

# ACCADEMIA DEL BAROLO

---

**COMUNICATO STAMPA**

---

febbraio 2013

## **Asta del Barolo 2013 ~ Barolo Auction 2013**

**XIV Edizione ~ XIV Edition**

*Sunday 12<sup>th</sup> May at Barolo Castle – Cuneo- Italy*

The star event promoted by the **Barolo Academy** returns in its already familiar guise of showcase for the king of wines: lots sold to the highest bidder in a crescendo of emotions by **Giancarlo Montaldo** to an international audience of wine-lovers, buyers, VIPs and journalists.

During the course of its previous thirteen editions, **Barolo Auction** has become one of the trendiest events on the Italian oenology scene, followed attentively not only by experts, but also entrepreneurs and members of the jet set and entertainment world, who appreciate good taste and relaxation, in an atmosphere of pure excellence. Dream locations, unique settings, stellar chefs and a truly exceptional range of wines.

Furthermore, the **14 winemakers** assembled by the Association responsible for promoting the auction, will select the very best their cellars have to offer, including historical wines, previews and – as per tradition – a special lot, created exclusively for the occasion.

Azelia, Michele Chiarlo, Conterno-Fantino, Damilano, Poderi Luigi Einaudi, Gianni Gagliardo, Franco Martinetti, Monfalletto Cordero di Montezemolo, Pio Cesare, Prunotto, Luciano Sandrone, Paolo Scavino, Vietti and Roberto Voerzio will all be on hand to greet and welcome guests to the Auction.

And so the appointment for the **14<sup>th</sup> Edition** of the **Barolo Auction** is on Sunday the 12<sup>th</sup> of May, beginning at 11 and held in the halls of **Barolo Castle, Cuneo**, original site of the **Wine Museum 'Museo del Vino/WiMu'**.

What's new this year? *"As always, we'll undoubtedly succeed in amazing our Italian and international guests!"* says **Gianni Gagliardo**, President of the **Barolo Academy** – *"Our aim is that the after-auction lunch will be provided by a three star Michelin chef, and complemented by a selection of wines from our cellars. Some reserved invitations are already being discussed. We'll certainly have some surprises in store, but it's too early to say anything more."*

Whosoever would like to treat themselves with the unique chance to see the auction live and in person, can book one of the few remaining free places open to the public by following the instructions listed on our website: [accedemiadelbarolo.com](http://accedemiadelbarolo.com).

Also open for booking via the Academy's website is a glamorous oenology week-end, running from the 11<sup>th</sup> a.m. to the 12<sup>th</sup> of May, complete with visits to the cellars, a **Discovery Barolo** tour with expert guide, dinner with 14 Barolo wines signed by Gianpiero Vivalda dell' Antica Corona Reale Da Renzo, five star accommodation and seats for the auction.

**FOR THE PRESS** the necessary request of pre-registration can be made contacting the address below. For a press kit and a selection of photos please visit the link [http://www.mariagraziabalbiano.com/press\\_kit\\_Asta\\_del\\_Barolo.2013.html](http://www.mariagraziabalbiano.com/press_kit_Asta_del_Barolo.2013.html)

### **National and International Press Office**

Maria Grazia Balbiano mobile + 39 - 347 36 07 342 - [mg.balbiano@mariagraziabalbiano.com](mailto:mg.balbiano@mariagraziabalbiano.com) - skype m.grazia.b  
Marta Franceschetti mobile + 39 - 339 47 76 4 66 - [press@martafranceschetti.com](mailto:press@martafranceschetti.com)