

LANDMARKS FROM EUROPE

PRESENTS



BBWO
BAROLO & BARBARESCO
WORLD OPENING

FOR IMMEDIATE RELEASE

Landmarks Presents:

**The Fourth Edition of Barolo & Barbaresco World Opening Triumphs in Austin, TX,
Marking a Monumental Milestone for Langhe Wines in the U.S.**

This successful debut edition in the Southwest, with its dynamic itinerant format, reinforces Consorzio's expanding influence and the growing appreciation of Langhe wines in the U.S.

Austin, TX, March 26, 2025 – On March 25, 2025, the Barolo & Barbaresco World Opening (BBWO), organized by the [Consorzio di Tutela Barolo Barbaresco Alba Langhe e Dogliani](#), welcomed over **450 members of the trade and 450 consumers** to The Branch Park Pavilion in Austin, TX. The event showcased more than **150 producers from the Langhe region**, offering nearly **300 Barolo DOCG and Barbaresco DOCG labels** to an audience of sommeliers, trade professionals, media, and wine enthusiasts.

Building upon the momentum of previous BBWO events in New York (2020 & 2024) and Los Angeles (2022), **the Austin edition solidified BBWO as Consorzio's most significant international initiative**. This year's triumph paves the way for expansion into Canada, with an edition scheduled for 2026, followed by a further US iteration in 2027.

Held at **The Branch Park Pavilion in Austin, TX**, this edition offered attendees the chance to taste **the exceptional 2021 Barolo DOCG and 2022 Barbaresco DOCG vintages**, experiencing firsthand their elegance and complexity while showcasing the distinctive 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 these iconic denominations, as well as Fontina DOP, within the U.S. market.

Following the success of the **Academy Roadshow**, which captivated over 200 industry professionals across Texas, Arizona, and Colorado, BBWO 2025 solidified the growing demand for these esteemed wines. With **sold-out educational sessions** led by Master Sommeliers and Consorzio representatives, the roadshow expanded awareness of MGA classifications, regional nuances, and the promising 2021 and 2022 vintages.

"The BBWO event is a true reflection of the enduring allure of our wines. Seeing the incredible excitement from both the U.S. trade and consumers fills us with immense pride and reaffirms the growing recognition of Barolo and Barbaresco". said **Sergio Germano, President of the Consorzio di Tutela Barolo Barbaresco Alba Langhe e Dogliani** *"The enthusiastic response in Austin, TX, following our Academy Roadshow, highlights the power of education in our journey. Moments like these remind us that our mission goes beyond just showcasing wines - it's about creating lasting connections.*

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Being here, and engaging with industry professionals and local audiences, not only elevates our wines but ensures they leave a meaningful impression, further motivating our efforts to strengthen our presence in this key market and deepen our commitment to the U.S.”

In support of local communities, BBWO 2025 proudly partnered with the [Wine & Food Foundation](#).

Sustainability also played a central role in BBWO 2025, with the introduction of a **Cork Collection station** in collaboration with [Cork Collective](#) - a partnership between Amorim, Southern Glazer's Wine & Spirits, Rockwell Group, and BlueWell - promoting cork recycling in the hospitality industry.

As a clear testament to Consorzio's success in the market, **Barolo DOCG** will be featured in the **first-ever masterclass dedicated to an Italian wine at Harvard University on March 27, 2025**, resulting from a collaboration between **the Ordine dei Cavalieri del Tartufo e dei Vini di Alba, the Consorzio di Tutela Barolo Barbaresco Alba Langhe e Dogliani, and the Harvard Wine Society**. Consorzio President Sergio Germano and Maestro Peter Salerno will guide participants through a tasting of the 2021 vintage of four Barolo DOCG wines, highlighting the Langhe terroir and the history of the Ordine dei Cavalieri del Tartufo e dei Vini di Alba.

The Consorzio di Tutela Barolo Barbaresco Alba Langhe e Dogliani remains confident in the U.S. market's potential, despite the challenges posed by a shifting global political landscape and economic uncertainties. **By focusing on promoting high-quality, terroir-driven wines, the Consorzio continues to invest in education, relationship-building, and long-term growth.** The strong response to both the Road Show Academy and the BBWO event highlights the region's growing influence and the increasing demand for educational engagement.

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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.