



## 90<sup>a</sup> FIERA INTERNAZIONALE TARTUFO BIANCO D'ALBA

### THE INTERNATIONAL ALBA WHITE TRUFFLE FAIR TURNS 90: SUSPENDED "LIVE", IT GOES DIGITAL

**At the end of its third weekend, the Fair continues online through the experiences of the Alba Digital Truffle Lab and the Langhe Digital Wine Lab**

The third weekend of the International Alba White Truffle Fair ended on Sunday - anticipated by the weekend dedicated to Folklore on the first weekend of October - in what will go down in history as the edition of courage. On its 90th anniversary, the largest meeting worldwide dedicated to the Tuber magnatum Pico has taken up the challenge, proposing an edition able to innovate and adapt with great flexibility, given the continuous changes in the scenario imposed by the spread of the pandemic from Covid-19. From next weekend, therefore, we go digital.

*"In compliance with the latest provisions of the Prime Ministerial Decree launched by the Government, in agreement with the Municipality, the Truffle Fair will be suspended until November 24th - says the president of the Fair, Liliana Allena. If there are any changes, monitoring the trend of the epidemiological curve, we will evaluate, together with all the actors with whom we have collaborated so far, a possible reopening in presence. For the moment, however, it will not be possible. From November 6th, you will be able to enjoy the Alba White Truffle experience online, along with the prestigious wines that our territory is able to offer, through the digital showcase of Piedmont excellence that just this year we launched at the Castle of Roddi, in our Truffle Hub".*

*"In recent weeks we have invested a lot in the Truffle Fair and we have managed to make it happen, representing an example at the national level. Starting with the weekend of the Palio and Folklore, we had four successful weekends; now the event has been suspended, but if the situation improves and circumstances allow it, we will evaluate the possibility of a reopening, aware that the people's safety comes first", declared the Mayor of the City of Alba, Carlo Bo, and the Councilor for Tourism and Events, Emanuele Bolla.*

*"With great regret, but a deep sense of responsibility, we first accepted the decision of the municipal administration, then the Italian government's indications, which have imposed the suspension of the International Alba White Truffle Fair" comments the director of the Alba Traders Association, Fabrizio Pace. This year's edition saw a strong tourist presence, welcomed to the Fair with scrupulous compliance to safety protocols. The Fair brought its economic contribution to our territory, as much as possible, and always of a high standard. Thanks to the agreement with the Municipality of Alba and the Fair Authority, if the evolution of the epidemiological situation permits, we are hopeful of being able to reopen and take full advantage of the great organizational effort made".*

The appraisal of these three weekends is however decidedly positive: starting with the cooking shows at the Alba Truffle Show in the Beppe Fenoglio Room, which were always sold-out. The family-friendly proposals of the Alba Truffle Bimbi, at the Palazzo Mostre e Congressi named after Giacomo Morra, were a success, as

was the participation in the market World of Truffles and the AlbaQuality review: more than 20,000 people visited the venue at the Cortile della Maddalena.

Meanwhile, the expectation is growing for the international event of the World Alba White Truffle Auction, which this year will celebrate its 21st edition, scheduled for Sunday November 8th. It too will be digital and the Grinzane Cavour Castle will be connected with participants from Hong Kong, Moscow, Singapore and Dubai.

Talking about digital experiences, there are two proposals from the Truffle Hub of Roddi. During the Alba Digital Truffle Lab, the Truffle Judges of the National Center for Truffle Studies will accompany the participants in the discovery of the most prized mushroom in the world. The format will be enriched by data about the research method, and the organoleptic bases for the quality of the Alba White Truffle. To those who will buy the experience online, a box containing typical local products will be sent to their home together with a pair of American placemats made by Frette.

For wine lovers it will also be possible to take part in the Langhe Digital Wine Lab. Through the Teams platform and thanks to the partnership with Microsoft Italia, it will offer digital guided tastings to discover the great Piedmont wines, in collaboration with the Consortium of Protection of Barolo Barbaresco Alba Langhe and Dogliani and Consorzio Alta Langa DOCG. A rich calendar of events that can be used all over the world - through which the organoleptic characterization of the various types of wine will be discovered, the tasting and pairing wines with food - will allow participants to experience the emotions that only great wines can offer. All this will take place under the expert guidance of sommeliers from AIS Piemonte. For the service - available throughout Italy, Europe and on the East Coast of the United States - just sign up a few days in advance, register and wait for the tasting kit to arrive. For all information on how to participate online at the Fair's events and for reservations, consult the website [www.fieradeltartufo.org](http://www.fieradeltartufo.org).

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<https://www.youtube.com/user/Tartufobiancodalba>

L'hashtag ufficiale dell'evento è **#albatruffle**

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