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Landmarks Presents: The Barolo Barbaresco Academy Roadshow A Resounding Success in the Southwest

The Academy Roadshow concludes with sold-out seminars across all six cities in the Southwest, highlighting the growing enthusiasm for Barolo and Barbaresco wines

Austin, TX – The [Consorzio di Tutela Barolo Barbaresco Alba Langhe e Dogliani](#) proudly announces the **successful conclusion of the Barolo & Barbaresco Academy Roadshow**. This educational journey began in **Dallas on February 3rd**, followed by stops in **Houston, Austin, and San Antonio, TX; Phoenix, AZ**; and concluded in **Denver on Tuesday, February 11, 2025**. The sold-out series attracted more than 200 passionate wine professionals and enthusiasts, making it a remarkable success across all cities.

As a flagship initiative of the fourth edition of the Barolo & Barbaresco World Opening (BBWO), the **Academy Roadshow** is part of the European communication campaign "*Landmarks from Europe: Good products made with respect, Respect made with good products*" which successfully fostered deeper appreciation and knowledge of Barolo and Barbaresco wines and Fontina DOP in the U.S. market.

Led by Consorzio representatives, renowned Master Sommeliers, and wine experts, each seminar provided an in-depth exploration of the Langhe region, including its terroir, MGAs (Menzioni Geografiche Aggiuntive), soil composition, and insights into recent harvest reports. **More than 200 importers, distributors, wine buyers, sommeliers, retailers, restaurateurs, wine consultants and wine educators** engaged in discussions on the human and historical influences shaping these iconic wines, from the legacy of the Barolo Boys to the role of international investors.

"The incredible response to the Academy Roadshow underscores the growing fascination with Barolo and Barbaresco wines in the U.S. Southwest" said Sergio Germano, President of the Consorzio di Tutela Barolo Barbaresco Alba Langhe e Dogliani "It has been a privilege to bring this experience to an audience so eager to learn and appreciate the richness of our region. The enthusiasm and engagement we witnessed in every city confirm that the U.S. market is more receptive than ever to our wines, and we can't wait to reunite 150+ producers from our region on March 25th in Austin to experience firsthand the enthusiasm that media, trade, and retailers showed in all these events and present directly to this audience their wines."

The success of the Roadshow across all cities reinforced the increasing appreciation of Barolo and Barbaresco wines in the region and highlighted the importance of continued education in the field of fine wines. The Academy Roadshow made its highly anticipated debut in the Southwest U.S., following successful events in Europe, Canada, and Pennsylvania, further reinforcing the Consorzio's commitment to expanding its efforts - particularly in emerging markets - with education as a central strategic priority, one it will continue to invest in and nurture.

The Barolo & Barbaresco Academy Roadshow served as a prelude to the highly anticipated **Barolo & Barbaresco World Opening**, set for **March 25, 2025**, at The Branch Park Pavilion in **Austin, TX**. This

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grand event will feature tastings of the latest Barolo (2021) and Barbaresco (2022) vintages from over 150+ producers, offering attendees an unparalleled opportunity to experience the best of Piedmont's winemaking tradition.

Press Assets

Images are available [HERE](#)

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About the Consorzio di Tutela Barolo Barbaresco Alba Langhe e Dogliani: Founded in 1934, the Consorzio represents over 600 wine producers across multiple appellations. Committed to the management, protection, and promotion of the Langhe, Alba, and Dogliani wine denominations, the Consorzio ensures the highest quality through strict production guidelines and market surveillance. Barolo & Barbaresco are registered trademarks in many countries worldwide.