

LANGHE MONFERRATO ROERO, A REGION TO DISCOVER

FOOD&WINE, CULTURE, LANDSCAPE, OUTDOOR TOURISM, TRADITION, EVENTS

Many of Italy's destinations are extremely attractive, especially to overseas tourism. Hidden gems off the beaten track, which **can be admired and experienced by visitors**. We are talking about **Langhe Monferrato Roero**, a UNESCO World Heritage since 2014, an area in the Cuneo and Asti provinces, not far from Turin and Milan.

Langhe Monferrato Roero make up an **enticing area** attracting **significant streams of tourists**, mainly from **foreign markets**. **The area's tourist offer has expanded over the past years and now includes - along with food&wine - culture, art, nature and outdoor activities**. This diversification has allowed for **an increase in international tourist arrivals from Scandinavia, Northern America, France and the Benelux**. Tourism is now more distributed throughout the year with peaks during the summer in the outdoors sector

FOOD AND WINE

People coming to the Langhe Monferrato Roero region know what to expect: beautiful landscapes, excellent food&wine and high-level hospitality. **Food and wine are the traditional attractions of the area; important wines, like Barolo, Barbaresco, Barbera d'Asti, Moscato d'Asti and Alta Langa**, are served with local dishes: countless **starters**, homemade pasta like **tajarin, ravioli al "plin" and agnolotti, fassone tartare, PDO cheeses (i.e. Robiola di Roccaverano)**, that can be enhanced by an **Alba White Truffle** shave.

Last but not least, the desserts made with **Nocciola Piemonte PGI**, such as the **hazelnut cake** and the **bunet** (a traditional chocolate pudding to be eaten by the spoon).

Interested people and food and wine lovers can address to **Piemonte On Wine®** in order to book their wine tour in the wine cellars and to **Piemonte On Food®** to visit local producers of gastronomic specialties. www.piemonteonwine.it.

LANDSCAPE

Small authentic villages, local products, events, castles and museums are the region's main attractions. Some towns are recognized for being the centre for wine productions: **Barolo** and **Barbaresco** for the prestigious red aged wines, **Canelli** for **Moscato d'Asti** and **Asti Spumante**, while **Nizza Monferrato** is well known for the **Barbera** wine.

Moreover, **Regional Wineshops** are the institutional place dedicated to each single wine production, offering a wide variety of labels: the perfect place to taste and buy high quality wine bottles.

A stroll in the city is also a good idea: **Alba**, Langhe's capital town, **Bra**, the baroque home of Slow Food, and **Asti**, one of the richest cities in the Monferrato during Middle Age.

Vine trees can be seen almost everywhere in the region and give the whole area a special touch of warm colors in constant change with the passing of the seasons. On 22 June 2014, the region was added to the **UNESCO World Heritage list** as **"The Vineyards Landscape of Piemonte: Langhe-Roero and Monferrato"**. These vineyards are the birth-place for some of the most famous wines in the world: noble Barolo and Barbaresco, younger Barbera, sparkling Moscato and many others types of wine, making Langhe-Roero and Monferrato a real-world heritage wine site.

A further proof of the value of the importance of the **Langhe Monferrato Roero eno-gastronomy** is the election of the Municipality of Alba as **Unesco Creative City for Gastronomy**, in October 2017. This designation strengthens cooperation with and among cities that have recognized **creativity** as a strategic factor for sustainable development and allows Alba to share best practices, partnerships and projects

CULTURE

Langhe Monferrato Roero offers a wide variety of cultural points of interest: itineraries through the Via Francigena and its Romanesque evidences (the **Abbey of Vezzolano** is the most important Romanesque monument in Piedmont); Medioeval attestations such as **Grinzane Cavour, Serralunga d'Alba and Barolo castles**, or religious journeys in the "**Terre dei Santi**" in the Northern Monferrato.

Wine is an important matter of culture, underlined by the UNESCO nomination: Canelli is the unique site for the "**underground catherdrals**", that is beautiful subterranean wine cellars, while in the Langa area there's the **Wi-Mu or Wine Museum**, hosted in the Barolo Castle.

Towers and castles are the connection between culture and charming points of view: to get a beautiful view it's worth taking a look at the **Towers of Barbaresco, Roccaverano and Viarigi** and to the **Castles of Serralunga, Magliano Alfieri, Prunetto, Govone** (also UNESCO heritage site) and **Monastero Bormida**.

The recent history of Langhe Monferrato Roero can be reached in the **ethnographic museums** of the region: they are located in the Grinzane Cavour, Cisterna d'Asti and Magliano Alfieri Castles. Since Southern Piedmont was an important part of the Ancient Roman Empire, the thematic tours "**Underground Asti**" and "**Underground Alba**" are the best way to discover the ancient evidences of the past.

OUTDOOR OPPORTUNITIES

To appreciate the beautiful wine growing landscapes of Langhe-Roero, a UNESCO World Heritage site, there is nothing better than outdoor activities!

Amidst paths through the vineyards, panoramic roads, fortresses, villages perched on the hills and green woodland stretches the ideal environment for discovering and experiencing the local area in close contact with nature, through sport.

Outdoor activities provide an opportunity to get to know the Langhe Monferrato Roero area from another point of view: **hiking, cycling (mountain bike and road), themed day trips, horseback riding, Nordic walking, golf and balloon flights**.

EVENTS

Some national and international **events** are held in the area, involving food and wine, music and folklore. Every year Langhe Monferrato Roero celebrates the **Alba White Truffle** hosting some national and international truffle fairs. The most fashionable is the **Alba International White Truffle Fair**, taking place since October to December weekends; in the same period the Monferrato area also hosts some regional and national truffle fairs.

Food is the main attractive of **Cheese**, a biennial Slow Food event in Bra; the **Douja d'Or** ("douja" is the term for ancient terracotta jug in Piedmontese dialect) is the National Exhibition of Selected Wines that includes the **Festival delle Sagre**, a weekend event celebrating local customs and traditions of country life in Asti. Folklore and local Medioeval history are evoked by two Palios: the **Palio of Asti**, the most ancient Palio of Italy, and the **Donkey Palio** in Alba, run at the beginning of the International Alba White Truffle Fair. **Collisioni Festival**, a music festival held in Alba with

Alba Music Festival and **Alba Jazz Festival** and **Monfortinjazz** in Monforte d'Alba are the most important music festivals in the region.

The December's event "**The Magic Christmas Village**" in Govone, Asti and San Damiano d'Asti has provided tourists with an opportunity to **extend their stay** after autumn, enjoying the region and its excellent wares during a charming season.

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