



GRAPE ESCAPES CELEBRATES THE UNESCO CLASSIFICATION OF THE PIEDMONT VINEYARDS WITH TWO NEW PACKAGES LAUNCHED

In 2014, The World Heritage Committee added the 'vineyard landscape of Piedmont: Langhe-Roero and Monferrato' to their listing of World Heritage sites. Piedmont joins other popular and elite classified wine tourism areas such as the picturesque cobbled streets of Saint Emilion and the chalk crayeres of Champagne. Since the region's stunning vineyards were awarded UNESCO classification, there has been an increased demand for tours to this beautiful area, and Grape Escapes have responded – launching two new perfectly Piedmontese propositions for wine lovers to consider.

The tours, which can be taken as three or four day breaks, are available mid-week and weekends from mid-January to mid-December.

Grape Escapes' Essential Bra tour is based at the 4* Albergo Cantine Ascheri in the town of Bra, at the heart of the Piedmont vineyards, providing the perfect base for exploring everything the region has to offer. The hotel's contemporary architecture and post-industrial look, which was inspired by the old tanneries of the 19th Century Bra, create a charming and welcoming atmosphere for Grape Escapes guests. The tour includes a full day transported tour, with a private chauffeured vehicle, visiting two excellent wineries. At one of these estates a traditional lunch will be served, and at the other an excellent 'vineyard safari' upgrade option is available, giving wine-lovers the opportunity to venture into the vineyards and taste no less than nine wines! In the afternoon, guests will discover fabulous locally produced Italian cheeses in Bra, the birthplace of the slow food movement, which works globally to protect food biodiversity and build relationships between producers and consumers. Those opting for a four day break will enjoy a second full day tour, visiting two further wineries (this time also discovering Barbaresco), and in the evening a five course wine pairing dinner will be served in the hotel's Osteria. The Essential Bra break starts at £405 per person.

Grape Escapes also cater for those seeking ultimate luxury; the exclusive nature of their Exclusive Barolo and Barbaresco itinerary (from £432 per person) gives guests the opportunity to relax in a haven of peace in the middle of the world famous Barolo vineyards at the Palas Cerequio. On the tour, guests will be transported throughout the day in a luxury chauffeured vehicle on a private basis, and will be welcomed at three premium Barolo and Barbaresco wineries, also enjoying a four course wine tasting lunch in an Italian Osteria in Bra. The four day break

extends this high quality wine experience with three additional winery visits, and the gastronomic highlight of the trip will be the five course wine pairing dinner, which will be served in a double Michelin starred restaurant.

For more information call +44 (0) 1920 46 86 66 or visit <http://www.grapeescapes.net/destinations/piedmont/the-tours/>

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Notes to Editors:

Grape Escapes is a specialist wine tour operator, offering wine tours to France, Spain, Portugal and Italy. Grape Escapes offer a broad range of wine tasting tours and trips to vineyards in Ribera del Duero and Rioja in Spain, Tuscany in Italy, Porto in Portugal and the main French wine regions: Champagne, Bordeaux, Burgundy, The Rhône and The Loire. Grape Escapes run numerous wine tasting trips for individuals, groups (social groups, hen weekends, wine clubs, car clubs, and birthday trips among others) as well as wine tasting trips for corporate clients. www.grapeescapes.net