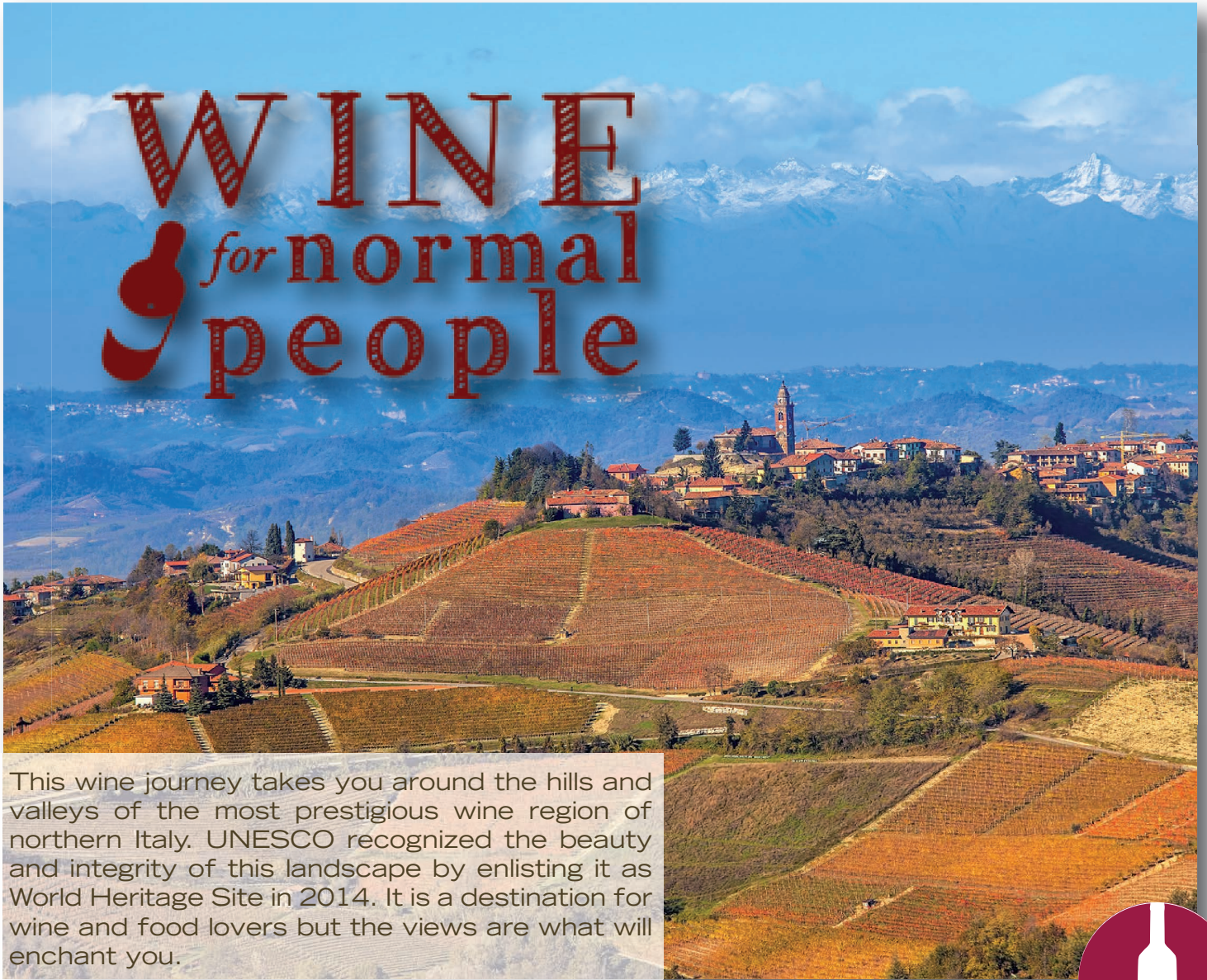


# Tourissimo

ACTIVE TRAVEL IN ITALY

## Piedmont Wine Region Trip



This wine journey takes you around the hills and valleys of the most prestigious wine region of northern Italy. UNESCO recognized the beauty and integrity of this landscape by enlisting it as World Heritage Site in 2014. It is a destination for wine and food lovers but the views are what will enchant you.

fitness

scenery

culture

food / wine

8 days (7 nights)

Premier Hotels

Dates: May 7 - May 14, 2022



# Tourissimo

[www.tourissimo.travel](http://www.tourissimo.travel)  
[info@tourissimo.travel](mailto:info@tourissimo.travel)

## Highlights

- UNESCO World Heritage Site: vineyard landscape of Langa-Monferrato-Roero
- Villages of Barolo and Barbaresco, the namesakes of two world-famous red wines
- Visit of Banca del Vino (wine bank)
- Stunning rolling hills covered with vineyards and quaint medieval villages
- Views that stretch as far as the Alps
- Castle-topped villages, which lend a historic and romantic feel to the area
- Some of the best regional food in Italy, including truffles, cheese, and hazelnut Gianduja chocolates
- New and established DOC's and DOCG's
- Canelli Wine Cellars, the so-called "cathedrals of wine aging"
- The view from the medieval tower of Barbaresco
- Meetings with producers and local experts who are behind the local wine scene

## Overview

We believe that to understand a region and its wine, you have to do more than just taste the finished product. Meeting the people, many of them family farmers with generations of experience, learning the customs and traditions of the area and viewing the topography of the land will give you an intimate and complete understanding of what's in your glass and how it got there.

On this special-edition tour with Wine for Normal People, you will go behind the scenes to meet the people who produce Piedmont's most famous and its lesser-known varietals, fully immersing yourself in the winemaking culture and engaging all five senses with the sights, smells and sounds of the area. Wine tastings, hands-on demonstrations, food pairings and discussions will give you a deeper understanding of the place and its traditions.

Many argue that Piedmont produces the best food and wine in all of Italy.

The Langa and Roero regions of Piedmont are in one of the most important wine production areas in Italy, and received UNESCO World Heritage status in 2014. This tour of Piedmont will take us to the heart of these regions and others, over rolling hills covered with endless vineyards and past ancient castles and hidden hilltop hamlets.

You'll see how connected the local people are to the land, and how they take pride in everything they produce.

Vineyards cover most of the hills here and wines such as Barolo, Barbaresco, Barbera and Nebbiolo are perfectly paired with dishes that will make each meal a gastronomic event. Towns like Pollenzo, La Morra, and Alba are perfect stops for a taste of what the region has to offer, where strolling through the cobble streets and sitting in geranium-decked piazzas is a great way to end your day.



heat

min:  
53 F  
max:  
69 F

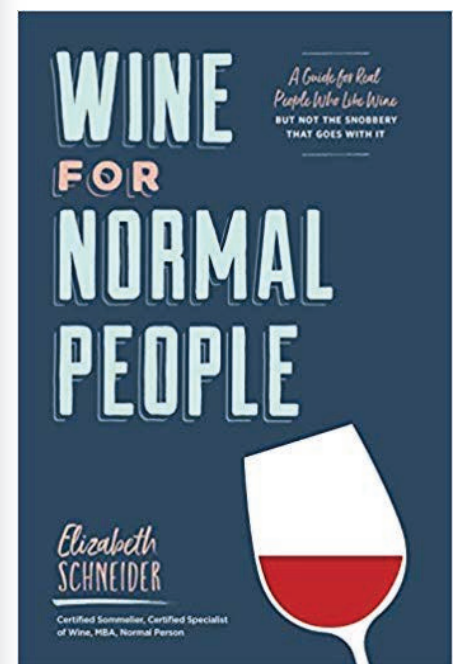


rain

10%  
Probab.



wind





## About Elizabeth Schneider

**Elizabeth Schneider** is the host of the internationally acclaimed podcast “Wine for Normal People”, a Certified Sommelier, and author of the “**Wine for Normal People**” book, which was described by Oprah Magazine as a “cheeky guide that serves up everything from the best sipping, sniffing and swirling practices to advice for picking a crowd-pleasing bottle, minus any irritating attitude.” The book has been praised in Fortune, Forbes, Epicurious, the New York Post and more.

Elizabeth has been featured in Martha Stewart Living, on various NPR stations around the US, and on American Public Media's the Splendid Table. **Elizabeth focuses on translating the wine world to make wine accessible and fun** to everyone from novice to enthusiast.

She speaks at events all over the world from Napa to Verona, Italy, and considers her most important accomplishment the fact that she has managed to remain a normal person, despite her exposure to lots of wine snoots! She's no nonsense, speaks in plain English but doesn't dumb down wine.



## What's Included

- A professional tour guide throughout the program
- All accommodation in two 4 star hotels, one 3 star, and one 5 star hotel
- All breakfasts, five lunches and five dinners
- Twelve wine tastings
- All transfers, ticket entrances, and gratuities
- Shuttle at the beginning and at the end of the tour
- All activities mentioned in the day-by-day description
- Assistance with door-to-door wine shipping
- All of the wine at group lunches and dinners
- Walking tour of Alba and Asti with local guides
- Dinner at a Michelin-star restaurant

**We also include the finest Piedmontese Barolo and Barbaresco wines of the best vintages, as well as truffles included with two dinners**

## What's Not Included

- Airfare
- Pre-tour hotel stays and post-tour hotel stays
- Personal expenses such as laundry and cell phone
- Guide gratuity

## Price

USD 4,995

Private room (single supplement) USD 495



## Wine Regions and wines

- Langa: Barolo, Barbaresco, Nebbiolo, Dolcetto, Barbera
- Roero: Nebbiolo, Arneirs, Favorita
- Monferrato Alessandria province: Dolcetto, Barbera, Brachetto
- Monferrato Asti province: Barbera d'Asti, Moscato d'Asti, Monferrato, Dolcetto
- Loazzolo: Moscato passito
- Nizza: Nizza DOCG



## Daily Itinerary

The Wine for Normal People Piedmont tour program starts in Turin, the capital of the Piedmont region. Participants will arrive throughout the day and we'll provide group transfers from the airport to our hotel in the historical city center (30 min).

The first part of the afternoon is free to explore the city, check out a museum or make it to the lookout point of Mole Antonelliana, the city's landmark that now also houses the Cinema Museum.

Turin was the first capital of Italy and the Savoy Royal family was housed there. It is elegant and unpretentious and wine enthusiasts will find it interesting that vermouth was invented there in 1786 by Signor Antonio Benedetto Carpano.

We'll have a unique welcome event that we won't spoil here, but what we can say is that it will involve a vermouth tasting in a special location.

A short walk in the beautiful town center will lead to our dinner place, during which you'll also receive a tour overview and some logistical information.



This morning we transfer to Pollenzo at Slow Food's Banca del Vino. We'll start with an overview of the main DOC and DOCG's of Piedmont paired with local charcuterie and cheese (Slow Food presidia): don't think for a second that wine (even Barolo) overpowers a meal. It rather complements it.

After some lunch and program overview, we take a stroll around Pollenzo. Corte Albertina in Pollenzo received the official recognition of UNESCO World Heritage Site in 2001 as part of the Residences of the Royal House of Savoy.

It now houses the University of Gastronomical Sciences, founded by the internationally-recognized Slow Food Association. Slow Food began as a sophisticated parody of McDonalds' arrival in Italy (Slow Food vs. Fast Food) and has grown into an international crusade for the preservation of culinary traditions, biodiversity and "the right to good taste."

### Day One

Turin

### Meals included

D

### Hotel

Grand Hotel Sitea

### Day Two

Pollenzo

### Meals included

BLD

### Hotel

Vigna Magica -  
Fontanafredda

## Daily Itinerary

We make it to the Langa wine area past nebbiolo vineyards, where no doubt you will see local workers in the fields caring for the vines.

We reach the village of Barolo and its castle, once home to the Countess Giulia Falletti di Barolo (a central figure in the birth of Barolo wine). The Castle of Barolo is also home to a unique wine museum ([www.wimu.org](http://www.wimu.org)) that opened after renovation by architect François Confino. We recommend a visit to the museum because it offers a very good explanation of local wine production and farming traditions. During our drive among hills and ridges, you'll go past a number of famous Nebbiolo vineyards such as Bartolo Mascarello, Voerzio, Borgogno (to name a few) known worldwide for their Barolo wine production.

La Morra is considered the balcony of the Langhe because of its wonderful views of the entire area. Take your time here and have your cameras ready! Today we have a cooking class and dinner at the Marrone Family Winery. Time to enjoy life and to taste some Barolo on the terrace! The Marrone family will engage everyone at this tasty wine experience with wine pairings for each Piedmontese course.



The area southwest of Alba corresponds with the Barbaresco wine production area. The small, elegant and original village of Barbaresco, situated between Alba and Neive, will be today's highlight.

As you approach the village, the imposing 12th century tower stands out in the landscape. Almost square shaped, its height originally reached 36 meters, and therefore was in a strategic position overlooking the Tanaro Valley below. The tower is what is left of an imposing fortification once crowning the hilltop where Barbaresco rises. We'll meet one of the most reputable producers of Barbaresco (for sure the one responsible for the birth of Barbaresco). A second producer will host us for a light lunch and wine tasting. The views are stunning, the wine refined yet an authentic representation of how tradition continues to deliver excellence. Free time in the afternoon to explore Alba, the fashionable capital of this wine region. We'll gather again for a walking tour of Alba with a local guide.

**Day Three**  
Barolo - La Morra

**Meals included**  
BLD

**Hotel**  
Vigna Magica -  
Fontanafredda

**Day Four**  
Barbaresco

**Meals included**  
BL

**Hotel**  
Hotel Calissano



## Daily Itinerary

Today we change wine production areas: Roero.

Roero is located along the left bank of the River Tanaro, across from Langa. It is not as well-known as Langa and wine tourism does not drive very many people there. Yet, there are several excellent producers that are worth paying a visit to. You'll get to taste different versions of nebbiolo-grape reds and you'll be introduced to lesser-known whites such as Favorita and Arneis. Today's lunch is a picnic in a vineyard at a wine producer. It's your chance to understand sun exposure.

In the afternoon, one of the most important Roero producers in Canale d'Alba will host us for a comprehensive overview of the wines of Roero.

Back in Alba, you'll have time to do some shopping and dinner is at one of our favorite restaurants in town. We'll take advantage of their impressive wine list!



This morning we visit Grinzane Cavour (with its landmark castle housing a regional wine cellar), Diano d'Alba, past yet more vineyards, and Alta Langa (the highest and wildest portion of this territory).

The vegetation changes as hazelnut-topped woodland covers the northern side of the round and gentle hills.

These hazelnuts are harvested by the ton and transported to the Ferrero factory in Alba to make the famous Nutella spread, as well as Italian Gianduja chocolates, which you should of course try! We then descend on the Bormida river valley to reach Loazzolo. Loazzolo 'boasts' the smallest DOC of Italy. We'll visit one of the most representative producers of Loazzolo Moscato DOC, a small production late harvest sweet wine.

Overnight stay for the next two nights in the town of Asti.

Asti is situated between Monferrato and Langhe, in the heart of province of Piedmont. Inhabited since the Neolithic period, Asti became a Roman encampment sometime around 124 BC, then an economic and political powerhouse in the Middle Ages (rivaling Alba), and it continued flourishing, falling, and rising again several times over its long and remarkable history. Today the city is best known for its exceptional food, the standout sparkling wines Asti Spumante and Moscato d'Asti and for the Palio di Asti – a bareback horse race through town.

### Day Five

Roero

### Meals included

BLD

### Hotel

Hotel Calissano

### Day Six

Grinzane, Diano and Loazzolo

### Meals included

BLD

### Hotel

Lis

## Daily Itinerary

This morning we visit Canelli whose name is synonymous with Italian sparkling wine.

The most important attraction of the town is its underground wine cellars (UNESCO World Heritage Site) and its wine is the Asti Spumante 'metodo classico.' A guided visit to the wine cellar will lead to wine tasting.

Next we meet a family producer over the hills of Nizza. Piedmont winemaking is still a family affair and winemakers consider themselves first and foremost farmers. A practical example is Eredi di Chiappone Armando winery. We'll spend most of the day to get to know the Chiappone family and their work and, of course, we'll get to taste their production that is represented by the Nizza DOCG as flagship (barbera is the leading grape). If you like Barbera you will fall in love with Nizza. You must also dare try their own barbera grappa.

Back in Asti, final celebrations and toasts to Piedmontese wine and its territory.



This morning after breakfast you will get a group private transfer to the Turin Airport.

### Day Seven

Canelli and Nizza M.to

### Meals included

BL

### Hotel

Lis

### Day Eight

Transfer to Turin Airport

### Meals included

B



## Hotels

### Day 1

#### Grand Hotel Sitea

Located in the heart of Risorgimento Turin, just off the very central via Roma and Piazza San Carlo, and a few minutes' walk from Piazza Castello, the Grand Hotel Sitea charms guests with its discretion. From there you easily visit the heart of the old town and do some shopping. The upscale rooms offer free Wi-Fi, flat-screen TVs and minibars. A free breakfast buffet is served in the refined dining room. There's also a relaxed bar/lounge and a regal restaurant with views of the courtyard garden.



### Day 2/3

#### Vigna Magica - Fontanafredda

The Fontanafredda Estate was donated by King Victor Emmanuel II to Countess Rosa of Mirafiore and Fontanafredda, known affectionately as "Bela Rusin". Today visitors find a true treasure chest packed with opportunities waiting to be discovered.

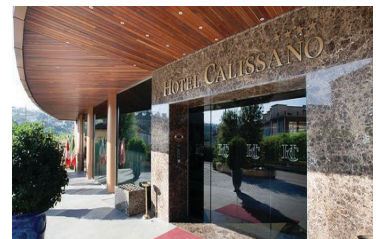
All 11 air-conditioned rooms provide minibars, safes, and desks. LCD TVs come with digital channels, and guests can stay connected with free WiFi. Bathrooms offer hair dryers, free toiletries, slippers, and bidets.



### Day 4/5

#### Hotel Calissano

Set in a former 19th-century winery, this modern hotel lies less than 1 mile from the Romanesque Alba Cathedral. The elegant rooms feature free Wi-Fi, flat-screen TVs, and wood floors. There's also a gourmet restaurant with indoor and terrace seating, bar and a fitness room, as well as conference room and a business center.



### Day 6/7

#### Hotel Lis

Hotel Lis is a 3-star, family-run hotel in the center of Asti. The owners take pride in providing excellent and personalized customer service. Many of the rooms have been recently renovated and include hypoallergenic pillows, linens and a pillow-top mattress. The ample buffet breakfast is a favorite among guests. Wi-fi is available throughout.



## Wines and vines of the UNESCO area

These strips of land that extend into lively shapes, modulated by the changing of the seasons, represent the outstanding quality of the Piedmont landscape and its profound and living culture of wine. These areas produce wines of international quality and excellence - such as Barolo, Barbaresco, Asti Spumante and Barbera d'Asti - made thanks to a rich heritage of knowledge and techniques, based on the deep knowledge of the vines cultivated here for centuries (Nebbiolo, Moscato Bianco, Barbera).

### The Six UNESCO Areas

The zone classified by UNESCO covers an area of over 10,000 hectares and includes numerous municipalities and six areas.

Beginning with the Langa of Barolo, which extends south of Piedmont. It is in these lands that one of the world's finest wines is produced, the Barolo, a wine of great structure and longevity.

Another area is that of the hills of Barbaresco, which includes mainly Nebbiolo vineyards, which produce the long-aging red wine called Barbaresco. The area, which includes the villages of Barbaresco and Neive, is dominated by the medieval tower of Barbaresco, overlooking the river Tanaro.

The third area is that of Grinzane Cavour Castle, which is located in one of the most evocative spots of the Langa, 5 km from Alba, famous not only for wine, but also for the beautiful castle in which every year an auction is held every year for white truffles.

Canelli is another UNESCO World Heritage territory, mainly cultivating Moscato Bianco. This vine produces the aromatic sparkling wine Asti, one of the most exported Italian white wines abroad.

Returning to the lands classified by UNESCO is Nizza Monferrato, an area of dissemination and cultivation of the Barbera grape. The area also contains important examples of wine culture, including the Museum Bersano, and is characterized by the town of Nizza Monferrato, identified as the "capital" of Barbera, and outstanding example of a "villanova" medieval medieval.

The last territory to become part of the World Heritage list is the Monferrato of Infernot. That is the area of the Basso Monferrato where there are the "infernot" - old, deep cellars dug several meters directly in a particular rock similar to the tuff (the Pietra da Cantoni). The original owners and builders of these wineries, although they did not have extensive knowledge of building or geology, were able to produce perfect works that are beautiful and unique in the wine world.

## Arriving and Departing

Airport - Turin (airport code TRN); you can also consider Milan Malpensa (MPX) and take a train or a bus to Turin.

Arrival - Group transfer by Tourissimo from the airport to the first Hotel. Upon request, guests can be picked up elsewhere in Turin.

Departure - Private group transfer by Tourissimo from last hotel to the airport.

While as accurate as possible at the time of creation, this program should be considered an approximate indication of the schedule and scope of activities and tour routing, rather than an inflexible schedule.

Very occasionally events that are out of our control mean we have to make some changes, but we'll ensure you still have the best time!

We will do our best to ensure that any change is communicated as soon as possible.

Should our first choice hotels not be available due to special events, limited space, renovation, we will offer alternatives of the same standard or superior, whenever possible.