

Barolo *en primeur*

A project developed by the Cassa di Risparmio di Cuneo Foundation and CRC Donare Foundation, in conjunction with the Consortium for the Protection of Barolo Barbaresco Alba Langhe and Dogliani

The first edition of '*Barolo en primeur*' concluded with the bids for the 15th and last charity project during the Alba White Truffle World Auction.

A total of € 660.000 was donated to support solidarity projects.

The date of the next event is already scheduled for
Saturday 29 October 2022.

In live linkup with Hong Kong, 60.000 euro was raised for the 15th charity project and will go to the international charity, the "Mother's Choice" Foundation

Cuneo, 14 November 2021 - Following the solidarity auction on Saturday 30 October, during the 22nd edition of the **Alba White Truffle World Auction**, at Grinzane Cavour Castle **with live linkups with Hong Kong, Dubai and Moscow**, funds were raised for the fifteenth solidarity project of the **Barolo en primeur** charity event, which was matched with the fifteenth and final barrique.

Once again, generosity won the day: for the fifteenth charity project linked to the international charity, the **"Mother's Choice" Foundation**, which has been working since 1987 to support orphaned children and young mothers in difficulty, an impressive **60.000 euro was raised, bringing the total amount of donations to 660.0000 euro, thus wrapping up the first edition of Barolo en Primeur**, promoted by the Cassa di Risparmio di Cuneo Foundation, in conjunction with the CRC Donare Foundation and the Consortium for the Protection of Barolo Barbaresco Alba Langhe and Dogliani.

Barolo en Primeur thus raised a total of **€ 660.000** which was allocated to **17 different charities**: in addition to the Mother's Choice Foundation, the **Adas Foundation of Cuneo** for home assistance to the suffering (the project was supported by **AGC Flat Glass Italia** of Cuneo); **Racconigi Castle** with the donation of **Intesa SanPaolo**; the **Alta Langa Cultural Park Association NPO** for the 'Banca del fare', thanks to the generous bid made by the **Cassa di Risparmio di Torino Foundation** and **Aurelio Cavallo**; the **Provincial Coordination of Civil Defence of Cuneo**, with the PASS project - to support territorial health centres in places hit by emergencies or natural disasters - which received a donation from **San Paolo Company**, a benefactor also of the **b612lab Association of Saluzzo** for the Monviso Thesaurus project; the US organisation **East West Philanthropy Forum** for the China-Italy Philanthropy Forum project, supported by **an Asian benefactor** who prefers to remain anonymous; the 'Terzo Tempo' project on contemporary art and movement of the **Sandretto Rebaudengo Foundation** thanks to a donation from the company **Asja Ambiente**; the **Augusto Rancilio Foundation**, for the project to renovate the cellars of Villa Arconati, supported by the **Palladium Group of Milan**; **Opera Barolo**, for the renovation of Palazzo Barolo, thanks to the generosity of a Turin family; the 'Arte e natura' project of **Rivoli Castle** to bring children and families closer to contemporary art and sustainability, supported by **Ceresio Investors**; the **Molinetto Research Foundation** NPO, supported by the **Bonifiche Ferraresi Company**.

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Banca di Cambiano provided support, with its donation, for the Santa Croce e Carle Hospital Foundation of Cuneo NPO; Francesca Lavazza supported the Association of Italian Women Donors of Umbilical Cord Blood, Piedmont section, NGO; the Costamagna family supported the renovation of the Adriani Civic Museum of Cherasco; finally, the New Alba-Bra Hospital Foundation NPO and the Alba First Aid Centre NPO received funds from an anonymous donor.

The success of the venture was remarked on by its promoters. Ezio Raviola, Vice-President of the Cassa di Risparmio di Cuneo Foundation, said: *"This is the result of excellent teamwork, as shown by the collaboration with the Alba White Truffle World Auction. Creating and fostering synergies between such major players as Barolo and the Truffle sector is fundamental for best conveying the enormous value of our territory and making it increasingly known and appreciated, also abroad. And, given the enthusiasm, generosity and attention that have been forthcoming, I would say that we couldn't have had a better advertisement"*, while Matteo Ascheri, President of the Consortium for the Protection of Barolo, Alba, Langhe, Dogliani affirmed: *"This is just the beginning of a journey that will evolve over the next few years: Barolo en Primeur must become a fixed and unmissable date on the international wine and food calendar, an event which will also involve producers from the Langhe"*.

Giuliano Viglione, President of the CRC Donare Foundation, set up in 2021, concluded: *"Barolo en primeur was the first event ever organised by CRC Donare: we are proud of the results achieved and increasingly convinced that close synergy with citizens, institutions, businesses and the non-profit world, as in this case, cannot but help sustain projects of national and international interest and significance"*.

The date has already been fixed for next year: the second edition of **Barolo en Primeur**, the great solidarity auction, will be held on Saturday **29 October 2022**.

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