

THE REGION AT A GLANCE

10 reasons to visit Franciacorta

1. The region is home to the Italy's most famous sparkling wine.

Franciacorta sparkling wine is one of the only three European sparkling wines (the other two are Champagne and Cava) which have the privilege to use just the name of the region on the label to indicate the wine. The labels read 'Franciacorta', a single word that defines the area, the production method and the wine itself.

2. The wine tourism offer is very diversified with:

- Visits to the underground cellars of the most famous estates and of the smallest ones, along the Franciacorta Wine Route;
- Learning how wineries make their fabulous wines, and personally admiring the magnificent buildings that house them, most of which are historic noble residences, others re-structured ancient farmhouses, still others futuristic architectural masterpieces designed by celebrated architects;
- Tasting Franciacorta in a wine cellar or in a specialist Franciacorta wine shop or wine bar paired with local food products;
- Tasting Franciacorta in a typical trattoria, agriturismo or restaurant paired with local dishes;
- Taking part in different activities that take you into the vineyards (tour with the agronomist, picnic, dog-trekking, personal wine trainer)
- Taking part in wine tastings (simple tasting, blind tasting, sensory tasting, food&wine matching) and cooking classes.

3. Proximity to Milan (1 hour by car or by train)

The city of Milan is recognized internationally as one of the world's most important fashion capitals. Since 2012 Consorzio Franciacorta has also established a partnership with The National Chamber for Italian Fashion, the nonprofit making Association based in Milan which disciplines, co-ordinates and promotes the development of Italian Fashion and the *Milan Fashion Week*.

4. UNESCO World Heritage Site

In Brescia the Santa Giulia Museum and the Capitoline temple (www.turismobrescia.it/en - www.bresciamusei.com)

Archeological sites in Valle Camonica, with Europe's largest park of rock engravings at Capo di Ponte (www.vallecamonicaunesco.it/?lang=en&)

5. Lake Iseo and proximity to Lake Garda

Monte Isola is located in the center of Lake Iseo (<https://www.visitlakeiseo.info/en/>) and it is the largest inhabited lake island in Europe.

Lake Iseo is an abounded source of freshwater fish: besides tench, the lake is home to whitefish and species commonly known as sardines, actually small shad, which are sun-dried and kept in oil, and then cooked over coals.

Lake Iseo is also heaven for those whose passion is sailing and windsurfing but also for those whose idea of vacation includes sports and outdoors activities

The proximity to Lake Garda is also a point of strength.

6. Wedding tourism - a lot of ancient villas or wineries of the region host weddings.

7. A hotspot for nature with Torbiere del Sebino or peat-moors (<http://www.torbiere Sebino.it/?lang=en>) which is a nature oasis and an official international resource, unique in all of Europe. The Torbiere, with their pools of water and marsh vegetation, covers about 360 hectares, a paradise for thousands of birds which nest in the area (such as Savi's warbler, serin, penduline). The bog is also used by winter visiting species or by others who rest for brief periods during their winter and spring migrations.

8. Golf, outdoor activities and wellness

Golf, 27 holes with 3 itineraries dedicated to Franciacorta sparkling wines

Cycling itineraries for trained people and for families (city bikes or mountain bikes)

Hiking paths for everyone

Tour with Vespas

Quad tours

Donkey trekking

Stroll in carriage

SPAs with all kind of treatments

9. Links to famous people

From June 18th to July 3rd, 2016, four kilometers of saffron-colored pathways temporarily connected the shore of Lake Iseo to Monte Isola and San Paolo islands in the installation *The Floating Piers* by the Bulgarian artist **Christo**.

Famous people of the past:

- Ezra Pound stayed often in this area and wrote that Franciacorta bubbles are the origin of heavens
- James Joyce stayed also several times in this area and also appreciated Franciacorta sparkling wine
- Thomas Jefferson, the American President that wrote the Declaration of Independence, stayed on Lake Iseo shores in 1787 and appreciated Franciacorta hills and wines paired with Parmigiano Reggiano cheese
- Napoleon Bonaparte stayed in Franciacorta in 1796 and said that this land remembered him his island
- The English writer Lady Mary Montague stayed on Lake Iseo and in Franciacorta region
- The French writer George Sand stayed in Franciacorta and Lake Iseo area for at least one year to forget her unhappy love story with the poet Alfred de Musset
- The Empress Elisabeth of Austria stayed in September 1895 in Franciacorta region
- Dante Alighieri stayed at Paratico Castle and at Bornato Castle
- A lot of Italian poets, such as Giosu  Carducci, Giovanni Pascoli and Antonio Fogazzaro, stayed at Palazzo Torri, which in the 19th century was a cultural gathering
- The French photographer Henri Cartier-Bresson during the 20th century stayed in Franciacorta
- The Italian film director Luchino Visconti loved this region and appreciated Franciacorta sparkling wine

10. Events

Festival Franciacorta d'Estate (Franciacorta Summer Festival)

Festival Franciacorta in Cantina (Franciacorta Festival in wine cellars)

GETTING THERE

BY PLANE

Proximity to the most important northern Italy airports:

- Milan Bergamo Airport (38 km – 20 minutes) www.orioaeroporto.it
- Verona Airport (75 km – 45 minutes) www.aeroporto.verona.it
- Milan Linate Airport (80 km – 1 hour) www.sea-aeroporto.milano.it
- Milano Malpensa Airport (130 km – 1 hour and 30 minutes) www.sea-aeroporto.milano.it

Proximity to the most important northern Italy cities:

- Venice (2 hours and 30 minutes by car or by train)
- Verona (45 minutes by car or by train)
- Mantua (1 hour by car or by train)
- Bergamo (30 minutes by car, 50 minutes by train)
- Brescia (20 minutes by car or by train)

GETTING AROUND

There are car rental agencies in our region and there are good train links among some towns. Otherwise, there is the possibility to rent a car, or a minivan or a bus with driver.

Railways:

Trenitalia www.trenitalia.com

Trenord www.trenord.it

Car Rental

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