



ALBA  
UNESCO  
CREATIVE CITY  
FOR GASTRONOMY





CITTÀ DI ALBA  
(PROVINCIA DI CUNEO)  
Medaglia d'Oro al V.M.



United Nations  
Educational, Scientific and  
Cultural Organization



Designated  
UNESCO Creative City  
in 2017

ALBA  
UNESCO  
CREATIVE CITY  
FOR GASTRONOMY

On 31st October 2017, Alba became Unesco's creative city for gastronomy.  
A recognition that boosts the international vocation of the food and wine cultural  
heritage of the entire Langhe, Roero and Monferrato area.



MAP



 LANGHE
  ROERO
  MONFERRATO
  ALBA

# ALBA

THE HEART OF LANGHE,  
ROERO AND MONFERRATO

**Alba, UNESCO creative City,  
is like a big kitchen  
where raw materials of excellence  
are enhanced with respect.**

A city nestled in the hills of southern Piedmont, not far from Turin, an ideal crossroad between the Mediterranean Sea and the Alps, with the French Riviera just a short distance away. An extraordinary natural setting to fully enjoy an outdoor experience, walking in nature, in close contact with vines, woods and unique colours; a man-shaped landscape with picturesque villages, castles and bell towers. Thanks to the creative flair of the visionaries of this land, the great cuisine of excellence has become, therefore, the expression of a unique history, of recipes that have been handed down over time, of an asset of universal value, and of a treasure that belongs to anyone who feels like discovering it. The choice of raw materials and their possible combinations make the cuisine unique and unrivalled. The exceptional range offered by Alba is just the beginning of the journey, it is a tasting experience, which calls for imagination, passion and the ability to let yourself be carried away by the flavours and aromas of this land.

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WELCOME  
TO ALBA'S  
GREAT CUISINE

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UNESCO Creative City for Gastronomy,  
where taste and tradition merge in a perfect  
balance between past and future.





# THE MAIN INGREDIENTS

OF OUR CREATIVITY

## — THE TERRITORY

The breath-taking hilly landscapes, shaped by the joint action of nature and man, have become the precious scenery of the Langhe, Roero and Monferrato sites, inscribed on UNESCO's World Heritage List. The local wine culture has helped to create a solid and well-rooted identity which is now internationally acknowledged for its beauty and depth..

## — LOCAL PRODUCTS

Alba is a charming corner of Piedmont with a wide range of excellent products. These are the same precious ingredients that every local family has had for ages. Visionary and creative people were able to interpret tradition at its core and add their personal touch to old recipes in line with their own personality.

## — HISTORY AND CULTURE

The indissoluble bond between man and the landscape has created an enduring history of mystery and wisdom. This is the source of a wealth of history and art that makes the area increasingly attractive: from the medieval castles to the old town of Alba and to the works of the artists and authors who have made this land a place of culture.

## — GASTRONOMIC CULTURE

The city and the surrounding area offer a wide range of taverns and restaurants: gastronomic experiences where the creative flair of the chefs bring unique sensations of taste and beauty to each dish. A cuisine of excellence that has revolutionized traditional dishes and turned them into works of culinary art.

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Alba, creative City,  
is like a big kitchen  
where raw materials of excellence  
are enhanced  
with respect.

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# CREATIVITY

MENU

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## HORS D'OEUVRE

A taste of hills and vines  
with a pinch of tradition

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Alba White Truffle

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Great local wines

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Strolling in the streets of Alba

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H O R S  
D ' O E U V R E

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A TASTE OF HILLS AND VINES  
WITH A PINCH  
OF TRADITION

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INGREDIENTS

Langhe, Roero and Monferrato

# A TASTE OF HILLS AND VINES WITH A PINCH OF TRADITION

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Alba is the throbbing heart around which a unique territory is developed and is marked by agricultural and food excellence, biodiversity and architectural variety preserved in a natural environment that has been declared World Heritage Site.







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## LANGHE, ROERO AND MONFERRATO

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**A truly unique corner of Italy that hosts unrivalled excellence, often only whispered in the ear like secrets by gourmets from across the world.**

Geometric stretches of vine rows, perched castles and frescoed churches, a sequence of wine cellars and ancient villages: these are the precious settings of Langhe, Roero and Monferrato. This is where the great wines reign supreme, a place where farmers, through centuries of hard work, have been able to shape the hills with vineyards, hazelnut groves, orchards and woods, while respecting the interaction between man and nature.

The local wine culture has helped to create a landscape that is internationally acknowledged for its quality and variety. And beneath these very special hills lies the ultimate and most secret treasure: the Alba White Truffle; the 'white diamond' that spellbound Cavour and delighted Victor Emmanuel II, the Tuber Magnatum Pico that became world famous thanks to Giacomo Morra, the inventor of the Fair. Alba, the capital of this area, preserves in this way the ancient soul of this land. To visit Langhe, Roero and Monferrato is to experience a place renowned for its agri-food excellence and architectural and historical diversity, set in a natural environment which is truly unique in the world.

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ENJOY THE JOURNEY...



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F I R S T  
C O U R S E

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ALBA  
WHITE TRUFFLE

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INGREDIENTS

Tuber Magnatum Pico

International Alba  
White Truffle Fair

# THE ALBA WHITE TRUFFLE

22

Noble ambassador of Alba, the most precious in the world, a delight for the palate, it is prepared and used in the kitchen in an unrivalled variety of combinations, delivering creative works of incomparable taste.





WOODS



TRUFFLE HUNTING



ALBA WHITE TRUFFLE



TRUFFLE SHAVINGS

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## TUBER MAGNATUM PICO

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In the eighteenth century, the Piedmontese truffle was considered by all the main European Courts as one of the most delicious foods. One of the greatest admirers of this 'fruit of the earth' was the musician Gioacchino Rossini, who called it 'the Mozart of mushrooms'. The Piedmontese white truffle has always been regarded as the most prized, but it was only in the 20th century that the Alba Truffle became world famous thanks to the ingenious promotional work carried out by Giacomo Morra, a hotelier and restaurateur from Alba, who in 1933 was rightly 'crowned' King of Truffles by the Times of London. The prized Alba White Truffle, now widely regarded as the king of Piedmontese tables, takes its name from the scientific term TUBER MAGNATUM PICO. The best quality truffles are harvested in autumn in the woods of Langhe, Roero and Monferrato. The ripening time is at its best between October and November, but it can be harvested until 31st January. Trained dogs and intrepid truffle hunters help to find these 'precious fruits'. Compared to the black truffle, the white truffle is not cultivated and it differs in colour, but also

in its delicious taste and more intense scent. It is also more rare and therefore more expensive. Its taste is very pleasant, distinctive and intense, the aroma it releases when ripe is strong, rich, satisfying and exciting to the nostrils of those who intensely breathe it in, it is one of a kind! Its distinctive flavour and aroma made it the real 'diamond' of the kitchen and most appreciated by chefs worldwide. In order to grow and develop, the Alba white truffle needs special soil and climatic conditions: the soil must be soft and moist for most of the year, rich in calcium and with plenty of air circulation. These environmental features, specific to the Langhe, Roero and Monferrato area, make the Alba White Truffle a unique world-class treasure. To fully taste it, it should be eaten raw, and shaved with a proper truffle-slicer on simple dishes such as knife-beaten raw meat, fried egg, tajarin pasta, and which best represent tradition, whilst enhancing its taste and aroma.

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## INTERNATIONAL ALBA WHITE TRUFFLE FAIR

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**One of the top showcases for haute cuisine and Italian excellence.**

The heart of the Fair is the Alba White Truffle World Market, which hosts many different events where you can experience the truffle in all its facets. The Fair is also about tradition and folklore thanks to the city boroughs that are gathered under the banner of the 'Giostra delle Cento Torri' (Hundred Towers Carousel), together with the flag-wavers and thousands of volunteers which every year turn Alba into a magical stage on which the best of the

town's medieval re-enactment tradition is staged, and reaches its pinnacle with the Donkey Palio. The Alba Truffle Fair is a great hub of cultural and gastronomic events that celebrate the Langhe's white gold in all its nuances. The truffle, therefore, becomes a scent, poetry, mystery, as well as 'stellar' cuisine and a status symbol with timeless appeal. Throughout the weekends of the Fair there will be national and international chefs, local chefs, designers, writers and artists who all share the same passion for truffles and the culture of quality food and good taste.

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WHAT A LOVELY SMELL...

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S E C O N D  
C O U R S E

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FOOD SECRETS  
TASTING

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INGREDIENTS

Classic and traditional cuisine

Starred cuisine

Culinary projects



# FOOD SECRETS TASTING

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In Alba, creativity is a well balanced combination of knowledge, research, respect, harmony and beauty: thanks to these elements, amazing recipes are created and ideas are turned into flavours.



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## CLASSIC AND TRADITIONAL CUISINE

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**There is something magic about the Langhe, Roero and Monferrato cuisine. It is a combination of history and traditions resulting in a rich and diversified range of tastes.**

It is a land where popular wisdom has been able to redeem poverty through genius and passion, offering a simple cuisine, tasty and strong in its flavours, along with more refined dishes, a legacy of ancient and noble contaminations. The key to everything has always been the selection of raw materials, used in genuine culinary elaborations and with no disguises. Gastronomy, local cuisine and small family-run inns are surely the most irresistible attraction of the area. The most famous and characteristic dishes include the starters, such as knife-beaten raw meat and veal in tuna fish sauce. Among the first courses, created from a selection of fresh, strictly handmade pasta, stand out the

historic agnolotti al plin, dressed with meat or roast sauce, and the renowned tajarin, made by combining flour with egg yolks. These typical products are enhanced, especially in the autumn and winter months, by a world-famous ingredient: His Majesty the Alba White Truffle. It is impossible not to end a meal without tasting the typical desserts, such as the hazelnut cake and "torrone", a kind of nougat made with simple and genuine ingredients (eggs, honey, sugar and the ever-present hazelnuts), and the legendary bonèt, a traditional pudding made with eggs, sugar, milk, cocoa, liqueur and dried almond biscuits. Without any doubt, we can say that the myth of Langhe cuisine is preserved thanks to its simple style that has remained faithful to itself over time, although not unaffected by new combinations and modern interpretations.



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## STARRED CUISINE

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Langhe, Roero and Monferrato offer a high number of starred restaurants. The cuisine, strongly rooted in the area, merges an accurate research of ingredients with tradition, fantasy and aesthetic beauty.

Each detail is the result of meticulous care and search for balance between the ingredients. A contemporary cuisine, delicate and pleasing to the eye, whose

common thread is the use of local raw materials selected with respect for seasonality and revisited in a style that expresses each chef's concept of cooking. In these particular cuisines, creativity excels and the chefs become true designers of taste.

They enhance what surrounds them, they interpret tradition at its core and add their personal touch to old recipes in line with their own personality.



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## CULINARY PROJECTS

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**In an area so rich in raw materials, ancient traditions and skilled culinary art, many gastronomic projects have been created over time and are now famous and internationally renowned.**

Food and cooking, now more than ever, are key topics of professional, social and ethical importance. The paradigm of a good, clean and fair gastronomy is thus being defined: respect for local areas, people and ingredients through responsible food choices. The new generations can find here educational training centres to develop their passion for food and wine: Apro Formazione with its Academy, Scuola di Arte Bianca (School of White Art) and the Oenological Institute. At university level, there is a degree course in viticulture and oenology in Alba and, a few kilometres away, there is the University of Gastronomic Sciences in Pollenzo, unique for training experts in food and wine culture. Definitely worth mentioning is the Accademia Bocuse d'Or Italia, set up in Alba to train Team Italy for the Bocuse d'Or, the world championship of haute cuisine held in Lyon, thus bringing the local

gastronomic tradition to international prominence.

One of the gastronomic projects developed in Alba that has succeeded in bringing together design and food culture by combining different “arts” is the Alba White Truffle Kit. This includes “Pepita”, the refined porcelain container for storing and preserving the prized mushroom with style, born of the collaboration between Alba and Limoges, which is a UNESCO Creative City for Craft Arts, too. A refined sculptural item which, together with the “Alba” truffle-slicer designed by Ben van Berkel and the gloves designed by Patricia Urquiola, completes the range of food design accessories for preserving, handling and slicing precious truffles. In addition, a numbered bag made of watermarked Fabriano paper (UNESCO Creative City for Craftsmanship) was created to carry the certified White Truffles purchased at the Truffle World Market. At the core of all these projects is the concept of merging cultures and knowledge of people and places to create the ideal combination between development and creativity.

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THE SECRETS OF SMALL GESTURES...

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# C H E E S E S

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SMALL SELECTION

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INGREDIENTS

Cheese-making tradition

## SMALL SELECTION

44

Creativity gives life to a whole range of flavours which can be enjoyed at the end of a meal through a unique selection of cheeses, able to bring on the table the flair and wisdom of small local producers.



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## CHEESE-MAKING TRADITION

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**A symbol of Piedmontese gastronomic excellence, cheese has a centuries-old history and is one of the best-loved and most sought-after local products.**

The most suitable area for cheese production is the Alta Langa, with its pristine landscapes of meadows, woods and typical villages, where the ancient art of milk processing still survives: especially sheep's and goat's milk. They are made with milk from native breeds: the Langhe sheep and Roccaverano goat. The resulting cheeses are an expression of top-quality: Murazzano Dop and Robiola

di Roccaverano Dop, made from 100% sheep's milk and 100% goat's milk. Cheeses mixed with cow's milk are also common. These are ancient cheeses, already mentioned in the Middle Ages, which still preserve a harmony of scents and freshness of flavour, a timeless dairy property. Alongside these cheeses are other traditional local ones made with cow's milk: Bra, Raschera and Toma Piemontese. They are best tasted in their purest form, to fully capture their sensory characteristics, or in the many culinary Langa delicacies such as cognà, a local grape mustard.





FINALLY, THE AGED ONE...



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D E S S E R T

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PGI PIEDMONT  
HAZELNUT

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INGREDIENTS

Quality and authenticity  
of hazel groves

# PGI PIEDMONT HAZELNUT

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A symbol of Alba's confectionery creativity, this Italian excellence is cultivated in southern Piedmont, in the stunning scenery of the Alta Langa.





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## QUALITY AND AUTHENTICITY OF HAZEL GROVES

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**The Piedmont hazelnut is an Italian excellence (cultivated in southern Piedmont), which finds its perfect habitat in the stunning scenery of the Alta Langa, a UNESCO World Heritage Site since 2014.**

Its round shape, delicate taste and aroma and good shelf life are the distinctive features that have earned the PGI (Protected Geographical Indication) certification to the Piedmont Hazelnut, which is defined as the best in the world in terms of quality and authenticity.

This prestigious and globally renowned fruit has become a key element in many international haute cuisine recipes. Hazelnuts are of great importance in the local confectionery economy. They are the basic ingredient in many processed products such as cream spreads, coated hazelnuts, nougat and oven-baked products, including the most famous hazelnut cake. Incidentally, it is here that pastry laboratories, small scale businesses, and one of the world's most prestigious confectionery companies, Ferrero, have managed to coexist.

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TO END ON A SWEET NOTE...

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W I N E S

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GREAT  
LOCAL WINES

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INGREDIENTS

Historically well suited soils

# GREAT LOCAL WINES

60

Through creativity, the territory has succeeded in turning wine from being an element to be paired with a meal into a key component of Alba's food and wine culture, and it has become a Made in Italy excellence.






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## HISTORICALLY WELL SUITED SOILS

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There is no better land in the world that can offer such a vast range of quality wines. From full-bodied reds to sweet and delicate whites to sparkling wines. The hills, a UNESCO World Heritage Site, are treated like works of art with utmost care and dedication by the farmers, and produce top-quality wines.

The Langhe, Roero and Monferrato UNESCO site features five distinct wine-growing areas and a castle: the Langa of Barolo, the hills of Barbaresco, Nizza Monferrato and Barbera, Canelli and Asti Spumante, the Monferrato of Infernot, and finally the castle of Grinzane Cavour. The whole site includes: hilly expanses of vineyards, ancient hamlets and villages, farmhouses, centuries-old wine cellars and modern architectural designs, medieval towers perched on the hills where, for centuries, viticulture has been at the heart of economic and social life. Splendid areas, made famous by the joint action of nature and man. The key factor that makes the fruits

of these hills so special is the soil on which the vineyards are grown. And how they have been cultivated over the centuries by farmers who have become expert agronomists and world-renowned producers. There are actually very few places in the world where you can find an uninterrupted system of hills like this, with such a wealth of crus and impressive organoleptic features, offering distinctive flavours and amazing views which seem to have been painted by farmers. The city of Alba presents this rich offer during the National Vinum Fair, the largest open-air wine shop in Italy, an annual event and an opportunity to get to know and discover the greatest wines of the Langhe, Roero and Monferrato area. The squares and streets of the city become showcases to taste the main types of wine produced in the area: Barolo, Barbaresco, Barbera, Dolcetto, Moscato, Arneis and Roero, Alba, Nebbiolo, Alta Langa, the whites of the Langhe, Asti Spumante and the wines of Monferrato, as well as the Grappas, distillates and raisin wines of Piedmont.







CHEERS...

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D I G E S T I F

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STROLLING AROUND  
ALBA

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INGREDIENTS

Preserving the treasures of the past

# STROLLING AROUND ALBA

Alba is creativity and culture!  
You can perceive it, along with history,  
as you stroll around the Medieval and  
Baroque architecture of the churches,  
and discover the Neolithic origins of the  
first human settlements up to the Roman  
creation and foundation of *Alba Pompeia*.  
Moments in history that find their  
epitome in the Federico Eusebio Museum,  
guardian of the treasures of our past.





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## PRESERVING THE TREASURES OF THE PAST

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**Alba is culture.**  
You can perceive it,  
along with history, as you  
stroll around the Medieval  
and Baroque architecture,  
churches, towers and palaces.

The Alba underground routes will guide you through Roman and medieval remains, and reveal the Neolithic origins of the first human settlements at the Federico Eusebio Museum, guardian of the treasures of our past. Alba is also the revival of traditions with the 'Giostra delle 100 torri' (100 towers carousel) which, every year, takes the old town

back to medieval times by staging some charming re-enactments. Alba, cradle of 'good communication', with the birth of the Società San Paolo, launched in the city by the Blessed Giacomo Alberione, offers also a rich programme of year-long events: the season of the Teatro Sociale G.Busca with its double hall and 360° stage, the art exhibitions of Fondazione Ferrero, contemporary art installations, the music schedule, the works of the local artists and, with an eye on the territory, the famous agri-rock festival Collisioni in nearby Barolo.

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SEE YOU SOON...



## THE UNESCO DISTRICT IN PIEDMONT

One of UNESCO's main missions is to identify, protect, preserve and pass on to future generations the world's cultural and natural heritage. Heritage is the legacy from the past that we enjoy today and pass on to future generations; our cultural and natural heritage is an irreplaceable source of life and inspiration. Piedmont can proudly boast 5 sites on the UNESCO World Heritage List; to visit them is to experience an extraordinary journey through the region's historical, religious, industrial and architectural heritage.

The stunning complex of the Residences of the Royal House of Savoy, the Prehistoric pile-dwelling sites in the Alps at Viverone and Azeglio, in the Canavese area on the outskirts of Turin, the seven Sacred Mountains of Piedmont (Belmonte, Crea, Domodossola, Ghiffa, Oropa, Orta and Varallo), along with the two Lombard Sacred Mountains of Ossuccio and Varese, the wonderful wine-growing landscapes of the Langhe Roero and Monferrato, and Ivrea, the industrial city of the 20th century, are the UNESCO-recognised sites in Piedmont.

Furthermore, in 2004, the international network of UNESCO Creative Cities was created with the aim of creating a network of urban areas that have made creativity the engine of economic development. The network also boasts the presence of Piedmont, with Turin - currently the only Italian city to have obtained recognition in the "Design" category - Alba, which was declared Creative City for "Gastronomy" and Biella as Creative City in the "Crafts & Folk Art" section.



### WE WOULD LIKE TO THANK FOR THEIR COOPERATION:

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- Ente Turismo Langhe Monferrato Roero
- Ente Fiera Internazionale del Tartufo Bianco d'Alba
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