



## Grandi Langhe DOCG 2013 An excellent vintage

Three days in spring, six charming locations, 250 producers with 600 fine wines for over 250 selected buyers: the numbers at the début of Grandi Langhe DOCG spoke for themselves.

For the first time in Langhe and Roero, the wine world and the world of tourism have joined forces to welcome a great event dedicated to the industry experts, organised by the **Consorzio di Tutela Barolo Barbaresco Alba Langhe e Roero** (Consortium for the Protection of Barolo Barbaresco Alba Langhe and Roero), in association with the **Consorzio Turistico Langhe Monferrato Roero** (Langhe Monferrato Roero Tourist Consortium) and the **Ente Turismo Alba Bra Langhe Roero** (Alba Bra Langhe Roero Tourist Board) and with the support of **Piedmont Regional Authority**.

Held on 5<sup>th</sup>, 6<sup>th</sup> and 7<sup>th</sup> May, the event allowed Italian and foreign trade professionals, importers, journalists, wine merchants, restaurant and hotel owners and sommeliers to discover **the great DOCG wines of the Langhe - Barolo, Barbaresco, Diano d'Alba, Dogliani, Roero and Roero Arneis** - directly in their various places of origin, Monforte d'Alba, Dogliani, Neive, Canale, La Morra and Barolo, to meet the producers and enter into new trade agreements.

The 250 buyers registered arrived in the Langhe from China, Russia, the USA, Australia, Germany, Austria, Switzerland, Denmark, Sweden, Norway, France, Holland and the UK, as well as from around Italy, and were able to rely on the Tourist Consortium for a personal welcome and meticulous support throughout their stay. The Tourist Consortium also coordinated the logistics of the event: from setting up the six locations to the catering for the participants with high level chefs, hostesses, in addition to floor staff, road signage and even a free shuttle service, which allowed guests to reach the event locations and taste the wines in complete peace of mind, without having to get behind the wheel.

**Pietro Ratti, chairman of the Consortium for the Protection of Barolo Barbaresco Alba Langhe and Roero** said, "succeeding in bringing trade professionals from all over the world to our territory was a real achievement and makes us very hopeful about future events. So it's a date for 2015".

**Ferruccio Ribezzo, chairman of the Langhe Monferrato Roero Tourist Consortium** said, "Grandi Langhe DOCG is an important event for our territory. For the first time, wine and tourism have worked together in a single steering committee to create a joint promotion initiative that will bring its fruits and major renown for both industries. Visitors from around the world who are curious to find out more about our great wines have had the opportunity to discover the places of origin of these fine products, appreciating all that the locations have to offer in terms of tourism too. We firmly believe in this project as an important showcase and opportunity for promotion."

The excellent cooperation between the insight of the Protection Consortium and the logistic organisation of the Tourist Consortium has given rise to a new enotourism tool that is destined to become a biennial event for trade professionals.

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