

# Piedmont

The vineyards, villages and people  
behind the wine and culinary scene

April 14-19, 2026  
Led by Yair Haidu

VINSPIRATION  
WINE • FOOD • CULTURE



## Day 1

### Benvenuti a Piedmont

Barolo and Barbaresco are among the most famous appellations in the world. It is the home of some monumental wines. Piemontese wines are powerful and can age for decades. They are also quintessentially artisanal. As a local expression states “the best compost (or fertilizer) for a vineyard are the footprints of the winemaker in his or her vineyard”.

Our meeting point will be at our lovely hotel, in the beautiful medieval city of Alba. After checking in, we will head out for a meet & greet aperitivo, followed by an elegant gala dinner, presenting an introduction to the different wines of the region.



## Day 2

### The tradition of Barolo

The struggle between tradition and innovation in Piedmont is felt at every turn. The founding generation, struggling to change the quality and character of the local wine, brought Barolo to the center of the world stage. The young generation are now reverting to the ancient traditions of the region.

We will begin with a first visit to a historic, family-owned and female-led estate known for producing exceptional Barolo wines that stand out for their quality. The winemaking philosophy at the winery emphasizes organic farming and minimal intervention, allowing the Nebbiolo grapes to fully express their character.

Our next visit will be to a hidden gem of a winery, cherished by true connoisseurs. A Winery that is a beacon of traditional Piemontese winemaking, and we will be among the fortunate few granted a visit.

We will then return to the hotel for a short rest, followed by dinner in a beautiful restaurant with a view of the vineyards, where we will have the chance to taste classic Piedmontese dishes.





### Day 3

## Modern Revolution

This morning we meet one of the “Barolo brothers”, a legendary figure in the region’s history, one of the pioneers of the modern revolution thanks to his innovative approach to winemaking. The winery’s wines embody the perfect balance between tradition and modernity, and for years have stood as a symbol of excellence and local pride.

Lunch will be at a hotel owned by one of the area’s leading wineries, where we will enjoy a delicious meal overlooking breathtaking vineyard views, accompanied by wines from the estate.

We will continue to meet another prominent figure in the history of Piedmont. His winery follows principles that align with the Slow Food philosophy, which originated in this very region - emphasizing terroir, locality, seasonality, and minimal intervention.

Dinner tonight will be at a young and colorful wine bar in the center of Alba, for a different wine and food experience, during which we will hear about the modern and innovative side of Piedmont wines.



## Day 4

# The legendary names of Barbaresco

The village of Barbaresco, though often overshadowed by its famous neighbor Barolo, is home to some of Italy's finest wines.

We will begin the day with a visit to one of the most esteemed wineries in Piedmont. It brought Barbaresco wines to the forefront of the international stage. We'll enjoy a rare visit, complete with tastings and a personal encounter with the people behind the legacy.

We continue to another historic winery, whose reputation precedes it. Deeply committed to preserving the family tradition passed down through generations, its wines are renowned worldwide for their quality. Very few people get the opportunity to visit. Fortunately, we are among the lucky few.

We will then head to a long-established and highly respected producer. Known for its outstanding wines and uncompromising approach to quality winemaking, he has earned a place among Piedmont's leading wineries.

Tonight, we enjoy a free evening to explore the enchanting town of Alba.





## Day5

### Di Conterno

On Saturdays, the entire town of Alba transforms into a vibrant and colorful open-air market. The sidewalks of the historic city center fill with stalls offering fresh fruits, vegetables, truffles, cheeses, cured meats, and much more. We will have time to explore it at our own pace and pick up local delicacies - a delicious way to bring home the scents and flavors of Piedmont.

After saying goodbye to the beautiful market, we head off to a fascinating visit at one of the most iconic and revered producers in Barolo and in all of Piedmont, Giacomo Conterno. Founded about a century ago, the winery is renowned for its legendary and exceptional wines. His name is etched into the local history books and is a cornerstone of Piedmont's winemaking heritage. We will have the privilege of tasting some of the estate's wines and hearing firsthand about their work, in one of the most impressive and high-quality wineries in the region.

At the end of this unforgettable day, we'll return to the hotel to refresh, and then head out for a festive dinner celebrating the final night of our shared journey. The elegant, classic Michelin-starred Piedmontese restaurant, is among the finest in the entire region.



Day 6

## Arrivederci

After checking out of the hotel, we head out to visit the last winery of our trip, one of the most famous, remarkable, and respected wineries in all of Italy.

Before saying goodbye, we will stop for one last lunch together and raise a final glass of wine celebrating this unforgettable experience.





## Yair Haidu

Yair Haidu is a world-renowned wine expert. Starting his way as a professional wine guide, he went on expanding and deepening his knowledge and expertise in the wine industry, both on the educational side and the commercial side.

He is a wine educator with more than 30 years of experience and infinite knowledge, leading tours to the most interesting wine destinations, and teaching fascinating master classes focusing on many different wine regions.

In 1999, he was appointed EU Regional manager of the legendary Austrian glassware company RIEDEL. Later on he became a member of the tasting board of La Revue du Vin de France magazine. Yair is a well known judge in international wine competitions. Nowadays, he also acts as the Brand Director of NUDE on behalf of the Şişecam Group, a major glassware company.

*“He has the respect of the entire wine trade, particularly in Europe, as someone with unique knowledge, understanding and experience.”*

(Adam Montefiore)





**Early bird price - € 4,600** for registrations until November 14, 2025

**Full price - € 4,950**

### What is included?

- Led by Yair Haidu, a world-renowned wine expert.
- 5 nights in a 4\* hotel in a medieval town. Breakfast included. Based on double occupancy. **For single occupancy, there is an additional fee of €550.**
- Visits to the top most intriguing wineries of Barolo and Barbaresco.
- Fascinating in-depth encounters with the winemakers.
- Vertical tastings of rare wines and old vintages.
- 5 lunches, including top wines from the region
- 4 dinners, including top wines from the region
- Dinner at a Michelin-starred restaurant.
- Small, professional-level group.
- Private transport for the group.

### The price does not include:

- Flights.
- Transport to first meeting point and after end of excursion.
- All insurances (personal/health/luggage and travel/ cancellation insurance).
- Anything that is not specifically described at “What is included”.

### Optional for an addition fee:

- Private transport from airport in destination to meeting point / hotel, and from ending point of excursion to airport.
- Tailor made program for extending your stay, including all accommodations (transport, hotels, activities, restaurants, etc.)

### Notes:

- **Prices indicated are per person**
- Due to supplier constraints changes in plan may occur. In such case an alternative supplier/ experience of the same level will be chosen

### Registering for a tour:

Will be done by filling in the online registration form, together with sending a passport copy and down payment confirmation. Sending these details will be seen as fully agreeing to all conditions as mentioned here as well as to company regulations.

## Payment conditions

A €1,000 down payment upon registration and the rest to be paid up to 60 days before departure date. The payment will be done by bank transfer / credit card.

## Health and immunization

The tours include walking, often in rural, ancient, and/or steep terrain. If a guest has any health or mobility limitations (hereinafter referred to as a “health difficulty”), including but not limited to walking or climbing stairs, these must be disclosed upon registration.

The company has the right to refuse to register a customer according to its own consideration without the obligation of substantiation, where according to it the tour is not suitable under the circumstances and in such case, the down payment will be fully refunded, if paid. In the event that such a problem was created for the customer (and/ or any person that registered with him) in the period between registering and date of tour, the customer must announce the company immediately, and the company reserves the right to cancel the customer’s registration (and/ or any person that registered with him) according to its judgement and the conditions of “cancellation by the customer” will take place.

Vaccinations and/or medications are the customer’s responsibility. A person taking medication regularly, is requested to take the required amount of medication that will last the course of the tour plus two days.

## Cancellations

Cancellation will be done in writing only, and the following instructions will take place:

Up to 90 days before leaving departure	A full refund of the down payment with deduction of handling fees of \$200 per participant.
Up to 60 days before leaving departure	The down payment fees will be charged solely.
Within 60 days before the date of departure	No refund, the customer will be required to complete the full payment for the tour.

## Cancellation by the company

In the event that the number of participants does not justify the execution of the tour from a financial point of view in the company’s opinion, or in the event of force majeure (as an example, but not only, war, plague, a significant change in flights including cancellation of flights, an unusual change in climate, and so on), the company is allowed to cancel the tour by notifying the customer. In such case, the customer is allowed to choose between (A) a full refund of all funds paid to the company or (B) credit of the funds paid to use for one of the company’s other tours taking place upon the following 24 months. The above mentioned constitutes full and complete compensation and any other compensation will not be given in the event of a tour cancellation.

For the full cancellation policy [click here](#)



# Thank You!



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