



Costigliole d'Asti, 23rd October 2023

## PRESS RELEASE

### ROSSO BARBERA, FOURTH EDITION 3 - 6 NOVEMBER 2023 CASTLE OF COSTIGLIOLE D'ASTI

The **Municipality of Costigliole d'Asti**, in collaboration with the **Consorzio Barbera d'Asti e Vini del Monferrato**, the **Associazione Produttori "Noi di Costigliole"**, and under the patronage of the **Ministry of Agriculture, Food Sovereignty and Forestry**, the **Piedmont Region**, the **Province of Asti**, the Fondazione CR ASTI and Paesaggi Vitivinicoli di Langa, Roero e Monferrato is pleased to present the 2023 edition of RossoBarbera. This event, dedicated to the grape variety that has always been the symbol of Piedmontese viticulture, could only be born and developed in the municipality with the largest number of vineyards in our region in terms of appellation and with more than 220 wineries dedicated to winemaking.

The event, now in its fourth edition, is the largest tasting desk dedicated to Barbera and, this year, will be scheduled from 3rd to 6th November.

The Costigliola event, now firmly established on the regional and national wine scene, is divided into several activities, real events within an event. This year's edition features around 200 companies with over 300 wines to be tasted.

The tasting desks with tasting sessions hosted by the sommeliers of the AIS Piemonte, Asti delegation, are still the focal point of the event. The presentation of the now-traditional Territories of Barbera will be further enriched with video, graphic and digital supports to enhance visibility and deepen knowledge of the wine that is the symbol of our land.

Three significant moments stand out among the tasting sessions. The first one: **Lady B**, a tasting dedicated to the women of Barbera and a tribute to Marisa Leo, a "woman of wine", a wine professional who worked for the Colomba Bianca Mazara del Vallo winery, and was a victim of femicide. During the event there will be a fundraiser in favour of the Associazione Palma Vitae of Partanna, which helps women in distress. Then, there will be also two guided tastings held under the umbrella of Barbera Academy, namely: **Barbera, Versatility and Freshness** with labels ranging from classic method to Passito wine, and **Barbera, Four Territories, One Grape, Four Faces: Costigliole d'Asti, Monleale, Castellinaldo and Nizza**.





New features of the 2023 edition include **Dolce & Barbera** (Pastries & Barbera), when our wine meets pastries and sees the participation of pastry chefs from the FIPGC (International Federation of Pastry Ice Cream and Chocolate) who will be holding demonstrations and tastings on the spot.

In the afternoon, at 3 p.m., thanks to the collaboration with Ente Turismo Langhe Monferrato Roero, **the Costigliole Walking tour** kicks off: a guided, fully accessible visit to discover the city's beauties: the Rocca, the parish church and its frescoes, and the churches of the Confraternities of San Gerolamo and Misericordia. Tickets are on sale at [www.visitlmr.it](http://www.visitlmr.it)

Sunday 5th November will see the opening of the **Torre dei Profumi** (Tower of Perfumes) a series of interactive experiences to approach or refine the perception of wine aromas. In collaboration with and thanks to the experience of researchers from the CREA in Asti - Viticulture and Oenology Research Centre in the field of aroma analysis.

This year's event will also feature a number of Barbera wineries from abroad, as well as a **Cooking Tour** with online streams from restaurants in Japan, Brazil and Taiwan, where former students of the ICIF (Italian Culinary Institute for Foreigners) in Costigliole d'Asti work. They will create their own Piedmontese menu paired with Barbera.

**RossoBarbera's** selection of foreign Barberas is a tribute to the grape that accompanied our emigrants to the four corners of the world, which meant planting a piece of Piedmontese soil far from home. A safe, even emotional point of reference for those who, due to the difficulties of life, have been forced to leave their homeland and their loved ones. The 2023 edition is dedicated to them and to the magnificent Barbera wines that are enriching the cellars of both hemispheres. It is probably the most adaptable of the Piedmontese vines, the only one that can be found in different soil and climatic conditions, at different latitudes, producing wines that are always interesting, different in their essence, clearly linked to the territory where they are grown, with the commonality of the grape's intrinsic characteristics: high acidity, good polyphenolic content and fair amount of tannin.

In addition, for the second year running, Pianeta Grappa will be bringing distillers from all over Italy to the Castle during RossoBarbera's opening hours, with surprising pairings and guided tastings (on Saturday at 6:30 p.m. with the ANAG Women of Grappa, and on Monday at 4:30 p.m. Grappa told to the trade) and, in





In addition to all the wine events, you can discover Costigliole d'Asti through some of its artistic treasures in the "Rocca Route", the castle's granaries, the Museum of Sacred Art, the art space of Casa Prunotto, which is extending the exhibition "Paintings and Graphics" by Enrico Paulucci for the occasion, the church of the Confraternita della Misericordia with the ArteMisia exhibition "From Red to Colours" and Casa Efsio, which is open exclusively for the event.

At night, the lights of the castle will continue to colour "**Le Notti Rosse**" (The Red Nights) with two events dedicated to dancing: on Saturday 4th November from 9 p.m. Live music with the Kitchen swing, and on Sunday 5th Tango performance by Marcela Guevara y Stefano with Almagro Company.

On both nights it will be possible to taste cocktails from "Il Confessionale" and continue with wine tasting.

On Monday 6th November, the Professional Day, a day dedicated to professionals (restaurateurs, wine merchants, wine bars...) and communicators (journalists, bloggers, press offices...).

The Costigliole kermesse starts on Friday 3rd November with a prestigious preview in the Salone Nobile of the Castle of Costigliole d'Asti, at 5 p.m. with the conference "History, viticulture and identity of the territory at the Asinari Castle" and the presentation of the digitisation project and anastatic copy of the book "The Marquis Filippo Asinari of San Marzano (1767-1828), viticulturist in Costigliole d'Asti".

This will be followed by the inauguration with the Mayor, Enrico Alessandro Cavallero, who will open the fourth edition of RossoBarbera and Pianeta Grappa with a ribbon-cutting ceremony and toast in the presence of the Minister of Public Administration, Paolo Zangrillo, the Governor of the Piedmont Region, Alberto Cirio, and the President of the Fondazione Compagnia di San Paolo, Francesco Profumo.

Below is the detailed programme, which may be subject to minor changes as the event progresses, while the real-time updated programme can be found at <https://www.rossobarbera.it/>.

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