



Ministero dello Sviluppo Economico



Piemonte

True Italian Taste **EDUCATIONAL TOUR**

Discovering typical Italian food & wine
June 11 - 16, 2018

**True
Italian Taste**
Educational tour
to Piemonte

THE PRODUCTS

Raschera PDO

A unique choice: whether you go for the round or square Raschera, its unmistakable qualities are concealed within a treasure chest of thin reddish-grey crust, sometimes with yellowish reflections or reddish markings on the sides, which are often accentuated by ageing.

Sink your teeth into its ivory-white, supple texture featuring tiny irregular holes, and discover its fine, delicately scented flavour with a hint of spiciness and savouriness when aged for at least one month.

The native area of the one and only Raschera PDO includes the entire territory of the province of Cuneo. Production and ageing must take place at an altitude of more than 900 metres, which is why this is known as an "Alpeggio" cheese (i.e. made from the milk of cows bred on mountain pastures). The signature detail? The Raschera logo, consisting of a stylised "R" stamped at the centre of each wheel.



Toma PDO

Rather elegant at first sight, Toma PDO is cylindrical in shape, with flat surfaces, slightly convex sides, and rather precise dimensions: its diameter ranges between 15 and 35 cm, its height between 6 and 12 cm depending on the seasoning and production, and its weight can vary from 1.8 to 9 kg. "Toma Piemontese" PDO is made exclusively from full-fat or semi-skimmed cow's milk (and in any case, the fat content of the dry part is never less than 40%). The crust, on which the traceability logo is stamped, is supple and smooth, and can be light straw to reddish brown in colour, according to the seasoning. Inside, the cheese is a pale straw-yellow and features a soft texture with tiny, widespread holes. Finally, it's time to sample its flavour: sweet with a pleasantly delicate aroma, it caters to every taste. Its area of origin, as certified by the PDO scheme, includes the provinces of Novara, Vercelli, Biella, Torino, Cuneo and Verbano Cusio Ossola, as well as the municipalities of Acqui Terme, Terzo, Bistagno, Ponti and Denice in the province of Alessandria and Monastero Bormida, Roccaverano, Mombaldone, Olmo Gentile and Serole in the province of Asti.



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Castelmagno PDO

In accordance with the strict production guidelines of this highly appreciated cheese, the milk used to produce Castelmagno PDO must come from and be produced in the Castelmagno, Pradleves and Monterosso Grana areas, in the province of Cuneo, Piemonte.

The product is cylindrical in shape, with flat sides, a diameter of 15-25cm and a rim of approximately 12-20cm. The weight varies from 2 to 7 kg. The cheese has a thin, smooth, inedible crust that becomes thicker and wrinklier as the cheese ripens. The rind starts out yellowy-red in colour, gradually turning grey with age. The paste of the cheese initially has a crumbly texture that gradually becomes harder as it matures. The paste tends towards a pearly-white or ivory colour, gradually turning to a shade of yellow-ochre. As it ripens, blue-green veins may also appear, an affect created by piercing the forms by hand with long shackles.

Flavour: before the cheese ripens, it has a delicate, slightly salty flavour that becomes stronger with age (at least 60 days). Castelmagno PDO also bears a blue label with the words 'Prodotto della montagna' (Mountain product), when it is produced in mountainous regions, and a green 'di Alpeggio' label, which means it comes from alpine pastures that are located at an altitude of 100 metres above sea level.



Bra PDO

With a cylindrical shape and flat sides, the cheese has a diameter of 30 to 40 cm, a slightly convex rind with a thickness of 5 to 10 cm, and a weight that varies from 5 to 9 kg. Bra PDO cheese comes in two different varieties: Bra Tenero or Bra Duro. The tenero version is not as mature and has an inedible, light grey, pliable rind that surrounds an ivory-white paste with a mild and pleasurable flavour. In this case, the cheese is moderately firm and elastic with small and occasional holes. Whereas, Bra duro has a thicker, inedible rind that is beige in colour and a paste that varies from light straw to yellow-ochre, which has a sharp and nutty flavour.

The cheese bears the same name as the capital of Roero and is made throughout the Province of Cuneo using milk that is produced exclusively in the same province. Maturing must take place in the area where it is produced or the municipality of Villafranca Piemonte.



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Nocciola Piemonte PGI

With its organoleptic and nutritional properties, this tiny yet delicious kernel of flavour and health is the queen of dry fruits. The Nocciola del Piemonte or Nocciola Piemonte PGI hazelnut label is reserved for the native Tonda Gentile Trilobata variety of hazelnuts, a fruit that is particularly appreciated by the confectionery industry, which accounts for most of the harvest. The shape of this gift of nature tends to be oblong or ovoid, but each one is in fact unique and even the size varies greatly from one to the other. With an average thickness, the husk has a quite intense, mostly opaque hazelnut colour with very little shine, a dense tomentose on the apex and numerous but barely visible lines. The fruit detaches easily during toasting. With a compact and crunchy texture, the nut has a delicate and persistent aroma and flavour.

The fruit is principally cultivated in the Province of Cuneo, Asti and Alessandria, on the Langhe, Roero and Monferrato hills.



The acronym **PDO** (or “**D**enominazione di **O**rigine **P**rotetta”, meaning “**P**rotected **D**esignation of **O**rigin”) refers to “the name of a region, a specific place or, in exceptional cases, a country, used to designate an agricultural product or foodstuff originating in that region, specific place or country, whose qualities or characteristics are essentially or exclusively due to a particular geographical environment, including natural and human factors, and whose production, processing and preparation are carried out in the defined geographical area”.



The acronym **PGI** (or “**I**ndicazione **G**eografica **P**rotetta”, meaning “**P**rotected **G**eographical **I**ndication”) is a quality assurance label awarded to products from specific areas of Europe. It offers a guarantee of a product, originating from a specific region or country, which has a specific quality, reputation or other characteristic property attributable to its geographical origin.

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Asti C.G.D.O.

Asti C.G.D.O. represents one of the most important vine cultivation regions in Piemonte, an area that comprises 52 municipalities in the provinces of Alessandria, Asti and Cuneo. Asti C.G.D.O. wines are mainly made from white Moscato grapes, which have been protected since 1932 by a consortium that was specifically founded for Asti Dolce, Asti Secco and Moscato d'Asti wines.

ASTI Dolce C.G.D.O.: a sweet and aromatic spumante, this wine is the pride of the Italian vine cultivation and winemaking industry. Its harmonious aroma, natural sweetness and moderate alcohol content make it an unrepeatable experience. The rich and intense bouquet recalls acacia, orange blossoms and mountain honey, with a finish of spice, sambuca, milfoil and bergamot notes.

ASTI Secco C.G.D.O.: made from white Moscato grapes, the sparkling wine process requires very specific conditions that are created using a select blend of yeasts, to create a balanced and harmonious aroma and flavour. The result is both surprising and unique: with a fine effervescence and a persistent and delicate floral (acacia, lavender, sage) and fruity (apple, pear, banana) bouquet, the wine goes well with most dishes.

The ideal aperitif, Asti Secco effortlessly pairs with salami, fresh cheeses, white meat, fish, shell fish and first courses like risotto.

MOSCATO d'ASTI C.G.D.O.: sweet, but not too sickly, this wine has a distinctive bouquet and an intense yet harmonious flavour of wisteria, lime, peach and apricot, with notes of sage, lemon and orange blossom.

MOSCATO d'ASTI has an intense aroma offset by a finely balanced sweetness and low alcohol volume that makes it so unique. The production process is different to that of Asti C.G.D.O., especially in terms of fermentation, which is halted when the alcohol volume reaches 5%. Furthermore, although it is not a spumante, the wine has a lively effervescence that makes it unmistakable.



The acronym **CGDO** ("**C**ontrolled and **G**uaranteed **D**esignation of **O**rigin" or **D**enominazione di **O**rigine **C**ontrollata e **G**arantita) indicates a quality category similar to yet even more stringent than the CDO Controlled Designation Of Origin. Only the finest products can be named CGDO, subject to evaluation, analysis and tasting by a government-licensed committee.



The acronym **CDO** ("**C**ontrolled **D**enomination of **O**rigin" or **D**enominazione di **O**rigine **C**ontrollata) is a quality assurance label for Italian wines. This designation was introduced by the Italian Government to recognize the quality of wines that meets all the mandatory regulations and are strictly tested by a specific committee.

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Barolo C.G.D.O.

Deep in the Langhe hills, at just a few kilometres south of Alba, is the homeland of one of the greatest Italian wines, made from pure Nebbiolo grapes. The region is composed of 11 municipalities, scattered across a breath-taking landscape of undulating hills and imposing medieval castles, where the beauty of nature meets with history and the mystery of artisanal tradition.

As well as its cultural background and history, what makes Barolo so extraordinary is its body and the unique organoleptic properties of its warm and complex bouquet.

The link between the intrinsic characteristics of this wine and the nobility of the 19th century has led to it being called "the king of wines, the wine of kings". And it is not by chance that the Italian royal family resided in this region. A meeting with this wine is like a slow seduction that begins with the very first glance, drawing you in with its full and intense ruby red colour and spicy, fruity flavour. On both the nose and palate, Barolo explodes in a melody of forest fruits, brandied cherries and candied fruit, with notes of rose and violet, cinnamon, pepper, nutmeg, vanilla and sometimes liquorice, chocolate, tobacco and even leather. Barolo wine must be matured for at least three years, one and a half of which must be in oak barrels. After five years it can then rightfully take the name of Riserva (Reserve).



Vermouth

In Torino, many people still call it by the traditional Piemonte name of Vèrnot because, even though its name might lead one to believe it is a French product, it was actually invented in Torino, in 1786, by Antonio Benedetto Carpano. Today, the volume and composition are established by Italian law, meaning a Vermouth can only be defined as such if it has an alcoholic volume of no less than 15,5% and no more than 22%, and must contain mugwort (an aromatic plant, also known for its use in absinth), which gives the liqueur such a distinct aroma. Furthermore, Vermouth must contain at least 75% of sweet, aromatic white wine. More specifically, white and red Vermouth must have an alcohol volume of no less than 15,5% and a minimum sugar content of 14%, while Vermouth dry must have a minimum volume of 18% and a sugar content of 12%.



Beer

While Piemonte is undoubtedly internationally famous for the quality and variety of its prestigious wines, it is not so well known for its exceptional and growing brewing industry. Created using the best technologies to guarantee a product of exceptional quality, it is quickly attracting a growing number of Italian and overseas consumers alike. Today, craft beers are increasingly being served in refined restaurants, creating new and exquisite gastronomical pairings, and can also be found at some of the best bars and shops. The constant growth of the sector has enabled Piedmontese beer producers to study new combinations of ingredients and production methods, allowing for the constant innovation and improvement of their products.

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Chocolate

The history of Piedmontese chocolate couldn't be sweeter, because it began with the wedding of Charles Emmanuel I, Duke of Savoy and Caterina Michelle of Spain in the distant days of 1587. In fact, thanks to this union, cocoa began to arrive in Piedmont from Mexico on the Spanish ships, introducing the European nobility to the refined and exclusive hot chocolate drink that was reserved for special occasions. However, it would take another century before it became more widely available to the public and it wasn't until 1693 that the first chocolate makers and street sellers began to appear. But it is mainly thanks to the industrial revolution that Piemonte rose to first place in Italy for its chocolate production. In fact, newspapers in the 1800s speak of the fragrant chocolaty breeze that filled the air in Val di Susa, where numerous factories had been established. Finally, with the aid of new technologies, the Piedmontese artisans and producers created the sweet masterpieces that we still enjoy today, like gianduiotti, cremini, praline and bicerin, a typical Turinese beverage. The current size and impact of the chocolate industry is of significant importance, also thanks to the many national and international groups, small businesses and numerous artisanal chocolatiers that continue to work here today.



Coffee

In Piemonte, coffee is an art with ancient roots in fact, this beverage has been appreciated since the 19th century, delighting the taste buds of the nobles and politicians of the Savoy court with the aroma of Brazil and the New World, giving life to a craze that quickly spread to the rest of Italy. From the coffee machines in the typical Italian bars to the idea of vacuum-sealed packs and the Moka pot, the Piedmontese influence is all-pervading. And it is not by chance that Torino was the birthplace of the famous Victoria Arduino espresso machine, designed by the engineer Pier Teresio, in 1905, which became an iconic piece, also thanks to the graphic art by Leonetto Cappiello, a painter and cartoonist from the Italian Art Nouveau era. Even today, coffee shops are refined places of tradition, memory, costume and consumption. An authentic symbol of the archaeology of taste that continues to seduce and fascinate the palate of coffee connoisseurs the world over.

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PROGRAM

June, Monday 11th 2018

Arrival at Torino Airport according to your flight schedule

Private transfer from Torino Airport to Fossano (Cuneo)

Check in and accommodation at Palazzo Righini

7:00 pm Welcome greetings in collaboration with Cuneo Chamber of Commerce and cocktail reception at Palazzo Righini

8:00 pm Dinner at **"Antiche Volte"** restaurant at Palazzo Righini

Langhe

The Langhe is a historic area of Piemonte near the province of Asti and Cuneo, that consists of an extensive hilly region carved by the rivers of Tanaro, Belbo, Bormida di Millesimo and Bormida di Spigno. The area is divided into the Bassa Langa region (famous for its wine and truffles), the Alta Langa (the hazelnut region) and Langa Astigiana. Since 2014 it has officially become a UNESCO world heritage site, together with other Piemonte regions, like Roero and Monferrato.

June, Tuesday 12th 2018

8:30 am Private bus transfer from hotel to dairy farm **"La Bruna"**

9:30 am Introducing to Italian Geographical Indication Consortia and guided cheese tasting of **BRA PDO, RASCHERA PDO, CASTELMAGNO PDO, TOMA PDO cheeses**
visit to the farm and tasting

12:00 pm Private bus transfer from **Monterosso Grana** to **Caraglio**

12:30 pm Lunch and visit to **Agristoro Cascina Rosa**

2:30 pm Private bus transfer from **Caraglio** to **Piozzo**

3:30 pm Visit to **Open Baladin brewery** and tasting

5:30 pm Private bus transfer from **Piozzo** to the hotel in **Fossano**

8:00 pm Dinner at **"Il Loggiato"** restaurant at Palazzo Righini



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June, Wednesday 13th 2018

- 9:30 am Private bus transfer from hotel to **University of Gastronomic Sciences, Pollenzo-Bra**
- 10:00 am University visit, workshop, showcooking and cooking teambuilding
- 1:30 pm Lunch at **“Le Tavole Accademiche”** restaurant
- 4:00 pm Private bus transfer from **Pollenzo-Bra** to **Castiglione Falletto**
- 4:30 pm Visit to **Castiglione Falletto**
- 5:45 pm Wine Tasting Experience at **Cantina Comunale di Castiglione Falletto**
- 7:30 pm Dinner **“Langhe in Tavola”** at Cantina Comunale di Castiglione Falletto
- 10:00 pm Private bus transfer to Palazzo Righini, Fossano

The Pollenzo University of Gastronomic Sciences

And what better place to establish the first ever ‘University of taste’ than Piemonte? Founded in 2004, the institution is specialised in researching and providing training in new, sustainable agricultural methods, the study and maintenance of bio-diversity, providing an interdisciplinary approach to food that involves social sciences, biology and agriculture, as well as food science and technology. Courses are open to students from all over the world and are held in the magnificent Tenuta Albertina palace, which was part of the agricultural estate of the Savoy family.

Torino

Welcome to the first Italian capital, a regal city full of treasures just waiting to be discovered: royal residences (Palazzina di caccia in Stupinigi, Palazzo delle Feste in Valentino park, which is now the home of the Architecture Department, the winter residence in Piazza Castello and the summer residence in Venaria), palazzos and museums, parks and tree-lined avenues, rivers and hills, restaurants and historic coffee shops, multi-ethnic districts, big events and small yet intense pleasures that make Torino such a unique city. Commissioned by the Savoy family, the porticos in the Piemonte capital are a good 18 kilometres long, 12 km of which were interconnected and partially covered to prevent the royals from getting wet when it rained. Lively and elegant, always on the go but with a more laid-back atmosphere than nearby Milano, Torino is ideally nestled amidst the hills and the winding embrace of the river Po, in a fascinating geographic location overlooked by the majestic, snowy peaks of the western alpine range.





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June, Thursday 14th 2018

Check out delegates

9:00 am Private bus transfer from **Fossano** to **Isola d'Asti**

10:30 am Guided visit to **Asti D.o.c.g. Consortium**

Guided tasting

12:15 pm Private bus transfer from **Isola d'Asti** to **Montegrosso d'Asti**

12:30 pm Lunch at **Locanda del Bosco Grande**

2:30 pm Private bus transfer from **Montegrosso d'Asti** to **Torino**

4:00 pm Arrival at **NH Piazza Carlina Hotel**

5:00 pm Walk to the **"Affini" cocktail bar**

5:30 pm Welcome greetings in collaboration with **Torino Chamber of Commerce**
Vermouth tasting session at "Affini" cocktail bar

7:45 pm Dinner at **"Scannabue" restaurant**

10:00 pm Walk back to the hotel

June, Friday 15th 2018

7:30 am Pick up at the hotel, transfer to the **Caffarel chocolate factory, Luserna San Giovanni**

9:00 am Guided visit to **Caffarel s.p.a.**

Introducing to **Italian Geographical Indication Consortia Nocciola Piemonte PGI**

11:15 am Transfer to **"Domori"** chocolate company

11:45 am Guided tour of Domori's unique production facilities

12:45 pm Guided tasting of Domori's chocolate

1:30 pm Light Lunch

2:00 pm Chocolate workshop: create your own Domori chocolate bar featuring typical high quality Italian ingredients

3:00 pm Pick up and transfer to the **"Giuliano Caffè" coffee lab – "Orso"**

3:45 pm Visit to the "Giuliano Caffè" coffee lab – "Orso"

5:45 pm Walk to the hotel

7:15 pm Pick up at the hotel and transfer to **"Nuvola Lavazza"**

7:45 pm Guided visit to **Lavazza Museum**

9:00 pm Dinner at **Condividere Restaurant**

11:00 pm Transfer to the hotel

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June, Saturday 16th 2018

Check out within 10:00 a.m.

Private transfer from hotel to Torino Airport according to your flight schedule

Useful links

"Palazzo Righini" hotel: www.palazzorighini.it

"Antiche Volte" restaurant: <http://www.palazzorighini.it/antiche-volte/>

AICIG - Italian Association of Geographical Indication Consortia: <http://www.aicig.it/index.php?page=soci>

"La Bruna" dairy farm: <http://www.caseificiolabruna.it/>

"Cascina Rosa" Agriturismo: <http://www.cascinarosa.it/ristoro/>

"Open Baladin" brewery: <http://www.baladin.it/en>

"Il Loggiato" restaurant: <http://www.palazzorighini.it/il-loggiato-lounge-bar/>

University of Gastronomic Sciences: <https://www.unisg.it/en/campus/pollenzo-cookery-school/>

"Le Tavole Accademiche" restaurant: <https://www.unisg.it/en/campus/academic-tables/>

I Vini del Piemonte: <http://www.ivinidelpiemonte.com/en/>

La strada del Barolo: <http://www.stradadelbarolo.it/en/>

"Cantina Comunale di Castiglione Falletto": <http://www.cantinacastiglione-falletto.it/index.php/en/>

Asti D.o.c.g. Consortium: <http://www.astidocg.it/en/>

Locanda del Bosco Grande: <http://www.locandaboscogrande.com/en/>

"NH Piazza Carlina" hotel: www.nh-collection.com/it/hotel/nh-collection-torino-piazza-carlina

"Affini" cocktail bar: www.facebook.com/affinitorino

"Scannabue" restaurant: www.scannabue.it

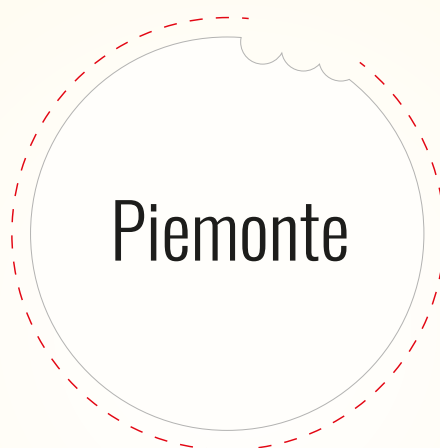
Caffarel: <http://www.caffarel.com/en>

Domori: <https://it.domori.com/>

Giuliano Caffè: www.giulianocaffe.it

Nuvola Lavazza: <https://www.lavazza.it/it/chi-siamo/media-center/Inaugurazione-nuvola-lavazza.html>

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Special thanks to:

