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Alba, the homeland of the white truffle.

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Alba, the pearl of the Langhe in Piedmont, is a jewel of history, culture, and flavors. Famous for its white truffles, fine wines, and medieval architecture, the city enchants with its ancient towers and welcoming squares. The beating heart of a land rich in traditions.

Nestled in the heart of the Langhe region in Piedmont, Alba is a city that exudes charm and tradition. Getting there is easy: by car, driving along scenic roads winding through hills and vineyards, or by train, with a stop at Alba station. Founded in Roman times, it is now famous worldwide for its most precious treasure: the white truffle. This rare tuber, known as "white gold," grows hidden in the clay soil of the Langhe and Monferrato areas and is diligently sought after by trifolau (truffle hunters), accompanied by their loyal truffle dogs, such as the Lagotto Romagnolo, a true artist in the search.

The white truffle, with its unmistakable aroma, can reach extraordinary economic values, often exceeding thousands of euros per kilogram. In the kitchen, it is a delicacy that transforms simple dishes into unforgettable experiences: just shave it over fresh tajarin pasta, eggs, or risottos to enhance its unique flavor.

Alba is not just about truffles: it is history, culture, and dreamlike landscapes. Come and discover this gem of Piedmont, stroll through its cobblestone streets, take part in the International White Truffle Fair, and let yourself be tempted by its intoxicating scent. An experience that will remain forever in your heart and on your palate.

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