



Alto Adige Wine Road Association  
Press release

## WineAdvent on the Alto Adige Wine Road **A festive Christmas season among wineries and wine villages**

**Experience the Alto Adige Wine Road in its magical Christmas glow. Visit the many wineries and wine villages along the Alto Adige Wine Road, where special events and offers await you throughout the Advent season!**

This year, too, guests and locals alike can experience the Advent season along one of Italy's oldest wine routes in a truly special way – with the Alto Adige Wine Road Advent calendar. 24 little doors open onto unique wine-and-Christmas experiences: whether an exclusive vertical tasting, an atmospheric winter aperitif under a starlit sky, a convivial mulled wine stand on the village square, a charming farm market, or Advent discounts and gifts in the wine shop – the member wineries, municipalities and tourism associations of the Alto Adige Wine Road have once again come up with something very special for the 2025 Christmas season.

Fancy a glass of mulled wine beneath Christmas lights, with enchanting music and fire bowls? Or perhaps a leisurely stroll between charming stalls offering handcrafted goods and homemade treats? Some wineries even open their rare wine cellars during Advent for one-of-a-kind tastings! And anyone still searching for the perfect Christmas gift for their loved ones is sure to find something in the wine shops of our member wineries – with a bit of luck, even at an Advent special price.

The Alto Adige Wine Road shines with particular brilliance at Christmas time, and invites you to enjoy a delightful and inspiring visit to the wine villages between Nals/Nalles and Salorno/Salurn! As part of the WineAdvent calendar, a new door will be opened every day on Instagram and Facebook from 1 to 24 December.

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