

LANDMARKS FROM EUROPE

PRESENTS



BBWO
BAROLO & BARBARESCO
WORLD OPENING

Landmarks Presents: The Fourth Edition of the Barolo & Barbaresco World Opening in Austin, TX

Following the successful Academy Roadshow, Austin, TX is set to host the highly anticipated Barolo & Barbaresco World Opening on March 25, showcasing the 2021 Barolo and 2022 Barbaresco vintages from over 150 prestigious producers

Austin, TX – The [Consorzio di Tutela Barolo Barbaresco Alba Langhe e Dogliani](#) is thrilled to announce the fourth edition of the Barolo & Barbaresco World Opening (BBWO), taking place on **March 25, 2025, at The Branch Park Pavilion in Austin, TX**. This exclusive event will showcase the exceptional **2021 Barolo DOCG** and **2022 Barbaresco DOCG** vintages, with over 150 renowned producers from Piedmont presenting more than 300 wine labels.

The Grand Tasting will bring together industry professionals, media, and wine enthusiasts to experience the elegance, complexity, and depth of these iconic wines, embodying the exceptional terroir of Langhe, Piedmont. As part of the “*Landmarks from Europe: Good products made with respect, Respect made with good products*” initiative, BBWO plays an essential role in deepening the appreciation of Barolo and Barbaresco wines, as well as Fontina DOP, within the U.S. market.

Following a successful **Academy Roadshow** in Texas, Arizona, and Colorado, BBWO 2025 has gained momentum as it prepares for its largest event yet. Over 200 industry professionals participated in sold-out sessions led by Master Sommeliers and Consorzio representatives, gaining in-depth knowledge of the Langhe region’s terroir, MGA classifications, and the 2021 and 2022 vintages. The overwhelmingly positive feedback underscores the increasing interest in Barolo and Barbaresco wines across the United States.

The significance of the U.S. market is further emphasized by the **2024 bottling data**, which shows encouraging trends for these iconic denominations:

- **Barolo DOCG:** Achieved a **6% increase** in bottled wine in 2024 compared to 2023. Notably, **December 2024** saw a **32% surge**, signaling strong market interest in the **2021 vintage** as it enters the market.
- **Barbaresco DOCG:** Remains **stable**, maintaining performance levels consistent with other esteemed denominations.
- **Langhe DOC:** **Langhe DOC Nebbiolo** deserves special recognition, having recorded a **12% annual increase**, further showcasing the region's dynamic growth.

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Sergio Germano, President of the Consorzio di Tutela Barolo Barbaresco Alba Langhe e Dogliani, shared his enthusiasm *"The Barolo & Barbaresco World Opening is more than a tasting - it's a celebration of Piedmont's winemaking heritage. We are thrilled to bring this experience to Austin, allowing guests to discover the exceptional 2021 Barolo and 2022 Barbaresco vintages. The resounding success of our Academy Roadshow, which exceeded our expectations, and engaged hundreds of industry professionals across Texas, Arizona, and Colorado, confirms the growing appreciation for our region's wines. Additionally, the positive bottling data from 2024 shows a market ready to embrace these remarkable wines."*

This year, the Consortium is proud to partner with the [Wine & Food Foundation](#) as the official non-profit partner. A portion of the proceeds from consumer ticket sales will benefit the Foundation, which provides educational programs, events, and scholarships to advance the careers of wine and food professionals. Additionally, WFF offers vital support to the community in times of need by funding programs that prevent and battle food insecurity.

In line with its **commitment to sustainability**, BBWO is also pleased to partner with [Cork Collective](#), a collaboration between **Amorim, Southern Glazer's Wine & Spirits, Rockwell Group, and BlueWell**. This initiative emphasizes cork as a 100% natural, reusable resource, often overlooked in the hospitality industry. A **Cork Collection station** will be available at the event, where attendees can recycle their corks.

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About the Consorzio Di Tutela Barolo Barbaresco Alba Langhe e Dogliani: Founded in 1934 and representing over 600 wine producers across multiple appellations, the consortium is committed to the management, protection, and promotion of the Langhe, Alba, and Dogliani wine denominations. The Consortium ensures high quality by a set of formal production guidelines for the entire winemaking process, from agronomy to market surveillance. The Consortium continues to perform periodic sampling of wine products on the market to prevent fraud and to protect the wines' authentication and reputation. Barolo & Barbaresco are registered trademarks in many countries throughout the world.