



PRESS RELEASE

## 30 YEARS OF VERDUNO PELAVERGA DOC: A YEAR OF CELEBRATIONS FOR A HISTORIC MILESTONE



**2025 marks a significant milestone for Verduno Pelaverga DOC, celebrating 30 years since the denomination was officially recognized.**

A milestone deeply rooted in history, as highlighted by the official website of the association: Pelaverga is an indigenous grape variety dating back to the 17th century, embodying the rich winemaking tradition of Verduno. This wine is the pure expression of a unique terroir, where the passion of local producers has safeguarded and enhanced an extraordinary viticultural heritage.

To commemorate this achievement, a vibrant calendar of national and international events has been organized to celebrate the history, flavors, and culture of this exceptional wine.

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### A year of events honoring Verduno Pelaverga DOC

Throughout 2025, the *Verduno è Uno* Association will showcase Verduno Pelaverga DOC on prominent stages across Italy and abroad through promotional activities, tastings, and special gatherings.

- **Nebbiolo Prima 2025** (in collaboration with Albeisa, January/February 2025): Verduno Pelaverga DOC will be served during lunches for attending journalists, offering a prime opportunity to introduce the excellence of this unique variety.
- **Grandi Langhe 2025** (January 27–28, 2025): An inaugural toast at the OGR in Turin, dedicated to journalists and buyers, will officially celebrate the 30th anniversary. A dedicated tasting table for the denomination will be a highlight of the event.



- **Stockholm – Barolo & Friends** (February 17, 2025): A collective tasting to promote Verduno Pelaverga DOC in the Scandinavian market, expanding its international reach.
- **Indigena World Tour – Houston with Ian D’Agata** (March 3, 2025): A masterclass exploring the distinctive features of Verduno Pelaverga DOC, led by one of the foremost experts in indigenous grape varieties.
- **Incoming Visits by International Sommeliers** (Spring/Summer 2025): Masterclasses and themed dinners in Verduno, offering an immersive experience in Pelaverga culture and production.
- **Verduno Pelaverga & Contemporary Cuisine in the Netherlands** (Summer 2025): A dedicated event for trade professionals, highlighting the versatility of this wine in pairing with modern cuisine.
- **National Wine Promotion Events**: Participation in industry events and exhibitions throughout the year.
- **Incoming Visits by Italian Journalists** (September 2025): Tasting of the 2024 vintage and the official designation of **Verduno Pelaverga DOC Ambassadors**.

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## **An anniversary, a wine, a great story to tell**

“Verduno Pelaverga DOC is more than just a wine,” explains **Diego Morra**, President of the Verduno è Uno Association. “It is a centuries-old tale connecting nature, tradition, and innovation. This grape variety has survived and thrived thanks to the tenacity and passion of Verduno’s producers, carving out a distinctive place in Italy’s winemaking landscape.

*This 30th anniversary is an opportunity for us to share a wine we love with the world, but it’s also a celebration of Italian heritage—a treasure trove of knowledge, techniques, and passion that makes Verduno Pelaverga DOC a truly unique ambassador for the Piedmontese territory, and the Langhe in particular.”*

For more information, visit [www.verdunopelaverga.it](http://www.verdunopelaverga.it)  
**#verdunopelaverga30**

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