

Fontanafredda

Fontanafredda is a name "par excellence" among the biggest wine producers, with a great tradition mixed together with an entrepreneurial profile. It represents one of the best wine producers among the numerous wine labels in the Langhe area, land of prestigious sub alpine species of wine.



The farm Fontanafredda is more than 125 years old. It was a Vittorio Emanuele II's gift to his morganatic wife Rosa Vercellana and to his son Emanuele Guerrieri, Earl of Mirafiori, who started in 1878 a new wine activity. From 1931 on it has begun property of Monte dei paschi di Siena and it's still part of the Banking group societies Monte dei Paschi.



Today Fontanafredda spreads in the communes' land of Serralunga d'Alba, Barolo and Diano d'Alba, with an extension of bit less than 70 hectares of specialized vineyards (Nebbiolo, Barolo, Barbera, Dolcetto, Pinot nero, Freisa, Moscato and Chardonnay), set out as an amphitheatre around the homonymous suburb, with the characteristic brown-dark and ochre coloured stripe buildings as marvellous frame of a tiny church and of the famous "Bela Rosin" Villa, hidden in the secular wood and of the "swan lake" which receives the water of the "cold fountain", from which the name to the estate.

In the estate, apart from the ancient wine cellars for the refining of the noble red wines, symbol of tradition, also new ones have been introduced, which witness the importance of investments in technology in order to protect the typicalness and to exalt the quality of wines and sparkling wines.



Fontanafredda is a very well-known label worldwide, in its way of growth and international achievement, lived on 23rd March 2003, when it signed an agreement with the XX Olympic Winter Games Organizing Committee of Turin 2006, with whom it began "official provider" for exclusive wines and sparkling wines in the Olympics and for the Italian Olympic team.

Turin, 24th May 2006

Program

7th September, Thursday

3.00 p.m. – Meeting of the participants and departure from the main square of the Lingotto Congress Centre, in front of the Auditorium, directed to the winery Fontanafredda, in order to discover wine tasting and nature.

4.30 p.m. – Estimated arrival in the Langhe area and walking tour in a typical town – Barolo, Serravalle Lunga (Program definition is in progress).

6.00 p.m. – Guided tour around the Fontanafredda farm.

8.00 p.m. – Typical dinner in the Fontanafredda farm.

11.00 p.m. – Departure of the participants to Turin and arrival expected at midnight.

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