

## ***La valorizzazione delle produzioni tipiche. Gli itinerari enogastronomici dell'Emilia-Romagna, a cura di Silvia Gatti, Milano, Franco Angeli, 2001***

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The rural territory and its typical productions are one of the most interesting assets of a region. They refer to a culture made of time and skill. For those who live in specifically devoted areas, the protection and promotion of this treasure can offer a great opportunity. Highlighting, and in some cases reconstructing, the bonds that unite the land with its products can make it possible to recognize one's history through a unique magnifying glass. For those who have the possibility to approach and learn this history after this path of analysis and rediscovery, the experience can become a unique memory.

The awareness of this reality has given rise to numerous experiences of enhancement of the rural territory and typical local productions. Among these experiences, the wine and food itineraries are taking on particular significance for the richness of the approach adopted, the complexity of the management system and, lastly, the fact that - through the national law and various regional laws - they are becoming an integral part of the rural development policies.

This book is the result of the desire of the Region of Emilia Romagna and the Associazione Nazionale Città del Vino (National Association of Wine Cities) to study - through a research project - the dynamics taking place in Emilia Romagna in the wine tourism field in the late 1990s, the time of the greatest discussion on national and regional legislation.

The study reveals a picture of the grape-growing and wine-making activity in Emilia Romagna that is diversified in the different production areas running through the entire region from Piacenza to Rimini. In fact, there are specific traits in terms of type and quality of the productions, characteristics of the farms and transformation facilities, and forms of organization. In particular, there is much room for development of the sale and promotion structures for the region's quality wines.

As for tourism, the richness of the types emerges along with, in this case, the potentials offered for the development of wine and food route initiatives.

The book is completed by a detailed presentation of the development of the wine and food route project by the Region of Emilia-Romagna, which led to the passing of the regional law in April 2000.

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