; he participated as a coordinator in research projects in the field of viticulture in Piedmont Region, is the author of 20 technical and informative publications, and he has been a speaker at numerous seminars on grape growing methods.

Daniele Eberle shares his know-how, develops supply chain projects for wine production, cooperates with wineries of all sizes, cooperatives, groups of wineries, and consortia for the protection of names and territories. He advises winemakers, starting with finding plots for vineyards, choosing vine varieties, applying preventive measures to grow healthy plants, building sustainable production, etc. Daniele keeps a blog where he passes on his own progressive ideas, gives pieces of advice, creates awareness about new educational programs, and shares experience related to successfully implemented projects.



Italy



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Accademia Maestri Pasticceri Italiani

Italy is fairly considered to be an international symbol of amazing cuisine and outstanding wines.

Founded in June 1993, the Accademia Maestri Pasticceri Italiani represents the highest standards of professionalism in the field of traditional bakery and pastry, with an emphasis on traditional Italian desserts. Well, we do know that they



with at least 5 years of experience in holding the position of pastry chef in restaurants or other prestigious establishments awarded the Michelin guide stars, etc. are admitted.

In addition to upgrading experienced pastry chefs the Academy also gives a chance to young talents. "AMPI Giovani" is a project whose training course started in the fall of 2022. It is aimed at strengthening and implementing the perception of the excellence of Italian pastry among a new generation.

For two years, young confectioners, with the support of partner companies, receive and perform various tasks that will serve to improve their skills, and participate in numerous master classes.



go in tandem with famous Italian wines. For instance, with Moscato d'Asti. Desserts and Italian pastries make a perfect pairing with the star sparkling wine of the Province of Asti.

Accademia Maestri Pasticceri Italiani is not just a center of higher professional education for confectioners and chefs. This is a kind of elite club, an association of top-class experts, with its own strict charter and philosophy. It goes without saying that it has established relevant conditions for admission of candidates. Only owners of confectioneries or laboratories, whose know-how made it possible to qualitatively update the confectionery products, can be admitted to the Accademia. The candidates



Photos provided by the Consorzio dell'Asti DOCG

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Giorgio Facchinetti



Ambassador of Consortium of Asti Spumante and Moscato d'Asti DOCG, Giorgio Facchinetti is the modern and attractive face of the famous brand. With his passion and charisma, the bartender demonstrates a very impressive synergy with the star Italian sparkling wine, turning this tandem into a truly creative collaboration.

Asti's talented barman proposes new and contemporary drinks that extol the versatility and natural characteristics of Asti Spumante and Moscato d'Asti. Piedmont's bubbly adored worldwide become the perfect ingredients for new and sophisticated concoctions.



This is what Giorgio himself says about his mission in co-authorship with Asti: "My goal is to position Piedmont bubbles in the world of mixology, to give life to original and innovative creations. Also because these wines are naturally sweet and they are the

perfect base for amazing cocktails."

He likes to call himself a modern bartender. In 2013, he took first steps at the Smash Bar, in the small town of Bonassola, a seaside town in Liguria. He fell in love with this job and decided to dedicate body and soul to this profession.

In 2018 Giorgio founded Master Evento together with friend Lorenzo Ferrante, a bigger push to his entrepreneurial spirit.

As a brand ambassador of ASTI DOCG, charismatic and energetic Giorgio Facchinetti hones his craft and trains apprentices and followers who take on the knowledge of the bartending profession and the art of Asti presentation.

Another way to transmit knowledge is through courses in an equipped classroom taught by the ambassador himself, as well as Flair essential, an online Flair Bartending course developed by Giorgio Facchinetti. At the same time, applicants can choose to take a personalized course or corporate training. In any case, everyone who has taken Giorgio Facchinetti's master classes will take over his passion for the art of mixology and Piedmont's bubbly.



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Torelli

In the south of the Province of Asti (Piedmont Region), among the picturesque hills covered with vineyards and decorated with medieval castles and monasteries, the lands of the Langa of Asti (Langa Astigiana) are hiding. It is here that the winery of the Torelli family is located; nowadays, it is managed by Mr. Gianfranco Torelli, the representative of the fourth generation of the famous winemakers' dynasty. The family traditionally adheres to environment-friendly



It is not only the wine made by this winemakers' dynasty, but also the holiday in Torelli's vineyards called "Vignette in Vigna". To get to the winery of Gianfranco Torelli precisely during celebration of this holiday, which demonstrates the symbiosis of art and enogastronomy, is a true experience for the most sophisticated tourists. The Torelli family also offers to its guests an opportunity to stay overnight – in apartments with luxurious panoramic views of the vineyards and hills of Langa Astigiana.

approaches, implements methods of organic agriculture, and complies with biomethods of growing vines, which is confirmed by the respective certificates held by the winery. However, it is the locality itself that dictates such principles historically. Bubbio's town which is located nearby, is the first to have been recognized at the national level as an anti-transgenic town by prohibiting the cultivation and breeding of both plant and animal living organisms obtained by genetic manipulation throughout the municipal area.

The winery became famous all over the world for the remarkable flavors and organoleptic bouquets of its organic wines. Incidentally, it is renowned for setting a record: the first BIO certified wine made from organic grapes in Italy was born in these cellars – the winery was the first one in Italy to obtain T000001 certificate for its Moscato d'Asti 1992 in January 1993. It produces the most elegant traditional sparkling wines of Asti DOCG, Piemonte DOC, which were specifically made to bring joy to the world. In addition to the sparkling wines, it produces still wines, luxurious sweet passitos, as well as dry vermouths and grappas.





Italy



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Casa Martini – Martini & Rossi



Casa Martini is located in Pessione of Chieri, not far from Turin's city center, at Martini & Rossi's historic premises, it marks the meeting point between the company's traditions and future Martini & Rossi owe the reputation of its Vermouth to the ingenious recipe of Mr. Luigi Rossi, a Master herbalist and liquorist. For more than 150 years, the best traditions have been born within the hospitable walls of Casa Martini, the historic MARTINI production site. Today the doors of the estate are open for private receptions and conferences as well as for excursions. During the visit to Casa Martini you will have the opportunity to explore the fascinating



Martini history, visit inside the Martini production plant, tasting the MARTINI products, discover the Martini Store.

world of MARTINI: Martini Terrace, Saloon Bar, Botanical Laboratory, Bar Academy, Old Laboratory, Mondo Martini Gallery, the Museum of Winemaking and Martini Shop.

Casa Martini is a place for the soul, but also a real home – comfortable rooms with a real feeling of hospitality – and the perfect place for events of all kinds, tailored to meet all needs.

At Casa Martini the production plant is still based and where you can have a Martini experience, including tastings, guided tours and unique masterclasses.

At MARTINI DISCOVERY TOUR you will discover the MARTINI's botanicals and learn about the production stages; Visit Mondo Martini Gallery and discover more about



During the MARTINI COCKTAIL EXPERIENCE, you will leave a day as a bartender, join expert ambassadors in the Bar Academy and learn the secrets of preparing the most iconic Martini cocktails.

There is also an existing tour VERMOUTH CLASS with the Martini

Ambassador, discover the secrets and the balance behind Martini vermouths. You will create your own symphony and make your own vermouth for real!

A special food pairing will make the experience perfect. In addition, it is possible to visit the spaces of Casa Martini and finish your experience at the Martini shop and choose a souvenir of your day!



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Michele Chiarlo



Today, such great wines from great vineyards have become the wines of Michele Chiarlo. For everyone who wants to be a part of the history of the unique wine region, a special space has been created – Wine Club Michele Chiarlo, where you can get to know about wines and special offers.

An ambitious hospitality project, Palas Cerequio is the ideal destination for those who want to enjoy a holiday in a world where wine is the protagonist. The luxury palace is dedicated to the Barolo cru. Palas Cerequio is located in one of the 6 areas that constitute the fiftieth UNESCO site in Italy: the landscapes of Langhe-Roero and Monferrato were declared the World Heritage Sites in 2014.

Since 1956, Michele Chiarlo's winery has been "vinifying the soul of Piedmont", loving and developing the most incredible wine region in the world. The founder of the winery is Michele Chiarlo. Today, the winery is managed by his sons - Alberto (responsible for business development) and Stefano (oenologist).



Nowadays, Michele Chiarlo produces over a million bottles a year.

"Be patient and sacrifice, buy only great vineyards to create great wines" – those words were said by Michele Chiarlo's father - Pietro Chiarlo. When he was a young man, Pietro worked for Canelli Cantina, where Moscato was produced...

Architectural design, works of art, breathtaking views of the vineyards, local gastronomy and, of course, a selection of luxurious wines imply the highest pitch of hedonism.

The concept of the palace includes the "Past" and the "Future". Four halls of the "Past" immerse guests into the atmosphere of antiquity. Each suite is named after a historic Barolo, elegantly furnished and contains a selection of bottles from the respective zones, which are stored in a glass case built into the wall: Cerequio, Cannubi, Rocche di Castiglione, Villero. The "Future" is minimalistic and natural: raw materials (stone, oak), breathtaking views, and a wellness spa.

Michele Chiarlo is also famous for Moscato d'Asti Canelli Docg and for the new «P Nivole» from old vines – the first to be harvested with lower yields than those of traditional Moscato.



Arione SPA

The founder was Luigi Arione who, in the early 1900s, created the wine business that today, in its fourth generation, still bears his name. Arione can boast a century of wines and significant recognition, both in Italy and overseas – the mark of a strong commitment to striving towards and achieving ever-increasing quality standards. Today, the Arione wine-growing business is led by brothers Mauro and Luca Arione, administrators of the two family wineries.

There are two towns where the Arione family has its vineyards and wineries: Canelli in the province of Asti and Castiglione Tinella in the province of Cuneo. The Canelli Winery has undergone profound



changes in terms of technology and innovation over the years and will soon be expanded and modernized according to a new project aimed at environmental sustainability. The second historic family vineyard is a magical place where private tours and tastings are organized with the chance to stay overnight to best discover and appreciate the wines of this wonderful land, a UNESCO World Heritage Site.

Arione products have obtained over the years and continue to obtain numerous and significant awards, both nationally and internationally. CONTESSA DI CASTIGLIONE ASTI DOCG – Decanter/Bronze;

MOSCATO D'ASTI DOCG – Decanter/ Bronze; ASTI DOCG EXTRA SECCO – The Global Sparkling Masters 2021/Bronze; BRUNO – Decanter/Bronze; ROERO ARNEIS DOCG RORETTO – Vinitaly International Wine award 5 STAR WINES 2021; MOSCATO D'ASTI DOCG – Vinitaly International Wine award 5 STAR WINES 2021 – and these are the awards for 2021 only!

Arione is part of the Asti and Moscato d'Asti DOCG consortium. An international success, Asti DOCG is the symbol of that Italian way of doing things that Arione, together with the Asti DOCG and Moscato d'Asti DOCG Consortium, is committed to defending, protecting, and enhancing.





Italy



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apps.apple.com/it/app/
bollicine-del-mondo/id1593415280



Cinzia Benzi App Bollicine del Mondo



500 wineries, 21 food and wine itineraries, 27 countries, 6 continents, 14 wine enthusiasts: all of them can be found on Bollicine del Mondo, the innovative app released in January 2023 by Identità Golose Web. A unique and exciting journey through Italy, Europe, and around the world, discovering the richest terroirs, the most emblazoned and sought-after labels, and those that are less well-known but will be a fascinating discovery. From Champagne to Argentina, from Greece to Brazil, from Portugal to New Zealand: the route is traced and described by 14 passionate and knowledgeable tasters, from Italy and abroad.

Cinzia Benzi, wine and gastronomy expert and writer, one of Italy's most well-known Women of Wine, is the heart and soul of the Bollicine del Mondo. She has supported Paolo Marchi's, food and wine critic, founder and curator of Identità Golose, the first Italian congress of signature cuisine and pastry, idea and engaged her friend Andrea Grignaffini, food and wine expert. Together with Claudio Ceroni, founder of Identità Golose, President of MAGENTA

bureau, they made this revolutionary project possible. The team's meticulous research led to the selection and choice of 500 wineries and as many labels: 55% tell of effervescent Italy, while 45% encompass wineries from Europe and the rest of the world.

The app will navigate you through the map of the world in search of the new wines. It presents 21 itineraries to discover some of the most outstanding regions for sparkling wines: Asti and Moscato, Irpinia, Trento Doc and Etna, Champagne, Alsace, Burgundy, Cava and Corpinnat, Chile and Argentina, plus short trips to Asia and Australia.

It includes a glossary of technical terms that will allow anyone to understand its content. It's an inclusive project that refers both to wine professionals and wine lovers, and presents good quality sparkling wines that can be easily found and purchased.

The first wine app about sparkling in the world, will be available also in English. All that's left to do is to download the app and hit the road. Cheers!



MONGIOIA



The family has been present in the langhe del moscato for 6 generations. Since 1998 it has been committed to enhancing the Muscat grape variety and has specialized in producing wine exclusively from this grape, firstly to be focused on getting the best and secondly to give a strong signal of belief in this grape variety. MONGIOIA's cellar is a creative laboratory where inspiration is strongly rooted in history. Thanks to this, new methods have been developed, rediscovering the wisdom of the past and bringing it back to the present world. Like the Amphora aging method, a millenary legacy of the Ancient Romans which, thanks to its micro-oxygenation, gives the wines harmony, finesse, balance, complexity and drinkability.

Or the ancient cloth filtration method using so called 'Dutch bags' – the historical method of production of Muscat which has been completely abandoned since the 1960s., which gives an unmistakable body and aroma. Mongioia is led by Riccardo Bianco, owner, oenologist, agronomist, who has produced a collection of muscat-based wines, all with a strong identity, and has transformed the cellar into an artisan



boutique. He is dedicated to spreading a certain idea of Muscat, that of Mongioia! He made Moscato the great wine of the past centuries!

First vintage of Moscato d'Asti in Anfora – Moscato d'Asti Canelli was in 2017.

Chronicles of Taste: "Moscato d'Asti Canelli an original and recognizable wine that represents a novelty for its denomination as it is aged in amphora."



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Casa Gancia



In the mid-nineteenth century, in Italy, sparkling wine production was little more than a dream, but on the hills between Monferrato and Langa, someone already thought big and traveled to France to get information and get inspired by wines from beyond the Alps.

The first Italian sparkling wine was born after these pilgrimages in 1865 in Canelli, in Piedmont, by Carlo Gancia who, in 1850, founded winery "Fratelli Gancia" there with his brother Edoardo. By exploiting and reworking the concepts learned in France and applying them to the Moscato grapes, typical of its area, Gancia created a new type of Champagne, which he called Spumante Italiano. Thus Carlo became the depositary and the author of the official rules of the first Italian Classic Method, the same ones still followed today.

The pressing of grapes from Chardonnay, Pinot Nero and Moscato, for the production of Spumanti Metodo Classico Gancia, takes place in suggestive cellars of over 600 square meters, with exposed brick vaults dating back to the early nineteenth century.

The underground cathedrals of Casa Gancia represent an incalculable historical heritage of architecture dedicated to oenology: they have been excavated in the past centuries in calcareous tuff, perfect natural thermal insulation able to maintain a constant temperature of 12-14 degrees, ideal for



processing and refinement of great wines. Because of their beauty and importance, they have been chosen by UNESCO to be recognized as a World Heritage Site, as part of the project for the candidacy of the wine-growing landscapes of South Piedmont.



Cuvage Winery



Cuvage winery was founded in Acqui Terme in 2011, in the province of Alessandria. This territory is world famous for Italian sparkling wine. The two key elements of making the sparkling wine at Cuvage Winery are cuvée and perlage thus their liaison making the name of the winery “Cuvage”. So the Cuvage was founded to emphasize a unique terroir and to honor the cradle of premium Italian sparkling wines. The Winery interprets the ancient sparkling wine tradition born in Piedmont in 1895 in a modern key, and expresses its excellence in a refined balance between history, innovation and technology, giving life to the two product lines Cuvage Classic Method and the Martinotti Method Acquesi.

The winery developed its Cuvage des Artistes project, a project that combines the signature wine Cuvage with art and charity where the profits go to medical research. The artworks

could be seen on the website and also are decorating the bottles and labels.

The style and elegance of Cuvage sparkling wines come from grapes from vineyards distributed among the hills with the highest wine-growing vocation of the Piedmont region.

It is very important to note, that Cuvage Asti DOCG “Acquesi”, ranked number one in the world in the Champagne & Sparkling Wine World Championships in the aromatic sparkling wine category, bringing greater prestige to the Piedmontese art of sparkling winemaking and conquering the stage in London. Cuvage Asti DOCG “Acquesi” is a romantic and sweet white with a straw yellow color, the nose is fresh and intriguing, with hints of white flowers, peaches and citrus peel. Excellent to taste accompanied with dry pastries, tarts or stuffed peaches, it is the dessert wine par excellence.





Piedmont, Province of Asti,
Canelli



Canelli and the Underground Cathedrals



The Underground Cathedrals, a UNESCO World Heritage Site since 2014, are a real architectural masterpiece of Canelli, which is fairly considered to be the capital of the Italian Spumante. Four famous wineries, Contratto, Bosca, Coppo and Gancia, are telling the story of this



wineland – always in the present tense.

Giuseppe Contratto founded his winery in 1867. Contratto is the member of Alta Lange Consortium, as a benchmark for the entire denomination. The Contratto cellars here are rich in history, setting the scene for the long ageing of 1,5 million bottles of sparkling wines.



Since 1831, Bosca, a remarkable family winery which. A visit to the Bosca Underground Cathedrals is a unique experience. Beauty, magic, emotions and inspiration: this is what you will find here, accompanied by a glass of traditional

Spumante – intense, elegant, with tiny bubbles.

The history of Coppo winery is inextricably bound with the wine history of Piedmont and the city of Canelli, known as one of the most important viticultural centers of Italy. At the end of the 18th century, here at Coppo the galleries and corridors known today as the Underground Cathedrals were excavated from the tuff stone under the earth.

A journey over Gancia winery is a fascinating underground itinerary that traces the history of Italian sparkling wine through the winery's archives. Gancia is a historic brand that holds the birthright of “made in Italy” bubbles.





Italy



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Relais Villa Prato

A family of notaries, lawyers and traders, who lived in Mombaruzzo from 1222, built Villa Prato on the plot of land that looks directly at the church of Sant'Antonio Abate. The lives of the Prato family became intertwined with those of the community of Mombaruzzo and with history, for seven hundred years, until 1933, when the last descendant of the family died. Several decades later, the Villa was sold to a Swiss couple. And so began its second, short life: the Villa was converted into a holiday home, but after a few years it was put up for sale again.



In 2007, when the Bertas, a family of distillers, saw Villa Prato for the first time, with its panoramic terraces, from which you can see the Alps on sunny days, it immediately seemed to be the place that would make their dream come true. Their dream was that everyone around the world would feel the same love for their land as they did. In 2016, almost ten years after they fell in love with it at first sight, they opened Villa Prato.

The fourteen suites, the eight hundred meters of SPA and the two restaurants have finally found their vocation: to fulfill the dreams of those who experience them.

Le Distillerie Berta – Enrico Simonetta Annacarla Giulia continues the work of Paolo and Gianfranco in order to produce a quality grappa as a distillate that can be drunk on the most special occasions;



Wellness & SPA – 1,000 square meters of niches, vaults and tunnels wind their way under the ground.

Restaurants – Head chef at Villa Prato, Andrea Cavallo is influenced strongly by the heritage of his Piedmont. It was in a Piedmontese kitchen, among the scents and sounds of work, that he met Francesco Paschina and Simone Magnetti, colleagues, friends, and now teammates at Villa Prato. The Officina – Under the frescoed ceilings, here food and wine play with scents and textures.

The cellars – A treasure rests in the caskets of the three cellars of Villa Prato. More than 1,000 wines from Spain, Argentina, France, Austria and Germany. But the heart of the selection is in Italy. The cellars preserve and maintain the bottles to perfection, tangible reminders of extraordinary moments.

Photos provided by the Consorzio dell'Asti DOCG

Ristorante Madonna della Neve

The Cirio family has been running this restaurant since 1957, which from a simple country inn has now become an important destination for local gastronomy. The predominant notes, however, remain the simplicity, hospitality and cordiality, which have always distinguished this structure enclosed in the rolling hills of the Langhe Astigiane. The restaurant, located in a panoramic position, dominates the Bormida valley next to the homonymous church of the “Madonna della Neve”.



The surrounding area offers innumerable and tempting opportunities, which the Cirio family has always known how to seize by cultivating vegetable gardens, orchards and vineyards but also by sourcing from the various local producers of cardoon hunchbacks of Nizza M.to, Tonde gentile IGP hazelnuts, cheeses such as robiola of Roccaverano D.O.P. and the meats, coming from local goat farms as well as from courtyards, such as rabbits and guinea fowl, raised within the Langa Astigiana Val Bormida Community.

A territory like Piedmont could not but give great products even in the cellar, and Madonna della Neve certainly did not miss the opportunity to give its guests the opportunity to get to know its land through the offer of local wines from both historical and renowned wineries that from small and semi-

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unknown winegrowers, which however give wines of always undoubted excellence. About 500 labels both from Piedmont and from all over Italy, make a fine show of themselves on the wine list and in the restaurant's cellar, which



contains their soul inside the silent bottles.

It is an ideal place for those who want to relax in an environment with a warm and familiar atmosphere, to reconcile with themselves and take a little break from the daily routine.





Italy



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Moscato Wine Route



19km: Mango – Camo – Mango ring trail. The route is tracked by Neive Trail Yellow/ Golden Grape Bunch signs affixed on trees or vineyard poles. The Moscato Wine Route starts in Mango from Piazza XX Settembre.

After having got to the village Dornere and enjoyed the Museo a Cielo Aperto (Open-Air Museum) and its contemporary art installations, hikers can immerse into vineyards, descend and skirt Belbo brook. At the end of the valley bottom the trail ascends to take hikers to the Santuario della Madonna della Rovere, a sanctuary dedicated to Our Lady – the perfect place to have a rest. The tiny path ascends and gets to a ridge offering a breath-taking view on the surrounding hills, tidily cultivated with vineyards. It finally ascends straight to Mango village.



masterpieces such as Barolo, Barbaresco, Barbera, Roero, Roero Arneis, Alta Langa, Ruchè, Nizza, Moscato and Asti Spumante, Dolcetto, Nebbiolo, Freisa, Brachetto, Malvasia, Cortese, in their different declinations, but also rarities such as Grignolino, Verduno Pelaverga, Gamba di Pernice, Cisterna d'Asti, Albugnano, Loazzolo, Terre Alfieri.

Langhe Monferrato Roero also provides kilometres of trails dedicated to trekking amongst vineyards, woods, rocks and meadows which are



meant to revitalize your body and soul. Whether it is a loop trail or in stages, family-friendly or challenging for well-trained legs, you are heading for a treasure hidden in the trees.

Come and meet the producers, taste the wines and listen to their story. Here, even the most demanding palates will be delighted by a paradise of aromatic notes, inebriated by more than 14 DOCG and 18 DOC wines, by oenological





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Piedmont and Consorzio Asti DOCG



The land of Asti DOCG is representing the languorous locales, rife with unforgettable nuances. Noble hills that are home to precious fruit are captivatingly sinuous, showing a link between past and



In June 2014, the vineyard landscapes of Langhe, Roero and Monferrato were awarded World Heritage status by UNESCO. Among the six “components” – the areas that constitute the UNESCO core zone – Asti Spumante and the Underground Cathedrals of Canelli are most representative of the interaction between the land and the hand of man, resulting in a unique panorama of vineyards nourished and shaped over the years by the unflagging efforts of the vine tenders.



The Asti DOCG designation originates with the Moscato Bianco varietal, cultivated in 51 townships in the provinces of Asti, Alessandria and Cuneo. The inimitable aromatic profile is shared by two designation wines: Asti Spumante and Moscato d’Asti.

present, tradition and innovation. These lands where vines of Moscato Bianco grow, destined to develop into Asti Spumante, from Brut Nature to Dolce, and Moscato d’Asti: two declinations that combine to compose the Asti Controlled and Guaranteed Designation of Origin.

This is the area of Langhe, Roero and Monferrato, home to great wines and singularly beautiful landscapes. Nearly 9.900 hectares of majestic vineyards nestled in the cradle of an inimitable landscape that never fails to stir the soul. The Langhe, with their tall, pronounced hills, stood out for the soil, composed mostly of limestone marls and sandstone. The Monferrato and Roero are instead crossed by more gentle, lower hills, with soil alternating more between clay marls and sand.



Photos provided by the Consorzio dell’Asti DOCG