

Augusta Wine Fair, 8 and 9 November, Bunker – Turin
The True Taste of Things Does Not Exist
and
Augusta Thinks About Wine

In Turin, October and November 2026

The fourth edition of **Augusta** will take place in Turin, at **Bunker**, on **Sunday 8 and Monday 9 November 2026**, bringing together around 100 natural wine producers, as well as farmers and craftspeople who work the land, raise animals and transform their products according to fair and sustainable practices.
Ahead of the 2026 edition, when the public will have the opportunity to meet producers and discover their work, Augusta presents a programme of tastings,

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talks and discussions: ***The True Taste of Things Does Not Exist***, taking place from 1 to 23 October at two *Case del Quartiere* in Turin, and ***Augusta Thinks About Wine***, across the **Piedmont region and the city of Turin** on 7 November, and **at the fair** on 8 and 9 November.
The aim is to offer the public a cultural programme that provides an opportunity to discover the world of natural wine and engage with the ways in which it is communicated, through the people who produce it and the products themselves.

For the next edition of Augusta, we have planned a series of events leading up to the fair, designed both for those who already love natural wine and for those who want to learn more about it, also through tasting products connected to this world. Augusta is coming to the Case del Quartiere, places of encounter and active citizenship, to reflect on the production and conscious consumption of food and wine. Furthermore, in order to extend the fair's cultural programme, before and during the event we will organise book presentations and discussions featuring highly authoritative Italian and international guests.

*__Piero Crocenzi__, Founder and Curator of Augusta

October 2026 – *The True Taste of Things Does Not Exist*

The True Taste of Things Does Not Exist is a series of three tastings open to the public, held at two of Turin's Case del Quartiere: open, participatory community spaces where communicators and producers will take audiences on a sensory journey through tastings of beer and cheese, coffee and cocoa, and finally wine.
The events will take place on 1, 15 and 23 October 2026 at 7.00 pm.
Tickets cost €7 (€3 for students) and can be booked here:
https://augustafieravino.com/page/il-sapore-vero-delle-cose-non-esiste

Programme

Thursday 1 October 2026, 7.00 pm - Casa del Quartiere Più SpazioQuattro, Piazza Paravia **– Beer and Cheese**, featuring **beer from Cantina Errante** and **cheese from La Servaja**.

Artisanal or industrial? A sensory journey through beer and cheese tastings, from the most familiar flavours to the most authentic ones. *Augusta in viaggio*

retraces the journey of products that travel from cellars and farms to shop shelves – products we believe we know, but perhaps not as well as we think. These are products for which the collective imagination has established a certain idea of taste and use, which may not correspond to the flavour profile that a product coming directly from a farm or cellar can still offer us today.

Thursday 15 October 2026, 7.00 pm – Casa del Quartiere San Salvario, Via Oddino Morgari 14 **– Coffee and Cocoa**, featuring coffee from **Santaromero** and chocolate from **Cacao Disidente**.
Coffee and cocoa: authentic travellers through long processes of transformation.
Augusta seeks to rediscover the distant origins of these two products through a genuine sensory journey: from the everyday experience of an espresso and a piece of chocolate to the wonder of a flavour deeply connected to its land of origin and to the distinctive characteristics of its production journey.

Friday 23 October 2026, 7.00 pm– Casa del Quartiere San Salvario, Via Oddino Morgari 14 – **Wine and Wine**, with Martina Panarese of **Cascina Barban** and Erica Perrino of **Testalonga**.
Augusta questions the origins of wine, exploring why today it is so important to set off on a journey once again, in search of an authentic naturalness that, from the land to the cellar and finally to the bottle, transforms a fruit into a political and social gesture.

November 2026 – Augusta Thinks About Wine

The *Augusta Thinks About Wine* series will feature four events, from 7 to 9 November, bringing together established voices in natural wine and food-and-wine communication to present books and discuss how this sector can be communicated, narrated and understood.

Saturday 7 November, 6.00 pm Libreria Luxemburg – Presentation of Rachel Signer's book ***Bere il vino naturale*** (*Drinking Natural Wine*, Slow Food Editore, 2026), with **Piero Crocenzi** (*Augusta Wine Fair*) and one of the producers featured in the book. The event will be moderated by **Carlo Bogliotti**, CEO of Slow Food.

American journalist and winegrower Rachel Signer guides readers into the world of natural wine, a rapidly growing movement that celebrates wild, pure wines that remain faithful to their place of origin.
The book explains what natural wine is, how it is produced and how to choose, taste, serve and pair it with food. It also explores different styles, from orange wine to pét-nat, and provides information on fairs and wine shops, particularly in Italy and France, while telling the story of the global community that has developed around the phenomenon.

Sunday 8 November, 12.00 pm Bunker – ***Wine According to Augusta,*** A conversation with **Nicola Perullo** and **Alice Feiring**, together with producers **Elena Pantaleoni** and **Franz Strohmeier**.

From the dinner table to climate change: Nicola Perullo, Rector and President of the University of Gastronomic Sciences in Pollenzo; Alice Feiring, New York-based journalist and writer and a passionate advocate of natural wine; Elena Pantaleoni, winemaker at La Stoppa in Emilia-Romagna; and Franz Strohmeier, winemaker from Styria, Austria, will engage in a conversation about natural wine.

Monday 9 November, 12.00 pm Bunker – ***Beyond Wine***, with **Francesco d'Alessandro**, **Sgranocchia Forno Contemporaneo**, **Lorenzo de Laugier, Azienda Agricola Miele San Lorenzo**, and **Maria Stella Carbone, Semi di Tuscia**. The event will be moderated by **Eugenio Signoroni**.

Beyond Wine is a conversation with producers from the agricultural market about the importance of a sustainable and conscious approach – for ourselves, for the system and for the planet.

Bookshop and Magazine Corner

At the fair, a dedicated space for books and specialist magazines will be set up. Alongside our media partner *Cook_inc.* and the established publications *L'integrale* and *Pipette Magazine*, visitors will also find *Bromio* and *Verticale* magazine, in collaboration with Libreria Luxemburg (Turin) and Edicola 518 (Perugia).

Augusta is an event organised by E23 srl.
Creative Partners: Mypostersucks, Acting Out.
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