

PRESS RELEASE

“SKI WINE AMBASSADOR” TAKES OFF IN ALTA BADIA, BRINGING WINE CULTURE UP TO 2000 METERS

The partnership between the Consortium Alto Adige Wines and Alta Badia, in association with the Alta Badia ski schools, has given life to a unique new project which includes a basic wine training course for ski instructors in order to make them true ambassadors of Alto Adige wines.

Alta Badia (South Tyrolean Dolomites/Italy) – Alto Adige/South Tyrol, and in particular Alta Badia, is definitely one of the most popular destinations for winter tourism. But its success is not only due to the beauty of the area, located in the heart of the Dolomites a UNESCO World Heritage Site, but also to the Alto Adige food and wine tradition, which is rich in excellent local specialities. In recent years Alta Badia is becoming increasingly well known as a place where the mountains can be enjoyed in their fullest expression. This includes opportunities for discovering the food and wine excellence of this destination.

NEW FOR 2021/22: SKI WINE AMBASSADOR

The Ski Wine Ambassador project was designed by the Consortium Alto Adige Wines and Alta Badia to make the most of the winning combination between excellent cuisine and snowy slopes, promoting the food and wine served in the mountain huts located at 2000m altitude. The top players in this project are the ski instructors who represent important reference figures for anyone on a winter holiday in the mountains.

Ski instructors are mentors for guests in South Tyrol and, because of this relationship, they are identified as actual experts and ambassadors for the local area. We want to offer them the chance to find out more about aspects connected with wine growing in our region, informing and training them on the many facets that Alto Adige/South Tyrol offers in terms of wine. The project involves two training days organised by the Alto Adige Sommelier Association, which makes the skills of the wine tutors available for teaching the ski instructors the basics on tasting and the differences and the potential of the local wines. At the end of the training course, every participant will be a true ambassador of Alto Adige Wines and will receive a certificate and a personalised corkscrew.

DON'T MISS THE OTHER EVENTS ORGANIZED IN ALTA BADIA WITH THE COOPERATION OF THE CONSORTIUM ALTO ADIGE WINES

GOURMET SKISAFARI: THE EIGHT EDITION IS PLANNED FOR SATURDAY 11TH DECEMBER

The 'A taste for skiing' season officially gets underway on Alta Badia's ski slopes on Saturday 11th December. The eight edition of the much-anticipated Gourmet Skisafari event will take Michelin-starred cuisine to 2,000 m above sea level, into the heart of the Dolomites. At different mountain huts, Michelin-starred chefs – among these Simone Cantafio (Restaurant La Stüa de Michil, Alta Badia) and Marco Martini (Marco Martini

Restaurant, Rome, 1 Michelin star) will be treating skiers to their delicious dishes, using top-quality products to sing the praises of Italian cuisine. Skiers will have the chance to move from one mountain hut to another, trying each chef's creations. Each dish will be paired with an excellent Alto Adige wine.

SOMMELIERS ON THE SLOPES

The chance to taste some of South Tyrol's finest wines in two different mountain huts whilst admiring the Dolomites, a UNESCO World Heritage Site: only in Alta Badia.

Following the success of the last editions, Sommelier on the slopes will be returning to Alta Badia for the 2021/22 winter season. The aim of this initiative is to enhance the winning combination of skiing and excellent local products. There are six dates planned, scheduled between December and April (14th December, 11th and 25th January, 15th February, 8th March and 5th April), each involving wonderful skiing on Alta Badia's slopes, combined with the chance to taste South Tyrol's finest wines. Participants will be accompanied by a ski instructor as well as a professional sommelier. The price of the wine tasting session, including the ski guide, is €40.00 per person.

In addition to these events, there are three special editions scheduled for 18 January (Club Moritzino), 1 February (Piz Boé Alpine Lounge) and 29 March (Ütia de Bioch). During these events, four South Tyrolean wines will be tasted in combination with four dishes.

Each event is organised together with the South Tyrol Wine Consortium and South Tyrol's Sommelier Association.

WINE SKISAFARI: A WINE TASTING 2,000 METRES ABOVE SEA LEVEL

On Sunday 20th March 2022, Alta Badia will be bringing Alto Adige's finest wines to the mountains for an exclusive tasting session, set to take place from 10am until 4pm in the Piz Arlara, Bioch, I Tablá and Pralongiá mountain huts. The aim of the initiative is to round off the winter season in style, dedicated to excellent food and wine. The tickets that include the tasting of all the wines can be purchased at the participant mountain huts at a price of €30.00.

All the initiatives will be planned and run considering the Covid-19 legislation so as to guarantee the maximum safety of the participants.

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