



Roero Days 2018

VINEYARDS TRAILS CASTLES BOOKS

Premise

The excellent results of the first editions of Roero Days, held in 2016 in the Venaria Royal Palace and in 2017 in the Navigli Museum in Milan, have encouraged us to take an even more ambitious initiative in 2018. The aim is to broaden the event's visibility, with the involvement of visitors from even further afield, to encourage greater representation of the Roero Docg wines on the various markets, starting with the Piedmont area itself, then targeting a more widespread market in Italy and abroad through awareness and resonance of this event.

Why the Roero area?

The choice to hold the event in the Roero Docg region of origin was based on several considerations:

Roero, both as a territorial definition and as a vine-growing area, needs to be more widely known, in view of the current tendency to look for wines which are the expression of a specific, clearly defined area, endowed with its own distinctive features. In this field Roero has certainly great potential for development, linked both to the peculiarity of its wines and to the beauty of its landscapes imbued with centuries of history.

Where wine is concerned, the attention of enthusiasts wherever they may come from is more and more focused on seeking out indigenous vines that are the expression of a unique, unmistakable personality. This is an age of profound change in terms of consumption: no longer looking for an "international" style of wines based on a few vine varieties



that can be cultivated anywhere, but typical specific qualities and traditions, and above all, territorial recognisability.

This led to the choice of bringing together those professionals and enthusiasts, some from very far afield, to converge directly in the Roero zone. Bearing in mind that an “in house” event allows important synergies to be created with the producers in the entire agri-food sector, who will also be able to take advantage of the spotlights directed on Roero Docg wines to present their own local gastronomic specialities, from honey to fruit and salami. This edition of Roero Days will be particularly dedicated to “Vineyards Trails Castles Books”.

Why Vineyards?

The Vineyards are the structural base of the wine world; they can express elements of artisanship (such as the relatively small land tenure, even today), respect and care for the land (the rows, with their order and continuity, are a real guarantee of work in looking after the vitality of the land to ensure continuity in the near and distant future), craftsmanship/knowhow (in hillside vineyards, work cannot be industrialised or standardised).

As the French experience has taught at the highest level, no European wine-growing area exists that can make a mark in the world without possessing strong historical connotations, with roots buried in the centuries before our own. In Europe, wine is strongly felt to be a distinctive, inescapable cultural element, far removed from being seen as merely a pleasant form of food.

Why Wine Trails?

With the definitive approval of the Roero Docg MGA (Menzioni Geografiche Aggiuntive – subzones: additional geographical mentions), the Consortium for Safeguarding Roero was determined to give it the



widest possible exposure, taking full advantage of this useful asset both for consumers and producers.

The history of Roero is told through its paths. There are already 300 km concentrated along two transversal ridges, from which many circuital trails wind off. They cross the whole territory, allowing the visitor to penetrate into the huge variety of landscapes: in woods of Scots pine, sessile oak, common oak and giant, sweet chestnut, centuries old; in ravines of the Rocche with their vertical walls of Astiano sand; in streams and damp uncultivated valley floors; in the sea of crests and vine-planted hillsides, with their regular geometry interrupted by patches still planted as orchards. A web of trails, it is run by the Ecomuseum of the Rocche, which takes care of maintenance, promotion and use. This involves signposts and information panels, maps, audio-guides, naturalists to accompany tours, animators and many other related services. Each trail has a specific theme to underline a feature of the landscape; a number of them are explained through panels giving further details of the story. The format has been developed by the Consortium for Roero Wines for the Cru, to provide the wine-enthusiast visitor with the precise indication for every *Menzione Geografica* subzone.

The Project for “Roero Docg Wine Trails” is thus coming into being - the “MGA Trails”, or *Menzioni Geografiche Aggiuntive* subzones of the Docg Roero, - and is to be presented at Roero Days. The trails set out from each township, providing signboards with the whole itinerary and information about the specific features mentioned for that territory; they continue with arrows for the route and culminate with panels identifying the precise start and end of the area included in the MGA “mention”. As with the more general trail network of Roero, the “Wine Trails” will have map leaflets, audio-guides, as well as the extra services available like tastings, bio-picnics, animations or access to the wine-related buildings on site. All the signboards in the “Wine Trails” will have coordinated imagery to make the trail clear and interesting for the



lovers of the kind of slow and sustainable tourism that the Consortium believes to be fundamental for the development of the whole area.

Why Castles?

The presence in the Roero area of an imposing heritage of castles, still in adequate structural conditions to permit visits and continued use today, is the element that provides the most complete picture of an area with ancient traditions. Here, lifestyles in the various communities were hinged on the presence of powerful families who contributed to creating a lively and varied social fabric, where culture and social interaction forged through the centuries have led to the reality of present-day Roero.

In some Castles it should be noted that wine was not only consumed but also produced directly in the cellars below ground, as shown in numerous historical documents and confirmed in some cases by the remains of wine-making equipment ranging from Mediaeval to Renaissance origin. Naturally it will not be possible to hold the events of Roero Days inside every one of these mansions, but some of them will be involved in the most important events.

Why the Book Fair on Roero?

During the last thirty years at least, there has been a significant publication of studies on Roero. A very thorough investigation in every field – from history to geology; from natural assets to architectural and artistic heritage; from economy to anthropology, intangible commodities and oeno-gastronomic culture – involving universities, institutes of research and local academics, has produced a bibliography of over 200 titles. Considering that the area is not particularly vast, made up of 22 small townships and with an overall population of less than 60,000 inhabitants, it is quite an achievement. The process has



considerably contributed to Roero being discovered as a specific place, with its own precise and historical connotations, but above all it has permitted the promotion of the area and its many excellent products and assets, on the basis of rigorous scientific and documented evidence.

The “Book Fair on Roero”, to be held at Montà on 7 and 8 April 2018, aims to bring together the most complete possible presentation of everything that has been written in the long history of studies and research about Roero; it is a chance to show how important and substantial this has been, as well as to consult or purchase the publications. The Fair, organised by the Eco-Museum of the Rocche of Roero and the Associazione Valorizzazione Roero (Association for Enhancement of Roero) will be held in a spacious tensile structure in Piazza San Michele. Areas will be assigned to books and publications along with photographic panels, videos, consultation booths and promotion of new publishing initiatives. In the neighbouring church of San Michele there will be hourly meetings with writers and specialists from Roero. The evening of 7 April will be enlivened with a concert of popular Roero music, while in the afternoon of 8 April there will be a discussion panel on Roero and Unesco, organised by the Association for the Wine-growing landscape heritage of Langhe-Roero and Monferrato.

Roero Days by Bus

To give visitors an immediate grasp of the context in which Docg Roero is produced, with its wine-growing, historical, cultural context and its landscape, bus trips will be provided, accompanied by guides, to tour throughout the area during the whole of Sunday 8 April, with the central reference points of the castles, Guarene and Monteu Roero, and on the Book Fair at Montà.

Anyone taking part in the event can use the buses, boarding/disembarking at any of the stops: Guarene, Monteu Roero, Canale or Vezza d’Alba (buses will pass every 30 minutes and convenient parking is available).



Every bus will have a local specialist tourism guide who will point out the sights of greatest interest to be seen en route: Rocche, castles, churches, orchards and the most important vineyards.

The date of Roero Days 2018.

To give visitors a chance to get to know Roero more fully, the 2018 edition is spread over three days instead of two, with Saturday as the day for welcoming everyone in the Castello di Guarene and for the opening of the Book Fair on Roero in the Church of San Michele di Montà.

Having ascertained the availability of venues and noted dates of other national and international fairs or religious events held in spring, the days from Saturday to Monday 7-8-9 April 2018 were established as the preferred dates.

Communicating Roero Days 2018

Holding Roero Days “at home” implies making a particular effort to encourage visitors to come to the Roero area from many other parts of Italy and from abroad, since the prime objective is that the wine and the landscape should make such an impression as to increase the consumption of wine and inspire further wine-related trips. This kind of tourism is indeed in constant expansion in every prized wine-growing area of the world, involving not only the main activity of visiting wineries but also providing the chance to enjoy the natural beauty of the setting, architectural and artistic features and gastronomic specialities of the area.

With this aim, wide-reaching media such as radio, daily newspapers and social networks will be used to spread the message that the Roero area, along with its wine, is preparing to receive visitors: in its castles, churches and landscape with its Rocche in the foreground and its splendid hills all around. All this with the support of a catering sector which, after



decades of good quality, has in recent years flourished with the opening of new restaurants that have been amply awarded by critics in the field.

Particular attention will naturally be given to the social media, providing the wine producers with outlines, press release information and instructions for up-dating their own means of communication, with options of different languages to reach potential visitors from abroad.

The website and overall communication of the Consortium will be designed to convey the image of an area full of vitality, just waiting to get better known. The message will therefore be communicated well in advance, fully up-dated and very inviting.

Participation by the Roero Wine Producers

One of the strongpoints of the event will be the active participation of the Roero Wine Producers, as the earlier editions showed, with 43 taking part in Venaria Reale and 54 in Milan. The 2018 event is predicted to be in great expansion, with the registration of as many as 70 wineries.

The Tastings

The Tasting Sessions have attracted great interest, so the intention is to continue with the formula and widen its scope. There will be the chance to taste and compare wines in such a way that the absolute quality of Docg Roero can be appreciated but without a provincial or localised emphasis: underlining the strong link between the wine and its unique territory, but at the same time explaining its capacity for yielding products of international stature. With this aim there will be more opportunities for comparing Roero wines with those of other regions.

The event will be concerned with knowledge rather than competition, and respected oenological critics will carry out tastings not only of Roero



and Roero Arneis but also of the most important DOCs from Piedmont and other Italian regions, reds and whites.

Informative and cultural activities

This edition of Roero Days hopes to involve all the local structures that can in a broad sense contribute to creating a complete image of the Roero territory, during the three days of the event. Associations and groups will be invited to take part where they can in the project, ranging from local councils to community associations and individual academics.

The cultural contribution that can be provided by the academic world of the Universities should not be underestimated, including that of the Gastronomic Sciences in nearby Pollenzo.

The discussion panel on “Land, vines and wine in the history and culture of Roero” will be an outstanding event, with geologists, historians and oenologists taking part. For visitors from abroad, there will also be the conference in English: “An overview of the Roero Docg wines and their potential in the USA market”.

Roero’s food produce.

The concern here, rather than to satisfy real appetites (however legitimate!), is to introduce people to the high-quality gastronomic produce of Roero: numerous local businesses will be contacted to work out a suitable formula for taking part, bearing in mind the indissoluble link between wine and food. Besides, in the light of the great interest shown by visitors when offered samples of Piedmont cheeses and salamis both at the Reggia di Venaria and Museo dei Navigli editions, the collaboration with Assopiemonte is to be increased, above all by setting up a similar space within the premises of the event. Visitors will



have at their disposal a vast sampling point, where local specialities will be presented, with particular focus on cheese, salami and risotto.

Roero cuisine

A significant role, complementary though collateral, will be entrusted to the presentation of the most typical cuisine of Roero, which will accompany the area's wines. Prestigious chefs will suggest typical local dishes to the participants of the wine-tastings.