



ALTA LANGA IS THE OFFICIAL SPARKLING WINE OF THE ALBA TRUFFLE SHOW

From the 7th of October to the 26th of November, lots of opportunities to try out the pairing between the white truffle and Piedmont's finest sparkling wine

The sparkle of Alta Langa and white truffle: **Alta Langa** is the **Official Sparkling Wine** of the **Alba Truffle Show** for this 87th edition of the event.

Lots of different events will be taking place from the 7th of October to the 26th November, offering visitors the chance to explore all the nuances of the pairing between Alta Langa and white truffle, celebrating the strong link between the unison of flavours and tradition, and the excellences of the local Langa produce.

Last Tuesday, 26 September, Piedmont's finest sparkling wine was used for the opening toast at **De Truffle. Alessi Design meets the Alba White Truffle** and during the lunch that followed at Guido Ristorante Villa Reale Tenuta di Fontanafredda (chef Ugo Alciati). And it will be served again on the 3rd of October, for the toast at the press conference to present the event at the Foreign Press Association in Rome.

Alta Langa will be present at the **official opening** of the show on Friday the 6th of October, at the Teatro Sociale Busca di Alba, and at the Gala Dinner held at the Fondazione Ferrero.

During the Show, a space will be dedicated to tasting Alta Langa in the **Grande Enoteca** and an **Alta Langa corner** will be set up in the **Sala Beppe Fenoglio, Cortile della Maddalena**.

From cooking demonstrations by acclaimed chefs (Pasquale Laera, Luca Zecchin, Andrea Berton, Andrea Larossa, Michelangelo Mammoliti, Eugenio Boer, Cristina Bowerman, Stefano Paganini, Federico Gallo, Marco Giacosa, Marco Stabile, Ugo Alciati, Giampiero Vento, Luigi Taglienti, Mariuccia Roggero, Damiano Nigro, Davide Palluda, Christian Milone, Flavio Costa, Massimiliano Musso, Walter Ferretto, Francesco Oberto, Andrea Ribaldone, Davide Oldani,



Massimo Camia, Marc Lanteri and Andrea Larossa) to meetings with guests, all the appointments of the **Alba Truffle Show** will be accompanied by Alta Langa. And there will be an **Alta Langa Lounge** in the **Salotto dei Gusti e dei Profumi** (piazza Risorgimento).

ALTA LANGA CONSORTIUM - *Alta Langa Docg is the high quality dry sparkling wine from Piedmont. Born in a beautiful winegrowing area in the high hills between the provinces of Cuneo, Alessandria and Asti, it has a very long history: it was the first metodo classico sparkling wine to be made in Italy, way back in the mid-18th century. The Alta Langa Consortium is a small organisation which runs very smoothly. It currently has 85 members, all of whom are active and involved in the development of a wine, an appellation and a terroir. All united by a single aim: to create a wine which takes six years to be ready for sale, meaning that it absolutely has to be an important wine.*

Enamoured of our land, we have launched a sustainable viticulture in harmony with the delicate, biodiverse structure of the Alta Langa and its ideals, respecting and enhancing the rhythms of nature.

Piedmont's finest sparkling wine is the fruit of this philosophy and this work. Available in white, rosé, brut and pas dosé versions, it spends a long time ageing on yeasts, as stipulated in the very strict regulations governing its production.

This long wait demands patience and, in this case too, all the Alta Langa producers second the rhythms of the traditional farming calendar. Members of the Consortium include sparkling wine producers Avezza, Banfi, Bera, Brandini, Bretta Rossa, Paolo Berruti, Giulio Cocchi, Enrico Serafino, Fontanafredda, Gancia, Germano Ettore, Martini & Rossi, Monteoliveto, Pianbello, Tosti, Colombo Cascina Pastori, Roberto Garbarino and Giribaldi.

Alta Langa's partners are **Eurostampa** and **Verallia**.

27 September 2017

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ALBA TRUFFLE SHOW – ALTA LANGA CALENDAR

Saturday 7 October - Foodies Moments:

11.00 a.m. - Chef Pasquale Laera

6.00 p.m. - Chef Luca Zecchin

Sala Beppe Fenoglio, Cortile della Maddalena

Sunday 8 October - Foodies Moments:

11.00 a.m. - Chef Andrea Berton

6.00 p.m. - Chef Andrea Larossa

Sala Beppe Fenoglio, Cortile della Maddalena

Saturday 14 October - Foodies Moments:

11.00 a.m. – Chef Michelangelo Mammoliti

6.00 p.m. – Chef Eugenio Boer

Sala Beppe Fenoglio, Cortile della Maddalena

Sunday 15 October - Foodies Moments:

11.00 a.m. - Chef Cristina Bowerman

6.00 p.m. – Chef Stefano Paganini

Sala Beppe Fenoglio, Cortile della Maddalena

Saturday 21 October - Foodies Moments:

11.00 a.m. - Chef Federico Gallo

Sala Beppe Fenoglio, Cortile della Maddalena

Guests:

4.00 p.m. – “Royal” truffle in collaboration with the insurance company Reale Mutua Assicurazioni

6.00 p.m. – Piedmont and Liguria: the Truffle meets the excellencies of the Riviera

Sala Beppe Fenoglio, Cortile della Maddalena

Sunday 22 October - Foodies Moments:

11.00 a.m. – Chef InValigia with Marco Giacosa

6.00 p.m. – Chef Marco Stabile

Sala Beppe Fenoglio, Cortile della Maddalena

Saturday 28 October - Foodies Moments:

11.00 a.m. – Chef Ugo Alciati

6.00 p.m. – Chef Giampiero Vento

Sala Beppe Fenoglio, Cortile della Maddalena

Guests:

CONSORZIO ALTA LANGA piazza Roma, 10 14100 ASTI

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3.00 p.m. – Lectio Magistralis of prof. Giorgio Calabrese: “La cura dell’uva”
Sala Beppe Fenoglio, Cortile della Maddalena

Sunday 29 October - Foodies Moments:

11.00 a.m. – Chef Luigi Taglienti

6.00 p.m. – Chef Mariuccia Roggero

Sala Beppe Fenoglio, Cortile della Maddalena

Guests:

3.00 p.m. – La Pina di Radio DeeJay presents the book “I love Tokyo”

Sala Beppe Fenoglio, Cortile della Maddalena

Monday 30 October - Foodies Moments:

3.00 p.m. – The Extrafood: the Madernassa pear and the Hardy kiwi when eating out.
Competition between Italy’s catering schools, with Paolo Massobrio and Renata Cantamessa

Sala Beppe Fenoglio, Cortile della Maddalena

Tuesday 31 October

Guests:

11.00 a.m. – Presentation of the book by Piercarlo Grimaldi “Di tartufi e di masche. Il
Tartufo Bianco d’Alba: una storia notturna”

Sala Beppe Fenoglio, Cortile della Maddalena

Wednesday 1 November - Foodies Moments:

11.00 a.m. – Chef Damiano Nigro

6.00 p.m. – Chef Davide Palluda

Sala Beppe Fenoglio, Cortile della Maddalena

Saturday 4 November - Foodies moments:

11.00 a.m. – Chef Christian Milone

Sala Beppe Fenoglio, Cortile della Maddalena

Guests:

6.00 p.m. – Masterclass vincit Selezione Italiana Bocuse d’Or

Sala Beppe Fenoglio, Cortile della Maddalena

Sunday 5 November - Foodies Moments:

11.00 a.m. – Chef Flavio Costa

6.00 p.m. – Chef Massimiliano Musso

Sala Beppe Fenoglio, Cortile della Maddalena

Saturday 11 November - Foodies Moments:

11.00 a.m. – Chef Walter Ferretto

Guests:

6.00 p.m. – The Alba Truffle meets the excellences of Parma



Sala Beppe Fenoglio, Cortile della Maddalena

Sunday 12 November Guests:

11.00 a.m. – Accademia del Panino Italiano at the Truffle Show

3.00 p.m. – Marco Bianchi

6.00 p.m. – The Alba Truffle meets the excellences of Parma

Sala Beppe Fenoglio, Cortile della Maddalena

Saturday 18 November - Foodies Moments:

11.00 a.m. – Chef Francesco Oberto

6.00 p.m. – Chef Andrea Ribaldone

Sala Beppe Fenoglio, Cortile della Maddalena

Guests:

3.00 p.m. – Guest region: Basilicata

Sala Beppe Fenoglio, Cortile della Maddalena

Sunday 19 November - Foodies Moments:

11.00 a.m. – Chef Davide Oldani

Sala Beppe Fenoglio, Cortile della Maddalena

Guests:

6.00 p.m. – Masterclass with the winner of the Selezione Italiana Bocuse d'Or in the meat section "Vitellone piemontese della coscia I.G.P"

Sala Beppe Fenoglio, Cortile della Maddalena

Saturday 25 November - Foodies moments:

6.00 p.m. – Chef Massimo Camia

Sala Beppe Fenoglio, Cortile della Maddalena

Guests:

17.00 – Presentation of the book by Gian Maria Aliberti "L'ottavo giorno di Katarina"

Sala Beppe Fenoglio, Cortile della Maddalena

Sunday 26 November - Foodies Moments:

11.00 a.m. – Chef Marc Lanteri

6.00 p.m. – Chef Andrea Larossa (appointment translation into Italian Sign Language – LIS)

Sala Beppe Fenoglio, Cortile della Maddalena



APPOINTMENTS HELD IN THE SALOTTO DEI GUSTI E DEI PROFUMI

28/29/30/31 OCTOBER - 1 NOVEMBER

LA NOCCIOLA PIEMONTE I.G.P. ALTA LANGA. THE WORLD'S BEST HAZELNUT.

In collaboration with Ente Fiera della Nocciola and the typical products of the Alta Langa

4/5 NOVEMBER

WONDERFUL ALBA BRA LANGHE AND ROERO

Langa bread meets Bra sausage

11/12 NOVEMBER

THE CHOCOLATE OF THE ARTISAN PATISSERIE CHEFS OF THE PROVINCE OF CUNEO AND THE PRIZED GRAPPAS OF THE PIEDMONT GRAPPA INSTITUTE

Guest towns: BELÉM –UNESCO Creative Gastronomical City.

In collaboration with Confartigianato Cuneo and the Piedmont Grappa Institute

18/19 NOVEMBER

CAMPAGNA AMICA DAY

Organised by Coldiretti

25/26 NOVEMBER

EXCELLENT AUTUMN PAIRINGS

- Piedmont's DOP cheeses and the Madernassa pear

- Boiled meats and "bagna càuda"

- MEG – the food and wine market