

Alto Adige Wine Road Association  
Presse release

## 25 Years of the Alto Adige Wine Road Association – A Celebration of Pleasure and Experience

The Alto Adige Wine Road stretches from Nals/Nalles to Salorno/Salurn, connecting 16 picturesque wine-growing municipalities across some 4,400 hectares of vineyards. With 300 days of sunshine a year and a unique climate, it offers ideal conditions for viticulture. Its impressive landscape makes the region a popular travel destination throughout the year.

For 25 years, the **Alto Adige Wine Road Association** has been committed to preserving, promoting and developing this tradition-rich wine region. As one of Italy's oldest wine routes (founded in 1964), it offers far more than a scenic route through the vineyards – it is a stage for unforgettable experiences.

With events such as the Wine Cellar Night, WineSounds and Wine & Bike, the Association brings the diversity of the Alto Adige Wine Road to life. Among its many outstanding offerings, the **WineSafari** stands out as a particular highlight: on this full-day journey of discovery, participants visit selected wineries, enjoy exclusive tastings and immerse themselves in the world of South Tyrolean wine. A treat for everyone – whether tourist, local resident or true wine enthusiast.

The WineSafari is also an exceptional opportunity for companies looking to offer their employees or business partners a special team-building or group outing. In a relaxed atmosphere, participants can not only explore the world of wine, but also strengthen team spirit.

Whether as a leisurely day trip or a special corporate event – the WineSafari is an experience that will stay with you!

For more information and bookings, visit: [www.suedtiroler-weinstrasse.it](http://www.suedtiroler-weinstrasse.it).

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For further information:

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