

That's BuonVivere.

For us, BuonVivere does not need any explanation, because it comes natural to us. One thing is certain: it can be understood only by experiencing it. Roaming about the old towns, leaving the wineries completely entranced, passing through captivating hills and vineyards is something that cannot be described easily. Let's try to summarise it in three words. Let's begin with the first.

LIVE. Here, life is authentic.

A life balanced perfectly between healthy farming tradition and the best offerings, in terms of excellence in knowing how to welcome others.

MORE. Here, everything is a plus.

Exquisite foods, ancient or sought-after, excellent food and wine products, known world-wide, ready to satisfy even the most demanding and sophisticated souls.

REAL. Here, everything is real and authentic.

Everything you do, will forever be stamped in your heart and soul, every second is one of those to be savoured and enjoyed to the end. Experiences which are transformed into unforgettable memories. Open your eyes to believe. You will also better understand why these areas have been rightfully included in the World Heritage List.

Langhe Monferrato Roero: Live More Real!



LANGHE MONFERRATO ROERO

The Home of BuonVivere

BuonVivere means expand your experience.

An invaluable heritage recognised by everyone. Especially by UNESCO.



BuonVenuti.

In the land of BuonVivere, our best welcome is BuonVenuto, rather than a classic benvenuto. Welcome in the lands where BuonVivere has been honoured with the UNESCO acknowledgement as Cultural Landscape related to the world of wine.

A territory to be savoured completely with the eyes, thanks to the admirable and scrupulous work of agricultural engineering included in a context which is in and of itself fabulous.

Hectare after hectare of wonder unroll before you, they clamber, they go down and then back up to trace permanent paths through the folds of the soul.



Disconnect to reconnect to the essence of things.

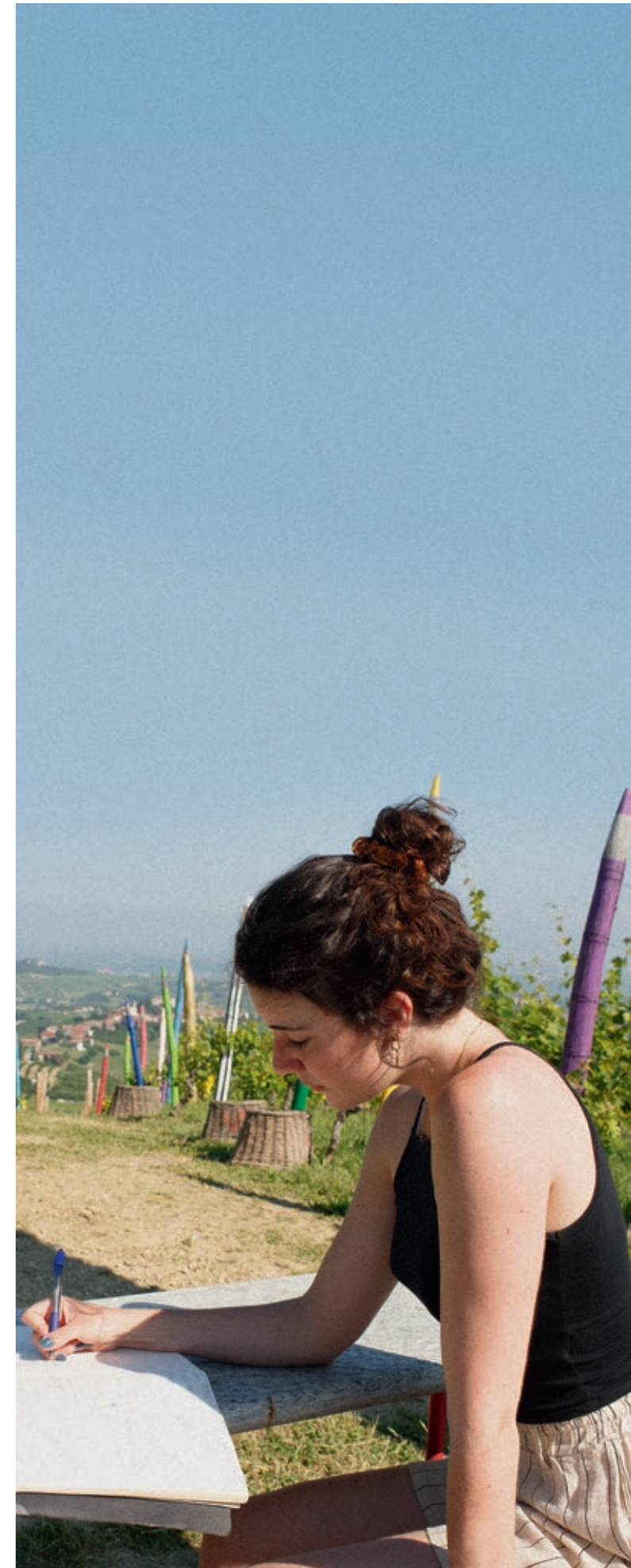
Forget about the speed of a message or an email. Here, disconnecting means reconnecting with more ancient values, within an environment which is still whole, in many ways we would say uncontaminated, above all in human values, where you allow yourself to be transported by time, which takes you by the hand and guides you slowly and at a delicate pace from place to place.



Your gaze wanders behind the hills adorned with endless vineyards. You can breathe harmony and balance among villages, hamlets, towers and castles, between the Romanesque and the Baroque.

«Discover the beauty in spending more time at these sites. Not websites.»

This enchantment has become one of the few sites in the world to include, within a single UNESCO site, a combination of six very important components, represented by five distinct wine-producing areas and a castle: the Castle of Grinzane Cavour, only single asset of the UNESCO site, the Langa of Barolo, the Hills of Barbaresco, Nizza Monferrato and the Barbera, Canelli and the Asti Spumante, the Monferrato of Infernot.





Buon Vivere means expand your taste.

Enjoy the art of good drinking, good eating and, above all, good living as far as the eye could see. With your eyes on the horizon.

Welcome to the land where the senses expand beyond every limit.

Where choice does not essentially know boundaries. Where the five senses stretch out 360 degrees among the most sophisticated food and wine delicacies valued all over the world, such as the Alba White Truffle, to the simpler flavours of a thousand-year old agricultural production. It is where the cradle of the most well-known wines should have an actual wine directory, ad hoc, or rather DOCG, controlled and guaranteed destination of origin.



*«...dug up truffles, with a faint earthy odour.
On the ridges up above, stretching out to the sky,
there is no shade from the trees: the grapes touch the ground,
it is that heavy.»*

Cesare Pavese

Nourish the soul.

Here, wine is cult. It is culture. It is architecture.
It is, each time, an actual temple in honour of unequalled wine products.



From sparkling wines to the most sought-after red wines.

The gaze embraces the soft hills of Monferrato, the ideal soil for grape varieties such as Barbera, which gives life to great reds, but also Moscato, which dwells among the Langhe and Monferrato, from which prestigious wines and spumanti are produced. Further over, we see stretch out the most clay-rich soil of the Langhe, a true manna from heaven for the production of the red berry vine varieties, such as Nebbiolo, all the way to the sandy soil of the Roero, that impart a fruity bouquet to high-profile wines such as Arneis or Roero.

Some people are just born lucky.

This is why the most refined palates surrender themselves to a paradise of aromatic notes, to inebriate the senses among more than 19 DOC and 13 DOCG wines.

Oenological masterpieces such as Barolo, Barbaresco, Barbera, Roero, Roero Arneis, Alta Langa, Ruchè, Nizza, Moscato and Asti Spumante, Dolcetto, Nebbiolo, Freisa, Brachetto, Malvasia, Cortese, in their diverse variations, but also rarities such as Grignolino, Verduno Pelaverga, Gamba di Pernice, Cisterna d'Asti, Albugnano, Loazzolo, Terre Alfieri.

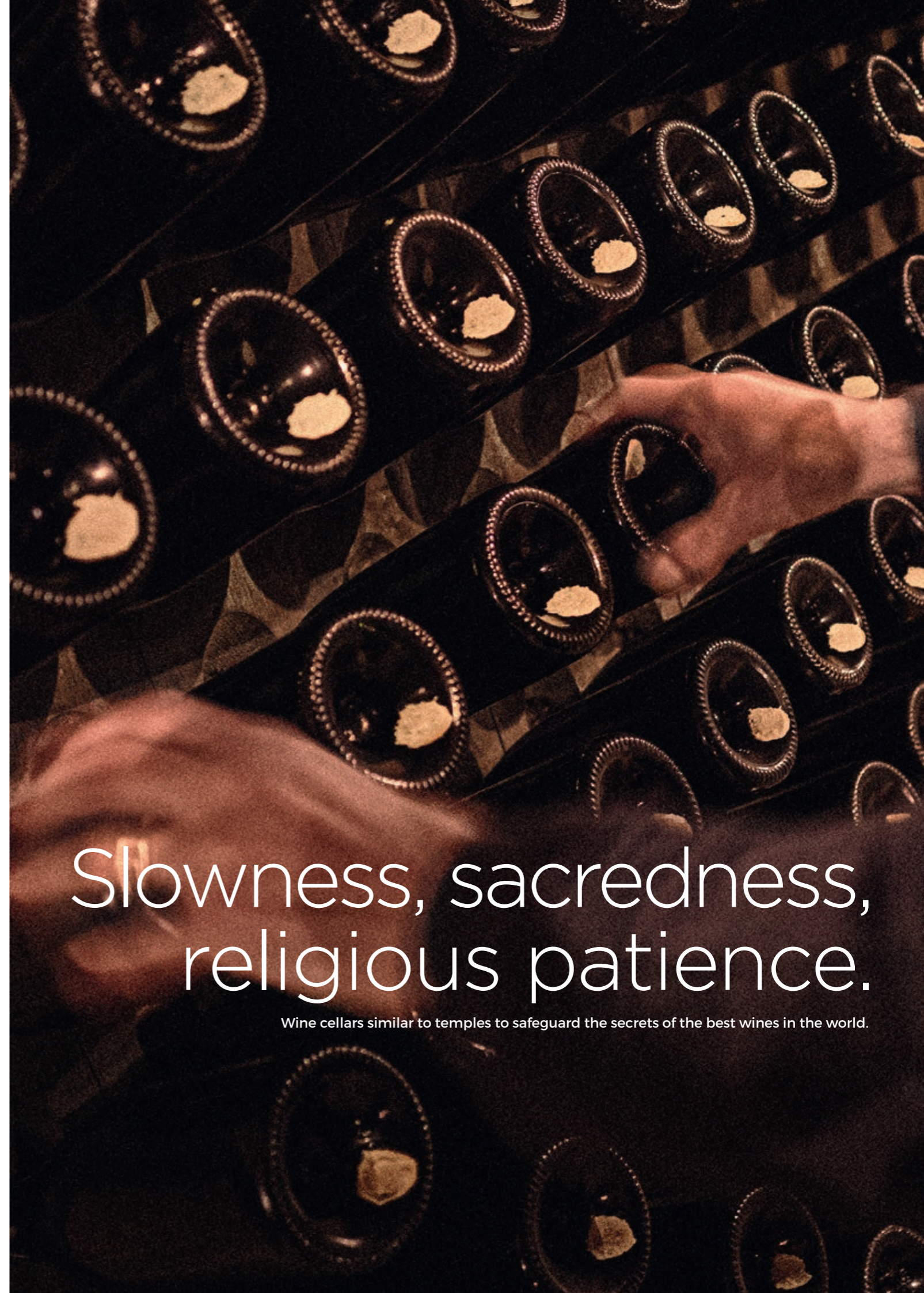


«In the Underground Cathedrals, like those in Canelli, remuage is still today a sort of ritual: on the pupitre, the wooden structures, the bottles are still turned and shaken by hand to eliminate sediments.»



From the perlage, to the chicest reds. Do not call them cellars.

Our wines, for example, all come from lands with unique characteristics on a geological level. They are found kept safely inside wine cellars of outstanding design, or in actual Underground Cathedrals like those in Canelli, they too are part of the UNESCO World Heritage, hidden from everyone's view to reveal to the visitors, incredulous and astonished, kilometres of underground tunnels built between the Sixteenth and the Nineteenth centuries.



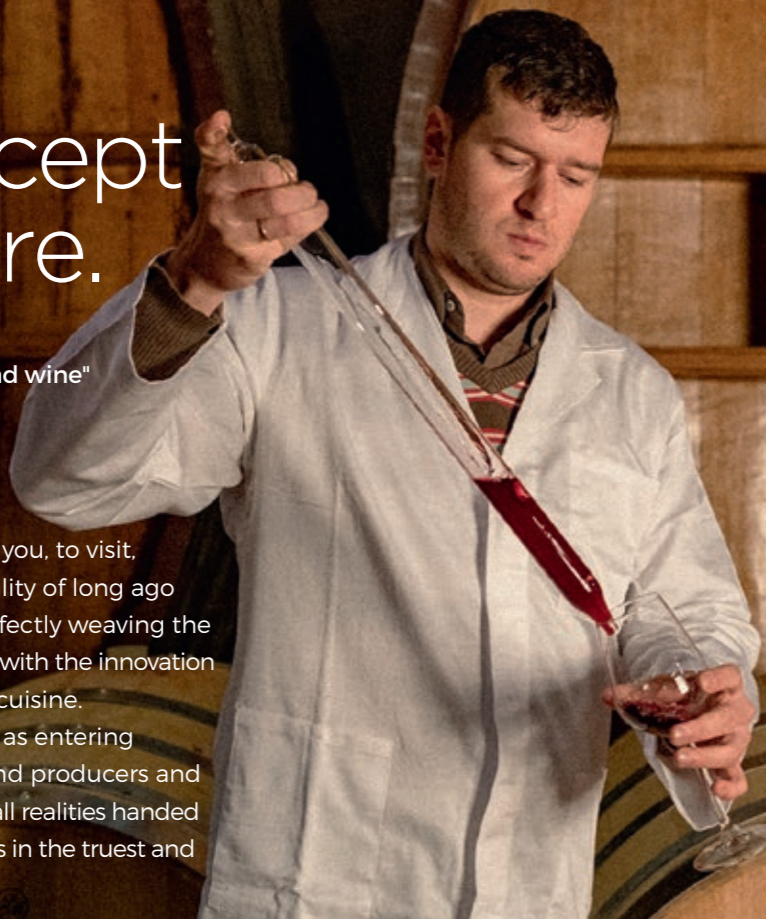
Slowness, sacredness, religious patience.

Wine cellars similar to temples to safeguard the secrets of the best wines in the world.

Extend the concept of culture.

Lights, fragrances, flavours. Here, the concept of "food and wine" rises to a superior level.

Here, you have more than 400 wine cellars available to you, to visit, accompanied by the hospitality of long ago and products capable of perfectly weaving the knowledge of an ancient past with the innovation and the attention of today's cuisine. Entering a cellar is the same as entering the home itself of growers and producers and often being welcomed by small realities handed down through the generations in the truest and most genuine manner.



Narratori del Vino®.

Where there is culture, there are stories. And where there are stories, there are people who love to narrate them. And many others who love to listen to them. Hence the Wine Tellers (Narratori del Vino®). They are not just simple sommeliers. They are not just tourist guides. Nor are they only experts of oenological history. They are all this put together. They are an explosive concentration for an unforgettable experience: sensory plays, emotional tastings, walks which are transformed into actual experiences in the vineyards.



A typical grandmother of the Langa will be the one to explain it to you, perhaps during a cooking lesson while her hands work expertly, and with a smile she will tell you that the 'Plin' are the typical "langhetti" ravioli, not to be confused with those you may encounter a few kilometres over in the Monferrato territory: the just as typical square 'agnolotti'.

«The name 'Plin' comes from the pinch used to enclose the filling inside the pasta.»

From relais to farmsteads, from farming businesses to farms, the whole purpose of life takes on slower rhythms. Rediscover the slowness necessary to fully experience each moment, every single hour spent celebrating, almost sacredly, all that is real life. Happiness is made of intense moments and tiny secrets that can be hidden even within an ancient recipe.

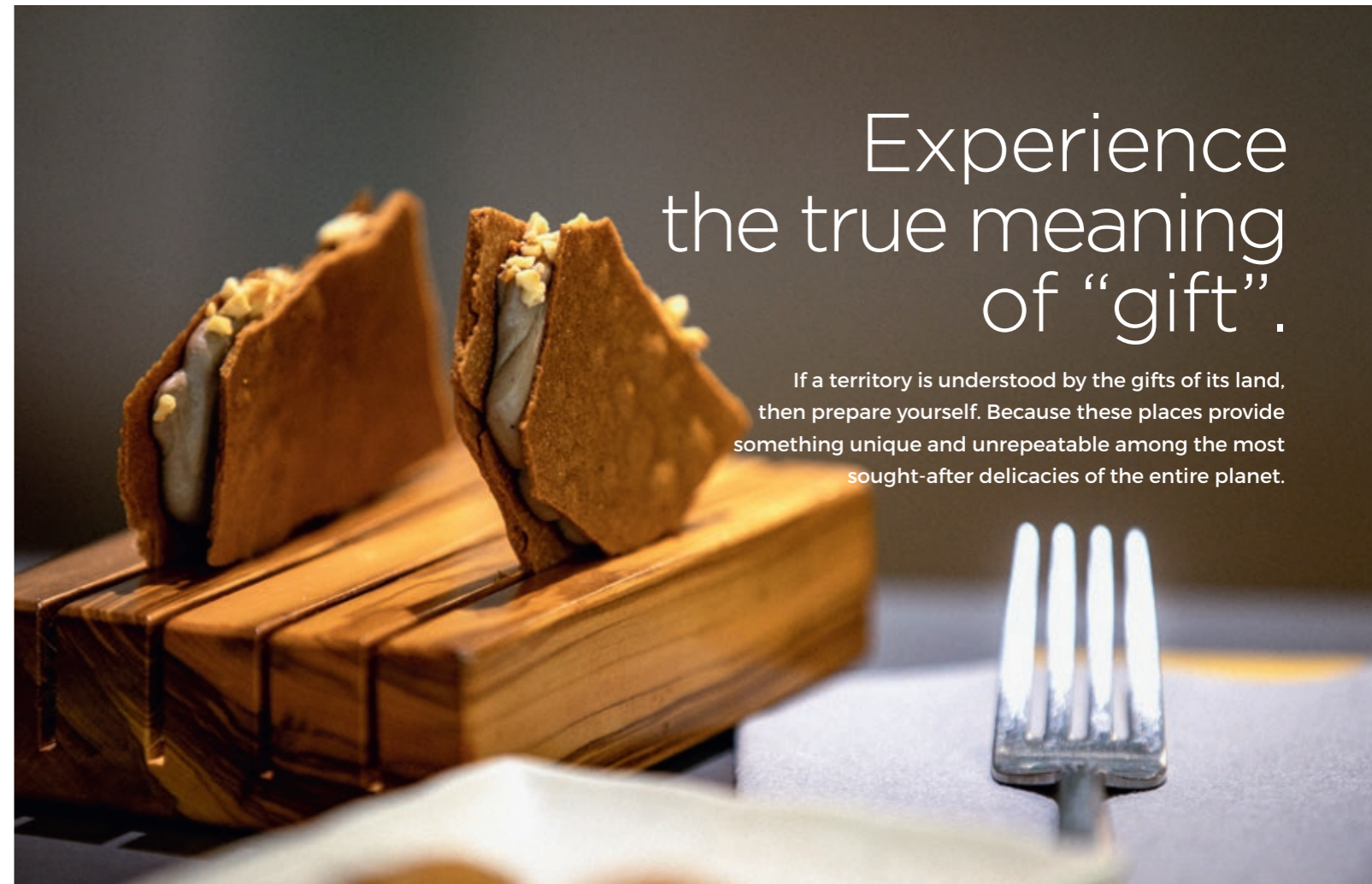




Discovering that there is no limit to discoveries. All this is BuonVivere. Roam about with a destination, or without one. Even just getting lost while walking around for hours among the hills could be the best way to find yourself.

«The highly esteemed Tuber Magnatum Pico, also known as the Truffle».

In Alba you can find, by looking for it, the highly esteemed Tuber Magnatum Pico, also known as the White Truffle of Alba. A very rich and inestimable wealth to the point that it has led to the creation of a specific National Centre of research. Therefore, search, explore, find: among the priceless olfactory and sensory perceptions. Doing it is easy: just participate in a hunt for truffles.



Experience the true meaning of "gift".

If a territory is understood by the gifts of its land, then prepare yourself. Because these places provide something unique and unrepeatable among the most sought-after delicacies of the entire planet.

A piece of advice: book always requesting two extra seats, because awe and pleasure will sit by your side for the entire duration of the meal. And this will happen everywhere: whether you are in a renowned restaurant, in a trattoria or in a pub.

Here, DOP and PGI are much more than just acronyms. They are certifications of the quantity of excellence which a territory can reach also with its own products. With cheeses, for example, pastures with similar views bear fruits of equal goodness: from Bra, to Murazzano, to the Robiola of Roccaverano, to Raschera and to the Piedmont Toma. Shouldn't we mention the Piedmont Hazelnut PGI, famous all over the world? As the extraordinary Sausage from Bra, the snails of Cherasco, the peppers of Capriglio, the Hunchback Cardoon of Nizza Monferrato or the exquisite honeys. But such a list never ends without a good dessert. With a special mention to the Mombaruzzo Amaretti biscuits and the Torrone nougat.





BuonVivere
means expand
your curiosity.

If you wish to widen your cultural horizons, you are in the right place.



From it's beginning,
it started running,
and it has never
stopped.

For eight centuries, it has fascinated every type of spectator. It is the most ancient Palio to be run in Italy, dating back to 1275. The Palio di Asti held in September, among ancestral rituals, jockeys, public jubilation, flag-throwers, actors and above all the blessing of S. Secondo. It has always been like this and for many more years to come it will be like this. In Alba, on the other hand, the Palio degli Asini is run with donkeys, including a Medieval parade, while in Nizza Monferrato the Corsa delle Botti (Wine Barrel Race) will have you holding your breath.



*«Here, the true luxury
is knowing how to live.»*

You exit the virtual world remaining in the most Instagrammable places in the world. Everything is real and it tends towards an ideal of life where wealth and beauty are on every street corner: there is so much to tell, so much to see, so much to listen to, that twenty-four hours a day will seem to never be enough. In places that are so unique, the real luxury is knowing how to live.

Romanesque and Gothic between country engineering and the charm of nature.

Old towns, farmsteads and historical wine cellars. Towers and castles of both medieval origin and those from refined Baroque magnificence, stand out over panoramas by now unmistakable.

Romanesque and Gothic, chasing each other from square to square and following one another with architectural masterpieces, from town to town.

Therefore, we go from the blunt Romanesque style of the imposing Abbey of Vezzolano, erected, as legend narrates, by Charlemagne, in the lavish and imperial style of the residences of the House of Savoy.

You just have to stretch out your hand and allow it to be grabbed by the emotion.

«The Masche, mischievous beings, ready to trick the poor and unsuspecting farmer.»



The Masche.

Allow yourself to be hypnotised by the stories, as you stroll through vineyards and mysteries, in search of fantastic tales dedicated to these witches: from Paroldo to the Langa Astigiana the deeds of these mischievous beings, ready to trick the poor and unsuspecting farmer, are narrated.

And if you are hypnotised, do not worry, everything will be under control.



A land yet to be listened to.

This is the birthplace of the most respected voices, distinguished writers of the Twentieth century, nourished by these sites so rich in inspiration.



It is enough to quote the masterpieces by Cesare Pavese such as "The Moon and the Bonfires", or those from one of the maximum expressions of partisan epic such as Beppe Fenoglio with his "Johnny the Partisan" and "A Private Affair". Lands of music, of slow rhythms which then pick up the pace, English-style fugues, pianos and harmonicas which taste of ratafià, lulled by the unique notes of the hits of artists of the calibre of Paolo Conte.

*«...che rellentava la brina,
scacciava i corvi dalla collina
come una vecchia cuoca
in una cucina.»*
Paolo Conte



Among the most exciting ancient celebrations, contests and festivals.

From the most classic of country celebrations, to the trendiest festivals of music, art and literature. Here, there are emotions really for every type of palate: from the most unpretentious to the most refined. Browsing around the street markets in search of bargain antiques, attending high-profile festivals like the Alba Music Festival, the Monfortinjazz or the Monferrato On Stage, or having fun watching the children be amazed at the Magical Christmas Village in Govone: there is a wonder for every season.



Tradition and innovation, what is most important is to always celebrate.

Lands so rich in tradition fascinate also for the cultural heritage associated to the games and the stories of the past. How many have had the pleasure at least once in their life to participate in a game of Tambass, where the teams challenge each other in a match of wall tambourine? And how many are familiar with the fistball? In Alba, there is an actual temple for this sport, the Sferisterio, a "stadium" built as far back as 1857. Actual tournaments able to overcome the town rivalries to the point of creating official championships. The arenas are the squares beneath the bastions of the towns that are transformed into stadiums where one gives free expression to the most intense emotions.

The International Alba White Truffle Fair: there is much more to it than jewelry stores.

The appointment is for every Saturday and Sunday in October and November. Ladies and Gentlemen, the Alba White Truffle World Market puts on a show within the show: the Alba Truffle Show fascinates with the Foodies Moments, which presents the top demonstrations by the chefs, the Wine Tasting Experience, the Sensory Analysis of the Truffle. And, since educating about beauty and taste should start at an early age, Alba Truffle Kids, for the little ones, awaits you to be able to spend time with the family in great enjoyment.

«All eyes on the main showcases of food worldwide.»



From Cheese to the Douja D'or: eating well and drinking well through the past, present and future.

Douja d'Or comes from the name of an ancient tankard from Piedmont. The National Wine Contest for D.O.C. D.O.C.G. and P.G.I. wines which takes place in Asti. To celebrate Bacchus, you will also find Vinum, an event in Alba to be enjoyed, or rather to be tasted, along the streets. Among the hundreds of festivals and town celebrations, events of an international level stand out. How they do stand out: in this case, the main course will be cheeses. With Cheese, in Bra, the world of Slow Food demonstrates how "natural" becomes a sustainable concept but above all, possible. Hang around in search of the most genuine and incredibly new, which could represent the discovery of flavours beyond a world becoming increasingly more uniform.





BuonVivere
means expand
your performance.

Strengthen the body, by elevating the spirit.

A land also for best expressing sports.

Here, a golf course is beyond the simple concept of the course.
if golf is all about concentration, accuracy, exclusivity
this is three times the right place.

«Itineraries for every type of emotion.»



But passion, as it is commonly known, unleashes passion and with any type of sports activity you love, here you will find the ideal conditions to best express it: from the Ecomarathons to the cycling trails. Kilometres and kilometres to be run without being obsessed by the finish line. Low or steep hills, woods, cliffs and ravines, natural reserves: nature has gone all out in the most spectacular way to best set up the itineraries for every type of emotion: from soft trekking to downhill hiking. Because here, in the end, what really counts is being present and participating in the life of these three unrivalled lands: Langhe, Monferrato and Roero.



Take the field,
climb up the hill,
live every second
to the fullest.

Nature gives it its all, you do the same. When the world outside fills your world inside. As far as your eyes can reach so can your legs.

The means: on foot, through wonderful itineraries dedicated to trekking, immersive and exclusive experiences in the middle of the vineyards or nature, while riding a mountain bike or an e-bike, thanks to the many itineraries equipped with recharging stations.

The itineraries: practically everywhere you will find paths to travel under the sun or under the moon, rich in fragrances. All to be discovered, always hanging in doubt: should you continue on, or stop and admire it all?



It is a gaze of love, it is a dedication to the wonders of these lands, it is a silent ode to their beauty. A ride in a hot-air balloon is one of the most fascinating things there is to fill one's eyes and heart with unparalleled emotions, in a space without time, transported only by the wind.

«Transported only by the wind.»

Rather than drones,
here, we prefer
the silence of the
hot-air balloon.



BuonVivere
is waiting for you.

