

BAROLO FROM THE WESTERN REGION AT MILAN BERGAMO AIRPORT

Another successful event for the food and wine products from the Province of Cuneo in the departure area of the international Milan Bergamo Airport. After the recent tasting of delicacies from the territorial district of Cherasco, Valle Grana and Valli del Monviso, a good number of departing passengers were delighted with a selection of fine wines. The “Il Caravaggio” airport is one of Italy’s best airports in terms of passenger traffic results.

On this occasion, the featured products were various bottles of Barolo DOCG from the western side of the production area, which faces the Cuneo plain dominated by the Monviso Mountain, accompanied by typical products from Cherasco, such as sausage with Barolo, goat cheese and famous sweet delicacies.

On Friday 10 May, at the “Italy Loves Food” point in the Ilario Testa Food Court, Departures Terminal - Gate 11, from 11:30 to 15:30, a meeting was held with various producers and their wines from the western side of the DOCG production area of the ‘King’ of wines: Barolo.

There were six wineries present: Cantine Ascheri (offices in Bra and vineyards in the Barolo DOCG production area), Giuseppe Ellena (la Morra), Agostino Bosco (La Morra), Umberto Fracassi Ratti Mentone (Cherasco), Cascina Gavetta (Novello) and Le Strette (Novello).

It should be remembered that the Barolo DOCG production area is spread over 11 municipalities located in the geographical area known as Langhe in the southern part of the Piedmont Region. The municipalities are: Barolo, Castiglione Falletto, Serralunga d’Alba, La Morra, Monforte d’Alba, Roddi, Verduno, Cherasco, Diano d’Alba, Novello and Grinzane Cavour.

Each winery brought two vintages of the famous wine to try, and the tasting also included a Nascetta DOC, a Dolcetto d’Alba DOC and a Langhe DOC.

The products presented during previous tastings and those to come are all displayed and sold in the same area within the Airport’s international departures. The space dedicated to these delicacies is coordinated by a consortium composed of the Cuneo Chamber of Commerce, the Piedmont Region, Ascom Bra, the Alba Bra Langhe Roero and Monferrato Tourist Office, the Cuneo Tourist Office, the Cassa di Risparmio di Cuneo Foundation and Gusta Cherasco association, the latter represented by its President Umberto Ferrondi for the occasion.

The aim of the initiative is to reach an audience of travellers who already know Italy and intend to return, even visiting new destinations at different times of the year, and to arouse their curiosity about the Province of Cuneo’s excellent products and exciting events.

The 40,000 passengers who pass through the international departures area every day can also immerse themselves in the beauty of Piedmont through videos and photographs, and the promoters of the initiative intend to collect useful information regarding tastes and trends among the Province of Cuneo’s target markets, on which to plan investments in terms of communication and promotion in the years to come. The area itself is comfortable and welcoming, excellent for a break while waiting for a flight, the products are elegantly displayed and the staff is polite and friendly.

Friday's tasting, a great success with the public, was set to the traditional music and songs of Franco Marocco, Chansonnier from Piedmont, accompanied by musicians Roberto Piccolo and Luciano Longo.

Fabrizio Salce for Gusta Cherasco