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**CAMPAIGN ANNOUNCEMENT: BAROLO & BARBARESCO WORLD OPENING KICKS OFF LARGER COMMUNICATIONS PROGRAM TOP TALES IN THE UNITED STATES**

*Top Tales: A Piece of Europe On Your Table, is supported by the European Union to promote Fontina DOP, Riso di Baraggia DOP and the DOCG's of Barolo and Barbaresco*

**FOR IMMEDIATE RELEASE**

**NEW YORK, February XX 2020** — The Barolo & Barbaresco World Opening (BBWO) events in New York on February 4<sup>th</sup> and 5<sup>th</sup>, which was organized by the **Consortium for the Protection of Barolo Barbaresco Alba Langhe and Dogliani**, officially launched the **Top Tales: A Piece Of Europe On Your Table** communications program. The three-year campaign supported by the European Union, will focus on raising awareness of the DOP's of Fontina and Riso di Baraggia as well as the DOCG's of Barolo and Barbaresco on the American market.

The events opening with a walk around tasting event on February 4<sup>th</sup> for trade, press, and consumers. Over two hundred producers poured their wines for eight hundred trade attendees and five hundred consumers. Despite the lingering tariff threat that hovers over the wine industry, the event turnout suggested a strong future for Barolo and Barbaresco in the American market.

*"It was an extraordinary event," stated **Andrea Ferrero, Director of the Consortium of Protection**, "a unique opportunity to showcase our wines directly to the final consumer and at the same time create a strong sense of unity among the producers, who are proud to present the excellence of their products in a setting like this."*

On February 5<sup>th</sup>, the BBWO events were dedicated to the presentation of the 2016 Barolo and 2017 Barbaresco wines. First, a committee of fifty Masters of Wine, critics, journalist, and Master Sommeliers from around the world met to blind taste and assess the not yet released vintages. The results were

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revealed during a prestigious gala dinner held in the heart of the World Trade Center at Eataly Downtown, New York. The 2016 vintage of Barolo was awarded an overall score of 99.3 while the 2017 Barbaresco obtained 98.1 points, an outcome obtained from the technical evaluation of the wines followed by the analytical and climatic data of the harvest and vintage.

*"We are enthusiastic about the success achieved by our wines"* comments the **President of the Consorzio, Matteo Ascheri** *"This is obviously a summary evaluation, the result of teamwork and an extensive and complex analysis of the entire vintage that took into account various factors such as climatic trends, ripening curves and the organoleptic evaluation of more than 100 international palates that tasted both here in New York and in Alba."*

Dinner at the gala was prepared by the famous three-star chef, **Massimo Bottura**, who cooked a unique menu in celebration of the launch of the promotional campaign, **Top Tales: A Piece of Italy on your Table**. Each dish paired perfectly to the iconic Barolo and Barbaresco wines, a burger made with **Fassona beef from Piemonte and Fontina DOP cheese from Valle d'Aosta** for and **Riso di Baraggia DOP**. The evening was hosted by Italian TV personality, **Alessandro Cattelan**, and included a performance by the musical group **'Il Volo'**, the Italian trio famous all over the world.

Future Barolo & Barbaresco World Opening events are set to take place in Shanghai in 2021 and on the West Coast of the United States in 2022.

Download the [photos](#) of the event

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