



88^a FIERA INTERNAZIONALE TARTUFO BIANCO D'ALBA

88th edition of the international enogastronomic event

“FROM LAND TO MOON” THE CHARM OF THE INTERNATIONAL ALBA WHITE TRUFFLE FAIR IS BACK

From 6th October to 25th Alba renews its meeting with the International Alba White Truffle Fair along with its culture, territory, sensorial and gastronomic experiences

With over 600 thousand visitors, the **International Alba White Truffle Fair** stands out as the key event for wine and food tourism of excellence, one the major tourist attractions for the Langhe, Roero and Monferrato area.

From 6th October to 25th November, the spotlight will be once again on the mystery and charm of *Tuber magnatum Pico* which, only in these areas, has become a key symbol of a heritage of collective experiences combining catering, hospitality and the authentic Italian way of life.

The search for truffles is a practice based on very solid bases drawing on natural clues, but also on intangible events that cannot be demonstrated. For truffle hunters, for example, **the Moon** - to which this new edition of the Fair is dedicated - **is an integral part of the search process**: among the useful information needed too determine when and where to find truffles, the lunar phases mark a precise time. The truffle production is an event hard to predict in advance, the rain showers at the end of summer can often make a difference, therefore although the *trifolao* (the truffle-hunters) prefer to keep quiet now, there's some cautious **optimism** about the presence of the Alba White Truffle as a consequence of the generous rainfall during the first part of the year, which created some reserves useful for the formation of fruiting bodies.

A fair that goes beyond the fair

The strength of the **International Alba White Truffle Fair** lies in its ability to transform itself into an event that goes beyond the "traditional" gastronomic event, offering visitors exhibitions, show cooking, folklore, street events and experiential paths.

The union between **high gastronomy and culture** is featured, once again, through great exhibitions, ranging from contemporary to modern art, design projects, as well as concerts and literary events. These include, in the Church of San Domenico, the solo exhibition of **Valerio Berruti** "La storia di Nina" (Nina's story), curated by Arturo Galansino, narrating the latest film project of the artist from Alba, featuring the soundtrack by Ludovico Einaudi. And then again the focus is on design with the "Glove for the Alba White

Truffle", the special accessory conceived to slice the Alba White Truffle, whose *pattern* was designed by **Patricia Urquiola**, and created by the International Alba White Truffle Fair together with the Centro Nazionale Studi Tartufo (National Truffle Study Centre). Art is also a protagonist with the exhibition curated by the **Ceretto** family "**Lynn Davis, Patti Smith: a collaboration**", set in the Coro della Maddalena court, and with the great group exhibit "**From nothing to a dream. Dada and Surrealism from the Collection of the Boijmans Van Beuningen Museum**", curated by Marco Vallora at the Ferrero Foundation. The church of San Giuseppe will host the exhibition "**Emilio Vedova from the collections of Rivoli's castle, museum of contemporary art**" promoted by Fondazione Cassa di Risparmio di Cuneo from the 6th of October to the 2nd of December. Furthermore, from the 3rd of November to the 2nd of December it will host an exhibition in honour of **Roman Levi**, the master of *grappa*, for the 10th anniversary of his death. From art we move on to literature with **António Lobo Antunes**, who will hold a *Lectio magistralis* on Friday, 19th October at Teatro Sociale in Alba waiting to be awarded, the next day, the **Premio Bottari Lattes Grinzane 2018 (for the section La Quercia)**.

The heart of the Fair this year is yet again the **Alba White Truffle World Market**, open every Saturday and Sunday from 6th October to 25th November (with special opening on 1st and 2nd November). A unique space where you can meet the *trifolao* and be spellbound by stories made of words, hands and faces, where you can celebrate one of the most precious products of the land and where you can buy with security and protection guaranteed by the Centro Nazionale Studi Tartufo.

The **Alba Truffle Show**, the space dedicated to Show Cooking, Truffle Sensory Analysis and Wine Tasting Experiences®, has become a major event attracting more and more visitors in recent years. Among the unmissable events, scheduled this year, stand out the **Foodies Moments**, where the Alba White Truffle meets the haute cuisine. Led by chefs and starred chefs from the Langhe, Roero and Monferrato areas and some of the most prestigious Italian restaurants, the Foodies Moments are a showcase for the creative act that animates the best cuisines in the country set to create dishes in which the Alba White Truffle is the protagonist. During the *Year of Italian Food* wanted by the Ministry of Agriculture, Food and Forestry and by the Minister of Cultural Heritage, various other **Italian Regions** will be present. **Liguria, Basilicata** together with **Pantelleria, Lake Garda, Chieri** and **UNESCO Creative Cities** will be participating in the show cooking throughout the duration of the Fair.

Tuber magnatum Pico is a spontaneous, delicate product that needs an almost perfect ecosystem. From a naturalistic point of view, the Alba White Truffle is at the centre of a complex environmental system, and considering the species of the genus Tuber is most sensitive to environmental alterations, it is also the first element to suffer from changes that concern the entire system. Hence the importance of protecting and monitoring the specific context of growth and development of truffles as a means of safeguarding the complex autochthonous environmental system to which they belong. For some years now, the Alba White Truffle Fair has been promoting, together with the Association of Centro Nazionale Studi Tartufo, an activity for the **restoration of natural truffle grounds**; thus every paid service, from the entrance ticket to the truffle sensory analysis will include a percentage destined to the protection of the truffle environment.

Piazza Risorgimento is the ideal setting for the **Aromas and Tastings Lounge**, a permanent exhibition celebrating the excellence of the Piedmont and Italian territory with tastings, little bites, treats, workshops and educational workshops.

The pavilion of the **Alba Truffle Kids** is specifically designed to teach children: guided by expert educators, the kids and their families are led through activities, workshops and games in which they can discover nature, territory, cuisine, ancient traditions and much more.

Social commitment has a key role too: the proceeds of the exclusive **Ultimate Truffle Dinner** (on 25th October and 22nd November), where unusual combinations of the Alba White Truffle are presented with unique elements of international cuisine such as oysters and Kobe beef, and the **Alba White Truffle World Auction**, which marks this year its 19th edition (Sunday 11th November), will be donated to charity.

"Also for the 88th edition of the International Alba White Truffle Fair we decided to provide our visitors with a unique and immersive experience. - states **Liliana Allena**, President of the International Alba White

Truffle Fair, - The Alba Truffle Show, in particular, will be the place where you can discover tastes and fragrances from other Italian regions which are special guests at the International Alba White Truffle Fair. A special opportunity to take a journey through the knowledge and flavours of the peninsula in an extraordinary combination with our Alba White Truffle. The show cooking, the folklore, all the events that complete our calendar are all part of the offer of the Fair, and now more than ever, in the Year of Italian Food wanted by the Ministry of Agriculture, Food and Forestry and by the Ministry of Cultural Heritage, many in-depth analysis are provided. Thanks to the Fair's large hub, the entire territory offers itself to an attentive, demanding and well-prepared traveller. Valerio Berruti, an artist from Alba, takes us, with his solo exhibition "La storia di Nina", on a poetic journey through childhood accompanied by the music of Ludovico Einaudi, an extraordinary pianist well-known all over the world and originally from the Langhe. Furthermore, two other major exhibitions curated by Fondazione Ferrero and by the Ceretto family are scheduled, as well as an important literary meeting thanks to the collaboration with Fondazione Bottari Lattes. The International Alba White Truffle Fair is a travel motivation for an ever increasingly curious and international audience: for this reason our goal is to give tourists a privileged route through food, culture and Italian style".

"Since last 31st October 2017 Alba is "Creative City for UNESCO Gastronomy" - underlines **Maurizio Marelo**, Mayor of Alba - Thanks also to the Alba White Truffle our city has been included in the prestigious network that currently features 26 cities, from different countries worldwide, which achieved world excellence in the gastronomic sector. During the 2018 Fair we will celebrate and mark this recognition with a series of initiatives involving other creative Italian and international Unesco cities with which, in recent months, we have already begun to talk and work within a network that is opening us to the world. Besides this, the beautiful and fruitful collaboration with Parma will continue alongside events of international importance aimed at fostering the intense promotional work for our extraordinary city and our territory. This comes in a consolidated format that has brought record attendance in recent years. Important numbers that constantly drive us to do better and better to further grow our beloved Alba".

FOR FURTHER INFO:

Ente Fiera Internazionale del Tartufo Bianco d'Alba

Piazza Medford, 3 - 12051, Alba Tel. +39 0173 361051 - info@fieradeltartufo.org
www.fieradeltartufo.org

Ufficio Stampa Internazionale - Mailander

Ufficio Stampa Italia - Chiara Ferraro c.ferraro@mailander.it Tel. **345 0059935**
Ufficio Stampa Italia - Pietro Martinetti p.martinetti@mailander.it Tel. **340 3712520**
Ufficio Stampa Internazionale - Paola Masera p.masera@mailander.it Tel. **335 6643677**

Ufficio Stampa Territorio ed Eventi Culturali

ufficiostampa@fieradeltartufo.org
Elisa Giordano Tel. **333 8727763** Cocchi Ballaira Tel. **335 6831591**

Ufficio Stampa Ente Turismo Alba, Bra, Langhe Roero

Daniela Di Giovanni digiovanni-press@langheroero.it Tel. **335 7529578**