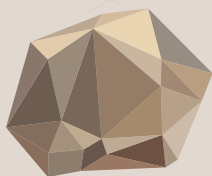




THE ROOTS
OF TASTE!



86^a FIERA
INTERNAZIONALE
**TARTUFO BIANCO
D'ALBA**

86th INTERNATIONAL ALBA WHITE TRUFFLE FAIR

ALBA, 8th OCTOBER - 27th NOVEMBER 2016

DONKEY PALIO, 2nd OCTOBER

fieradeltartufo.org

**THE TREE AS A SYMBOL OF THE 86th
EDITION OF THE INTERNATIONAL
ALBA WHITE TRUFFLE FAIR**

The International Alba White Truffle Fair has chosen the TREE as the iconic image of the 86th edition. The TREE as a representation of the unique and extraordinary landscape where the Alba White Truffle is born and reproduces in a still mysterious and elusive way: a landscape that, in 2014, was declared World Heritage Site by UNESCO. The TREE as an unbreakable bond with nature, because only through the symbiosis with its roots truffles can grow and prosper. The TREE as a symbol of the commitment which men are called upon in order to defend and preserve the environment they live in and from which, naturally, they get invaluable and not reproducible fruits.



• • • • •
**BREATHE
THE TRUFFLE**
• • • • •

**A crowdfunding project
for the protection of the Alba
White Truffle**

Protecting the Alba White Truffle means ensuring the preservation of a pristine environment, fighting land degradation, overbuilding and CO2 production to foster greater attention and responsibility towards a unique environment that, with its incredible gifts, sustains the same human activities and contributes to our rich food and wine culture.

The Tuber magnatum Pico is actually an extraordinary biological indicator: its existence is directly connected to the preservation of its native habitat, the plants with which it develops the symbiosis process and the soil and weather conditions of its growing region. The "Breathe the Truffle" crowdfunding project was created to involve the members of the community through the donation of funds in order to finance the purchase of plants or trees, or conservation actions in truffle grounds covered by the campaign.

**CROWDFUNDING CAMPAIGN
FOR THE ALBA WHITE TRUFFLE HABITAT**

21st September - 31st December

breathetruffle.fieradeltartufo.org

.....

10 THINGS TO KNOW ABOUT THE ALBA WHITE TRUFFLE

.....

1

It's an hypogaeal fungus



2

It can be found only by
a truffle-dog



3

It can't be cultivated



4

It grows from the roots of
specific plants



5

Its scent consists of 120
volatile molecules



6

Its harvest season starts
on 21st September and
ends on 31st January



7

It's eaten fresh and can be
stored for about a week



8

It must be kept in the
refrigerator, preferably
wrapped in blotting paper,
in a glass container fitted
with a lid



9

Before eating, it can be
cleaned with a brush under
running water; once it's
dry, let it stand for at least
10 minutes



10

It doesn't need cooking,
but it must be sliced raw
with a specific razor-sharp
edge tool: the truffle-slicer





86^a FIERA INTERNAZIONALE TARTUFO BIANCO D'ALBA

86th INTERNATIONAL ALBA WHITE TRUFFLE FAIR

The picture used to illustrate the Fair icon was taken by photographer Enzo Massa.

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Cortile della Maddalena



**THE BEST PLACE
TO SEE,
TOUCH,
SMELL,
GET TO KNOW,
EXPERIENCE,
DISCOVER AND
BUY TRUFFLES WITH
CONFIDENCE**

ALBA WHITE TRUFFLE WORLD MARKET

The historic heart of the event dedicated to the Tuber magnatum Pico is the Alba White Truffle World Market: an exhibition area located in the Cortile della Maddalena, in the old town centre of Alba; the perfect place to appreciate and buy the best truffles from the Langhe, Monferrato and Roero woods.

WHAT WILL YOU FIND IN THE MARKET?

TRUFFLES AND THE QUALITY COMMISSION*

The Alba White Truffle World Market is the largest international exhibition of truffles from the Piedmontese hills of Langhe, Monferrato and Roero. Before the market opens to the public, in order to guarantee quality and secure purchases, each truffle is checked by the specific "Quality Commission", which is available to customers throughout the Fair's duration with the "Costumer Information Desk" function.

AlbaQualità – FOOD AND WINE EXCELLENCES FROM PIEDMONT

The exhibition pavilions of AlbaQualità offer a comprehensive and complete overview of the gastronomic, vine-growing and wine-producing quality of the area, with particular attention to crafts and innovative productions. Among the thousands of products in tasting and for sale you can find wines, spirits, liqueurs, cheeses, meats, fresh and dried pasta, bakery products, traditional sweets, chocolate, vegetables, products containing Nocciolo Piemonte I.G.P. (Piedmontese hazelnuts), Castagne di Cuneo I.G.P. (Cuneo chestnuts), special flours, mushrooms and, of course, truffles.

TASTING AREA AND WINE SHOP

A specific area is reserved for catering and tasting of the renowned wines from Langhe and Roero. Here you can sample traditional dishes made with raw materials presented and sold in the exhibition spaces, designed to accompany and enhance the flavours of the Alba White Truffle.

All dogs are allowed into the Truffle Market!

ALBA WHITE TRUFFLE WORLD MARKET AND "ALBAQUALITÀ" FESTIVAL

ON SATURDAYS AND SUNDAYS
FROM 8th OCTOBER TO 27th NOVEMBER
SPECIAL OPENINGS ON 31st OCTOBER
AND 1st NOVEMBER

9.00 am - 8.00 pm
Cortile della Maddalena
Via Vittorio Emanuele, 19

ADMISSIONS TO ALBA WHITE
TRUFFLE WORLD MARKET AND
"ALBAQUALITÀ" FESTIVAL:

- Adults: **€ 3,00**
- Groups of over 30 people: **€ 2,50**
- Children and kids up to 15 years: **FREE**

*QUALITY COMMISSION / CUSTOMER
INFORMATION DESK

Centro Nazionale Studi Tartufo
Piazza Risorgimento, 2
From Monday to Friday, 9.00 am - 1.00 pm
2.00 pm - 6.00 pm
Saturday and Sunday, 9.00 am - 8.00 pm
at Alba White Truffle World Market

Info:
www.tuber.it

....
SKIP THE QUEUE
BUY ONLINE!
fieradeltartufo.org
....





Cortile della Maddalena



ALBA
TRUFFLE
SHOW

OUR CHEFS:

- ✳ UGO ALCIATI: Guido Restaurant - Villa Contessa Rosa Fontanafredda - Serralunga d'Alba
- ✳ MATTEO BARONETTO: Del Cambio Restaurant - Turin
- ✳ ANDREA BERTON: Berton Restaurant - Milan
- ✳ MASSIMO CAMIA: Massimo Camia Restaurant - La Morra
- ✳ FLAVIO COSTA: 21.9 Restaurant - Piobesi d'Alba
- ✳ CHRISTIAN E MANUEL COSTARDI: Christian&Manuel Restaurant at Hotel Cinzia - Vercelli
- ✳ MARCELLO FERRARINI: Gambero Rosso
- ✳ WALTER FERRETTO: Il Cascinalenuovo Restaurant Isola d'Asti
- ✳ FEDERICO GALLO: Locanda del Pilone - Alba
- ✳ MICHELANGELO MAMMOLITI: La Madernassa Restaurant - Guarene
- ✳ MAURILIO GAROLA: La Ciau del Tornavento Restaurant - Treiso
- ✳ MARGHERITA GIAMPICCOLO: Trés - Trezzo Tinella
- ✳ ALICE GORGATTI: Gluten-free cooking master chef
- ✳ PASQUALE LAERA: La Rei Restaurant - Serralunga d'Alba
- ✳ ANDREA LAROSSA: Larossa Restaurant - Alba
- ✳ MARC LANTERI: Al Castello di Grinzane Restaurant Grinzane Cavour
- ✳ DANILO LORUSSO: La Crotta Restaurant - Roddi
- ✳ GIANCARLO MORELLI: Pomiroeu Restaurant Seregno, Brianza
- ✳ MATTEO MORRA: Matteo Morra Restaurant - Barolo
- ✳ MASSIMILIANO MUSSO: Ca' Vittoria Hotel Restaurant Tigliole d'Asti
- ✳ ALESSANDRO NERI: il GrecAle Restaurant - Novello
- ✳ DAMIANO NIGRO: Villa d'Amelia Restaurant - Benevello
- ✳ DAVIDE OLDANI: D'O Restaurant - Cornaredo
- ✳ STEFANO PAGANINI: Alla Corte degli Alfieri Restaurant Magliano Alfieri
- ✳ DAVIDE PALLUDA: All'Enoteca Restaurant - Canale
- ✳ MARIUCCIA ROGGERO: San Marco Restaurant - Canelli
- ✳ DAVIDE SCABIN: Combal. Zero Restaurant - Rivoli
- ✳ MARCO STABILE: Ora d'Aria Restaurant - Florence
- ✳ VITTORIO TINELLI: Stasera Cucino Io Restaurant
- ✳ LUCA ZECCHIN: Guido da Costigliole Restaurant S. Stefano Belbo

SEE DATES AND TIMES OF THE SHOW-COOKINGS:
from page 30 to page 45

✳ = Michelin Star

ALBA TRUFFLE SHOW

Truffles are about scent, poetry, mystery. They are also extraordinary level cuisine, and a status symbol with a timeless charm. The Alba Truffle Show will host a series of cultural and culinary events celebrating the white gold of the Langhe in all its nuances. During every weekend of the Fair, personalities from the entertainment world alternate with national, international and local chefs, designers, writers and artists who share a passion for truffles, good food and good taste culture.

WHAT CAN YOU DO AT THE ALBA TRUFFLE SHOW?

FOODIE MOMENTS

The **Foodie Moments**, focused on gourmet, celebrate the union between haute cuisine and the Alba White Truffle, among taste, luxury and beauty. It is a Show-Cooking of the highest level created with the aim of guiding the visitors within the top master kitchens, discovering the secrets of the most popular national and international level chefs who, for this event, devote their creativity to dishes customised for the Alba White Truffle.

DIBATTITI E SHOW COOKING CON GRANDI OSPITI

The Alba Truffle Show is also about entertainment, culture and fun. During every weekend of the Fair, special guests from the show and media business talk about every topic concerning truffles: debates, meetings, book launches, talk shows, performances, workshops for people with coeliac disease and Show-Cookings in Italian Sign Language.

SENSORY EXPERIENCES

Wine Tasting Experience®: in collaboration with Strada del Barolo and the renowned Langa wines, the fair provides a new wine tasting experience dedicated to the endless wine-growing and wine-producing heritage of the Langhe and Roero, most notably long maturation red wines, world-famous leaders of Italian enology.

Truffle Sensory analysis: how to choose a truffle? How to appreciate it the most and how is it distinguished its quality? How should you store it and what are the best ways to eat it? A Judge in Sensory Analysis Ordinance from the International Organization for Truffle Tasters will unveil the hidden secrets of the most famous fungus in the world, leading a series of olfactory tastings, sensory and practical tests.

ALBA TRUFFLE SHOW

SATURDAYS AND
SUNDAYS FROM 8th OCTOBER
TO 27th NOVEMBER
EVENTS SCHEDULED ALSO
ON MONDAY 31st OCTOBER
AND TUESDAY 1st NOVEMBER

Cortile della Maddalena,
Via Vittorio Emanuele, 19

SALA BEPPE FENOGLIO:
access from the Alba White
Truffle World Market

SENSORY EXPERIENCES

SATURDAYS AND SUNDAYS
FROM 8th OCTOBER
TO 27th NOVEMBER
EVENTS SCHEDULED ALSO
ON MONDAY 31st OCTOBER
AND TUESDAY 1st NOVEMBER

WINE TASTING EXPERIENCE®

Info:
tasting@stradadelbarolo.it
www.winetastingexperience.it
For orders:
www.fieradeltartufo.org
TRUFFLE SENSORY ANALYSIS
Info:
info@tuber.it - www.tuber.it
For orders:
www.fieradeltartufo.org



BUY SPECIAL PRICE
ONLINE OFFERS
fieradeltartufo.org

TRADITIONS

BANQUET AT THE ALBA PODESTÀ COURT

In the shadow of San Lorenzo Cathedral, a dinner where setting, dishes, ingredients, services and tools make the fellow dinners relive the experience of a real medieval banquet. Musicians, theatrical entertainment and juggling will accompany the dinner.

PODESTÀ INVESTITURE

The Podestà Investiture is the historical reconstruction that leads to the folk event of the Donkey Palio. A magical and spectacular costumed reconstruction, in the heart of the city of Alba.

DONKEY PALIO

The Donkey Palio will be held on Sunday, 2nd October in Alba, the mad rush where the various boroughs compete to gain victory, rewarded with a drape. The Palio is preceded by a historical parade: over one thousand participants in costumes perform spectacular scenes of medieval setting. "Palio 2016" will be the name of a dish by the three Michelin stars Chef Enrico Crippa from "Piazza Duomo" Restaurant in Alba, took by photographer Bob Noto.

THE TRUFFLE BACHANAL AND THE MEDIEVAL FAIR

For one night and one day, Alba turns into a lively medieval village with hundreds of people in costume dragging visitors into games, street theatre, dancing and singing. Classic delicacies, cooked directly on the spot with traditional ingredients, are served in every corner of the city. An unmissable moment of celebration and discovery through the streets of the old town centre with dozens of hot and cold food, wine and entertainment.

BANQUET AT THE ALBA PODESTÀ COURT

SATURDAY 10th SEPTEMBER
8.00 pm • Piazza Risorgimento

PODESTÀ INVESTITURE

SATURDAY 24th SEPTEMBER
9.00 pm • Piazza Risorgimento

THE PALIO

SUNDAY 2nd OCTOBER

- Donkeys assignment to the Boroughs
10.00 pm • Piazza Risorgimento
- Medieval Parade
2.00 pm • Departing from
Piazza Michele Ferrero
- Donkey Palio
From 3.00 pm to 6.00 pm • Piazza Medford

TRUFFLE BACHANAL

SATURDAY 15th OCTOBER
6.00 pm - midnight • Old Town Centre

MEDIEVAL FAIR

SUNDAY 16th OCTOBER
10.00 am - 7.00 pm
Old Town Centre





LA STANZA BAROCCA
Between Piedmont and Sicily

From Tuesday to Friday, 3.30 pm - 7.00 pm
Saturday and Sunday, 10.00 am - 12.30 am
3.30 pm - 7.00 pm
fieradeltartufo.org



GIACOMO BALLA
Futur Balla

Monday, Wednesday, Thursday, Friday, 3.00 pm - 7.00 pm
Saturday, Sunday and Holidays, 10.00 am - 7.00 pm
fondazioneferrero.it



FRANCESCO CLEMENTE
After Omeros

From Tuesday to Friday, 3.00 pm - 6.00 pm
Saturday and Sunday, 10.00 am - 6.00 pm
ceretto.com



REGINE & RE DI CUOCHI

From Monday to Friday, 10.00 am - 12.30 am
2.00 pm - 6.00 pm
Saturday and Sunday, 10.00 am - 6.30 pm
fieradeltartufo.org



MARIO LATTES
Retrospective

From Tuesday to Saturday, 3.30 pm - 7.00 pm
Sunday, 10.00 am - 12.30 am | 3.30 pm - 7.00 pm
fondazionebottarilattes.it



DA FONTANA A DORFLES
Signature manifestos for the Truffle Fair

From Tuesday to Friday, 3.00 pm - 6.00 pm
Saturday, 9.00 am - 12.00 am | 2.30 pm - 6.30 pm
Sunday, 2.30 pm - 6.30 pm
centrostudibeppefenoglio.it

EXHIBITIONS

FRANCESCO CLEMENTE
AFTER OMEROS
15th SEPTEMBER - 13th NOVEMBER
Coro della Maddalena

11

DA FONTANA A DORFLES
SIGNATURE MANIFESTOS FOR THE TRUFFLE FAIR
1st OCTOBER - 11th DECEMBER
Centro Studi Beppe Fenoglio

6

REGINE & RE DI CUOCHI
8th OCTOBER - 27th NOVEMBER
Chiesa di S. Domenico

8

LUCIANO DELFINO
SINGLE-SUBJECT EXHIBITION
8th OCTOBER - 6th NOVEMBER
Chiesa di San Giuseppe

4

MARIO LATTES
RETROSPECTIVE
14th OCTOBER - 2nd NOVEMBER
Palazzo Banca d'Alba

17

LA STANZA BAROCCA
BETWEEN PIEDMONT AND SICILY
6th NOVEMBER - 27th NOVEMBER
Palazzo Banca d'Alba

17

GIACOMO BALLA
FUTUR BALLA
29th OCTOBER - 27th FEBRUARY
Fondazione Ferrero

16

S'OGGETTO
12th NOVEMBER - 27th NOVEMBER
Chiesa di San Giuseppe

4



POETICA, THE POETRY FESTIVAL OF THE CITY OF ALBA
ARTS SCIENCE CULTURE. PROMOTED BY THE ALBA WHITE
TRUFFLE FAIR ORGANISERS AND CITY OF ALBA.

POETICA is a cultural project aimed at sharing POETRY in the territory: the workforce agrees that, as part of the International Alba White Truffle Fair — focused on culture, tradition and territory — poetry shouldn't be promoted and defined only as a written opera expressed in verse, but it should be enhanced by the transversality of the Arts, the culture of the soil, and taste.

The Festival welcomes international guests who lead the visitors to concentrate on the physical sense of poetry. The city of Alba will become a sort of poetic site spread all around the city streets, churches, squares and its theatre. The Festival will host performances of world-class artists and all arts within the city that, like the Passing Poets, will be shared in the POETICA project..



POETICA, THE POETRY FESTIVAL OF THE CITY OF ALBA ARTS SCIENCE CULTURE

HIDDEN THINGS

.....

FROM 18th TO 20th NOVEMBER
Artistic directors: Roberta Castoldi
and Alessandra Morra (In Donne Veritas)

INFO:
www.albapoetica.it

Pictures by Michele De Vita



**ALBA
TRUFFLE
BIMBI**

Green

ALBA TRUFFLE KIDS GREEN

...THE TREE TURNS INTO A TOY...

Alba Truffle Kids Green is the place dedicated to all children who visit the Fair with their families. A VILLAGE FOR KIDS created by the International Alba White Truffle Fair Organisers and the City of Alba in cooperation with Associazione Sinergia Outdoor.

Handcrafted wooden toys that turn the symbol of the 86th International Alba White Truffle Fair into a game: the TREE, a fundamental element of the landscape of the Langhe, Monferrato and Roero. Planting a wood, taking care of it, being familiar with it in order to "use" it in a proper and respectful way: these are the basic aspects of the activities and educational games designed for the 2016 edition of Alba Truffle Kids Green. Rooms with EDUCATIONAL WOODEN TOYS where children can give free rein to their imagination and their desire to learn while having fun, a WORKSHOP AREA for building and painting stuff, a BREAK ROOM for both kids and adults and a BABY CORNER (changing table, bottle warmer, etc.).

Such themes will be presented not only to kids and families visiting the fair but, through the project "Children ... school of territory: the hills backyard", even to schoolchildren of Alba and surroundings, for which free educational visits and specific activities will be arranged.

THE TREE OF MAKING ...

IDEAS AND MANUAL ACTIVITIES SUITABLE FOR FAMILIES

A series of workshops will introduce you to the trees, playing with nature and making small artworks with recycled materials.

The proposed journey will take a cue from the tree's sections and the feelings that nature is able to create in everyone.

Free workshops for families with children aged 3 to 10: playing together to grow together. Limited seats with the possibility of making a reservation.

THE TREE TURNS INTO A TOY

EVERY SATURDAYS
AND SUNDAYS

FROM 8th OCTOBER TO 27th NOVEMBER
SPECIAL OPENINGS ON 31st OCTOBER
AND 1st NOVEMBER

11.00 am - 7.00 pm

Palazzo Mostre e Congressi "G. Morra"
Piazza Medford, 3
FREE ADMISSION

THE TREE OF MAKING

EVERY SATURDAYS AND SUNDAYS
FROM 8th OCTOBER TO 27th NOVEMBER

4.00 pm - 6.00 pm

Palazzo Mostre e Congressi "G. Morra"
Piazza Medford, 3
FREE ADMISSION

WORKSHOPS:

- Sowing ...to continue the cycle of life
- Roots of stories
- Taking care to help growing ...
- Inside the bark
- Branches of hands
- Harvesting ...to enjoy the fruits
- Tutti Frutti
- Storing ...for leaving something good

INFO:

fieradeltartufo.org

RESERVATIONS:

info@sinergiaoutdoor.com - Tel. 335 1301912





SALON OF TASTES AND FLAVOURS

Salon of Tastes and Flavours is the temporary pavilion that gathers the best of the Piedmontese agri-food excellence, leading the visitors to discover them through sensory experiences, workshops and educational tours.

PROGRAMME:

Saturday 22nd and Sunday 23rd October

MEAT AND PAN 'D LINGA® FESTIVAL

In cooperation with Associazione Macellai Albesi (Butchers Association of Alba), Associazione Panificatori Albesi (Bread-makers Association of Alba) and Associazione Cantine di Alba - Winemakers of Alba.

Saturday 29th, Sunday 30th, Monday 31st October and Tuesday 1st November
PIEDMONT HAZELNUTS I.G.P. ALTA LINGA. THE BEST HAZELNUT IN THE WORLD. GUIDED TASTINGS OF PIEDMONT HAZELNUTS I.G.P. & MOSCATO D'ASTI DOCG

In cooperation with Hazelnut and typical local products of Alta Langa Fair Organisers.

Saturday 5th and Sunday 6th November

PASTRY CHEFS ARTISANS' CHOCOLATE FROM THE PROVINCE OF CUNEO AND THE VALUABLE PIEDMONTESE GRAPPA

In collaboration with Confartigianato Cuneo and the Piedmont Grappa Institute.

Saturday 12th and Sunday 13th November

CAMPAGNA AMICA DAY

On the 70th anniversary of Coldiretti Cuneo. By Coldiretti.

Saturday 19th and Sunday 20th November

PIEDMONTESE CHEESES DOP AND MADERNASSA PEAR

In cooperation with Onaf and Group of safeguarding and promoting of the Madernassa di Guarene and Roero Pear.

Saturday 26th and Sunday 27th November

GUEST REGION: BASILICATA - MATERA 2019 FOUNDATION



SALON OF TASTES AND FLAVOURS

EVERY SATURDAYS AND SUNDAYS
 FROM 22nd OCTOBER TO
 27th NOVEMBER

SPECIAL OPENINGS ON
 31st OCTOBER AND 1st NOVEMBER

10.00 am - 8.00 pm
 Piazza Risorgimento



de truffles

DESIGN MEETS THE ALBA WHITE TRUFFLE

The 86th edition of the International Alba White Truffle Fair meets the great design and undertakes an innovation journey that, under the name of “**de truffles**”, will celebrate in the coming years the union of the Alba White Truffle and the creativity of some of the leading designers and architects in the world. The International Alba White Truffle Fair Organisers, Alba City and Poetica, the poetry Festival of the City of Alba – Arts, science and culture, in cooperation with design businessman **Alberto Alessi**, decided to promote the production of an innovative “Alba White Truffle Kit”, including a truffle-slicer, a display and a box. A workshop for world-class designers, whose outcome will be put into production by Alessi company, was announced for the creation of the kit. A good combination of excellences: the uniqueness of a product of a specific territory, which achieved a certain reputation around the world, and the quality of Alessi's industrial production, esteemed beyond any boundary.

A TWO-YEAR JOURNEY

A Round-table is scheduled on 20th November, and it will be attended by Alberto Alessi together with designers, renowned architects and local experts linked to the world of the Alba White Truffle. Two worlds will be compared; the local tradition and the international project, with the contribution of cross “interferences” that will help to open up new paths. An exhibition of “Alba White Truffle Kit” prototypes and projects which derive from this is planned for 2017, together with the name of the contest winner.



ROUND TABLE

.....
SUNDAY 20th NOVEMBER
10.30 am
Castello di Grinzane Cavour

Throughout the City

sistema museale albese



CITTÀ DI ALBA

5 musei
una città
UN UNICO BIGLIETTO

SMA MUSEUM NETWORK OF ALBA

FIVE MUSEUMS, ONE CITY, A SINGLE TICKET

Joining together in a network to enhance and make the museum and cultural offers of the City of Alba even more accessible: this is SMA - Sistema Museale Albese (Museum Network of Alba), a new initiative for the capital of the Langhe. A synergy that gets together some among the richest and most interesting museums and places of culture of the city, that can be visited with a single ticket.

MUSEUMS

MUSEO CIVICO ARCHEOLOGICO DI SCIENZE NATURALI FEDERICO EUSEBIO

From Tuesday to Friday, 3.00 pm - 6.00 pm
Saturday, 2.00 pm - 7.00 pm; Sunday, 10.00 am - 1.00 pm | 2.00 pm - 7.00 pm
Via Vittorio Emanuele II, 19 (entrance from Cortile della Maddalena)

MUDI - MUSEO DIOCESANO

From Tuesday to Friday, 3.00 pm - 6.00 pm
Saturday and Sunday, 2.30 pm - 6.30 pm
Piazza Rossetti

CENTRO STUDI DI LETTERATURA, STORIA, ARTE E CULTURA BEPPE FENOGLIO

From Tuesday to Friday, 3.00 pm - 6.00 pm
Saturday, 9.00 am - 12.00 am | 2.30 pm - 6.30 pm; Sunday, 2.30 pm - 6.30 pm
Piazza Rossetti, 2

CHIESA DI SAN DOMENICO

From Monday to Friday, 3.00 pm - 6.00 pm
Saturday and Sunday, 10.00 am - 12.00 am | 2.30 pm - 6.30 pm
Via Teobaldo Calissano

CHIESA DI SAN GIUSEPPE

From Monday to Friday, 3.00 pm - 6.00 pm
Saturday and Sunday, 2.30 pm - 6.30 pm
Piazzetta Vernazza



MUSEUM NETWORK OF ALBA SINGLE TICKET

- Valid for one year
- It can be purchased at Museo Civico Federico Eusebio and Ente Turismo Alba Bra Langhe and Roero
- Price: € 6,00
(free admission for children under 10)

FOR MORE INFORMATION:

Twitter: museidialba
Facebook: SistemaMusealeAlbese
www.comune.alba.cn.it/sma

PRESS OFFICE

SISTEMA MUSEALE ALBESE:
Elisa Bogliotti - 339 2425021
elisa@bogliotti.com



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WEEKLY PROGRAMME

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PRE-LAUNCH EVENTS	28
WEEK N°1 • 7 th October - 9 th October	30
WEEK N°2 • 13 th October - 16 th October	32
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WEEK N°7 • 17 th November - 20 th November	42
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PRE-FAIR

EVENTS

SAT 10th SEPTEMBER

CAPITOLO DELLA GIOSTRA

4.00 pm • Scouncil Chamber of Alba City

6.00 pm • Holy Mass - San Lorenzo Cathedral

BANQUET AT THE ALBA
PODESTÀ COURT

8.00 pm • Piazza Risorgimento

WED 14th SEPTEMBER

"FRANCESCO CLEMENTE
AFTER OMEROS"

EXHIBITION OPENING CEREMONY
by Ceretto Family

6.00 pm • Coro della Maddalena

SUN 18th SEPTEMBER

"CORRI SOTTO LE TORRI" 9th EDITION

Starting from 9.00 am • Piazza Garibaldi

MARATONA FENOGLIANA

Starting from 3.30 pm

Meeting and departure from Piazza Trento e Trieste

SAT 24th SEPTEMBER

PODESTÀ INVESTITURE

9.00 pm • Piazza Risorgimento

SUN 25th SEPTEMBER

LIBRINALBA

10.00 am - 8.00 pm • Piazza Michele Ferrero

WINE FEST

2.00 pm - 8.00 pm • Old Town Centre

SAT 1st OCTOBER

ELEGANCE CONTEST
FOR CLASSIC CARS

3.30 pm - 6.30 pm • Piazza Risorgimento

60th EDITION OF "LA BELA TRIFOLERA"

7.00 pm - Teatro Sociale "G. Busca" outdoor area

FASHION TRUFFLE NIGHT

9.00 pm - Chiesa di San Domenico

30th INTERNATIONAL LAWN-BOWLING
TOURNAMENT

6th "U. GRANAGLIA" MEMORIAL

Bocciofila Albese, Corso Nino Bixio, 40

ITINERANT MARKET
AND ZERO-MILEAGE MARKETS

Along all the streets and squares of the City

SUBTERRANEAN ALBA

For info and opening times see page 45

SUN 2nd OCTOBER

30th INTERNATIONAL LAWN-BOWLING
TOURNAMENT

6th "U. GRANAGLIA" MEMORIAL

Bocciofila Albese, Corso Nino Bixio, 40

ITINERANT MARKET
AND ZERO-MILEAGE MARKETS

Along all the streets and squares of the City

ASSIGNMENT OF THE DONKEYS
TO THE BOROUGHES

10.00 am • Piazza Risorgimento

CLASSICA
Trio Metamorphosi

11.00 am • Chiesa di San Giuseppe

MEDIEVAL PARADE

2.00 pm • Departure from Piazza Michele Ferrero

DONKEY PALIO

3.00 pm - 6.00 pm • Piazza Medford

SUBTERRANEAN ALBA

For info and opening times see page 47

WEEK

1

7th / 9th OCTOBER



FRI 7th

86TH INTERNATIONAL ALBA WHITE TRUFFLE FAIR OPENING CEREMONY

5.30 pm • Teatro Sociale "G. Busca" 9

SAT 8th

ALBA WHITE TRUFFLE WORLD MARKET AND "ALBAQUALITÀ" FESTIVAL

9.00 am - 8.00 pm • Cortile della Maddalena 11

ALBA TRUFFLE KIDS GREEN

11.00 am - 7.00 pm
Palazzo Mostre e Congressi "G. Morra" 1

ITINERANT MARKET
AND ZERO-MILEAGE MARKETS

Along all the streets and squares of the City

PANTALERA STORICA IN COSTUME

3.30 pm • Piazza Risorgimento 5

SUBTERRANEAN ALBA

For info and opening times see page 47

SUN 9th

ALBA WHITE TRUFFLE WORLD MARKET AND "ALBAQUALITÀ" FESTIVAL

9.00 am - 8.00 pm • Cortile della Maddalena 11

ALBA TRUFFLE SHOW

- Foodies Moments: Chef MAURILIO GAROLA - 11.00 am
- Foodies Moments: Chef MARGHERITA GIAMPICCOLO - 6.00 am

Sala Beppe Fenoglio • Cortile della Maddalena 11

ALBA TRUFFLE KIDS GREEN

11.00 am - 7.00 pm
Palazzo Mostre e Congressi "G. Morra" 1

ITINERANT MARKET
AND ZERO-MILEAGE MARKET

Along all the streets and squares of the City

FRESH MUSHROOMS EXHIBITION
by Asti Mycological Association

9.00 am - 8.00 pm • Cortile della Maddalena 11

ALBAROMATICA

10.00 am - 7.00 pm • Piazza Risorgimento 5

SUBTERRANEAN ALBA

For info and opening times see page 47

CLASSICA

Andrea Bacchetti on piano

11.00 am • Chiesa di San Giuseppe 4

THU 13th

GREAT EXHIBITION OF PIEDMONTESE
CATTLE, ALBESE DELLA COSCIA
SUBPHYLUM

9.30 am • Piazza Prunotto

FRI 14th

VERNISSAGE/ART EXHIBIT "MARIO LATTES -
ANTOLOGIA PERSONALE"

5.00 pm • Palazzo Banca d'Alba

LECTIO MAGISTRALIS BY "LA QUERCIA"
CATEGORY WINNER
DEDICATED TO MARIO LATTES

6.30 pm • Teatro Sociale "G. Busca"

JAZZ&CO: EKKEHARD WOLK-ANDREA
MARCELLI DUO

9.00 am • Chiesa di San Giuseppe

SAT 15th

ALBA WHITE TRUFFLE WORLD MARKET
AND "ALBAQUALITÀ" FESTIVAL

9.00 am - 8.00 pm • Cortile della Maddalena

ALBA TRUFFLE SHOW

- Foodies Moments: Chef PASQUALE LAERA - 11.00 am
- Vincenzo Reda's book launch:
"Il Tartufo Bianco d'Alba" - 3.00 pm
- Foodies Moments: Chef ANDREA LAROSSA - 6.00 pm

Sala Beppe Fenoglio • Cortile della Maddalena

ALBA TRUFFLE KIDS GREEN

11.00 am - 7.00 pm

Palazzo Mostre e Congressi "G. Morra"

TRUFFLE BACHANAL

6.00 pm - 12.00 pm • Old Town Centre

ITINERANT MARKET
AND ZERO-MILEAGE MARKET

Along all the streets and squares of the City

SUBTERRANEAN ALBA

For info and opening times see page 47

SUN 16th

ALBA WHITE TRUFFLE WORLD MARKET
AND "ALBAQUALITÀ" FESTIVAL

9.00 am - 8.00 pm • Cortile della Maddalena

ALBA TRUFFLE SHOW

- Foodies Moments: Chef MATTEO BARONETTO - 11.00 am
- Foodies Moments: Chef ALESSANDRO NERI - 6.00 pm

Sala Beppe Fenoglio • Cortile della Maddalena

ALBA TRUFFLE KIDS GREEN

11.00 am - 7.00 pm

Palazzo Mostre e Congressi "G. Morra"

MEDIEVAL FAIR

10.00 pm - 7.00 pm • Old Town Centre

ITINERANT MARKET
AND ZERO-MILEAGE MARKET

Along all the streets and squares of the City

SUBTERRANEAN ALBA

For info and opening times see page 47

CLASSICA

Athena Capodistria - piano
String Quartet of the Greek National Orchestra

11.00 am • Chiesa di San Giuseppe

FRI 21st

JAZZ&CO: ENRICO MERLIN

9.00 pm • Chiesa di San Giuseppe

4

POETRY PERFORMANCE AS PART OF
FRANCESCO CLEMENTE'S EXHIBITION
"AFTER OMEROS"

6.30 pm • Coro della Maddalena

11

"CASTLES AND CASTLE RESIDENCES.
FEUDAL ARCHITECTURES FROM THE
MIDDLE AGES TO THE NINETEENTH
CENTURY IN LANGHE AND ROERO"
DVD launch by Walter Accigliaro and Pierangelo Vacchetto
from the Alba branch of Italia Nostra

9.00 pm

Sala Beppe Fenoglio • Cortile della Maddalena

11

SAT 22ndALBA WHITE TRUFFLE WORLD MARKET
AND "ALBAQUALITÀ" FESTIVAL

9.00 am - 8.00 pm • Cortile della Maddalena

11

ALBA TRUFFLE SHOW

- Show Cooking: Compared excellences, Sicily and Piedmont: grain and Alba White Truffle - 11.00 am
- Round Table: Compared excellences, Sicily and Piedmont: grain and Alba White Truffle - 3.00 pm
- Foodies Moments: Chef MASSIMO CAMIA - 6.00 pm

Sala Beppe Fenoglio • Cortile della Maddalena

11

ALBA TRUFFLE KIDS GREEN

11.00 am - 7.00 pm

Palazzo Mostre e Congressi "G. Morra"

1

INNOVATION AND NEW TECHNOLOGIES
by Confartigianato Cuneo

9.00 am - 8.00 pm • Piazza Falcone

10

LECTURE: CARAVAGGIO, MATTIA PRETI
AND ROBERTO LONGHI WITH ART
HISTORIAN ANTONIO D'AMICO

11.00 am • Alba Town Hall

5

SALON OF TASTES AND FLAVOURS
Meat and Pan 'd Langa® Festival

7.00 pm - 12.00 pm • Piazza Risorgimento

5

ORTOQUI STREET FESTIVAL
Street Music Festival

9.00 am - 8.00 pm • Piazza San Paolo

14

ITINERANT MARKET
AND ZERO-MILEAGE MARKET
Along all the streets and squares of the City

SUBTERRANEAN ALBA

For info and opening times see page 47

SUN 23rdALBA WHITE TRUFFLE WORLD MARKET
AND "ALBAQUALITÀ" FESTIVAL

9.00 am - 8.00 pm • Cortile della Maddalena

11

ALBA TRUFFLE SHOW

- Show Cooking: "White Truffle's Scent 3.0" with Chef DAVIDE OLDANI - 11.00 am
- Award: "Il Tartufo Reale" in cooperation with Reale Mutua Assicurazioni - 3.00 pm
- Foodies Moments: Chef DAVIDE PALLUDA - 6.00 pm

Sala Beppe Fenoglio • Cortile della Maddalena

11

ALBA TRUFFLE KIDS GREEN

11.00 am - 7.00 pm

Palazzo Mostre e Congressi "G. Morra"

1

FLAG FESTIVAL

3.00 pm • Piazza Risorgimento

5

TRUFFLE-DOG DAY

9.00 am - 4.00 pm • Piazza Medford

2

INNOVATION AND NEW TECHNOLOGIES
by Confartigianato Cuneo

9.00 am - 8.00 pm • Piazza Falcone

10

SALON OF TASTES AND FLAVOURS
Meat and Pan 'd Langa® Festival

10.00 am - 7.00 pm • Piazza Risorgimento

5

ORTOQUI STREET FESTIVAL
Street Music Festival

9.00 am - 8.00 pm • Piazza San Paolo

14

ITINERANT MARKET
AND ZERO-MILEAGE MARKET
Along all the streets and squares of the City

SUBTERRANEAN ALBA

For info and opening times see page 47

CLASSICA

Solo Artists of the Sanremo Symphony Orchestra

11.00 am • Chiesa di San Giuseppe

4

28th OCT / 1st NOVFRI 28th

JAZZ&CO: JAZZ FROM ASIA

9.00 pm • Chiesa di San Giuseppe

SAT 29thALBA WHITE TRUFFLE WORLD MARKET
AND "ALBAQUALITÀ" FESTIVAL

9.00 am - 8.00 pm • Cortile della Maddalena

ALBA TRUFFLE SHOW

- Show Cooking: Guest Region, Liguria - 11.00 am
- Book launch by Renata Cantamessa: "Il Mistero del Grandalbero" and "Ricette Favolate di Fata Zucchini" - 3.00 pm
- Foodies Moments: Chef DAMIANO NIGRO, Piedmont Hazelnut I.G.P. and Alta Langa, a world to be discovered - 6.00 pm

Sala Beppe Fenoglio • Cortile della Maddalena

ALBA TRUFFLE KIDS GREEN

11.00 am - 7.00 pm
Palazzo Mostre e Congressi "G. Morra""FUTUR BALLA" EXHIBITION
OPENING CEREMONY
by Ester Coen10.00 am
Fondazione Ferrero, open until Monday 27th February, 20171st TWIN CITIES' CHOIRS FESTIVAL

9.00 pm • Teatro Sociale "G. Busca"

LANGHE E ROERO IN PIAZZA
CON LA GRANDA

4.30 pm - 8.00 pm • Old Town Centre

ITINERANT MARKET
AND ZERO-MILEAGE MARKET
Along all the streets and squares of the CityIL SALOTTO DEI GUSTI E DEI PROFUMI
Piedmont Hazelnut I.G.P. Alta Langa. The best hazelnut in the world

10.00 am - 7.00 pm • Piazza Risorgimento

INNOVATION AND NEW TECHNOLOGIES

9.00 am - 8.00 pm • Piazza Falcone

SUBTERRANEAN ALBA

For info and opening times see page 47

SUN 30thALBA WHITE TRUFFLE WORLD MARKET
AND "ALBAQUALITÀ" FESTIVAL

9.00 am - 8.00 pm • Cortile della Maddalena

ALBA TRUFFLE SHOW

- Foodies Moments: Chef ANDREA BERTON - 11.00 am
- Foodies Moments: Chef WALTER FERRETTO - 6.00 pm

Sala Beppe Fenoglio • Cortile della Maddalena

ALBA TRUFFLE KIDS GREEN

11.00 am - 7.00 pm
Palazzo Mostre e Congressi "G. Morra"IL SALOTTO DEI GUSTI E DEI PROFUMI
Piedmont Hazelnut I.G.P. Alta Langa. The best hazelnut in the world

10.00 am - 7.00 pm • Piazza Risorgimento

INNOVATION AND NEW TECHNOLOGIES

9.00 am - 8.00 pm • Piazza Falcone

SUBTERRANEAN ALBA

For info and opening times see page 47

CLASSICA

Pianox2 - Rossella Spinosa, Alessandro Calcagnile

11.00 am • Chiesa di San Giuseppe

LANGHE E ROERO IN PIAZZA...
CON LA GRANDA

10.30 am - 7.00 pm • Old Town Centre

ZERO-MILEAGE MARKET

Along all the streets and squares of the City

MON 31stALBA WHITE TRUFFLE WORLD MARKET
AND "ALBAQUALITÀ" FESTIVAL

9.00 am - 8.00 pm • Cortile della Maddalena

ALBA TRUFFLE SHOW

- Foodies Moments: Chef DANILO LORUSSO - 11.00 am
- Foodies Moments: Chef FLAVIO COSTA - 6.00 pm

Sala Beppe Fenoglio • Cortile della Maddalena

ALBA TRUFFLE KIDS GREEN

11.00 am - 7.00 pm
Palazzo Mostre e Congressi "G. Morra"IL SALOTTO DEI GUSTI E DEI PROFUMI
Piedmont Hazelnut I.G.P. Alta Langa. The best hazelnut in the world

10.00 am - 7.00 pm • Piazza Risorgimento

INNOVATION AND NEW TECHNOLOGIES

9.00 am - 8.00 pm • Piazza Falcone

TUE 1stALBA WHITE TRUFFLE WORLD MARKET
AND "ALBAQUALITÀ" FESTIVAL

9.00 am - 8.00 pm • Cortile della Maddalena

ALBA TRUFFLE SHOW

- Show Cooking gluten free gourmet: MARCELLO FERRARINI - 11.00 am
- Mani in Pasta" gluten free workshop: MARCELLO FERRARINI - 3.00 pm
- Show Cooking: "gluten free cooking master chef 2016": ALICE GORGATTI - 6.00 pm

Sala Beppe Fenoglio • Cortile della Maddalena

Alba Truffle Kids GREEN

11.00 am - 7.00 pm
Palazzo Mostre e Congressi "G. Morra"IL SALOTTO DEI GUSTI E DEI PROFUMI
Piedmont Hazelnut I.G.P. Alta Langa. The best hazelnut in the world

10.00 am - 7.00 pm • Piazza Risorgimento

INNOVATION AND NEW TECHNOLOGIES

9.00 am - 8.00 pm • Piazza Falcone

SUBTERRANEAN ALBA

For info and opening times see page 47

FRI 4th

POETRY PERFORMANCE AS PART OF
FRANCESCO CLEMENTE'S EXHIBITION
"AFTER OMEROS"

6.30 pm • Coro della Maddalena

SAT 5th

ALBA WHITE TRUFFLE WORLD MARKET
AND "ALBAQUALITÀ" FESTIVAL

9.00 am - 8.00 pm • Cortile della Maddalena

ALBA TRUFFLE SHOW

- Foodies Moments: Chef LUCA ZECCHIN - 11.00 am
- Guess who's coming to dinner? Eating with the ancient
by Liceo Classico, Liceo Artistico, Cillario
and Enological Schools - 3.00 pm
- CHIERI E IL CHIERESE present:
- CASA MARTINI MIXOLOGY CLASS:
Cocktail of the Territory with Valter Gosso, winner
of the Martini Grand Prix 2015 and 2016 Martini & Rossi
Ambassador - 4.30 pm
- Foodies Moments: Chef VITTORIO TINELLI - 6.00 pm

Sala Beppe Fenoglio • Cortile della Maddalena

ALBA TRUFFLE KIDS GREEN

11.00 am - 7.00 pm
Palazzo Mostre e Congressi "G. Morra"

ITINERANT MARKET
AND ZERO-MILEAGE MARKET

Along all the streets and squares of the City

IL SALOTTO DEI GUSTI E DEI PROFUMI
Pastry chefs artisans' chocolate from the province of Cuneo
and the valuable grappa of the Piedmontese Grappa Institute

10.00 am - 7.00 pm • Piazza Risorgimento

SUBTERRANEAN ALBA

For info and opening times see page 47

INNOVATION AND NEW TECHNOLOGIES

9.00 am - 8.00 pm • Piazza Falcone

JAZZ&CO: ITALY METTS FINLAND

9.00 pm • Chiesa di San Giuseppe

SUN 6th

ALBA WHITE TRUFFLE WORLD MARKET
AND "ALBAQUALITÀ" FESTIVAL

9.00 am - 8.00 pm • Cortile della Maddalena

ALBA TRUFFLE SHOW

- Foodies Moments: Chef UGO ALCIATI - 11.00 am
- Show Cooking Chef DAVIDE SCABIN - 3.00 pm
- CHIERI E IL CHIERESE present:
- CASA MARTINI MIXOLOGY CLASS:
Cocktail of the Territory with Valter Gosso, winner of the 2015
Martini Grand Prix and 2016 Martini & Rossi Ambassador - 4.30 pm
- Foodies Moments: Chef MARC LANTERI - 6.00 pm

Sala Beppe Fenoglio • Cortile della Maddalena

ALBA TRUFFLE KIDS GREEN

11.00 am - 7.00 pm
Palazzo Mostre e Congressi "G. Morra"

ZERO-MILEAGE MARKET

Along all the streets and squares of the City

BARBARESCO AND ALBA WHITE TRUFFLE
ECO-MARATHON

9.00 am • Piazza Risorgimento

IL SALOTTO DEI GUSTI E DEI PROFUMI

Pastry chefs artisans' chocolate from the province of Cuneo
and the valuable grappa of the Piedmontese Grappa Institute

10.00 am - 7.00 pm • Piazza Risorgimento

SUBTERRANEAN ALBA

For info and opening times see page 47

CLASSICA

Fortecello duo

11.00 am • Chiesa di San Giuseppe

INNOVATION AND NEW TECHNOLOGIES

9.00 am - 8.00 pm • Piazza Falcone

TUE 8th

DEE DEE BRIDGEWATER
WITH THEO CROKER & DVRKFUNK
In cooperation with Alba&Jazz Cultural Association

9.00 pm • Teatro Sociale "G. Busca"

SAT 12th

ALBA WHITE TRUFFLE WORLD MARKET
AND "ALBAQUALITÀ" FESTIVAL

9.00 am - 8.00 pm • Cortile della Maddalena



ALBA TRUFFLE SHOW

- Foodies Moments:
Chef CHRISTIAN AND MANUEL COSTARDI - 11.00 am
- Show Cooking: Parma, the Creative City of Gastronomy
UNESCO - 3.00 pm
- Foodies Moments: Chef STEFANO PAGANINI - 6.00 pm

Sala Beppe Fenoglio • Cortile della Maddalena



ALBA TRUFFLE KIDS GREEN

11.00 am - 7.00 pm
Palazzo Mostre e Congressi "G. Morra"



IL SALOTTO DEI GUSTI E DEI PROFUMI
Campagna Amica Day
On the 70th anniversary of Coldiretti Cuneo

6.00 pm - 10.30 pm • Piazza Risorgimento



ITINERANT MARKET
AND ZERO-MILEAGE MARKET
Along all the streets and squares of the City

PARMA, THE UNESCO CREATIVE
CITY OF GASTRONOMY
9.00 am - 8.00 pm • Piazza Falcone



SUBTERRANEAN ALBA
For info and opening times see page 47

267th AUTUMN MISTS CHAPTER
Order of the Knights of the Truffle and Alba Wines
Castello di Grinzane Cavour

SUN 13th

ALBA WHITE TRUFFLE WORLD MARKET
AND "ALBAQUALITÀ" FESTIVAL

9.00 am - 8.00 pm • Cortile della Maddalena



ALBA TRUFFLE SHOW

- Foodies Moments: Chef MARCO STABILE - 12.00 am
- Show Cooking: Parma Città Creativa della Gastronomia
UNESCO - 3.00 pm
- Foodies Moments: Chef MARIUCCIA ROGGERO - 6.00 pm

Sala Beppe Fenoglio • Cortile della Maddalena



ALBA TRUFFLE KIDS GREEN

11.00 am - 7.00 pm
Palazzo Mostre e Congressi "G. Morra"



IL SALOTTO DEI GUSTI E DEI PROFUMI
Campagna Amica Day
On the 70th anniversary of Coldiretti Cuneo
10.00 am - 8.00 pm • Piazza Risorgimento



ZERO-MILEAGE MARKET
Along all the streets and squares of the City

PARMA, THE UNESCO CREATIVE
CITY OF GASTRONOMY
9.00 am - 8.00 pm • Piazza Falcone



17TH EDITION OF THE ALBA WHITE TRUFFLE
WORLD AUCTION
Castello di Grinzane Cavour

SUBTERRANEAN ALBA
For info and opening times see page 47

CLASSICA
I Soliti Laudensi
11.00 am • Chiesa di San Giuseppe



THU 17th

A BLIND... DINNER DATE

L'Inedito Vigin Mudest, Ristorante Osteria

Info: Tel: +39 0173 441701 - Mobile: +39 334 3023068

ristorante@lineditoviginmudest.it

8.00 pm • Via Vernazza, 11

FRI 18th

POETICA

Old Town Centre

SAT 19thALBA WHITE TRUFFLE WORLD MARKET
AND "ALBAQUALITÀ" FESTIVAL

9.00 am - 8.00 pm • Cortile della Maddalena

ALBA TRUFFLE KIDS GREEN

11.00 am - 7.00 pm

Palazzo Mostre e Congressi "G. Morra"

POETICA

Old Town Centre

IL SALOTTO DEI GUSTI E DEI PROFUMI

Piedmontese Cheeses DOP and Madernassa Pear

10.00 am - 7.00 pm • Piazza Risorgimento

ITINERANT MARKET

AND ZERO-MILEAGE MARKET

Along all the streets and squares of the City

LANGHEMA

1st Alba City Historical Fencing Tournament

10.00 am - 7.30 pm

Palazzetto dello Sport, Corso Langhe

SUBTERRANEAN ALBA

For info and opening times see page 47

SUN 20thALBA WHITE TRUFFLE WORLD MARKET
AND "ALBAQUALITÀ" FESTIVAL

9.00 am - 8.00 pm • Cortile della Maddalena

ALBA TRUFFLE SHOW

• Foodies Moments: Chef FEDERICO GALLO - 11.00 am

• Made in Scampia: Quality production and the story of what the
media don't tell - 3.00 pm

• Foodies Moments: Chef MATTEO MORRA - 6.00 pm

Sala Beppe Fenoglio • Cortile della Maddalena

ALBA TRUFFLE KIDS GREEN

11.00 am - 7.00 pm

Palazzo Mostre e Congressi "G. Morra"

POETICA

Old Town Centre

IL SALOTTO DEI GUSTI E DEI PROFUMI

Piedmontese Cheeses DOP and Madernassa Pear

10.00 am - 8.00 pm • Piazza Risorgimento

ZERO-MILEAGE MARKET

Along all the streets and squares of the City

LANGHEMA

1st Alba City Historical Fencing Tournament

9.30 am - 6.30 pm

Palazzetto dello Sport, Corso Langhe

SUBTERRANEAN ALBA

For info and opening times see page 47

SAT 26th

ALBA WHITE TRUFFLE WORLD MARKET
AND "ALBAQUALITÀ" FESTIVAL

9.00 am - 8.00 pm • Cortile della Maddalena

11

ALBA TRUFFLE SHOW

- Foodies Moments:
Chef MICHELANGELO MAMMOLITI - 11.00 am
- Show Cooking: Guest Region, Basilicata - 3.00 pm
- Foodies Moments: Chef GIANCARLO MORELLI - 6.00 pm

Sala Beppe Fenoglio • Cortile della Maddalena

11

ALBA TRUFFLE KIDS GREEN

11.00 am - 7.00 pm

Palazzo Mostre e Congressi "G. Morra"

1

IL SALOTTO DEI GUSTI E DEI PROFUMI

Guest Region: Basilicata - Matera 2019 Foundation

3.00 pm • Piazza Risorgimento

5

ITINERANT MARKET
AND ZERO-MILEAGE MARKET

Along all the streets and squares of the City

SUBTERRANEAN ALBA

For info and opening times see page 47

SUN 27th

ALBA WHITE TRUFFLE WORLD MARKET
AND "ALBAQUALITÀ" FESTIVAL

9.00 am - 8.00 pm • Cortile della Maddalena

11

ALBA TRUFFLE SHOW

- Foodies Moments: Chef MASSIMILIANO MUSSO - 11.00 am
- Show Cooking: Guest Region, Basilicata - 3.00 pm
- Foodies Moments: Chef ANDREA LAROSSA (Show-Cooking
in the Italian Sign Language - LIS) - 6.00 pm

Sala Beppe Fenoglio • Cortile della Maddalena

11

ALBA TRUFFLE KIDS GREEN

11.00 am - 7.00 pm

Palazzo Mostre e Congressi "G. Morra"

1

ZERO-MILEAGE MARKET

Along all the streets and squares of the City

IL SALOTTO DEI GUSTI E DEI PROFUMI

Guest Region: Basilicata - Matera 2019 Foundation

3.00 pm • Piazza Risorgimento

5

SUBTERRANEAN ALBA

For info and opening times see page 47

THE FAIR

AND SURROUNDINGS



SATURDAYS AND SUNDAYS

FROM 8th TO 24th DECEMBER

THE NATIVITY NIGHTS

Alba

www.nottidellanativita.it

FRI 14th OCTOBER

BRAV'OM. A LIFE WITH THE ACCORDION
Università dei canti da Tartufo presents the first monograph
of the series focused on Truffle characters.

"Brav'om. A life with the accordion".

Text: Luciano Bertello, Giovanni Tesio.

Pictures: Bruno Murialdo.

Edited by House of Alba White Truffle Foundation.

6.00 pm • Salone Polifunzionale Montà

FRI 28th OCTOBER

CANTI AL TARTUFO FESTIVAL

8.30 pm • Montà

SAT 19th / SUN 20th NOVEMBER

36th REGIONAL WHITE TRUFFLE FAIR
AND WINES OF ROERO

Veza d'Alba

SUN 15th JANUARY 2017

NATIONAL TRIFOLAU AND TRUFFLE DOGS
RENDEZVOUS

Canale

SUBTERRANEAN ALBA

THE PAST IS UNDER YOUR FEET!

A JOURNEY TO THE CENTRE OF THE CITY, DISCOVERING THE UNDERGROUND ROOTS
OF THE CITY TOGETHER WITH A PROFESSIONAL ARCHAEOLOGIST.

Every Saturdays and Sundays, from 1st October to 27th November, also on Tuesday 1st November.

Opening times: 10.30 am, 11.30 am, 3.00 pm, 4.00 pm, 5.00 pm

Advance reservation required.

Info:

www.ambientecultura.it

3397349949 or 3426433395 - 0173 292475

(Civic Museum, 3.00 pm – 6.00 pm, from Monday to Friday)

Reservations:

www.ambientecultura.it

3397349949 (texted messages only)

In person, at the museum's box office or at the info point in Piazza Risorgimento.

THE ROOTS OF TASTE!

fieradeltartufo.org

THROUGH THE STREETS OF ALBA

Alba White Truffle World Market
and "Albaqualità" Festival
Cortile della Maddalena



Piazza Pertinace or Piazza San Giovanni

7

Alba Truffle Show
Cortile della Maddalena



Chiesa di San Domenico

8

Alba Truffle Kids Green
Palazzo Mostre e Congressi "G. Morra"



Piazza Falcone

10

i Ente Fiera Internazionale del Tartufo Bianco d'Alba
Palazzo Mostre e Congressi "G. Morra"

1

Cortile and Coro della Maddalena
Sala Beppe Fenoglio
Museo Civico Archeologico "F. Eusebio"

11

Piazza Medford

2

Piazza Michele Ferrero

12

Piazza Garibaldi

3

Il Salotto del Turista
i Piazza San Paolo

13

Chiesa di San Giuseppe

4

Piazza San Paolo

14

i Ente Turismo Alba Bra Langhe e Roero
Centro Nazionale Studi Tartufo
Piazza Risorgimento or Piazza Duomo

5

Piazza Trento Trieste - Railway station

15

Centro Studi Beppe Fenoglio

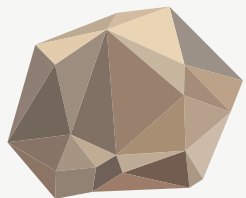
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Piera Pietro e Giovanni Ferrero Foundation

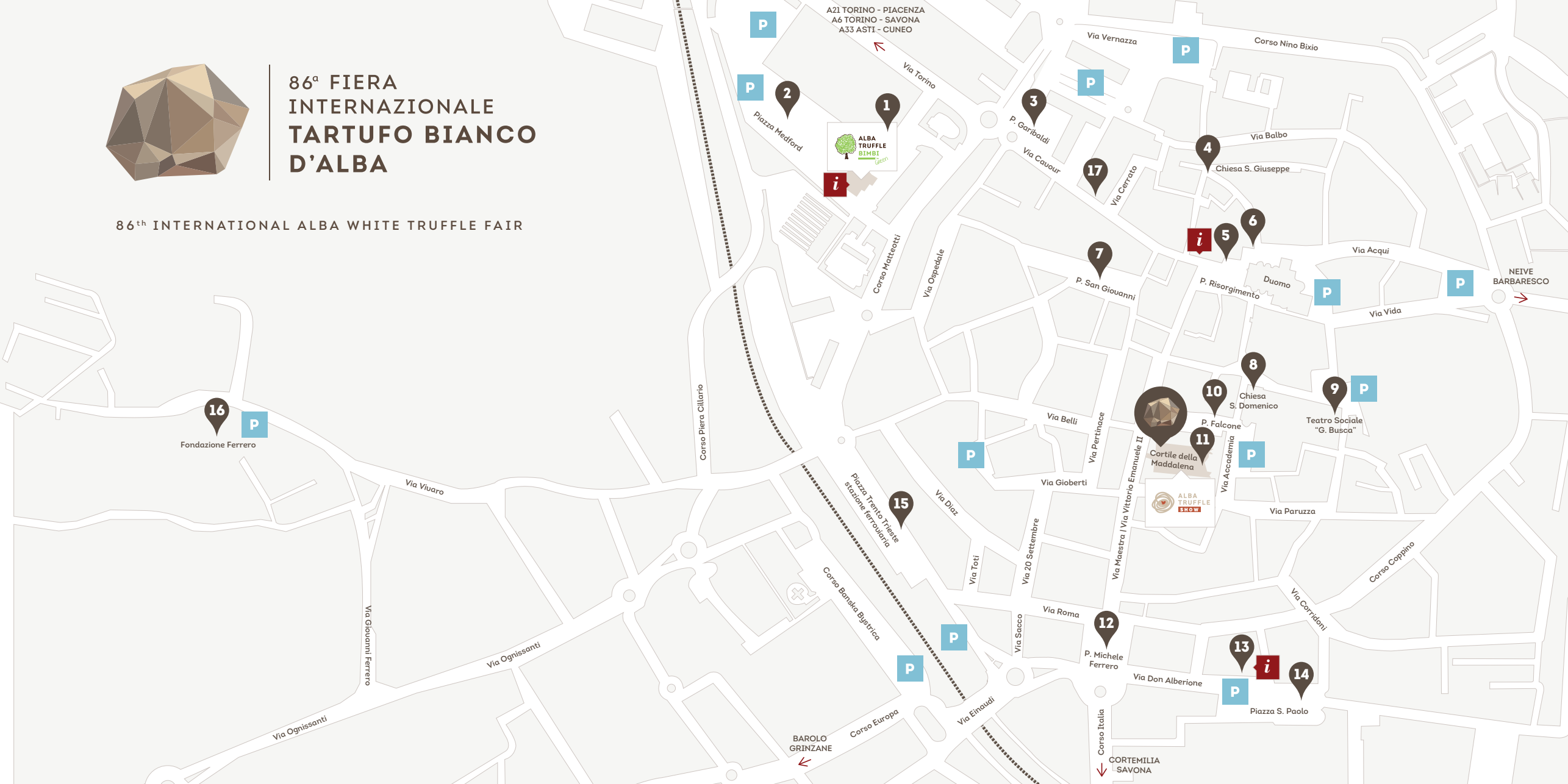
16

Palazzo Banca d'Alba

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86ª FIERA
INTERNAZIONALE
TARTUFO BIANCO
D'ALBA

86th INTERNATIONAL ALBA WHITE TRUFFLE FAIR

INFO ABOUT THE FAIR

International Alba White Truffle Fair Organisers, Giostra delle Cento Torri

Alba (CN), Piazza Medford, 3

Tel. +39 0173 361051

info@fieradeltartufo.org - www.fieradeltartufo.org

INFO ABOUT TRUFFLES

Centro Nazionale Studi Tartufo

Alba (CN), Piazza Risorgimento, 2

Tel. +39 0173 228190

info@tuber.it - www.tuber.it

BOOKING VISITS TO THE CELLARS

Piemonte on Wine

Alba (CN), Piazza Risorgimento, 2

Tel. +39 0173 635013

info@piemonteonwine - www.piemonteonwine.it

INFO ABOUT THE TERRITORY

Ente Turismo Alba Bra Langhe e Roero

Alba (CN), Piazza Risorgimento, 2

Tel. +39 0173 35833

info@langheroero.it - www.langheroero.it

BOOKING HOTELS, RESTAURANTS, TOURS

Consorzio Turistico Langhe Monferrato Roero

Alba (CN), Piazza Risorgimento, 2

Tel. +39 0173 362562 / +39 0173 366328

info@tartufoevino.it - www.tartufoevino.it

FAIR FOR TU.TTI

SportABILI

Roddi (CN) - Località Toetto, 2

Tel. +39 0173 615670 / 366 994 37 48

www.sportabilialba.org

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