



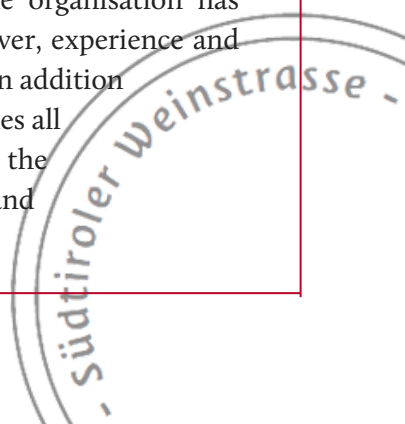
THE ALTO ADIGE WINE ROAD

PRESS KIT



The Association

Under the guiding principle of "achieving more together", seven municipalities with a long winemaking tradition joined forces in 1964 to form a promotional committee and founded the Alto Adige Wine Road – one of Italy's oldest wine routes. The aim, from the very beginning, was to strengthen the region's outstanding location and tourism potential through targeted measures. In 2000, the original committee gave rise to the Alto Adige Wine Road Association. Since then, the organisation has developed and coordinated a wide range of offerings centred on the motto "Discover, experience and enjoy wine", working to make the region's distinctive qualities accessible to guests. In addition to the 16 wine-producing municipalities, the Association's membership today includes all tourism associations along the route, around 75 wineries, the wein.kaltern initiative, the South Tyrolean Farmers' Association, the District Community of Überetsch-Unterland and the Consorzio Alto Adige Wine.



The Alto Adige Wine Road

The Alto Adige Wine Road is one of Italy's oldest wine routes, linking viticulture, cultural landscapes and tourism infrastructure across approximately 150 kilometres to form one of the most significant destinations for food and wine lovers in the Alpine region and across Europe. The route runs from Nals/Nalles in the north, through the provincial capital of Bolzano/Bozen, to Salorno/Salurn in the south. Along the way, historic wine villages, castles, lakes and a dense network of cycling and hiking routes shape the experience. Wineries, wine estates, distilleries and restaurants complete the region's profile as a year-round destination for wine and gastronomy enthusiasts.

This press kit provides an overview of the key characteristics, offerings and structures along the Alto Adige Wine Road.

Facts & Figures

- 42 km as the crow flies between Nals/Nalles and Salorno/Salurn
- Approximately 150 km total length of the Wine Road
- Approximately 75% of South Tyrol's wine production is located along the route
- 16 municipalities belong to the Alto Adige Wine Road
- 75 member wineries in the Alto Adige Wine Road Association
- 9 tourism organisations are members of the Association



Wine and Gastronomy

Approximately 4,400 hectares of vineyards are cultivated along the Alto Adige Wine Road – around three-quarters of South Tyrol's entire vineyard area. The vineyards are situated on gentle hillsides and at altitudes of up to approximately 1,200 metres above sea level.

The interplay between alpine and Mediterranean climates, together with a variety of soil types, creates favourable conditions for a broad range of grape varieties. Internationally renowned varieties include Gewürztraminer (originating from the village of Tramin/Termenò), Pinot Blanc, Pinot Noir and Sauvignon Blanc. The principal indigenous red wines are Lagrein and Vernatsch/Schiava in its expressions Kalterersee (from Kaltern am See/Caldaro al Lago) and St. Magdalener (from Bolzano/Bozen).



© Kellerei St. Michael-Eppan



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Both traditional and modern wineries characterise the production landscape. On the culinary front, the wine offering is complemented by regional specialities: seasonal produce and traditional dishes from the Alpine-Mediterranean cuisine frequently accompany wine tastings in wineries and restaurants. The combination of local cuisine and viticulture forms a central pillar of the region's tourism offering along the route.



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Climate & Topography

The wine landscape along the Alto Adige Wine Road benefits from an exceptional interplay of alpine and Mediterranean influences. The high peaks of the Alps shield the vineyards from cold, wet northerly winds, while the land opens southwards towards Lake Garda and the Mediterranean basin.

Large day-to-night temperature swings and approximately 300 days of sunshine per year promote a slow and balanced ripening of the grapes. The harvest generally begins in early September and in many areas continues through to October.

Alongside the climate, soils also play a decisive role in the diversity of wines. The vines grow on very different geological formations, including porphyry, quartz, mica, limestone and dolomite. This variety of terroirs provides the foundation for the broad spectrum of wine styles along the Alto Adige Wine Road.



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Wine City Bolzano/Bozen and Wine Villages



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With approximately 110,000 inhabitants, Bolzano is both the urban centre along the Alto Adige Wine Road and the provincial capital of South Tyrol. The city lies in a valley basin surrounded by vineyards, at the confluence of the rivers Isarco/Eisack and Adige/Etsch, combining alpine scenery with a distinctly Mediterranean way of life. The historic old town with its arcades, the Piazza delle Erbe/Obstplatz market with local

produce, the many cafés and bistros on Piazza Walther/Waltherplatz and a vibrant aperitivo culture shape the cityscape, as does a varied cultural programme. Among the most important institutions are the South Tyrol Museum of Archaeology with the world-famous glacier mummy Ötzi, the Museion – Museum of Modern and Contemporary Art – and historic landmarks such as Castel Mareccio/Schloss Maresch and Castel Roncolo/Burg Runkelstein. Several architecturally remarkable winery buildings within the city further underline Bolzano's role as a significant centre of regional wine culture.



© IDM Südtirol-Alto Adige/Alex Filz

Surrounding the provincial capital lie the wine villages of the Alto Adige Wine Road: Nals/Nalles, Terlan/Terlano, Andrian/Andriano, Eppan/Appiano, Kaltern am See/Caldaro al Lago, Vadena/Pfatten, Bronzolo/Branzoll, Tramin/Termenò, Auer/Ora, Montan/Montagna, Kurtatsch/Cortaccia, Neumarkt/Egna, Margreid/Magrè, Kurtinig/Cortina and Salorno/Salurn. These communities form the heart of the wine region and are characterised by a high concentration of wineries, historic residences, inns and wine shops. The villages differ considerably in size and structure.

While Bolzano serves as the urban centre, some of the municipalities are among the smallest independent settlements in South Tyrol. What unites them, however, is a long winemaking tradition and a vibrant interplay of agriculture, gastronomy and culture. Many village centres feature historic buildings, narrow lanes and small market squares. Wine events, tastings, guided village tours and festivals make the region's wine culture accessible to visitors throughout the year.

Taken together, the wine city of Bolzano and the surrounding wine villages form a closely interwoven network of viticulture, culture and gastronomy – and thus the very heart of the Alto Adige Wine Road.



© Ivan Bortondello

Gentle Exercise

With around 300 days of sunshine per year, the region offers ideal conditions for outdoor activities. The varied topography of the area also opens up numerous possibilities for active nature experiences: From leisurely paths to steeper climbs, the Alto Adige Wine Road offers a suitable route for almost every level of fitness – whether following the River Adige/Etsch downstream, hiking high up in the Trudner Horn/Monte Corno Nature Park, South Tyrol's most biodiverse nature park, or exploring the UNESCO World Heritage Site GEOPARC Bletterbach near Aldein/Aldino.



© IDM Südtirol-Alto Adige/Benjamin Pfitscher

Wine Hiking Trails

The wine trails along the Alto Adige Wine Road are themed hiking paths and educational trails that wind through the varied wine landscape of this storied region. They offer nature lovers and wine enthusiasts the opportunity to explore the well-tended vineyards and Mediterranean hillsides on foot, learning about grape varieties, cultivation and winemaking along the way.



Map of wine hiking trails

Wine Cycling Routes

The wine cycling routes along the Alto Adige Wine Road offer a wonderful way to discover the sun-drenched wine landscapes and historic wine villages by bike. These pleasure routes are largely flat, following the River Adige/Etsch through apple orchards and vineyards, making them suitable for cyclists of all abilities. Along the way, picturesque villages, medieval castles, wineries and lake areas such as Lake Kaltern/Caldaro await – ideal for breaks, exploration and wine tastings.



© IDM Südtirol-Alto Adige/Alex Moling



Map of wine cycling routes

Castles and Culture

South Tyrol boasts more than 800 castles and fortresses, a considerable number of which are located along the Alto Adige Wine Road. Many of the structures originally built as defensive fortifications or noble residences are now used for tourism and cultural purposes, such as museums, restaurants or event venues.



© Helmuth Rier

The castle landscape along the Wine Road

The municipality of Eppan/Appiano is considered the area with the highest density of castles in Europe. More than 180 castles, palaces and historic residences characterise the cultural landscape shaped by vineyards. Among the most significant castles along the Alto Adige Wine Road are Hocheppan/Appiano Castle and Boymont Castle on the Castle Triangle route in Eppan, Sigmundskron/Firmiano Castle with the Messner Mountain Museum Firmian, Castel Salorno/Haderburg near Salorno/Salurn, the ruins of Maultasch Castle near Terlan/terlano and the ruins of Castelfeder. The ruins of Leuchtenburg/Castelchiaro and Laimburg/Castel Varco on the Mitterberg further make the Alto Adige Wine Road a place where history can be experienced directly.



© Ceolan Albert

Smaller villages, too, contribute to the region's cultural richness through their historic centres, residences and sacred buildings. The parish church of Tramin/Termenon, for example, with its 86-metre tower, possesses the tallest masonry bell tower in historic Tyrol.

Contemporary architecture

Alongside historic residences, castles and traditional wine estates, contemporary architecture is increasingly shaping the character of the Alto Adige Wine Road. In recent decades, numerous wineries have invested in new, architecturally ambitious buildings that combine functionality, a dialogue with the landscape and modern design.

Many of these buildings are deliberately integrated into the wine landscape and take up materials and forms from their surroundings. Large glazed surfaces, clean lines and structures that are in part built into the hillside make it possible to connect production areas, tasting rooms and visitor spaces without dominating the landscape.



© Kellerei Kurtatsch/Florian Andergassen

A Land of Lakes



© Ferienregion Südtirols Süden/Roland Pernter

The territory of the Alto Adige Wine Road is home to five bathing lakes. Lake Kaltern/Caldaro is South Tyrol's largest natural lake and, owing to its shallow average depth of just 5.6 metres, is also the warmest lake in the Alpine region. Other notable stretches of water include the Montiggli/Monticolo Lakes near Eppan/Appiano, the Fennberg/Favogna Lake above Margreid/Magrè (1,034 m) and the Gölle Lake near Aldein/Aldino at approximately 1,100 metres altitude. The offering ranges from classic swimming to water sports such as windsurfing, stand-up paddleboarding and pedal-boating.



© Tourismusverein Eppan



© IDM Südtirol-Alto Adige/Mantuel Ferrigato

The lakes along the Alto Adige Wine Road are not only popular bathing destinations but also important ecological habitats. Around Lake Kaltern/Caldaro, for example, there are extensive reed beds and wetlands that serve as a refuge for numerous bird species. The Montiggl/Monticolo Lakes, too, are surrounded by protected woodland areas and form part of a sensitive natural environment that is amongst the most species-rich landscapes in South Tyrol.

Events and Experiences

The Alto Adige Wine Road Association coordinates a number of recurring event formats:

Wine Cellar Night

Once a year – traditionally in June – numerous wine estates, wineries and distilleries along the Alto Adige Wine Road open their doors to an evening audience. The event is one of the region's best-known wine formats and provides exclusive access to cellar areas. From approximately 5 pm until midnight, the programme features guided tours, accompanied tastings and culinary accompaniments.

Winemakers and cellar masters share expert insights into production methods, terroir and the style of the wines. Musical contributions

and an organised shuttle service between participating producers add to the quality of the experience and help guests plan their own individual itineraries.



© Kellerei Kurtatsch/Florian Andergassen

WineSafari

The WineSafari is a professionally guided, full-day format available to book year-round, aimed at individual wine-enthusiast guests and groups. At its heart is a curated journey of discovery along the Alto Adige Wine Road, with visits to selected wineries, expert-accompanied tastings and a shared lunch.

The programme combines knowledge-sharing with pleasure-oriented experiences: participants gain insights into the different business structures, wine styles and terroirs of the region. The format can be booked individually for groups of ten or more.



© IDM Südtirol-Alto Adige/Alex Filz

Wine & Bike



© IDM Südtirol-Alto Adige

Wine & Bike combines active exercise with wine discovery, catering to pleasure-seeking cyclists. Accompanied by a certified Bike Wine Ambassador, the half-day tour winds through vineyards and orchards along the Alto Adige Wine Road. Routes are chosen to connect scenic highlights with viticultural landscapes.

Along the way, participants receive information on the landscape, grape varieties and regional highlights. The tour

concludes with a wine tasting at a winery. The offering is available from April to October for groups of four or more.

Wine Day – Fun Day!



© Tourismusverein Leifers/Thomas Monsorno

Wine Day – Fun Day! is conceived as a pleasure-oriented workshop that brings together wine knowledge and gastronomy in a relaxed event format. Following a seminar on "Introduction to the World of Wine" and "South Tyrol – a Land of Wine", participants enjoy a tasting and an exclusive lunch, followed by a visit to a vineyard and winery with a final tasting. The event is organised in collaboration with the South Tyrol Wine Academy.

Wine Sounds

The concert series Wine Sounds brings together wine, culture and historic architecture in an autumn pleasure format along the Alto Adige Wine Road. In the weeks following the harvest – typically between October and early November – historic residences, castles and palaces from Nals/Nalles to Salorno/Salurn are transformed into atmospheric concert venues. Local and internationally active ensembles present a stylistically broad music programme in exceptional historic settings.



The focus is on the combination of top-quality live music and regional wine culture, as well as the stories behind the wines of the region. The concerts enable guests to discover selected wines directly in the context of their origin.

Guided Tours

Regular guided cellar tours with tastings are offered by numerous member establishments of the Alto Adige Wine Road Association.



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Short Profile

Organisation: Alto Adige Wine Road Association

Foundation of the Wine Road: 1964

Foundation of the Association: 2000

Region: Trentino–South Tyrol, Italy

Positioning: Wine, gastronomy and cultural destination in the Alpine region

Membership structure: Wineries, wine estates, distilleries and tourism associations

Core offerings: Wine & gastronomy, wine villages, wine city Bolzano, castles & culture, gentle exercise, land of lakes, events

The Alto Adige Wine Road Association serves as a coordinating platform for marketing, product development and networking along the route.

Fact Sheet

Geography & structure

Length of the Wine Road: approx. 150 km

Distance as the crow flies, Nals/Nalles–Salorno/Salurn: 42 km

Municipalities in the area: 16

Bathing lakes in the area: 5

Viticulture

Vineyard area along the route: approx. 4,400 ha

Share of South Tyrol's wine production: approx. 75%

Altitude: up to approximately 1,200 m above sea level

Key varieties: Lagrein (indigenous), Vernatsch/Schiava (indigenous), Gewürztraminer, Pinot Noir, Pinot Blanc, Sauvignon Blanc

Organisation

Member wineries: approx. 75

Member tourism organisations: 9

Central motto: "Discover, experience and enjoy wine"





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About the Alto Adige Wine Road Association

The Alto Adige Wine Road Association was founded in 2000 and brings together more than 75 member wineries and 9 tourism organisations along one of Italy's oldest wine routes. Spanning 150 kilometres between Nals/Nalles and Salorno/Salurn – through 16 municipalities and across more than 75% of South Tyrol's vineyard area – the Association makes the uniqueness of the region tangible under the motto "Discover, experience and enjoy wine".

Contact for press inquiries

Alto Adige Wine Road Association
Via Cantine 10
I-39052 Caldarò (BZ)
Phone +39 0471 860 659
marketing@suedtiroler-weinstrasse.it
VAT Id.: IT02209510219

