**NEW WINE TOURISM PRODUCT LAUNCHES IN TRENTINO**

***EnoturLAB is a new project that tells the story of Trentino wine-making, featuring tours between the vineyards, experiences among the barrels, and interactive wine-tastings with music and games. The project aims to add experiential elements to wine tastings in the region.***

A new tourism product has launched in the Italian province of Trentino that shines a light on the history and traditions of the region’s wine-making. [**EnoturLAB**](https://www.visittrentino.info/en/articles/food-and-wine/enoturlab) is centred around the vineyards and wineries of Piana Rotaliana, located north of the city of Trento and one of the oldest production areas in the alpine region.

The region’s alluvial soils, fed by the Adige river and its tributaries, and the natural barrier of mountains keeping the coldest winds away, create ideal conditions to grow a native grape variety that gives birth to a red wine with a strong and distinctive personality - the **Teroldego Rotaliano D.O.C.** The wine – a symbol of Trentino wine-making - is full-bodied, generous and elegant, deeply connected to its territory (with the first D.O.C. to be recognised in Trentino).

**EnoturLAB** gives a voice to the local winemakers and enables visitors to discover the secrets and stories of the wine world through interactive experiences. The new offering features guided tours between the vine rows, treks, picnics and brunches in vineyards, and events that combine wine with music, art or games. The wine and spirits tastings are available at different times of the day, from dawn to dusk, depending on the story the experience is telling.

These include:

**Foradori Farm** **- "FermentiAmo"**

Now in its fourth generation, the Foradori farm in Mezzolombardo is an example of the creativity and evolution of an agricultural project that not only produces wine, but also grows vegetables and breeds animals on the land, while following the principles of biodynamics. The experience begins with a walk in the vineyards and a tasting of raw ingredients from the farm’s vegetable garden. The tastings are followed by a visit to the two cellars and laboratory to learn about the fermentation and the transformation of the crops. During the tour, visitors will taste Foradori’s wines and cheeses, made with milk from Grey Alpine cows.

The two-hour tours are everyday from 8.30 to noon, and 2 to 5.30 p.m. (upon reservation) and priced from 35 euro per person. [www.agricolaforadori.com](http://www.agricolaforadori.com)

**Villa de Varda - "VdV Experience”**

In addition to its wine-making heritage, Trentino is also the historic homeland of grappa. The "Zadra method" - a production system used today by almost all Italian distilleries - was born in the region. At Villa de Varda in Mezzolombardo, visitors can deepen their knowledge of grappa at the distillery of the Dolzan family, distillers for six generations. The tour incorporates the history of the family from past to present; the distillery and the description of the "de Varda" method; the aging process and finally the "Cose di Casa" museum. At the end, there’s a tasting of five types of grappa paired with seasonal gastronomic products.

The VdV Experience tour is available from Monday to Saturday from 9 a.m. to 5 p.m. and is 15 euro per person.[www.villadevarda.com](http://www.villadevarda.com)

**Cantina Martinelli - "Il piacere del vino, il gusto del gioco" (The pleasure of wine, the enjoyment of the game)**

Mezzocorona is a village located at the heart of Piana Rotaliana, at the foot of a steep mountain wall, the "Monte" which gives the precious vines warmth and shelter from the cold northern winds. Cantina Martinelli, where wine has been produced since 1860, offers an experience day incorporating wine and old-fashioned traditional games. The sensory experience takes place in the historical family cellar, in the "boidor" room full of ancient artefacts and the former stable, now a tasting room. Guests are divided into teams and blindfolded to taste the company’s wines and local cheeses. They’ll attempt to tell a Teroldego from a Lagrein and identify goat and cow products. Under the guidance of expert teachers, they will then play Cornhole and Carrom - simple but captivating ancient games of Asian origin. There is also a tour of the historic cellar and the day will end with celebrations for the winning team.

The experience day is available from Monday to Friday. [www.cantinamartinelli.com](http://www.cantinamartinelli.com)

**Dorigati Winery** **- "Wine & Music"**

The Dorigati Winery has been producing the Teroldego Rotaliano for 163 years, over five generations. Every month, visitors can get to know the art of wine-making through the stories and anecdotes of the Dorigati family while visiting the company’s key locations: production and ageing rooms of the historic cellar, the "boidor" room for alcoholic fermentations, the wood refining area with old concrete tanks, up to 10 metres underground, and the old barn which now houses the tasting room. The tasting includes four wines accompanied by local products and music by the duo Rossella Tait (violin and voice) and Pierluigi Colangelo (guitar).

The ‘Wine and Music’ nights are the first Friday of the month from 6 to 8 p.m. and cost 30 euro per person. [www.dorigati.it/it/](http://www.dorigati.it/it/)

**Endrizzi Winery** **- "Wine Trekking** **Königsberg"**

Beyond the Adige river, the territory of San Michele all'Adige is home to several significant wine-growing and producing businesses. Between April and October, the Endrizzi Winery offers a walk through the estate’s most important vineyards, offering panoramic views framed by mountains and streams. There is also a short quiz along the way that keep guests of all ages engaged, and those that answer the questions will receive a tasty prize. At the end of the walk, the doors of the winery open for a tasting of some of the best Endrizzi wines.

Guided tours are available every day from April to October between 10 a.m. and 3 p.m. and are priced from 10 euro per person.

[www.endrizzi.it/en/events-location/guided-tours](http://www.endrizzi.it/en/events-location/guided-tours)

**Maso Poli Farm - "Tour Famiglia" (Family Tour)**

Located on the hills south of San Michele all'Adige, this farm is entirely led by women: three sisters in the third generation with a family history that binds them to a land of wine. From Monday to Saturday, the family experience tour starts from the panoramic terrace with a view over the whole Val d'Adige, overlooking mountains, apple orchards, vineyards and small villages. It continues among the vines, discovering the secrets of their processing, and ends in the fermentation rooms and the cellar’s barrel room, where the wine ages. For kids, there’s a guided treasure hunt to then fill a chest with the gifts collected and discovered along the way, in-between simple and original stories to understand how the wine is born. For adults, there’s a tasting of two wines (and a fruit juice for children) and the chests will be opened while making a final toast.

Family tours are one hour and are 45 euro per family. [www.masopoli.com](http://www.masopoli.com)

**Klinger Pilati Winery - "A spasso nel tempo" (A walk in time)**

On the hilly area above the village of Pressano, this winery cultivates ancient vines with the energy of new generations. At weekends between March and October, it offers a guided hike through woods and vineyards offering exceptional views over the Adige valley that is enriched by local tales. The route incorporates different types of productions, including the vines of the centenary vineyard of Nosiola, the largest in Trentino, unchanged after more than a century. This walk is an original way to discover the hilly area around Pressano, a little gem in the local wine scene for its geological aspects and the presence of ancient mines. The journey ends with a tasting of the farm's wines in a unique setting.

[www.facebook.com/Klingerwinery/](http://www.facebook.com/Klingerwinery/)

**Cantine Monfort** **- "Scale urbane: una scoperta ascensionale" (Urban stairs: an upward discovery)**

Founded in Lavis in 1945, Cantine Monfort pays great attention to safeguarding its vines. Here the wine is experienced not only through aromas, tastings in the cellar and sensory discoveries, but also through the local history, culture and landscape. Visitors can go on a journey to discover local wines, history, architecture and gardens. Starting from the cellar, they will immerse themselves in a labyrinth hidden in the ancient heart of the village of Lavis. The last step features the scents and colours of the Ciucioi Garden, one of the most evocative (and still unknown) places in Trentino.

The tours are at 10 a.m. every Tuesday and Thursday from June to August and priced from 15 euro per person. [www.cantinemonfort.it](http://www.cantinemonfort.it)

**Zanini Farm** **–** "**I miei 5 elementi**" (**My 5 elements)**

This small family business located in Mezzolombardo has a unique way of combining past and present in its wines. During its bi-weekly visitor experiences, the cellar’s rooms are open for guests to discover the processes involved for grapes to become wine. The experience focuses on the five key elements that the farm uses for producing its wines - water, steel, wood, cement and glass - and is completed with a tasting of four wines, associated with the different production techniques. The visit inside a wine-making tank is not to be missed to discover its secrets, such as the "submerged cap" method.

The experience is available every Wednesday (10-12 a.m. and 2-6 p.m.) and Saturday (10-12 a.m.). [www.zaniniluigi.com/it/home/](http://www.zaniniluigi.com/it/home/)

For more information on EnoturLAB wine experiences: [www.visittrentino.info/en/articles/food-and-wine/enoturlab](http://www.visittrentino.info/en/articles/food-and-wine/enoturlab)

-Ends-

**Images available to** [**download here.**](https://www.dropbox.com/sh/l355n4ohyvzqvx7/AAAyL9o788kqEu3q3fQ0tY84a?dl=0)

**Media Enquiries:**

Trentino Marketing is represented by LOTUS in the UK. Please contact Georgina Oakley and Lydia Matthews at [trentino@wearelotus.co.uk](mailto:trentino@wearelotus.co.uk) or call +44 207 953 7470

For further info, please visit the Trentino media room: [www.visittrentino.info/en/press](http://www.visittrentino.info/en/press)