vinetur

Festival Franciacorta di Primavera Welcomes Visitors to 50 Lombardy Wineries for Tastings and Culinary Events

Spring event features chef-led cuisine, masterclasses, and exclusive tours of historic sites in Italy’s renowned wine region

Thursday, March 12, 2026



With the arrival of spring, Italy’s wine and food scene is coming alive with a packed calendar of events that highlight the country’s rich traditions, landscapes, and culinary culture. Among the most anticipated is the third edition of the “Festival Franciacorta di Primavera,” scheduled for March 14 and 15 in Lombardy. Organized by the Consorzio Franciacorta under the leadership of Emanuele Rabotti, this event opens the doors of 50 wineries to visitors, offering tastings, guided tours, and meetings with producers. Sixteen chefs will present new interpretations of local cuisine, with a special focus on Marennes-Oléron IGP oysters as the guest ingredient for 2026, paired with Franciacorta wines. The festival also features cultural itineraries curated by FAI (Fondo per l’Ambiente Italiano), including special access to historic sites such as Erbusco, Castello Convento, Palazzo Pelizzari in Capriolo, and Palazzo Monti della Corte in Nigoline. Masterclasses led by Artur Vaso, named Italy’s second-best sommelier in 2025, will explore pairings between Franciacorta DOCG and oysters.

The official opening takes place at Teatro Grande in Brescia with a public discussion on “The Future of Places: Identity, Vision and Cultural Responsibility,” moderated by journalist Dario Maltese. Speakers include cultural manager Luca Josi, Daniele Cipriani (director of Festival dei Due Mondi di Spoleto), communication expert Paolo Borzacchiello, physician Melania Rizzoli, and chef Arianna Gatti.

Elsewhere in Italy, the agenda is equally full. In Milan, “La quinta stagione,” a documentary about five acclaimed women chefs, opens the 33rd “Sguardi Altrove-Women’s International Film Festival” at IULM University. The film features Michelin-starred chefs such as Caterina Ceraudo and Martina Caruso. Also in Milan, from March 16 to 30, the first “Rome CocktailBar & Restaurant Week” will showcase mixology and fine dining across top venues.

In Trentino-Alto Adige, Merano hosts the “FarmFood Festival” on March 14 at Kurhaus Merano. This event celebrates over 900 local products—cheeses, speck, wines—certified as 100% Alto Adige quality. From March 26 to 29 in Bolzano, Castel Mareccio becomes the stage for “Weinkost,” the region’s historic wine exhibition now in its 99th year. More than 180 labels from 40 wineries will be available for tasting alongside culinary events and masterclasses.

The Italian Alps continue to blend gastronomy with outdoor experiences. In Alta Badia until April 7, “Sciare con Gusto” brings together Michelin-starred chefs for gourmet skiing experiences. The “Roda dles Saus” week (March 15-22) highlights Ladin cuisine on the slopes of Skitour La Crusc. Cheese lovers can attend “Ski & Cheese” tastings in Valle Aurina until March 18 or visit Campo Tures for the “Festival del Formaggio” from March 13 to 15.

In Veneto, Verona prepares for Vinitaly (April 12-15), one of Europe’s largest wine fairs. The event will feature more than 70 countries and new segments like no- and low-alcohol beverages and spirits. The city also hosts “Vinitaly and the City” (April 10-12), bringing tastings and talks to historic locations.

Piedmont offers several highlights: “I Grandi Terroir del Barolo” returns to Monforte d’Alba on March 28-29 with masterclasses on Barolo crus; Tortona hosts “Derthona Due.Zero” (March 28-30), focusing on Timorasso-based white wines; Novello launches its first Nas-cëtta festival on June 12-13; and Turin welcomes Horeca Expoforum (March 15-17), a major hospitality trade show.

Tuscany’s calendar includes the Assoenologi Forum on wine and youth at Florence’s Palazzo Medici Riccardi on March 13; the Chianti Ultra Trail (March 19-22) combining trail running with wine tastings; and San Gimignano’s “Regina Ribelle - Vernaccia di San Gimignano Wine Fest” (May 30-31), celebrating both historical milestones and contemporary trends in white wine production.

In Emilia-Romagna, Cattolica marks ten years of “Wein Tour Cattolica” from May 22 to 24—a showcase for regional wines—while Parma continues to develop its network of food museums dedicated to local specialties like Parmigiano Reggiano and Prosciutto di Parma.

Central Italy also sees important events: Perugia hosts AIS’s “Esperienze di Vitae del Centro Italia” on March 22 with over 400 producers; Montefalco presents new vintages of Sagrantino at “A Montefalco-Terra per il Vino” from April 27 to 29; Rome holds “Io Vino,” focusing on native grapes from Marche and Campania on March 15; and Lazio launches its first Rome CocktailBar & Restaurant Week.

Southern Italy is represented by events such as “Campania Stories” (April 23-26) at Caserta’s Royal Palace; “Radici del Sud” (June 3-8) in Gioia Del Colle for southern Italian wines; and Gibellina’s program as Italy’s Capital of Contemporary Art for 2026.

Throughout Italy until March 15, the eleventh edition of “Le Giornate delle Donne del Vino,” led by Daniela Mastroberardino, focuses on women’s roles in wine and food through tastings and discussions about sustainability and leadership.

Other notable events include Slow Food’s fortieth anniversary celebrations culminating in Terra Madre Salone del Gusto in Turin (September 24-28); Best Wine Stars in Milan (May 16-18); Tuttofood at Fiera Milano Rho (May 11-14); SIMEI for beverage machinery (November 17-20); Food & Science Festival in Mantua (May 15-17); Italy Beer Week nationwide (March 16-22); World Pignolo Day in Udine (March 20); Distinti Salumi in Cagli (May 22-24); Gelato Day across Europe (March 24); and many more regional festivals dedicated to cheese, olive oil, craft beer, local produce, art exhibitions tied to food culture, and open winery weekends.

This spring marks a vibrant period for Italian wine tourism and gastronomy. Events across every region invite locals and visitors alike to discover not only celebrated wines but also lesser-known varieties, traditional foods, innovative pairings, cultural heritage sites, and new approaches to sustainability—all set against some of Italy’s most scenic landscapes.