



THE HILLS OF “GOOD LIVING”

Wines, truffles and food for kings

As a result of 2006 Winter Olympic Games, the whole world has discovered Piedmont, traditionally a destination for gourmets and lovers of life pleasures. Langhe, Asti and Monferrato are the lands of Alba's white truffle, the protagonist of autumn and early winter tables with its intense flavour capable of exalting Piedmontese traditional dishes, and of great and renowned wines such as Barolo, Barbaresco and Moscato d'Asti, Barbera, Dolcetto, Brachetto d'Acqui, Gavi and Roero. In addition to wines, another pillar of the territory is cheese: Bra, Raschera, Murazzano, Robiola di Roccaverano.

These hills are candidate to become UNESCO world heritage. Here the Slow Food movement was born, Pollenzo's University of Gastronomic Sciences and the Italian Culinary Institute for Foreigners were created. This is the land where it is possible to walk along the Wine Trails and discover the refined wine shops situated in important castles and historical palaces. Visiting local cellars, nice and cosy farmhouses, trattorias and restaurants is a must to enjoy the excellent local dishes: dozens of starters like “vitello tonnato” and the raw meat salad made with the precious meat of Razza Bovina Piemontese, recognized internationally as the best cattle breed for its food and nutritional properties; handmade pasta like “ravioli del plin” and “tagliolini”, risotto with truffles, “bagna caoda” and “brasato al Barolo”, “marron glacé” and “zabaione”, “gianduiotti”, made with Piedmontese hazelnuts and chocolate, are some of the examples of Piedmontese cuisine, leader in the world also thanks to the several Piedmontese Michelin star-awarded chefs.

These great food products are also the protagonists of hundreds of festivals and fairs organized in the hills throughout the year. At springtime in Alba, “Vinum”, the most important appointment dedicated to wine tourists with over 250 wine producers from Langa and Roero, Piedmont and other Italian regions, and then Borsa Internazionale del Turismo Enogastronomico, an important showcase for international tour operators. “Douja d'Or” (11th-20th September in Asti) is a national wine contest with hundreds of prestigious brands, concluded by the famous “Palio” (horse race) run in the central Alfieri square. Cheese from all over the world is the protagonist of the seventh edition of “Cheese”, held in Bra from 18th to 21st September and organized by the Slow Food association every two years; in 2007 it was attended by over 150,000 visitors. And finally, in October the International Fair of Truffle in Alba (3rd October-8th November 2009), known by gourmets all over the world and culminating with Alba's white truffle international auction.

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