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Barolo and Roero, the home of Piedmontese wines

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In the heart of Piedmont, nestled among hills shaped by centuries-old vineyards, lies the wine region of Barolo and Roero. A land of great wines and deep-rooted traditions, it is home to renowned labels like Barolo and Roero—true ambassadors of Italian taste around the world.

In the heart of Piedmont, among rolling hills and timeless villages, lies the extraordinary wine region of Barolo and Roero, a UNESCO World Heritage Site. Iconic wines are born here, such as the austere and noble Barolo, and the fresh, aromatic Roero Arneis. This land is unique for its soil composition and microclimate, making it ideal for viticulture. Easily accessible by car from Turin or by train to Alba, the area boasts dozens of wineries where visitors can taste exceptional wines directly from the producers. Local labels are exported worldwide—from the United States to Japan, from Germany to Canada—true ambassadors of Italian winemaking excellence.

The tour of this wine region begins in the village of Barolo. Discovering Barolo is a must for every wine and history lover. Nestled among the rolling hills of the Langhe, this Piedmontese gem enchants visitors with its cobbled streets, artisan shops, and timeless atmosphere. At the heart of the village stands the majestic Falletti Castle, a former noble residence now home to WiMu – the Wine Museum, offering an immersive journey through culture, tradition, and the senses. From its terraces, breathtaking views stretch across the vineyards. Barolo invites you to slow down, savor, and be captivated by a land that tells the story of Piedmont’s true beauty.

The white and red wines from the Barolo and Roero region are the perfect accompaniment to the unique dishes of Piedmontese cuisine. Enjoy them with artisanal cold cuts like Bra salami and prosciutto crudo, as well as local cheeses such as Castelmagno, known for its bold and enveloping flavor. Barolo, with its elegant tannins and complex aromas, enhances meat dishes, while the fresh and aromatic Roero Arneis highlights the delicacy of cheeses. Come and discover this wonderful land of traditions, authentic flavors, and breathtaking landscapes—a true jewel of Piedmont.

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