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CASA DI LANGA
PIEMONTE

**Casa di Langa, Northern Italy's New 5 Star Sustainable Hotel
to Debut in Piedmont in 2021**



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New York | Rome | (December 11, 2020) **Casa di Langa**, a new sustainable luxury hotel will open in Spring 2021 in the heart of northern Italy's Piedmont region. Overlooking 40+ hectares of working vineyards and rolling hills, the 39-room boutique property combines traditional Piedmontese design with sustainable practices thoughtfully threaded throughout the guest experience.

Casa di Langa is owned by the [Krause Group](#), an American company led by Chairman and CEO, Kyle J. Krause, who owns a diverse set of businesses in Italy including the Serie A Italian football club Parma Calcio 1913 and Vietti and Enrico Serafino vineyards in Piedmont. With a family home in the region, the Krause family's interests in Italy run as deep as their family lineage.

Ingrained in every aspect of Casa di Langa is a deep respect for the natural world and its sustainable future. From a commitment to carbon neutrality to the use of 100% recycled water for irrigation, geothermal heating throughout, zero single-use plastic, PV cells and solar panels, the Casa di Langa staff is dedicated to creating a luxurious experience that cares for both their guests and the environment. This deep passion for sustainable practices can be seen in every aspect of the design, construction and operation of the resort.

“From our first visit to Piedmont, my wife and I were struck by the grandeur of the landscape, the unforgettable food and wine, and, most of all, the generosity of the people,” shares Kyle Krause, Chairman and CEO of the Krause Group. He adds, “For Casa di Langa, our goal has always been to create an eco-friendly space that reflects that warm spirit of the region in a way that is both elegant and accessible. With this hotel, I'm proud to have the opportunity to share the Piedmont we love so much with our friends and guests from all over the world.”

Casa di Langa is inspired by traditional regional architecture and surrounded by Piedmont's breathtaking views. The two Milan-based design teams [GaS Studio](#) overseeing the architecture and [Parisotto + Formenton Architetti](#) (P+F) heading up the interior design, bring extensive experience in luxury residential, designer retail and high level hospitality projects, including design of the five-star Terme di Saturnia Natural Spa & Golf Resort, several Nespresso flagships worldwide and P+F's work with Sanlorenzo yachts, to name a few. The design duo have created a property with refined Italian simplicity where the soft, muted colors of Casa di Langa's natural environment are reflected in the property's rich textiles and locally sourced materials. Using a sustainable approach to architecture and design, they draw inspiration from the hazelnut orchard, vegetable garden and the views of the vineyards to integrate these natural elements in their design. Installed throughout the property and grounds, the collection at Casa di Langa is an engaging selection of world-class fine art highlighting notable Italian and American artists. Each accommodation features a spacious private terrace, relaxation area and a spa-like bathroom with invigorating rain showers and calming Le Labo toiletries.

As a keyhole to the Langhe region, a UNESCO World Heritage site known for its cultural landscapes, Casa di Langa embraces tradition with a foot in the past, and an eye on the future. It is a testimony to winegrowing and winemaking traditions, in a location celebrated for some of the finest wines and highest quality of Alba white truffles in the world. Piedmont offers travelers an authentic Italian experience just 1.5 hours from Milan, a less explored region with picturesque vineyards, which rivals the popular but often over-touristed Tuscany in Michelin Stars and as the birthplace of the slow food movement. Nearby, you can find two of the most important wine varietals the world, Barolo and Barbaresco. Piedmont is also home to other well known Italian brands such as Nutella, Fiat and Lavazza.

While at Casa di Langa, guests can explore historic vineyards on an iconic Vespa, learn to expertly make classic local dishes, or take in an evening of live music under the stars. Casa di Langa offers a curated selection of [authentic experiences](#) for guests that includes:

- Hands-on cooking classes combined with a visit to the onsite vegetable garden and greenhouse, further demonstrating zero km farm-to-table initiatives that align with centuries old regional traditions
- A wine academy where guests can enjoy tastings and a wine school to be WSET certified
- Truffle hunting where expert truffle hunters and their Lagotto dogs (an Italian breed known for their truffle finding abilities) will guide you on an exciting journey to discover both black and white truffles
- Art tours of the collection at Casa di Langa featuring notable Italian and American artists seen throughout the sculpture garden and grounds

At Casa Di Langa's fine dining establishment, [Fàula Ristorante](#), each dish is based on the local harvest and served with great care and attention focused on sustainable agriculture and zero km practices. The menu designed by Chef Manuel Bouchard will focus on traditional cuisine and innovative creations utilizing local ingredients sourced from their own gardens and local producers. Born in Turin, Italy, the ambitious 32 year old chef has committed his life to the cuisine of the North, having worked at 5 Michelin Starred restaurants throughout Northern Italy all before the age of 25. He returned to the Langhe region in 2014 to open Michelin Plate Antinè in Barbaresco where he's been recognized by Gambero Rosso, the world's authority on Italian food and wine. Fàula, meaning "tale" in local Langhe dialect, is an homage to the region's age old tradition of families and friends spending quality time together sharing stories. At [Sori Cocktail Bar](#), guests can indulge in wines from around the world and neighboring vineyards, including rare bottles from its sister wineries; Vietti and Enrico Serafino.

The hotel's eco-luxury spa, [Lelòse Spa](#) utilizes natural techniques and ingredients, in harmony with sustainable practices and spa products from Comfort Zone, a certified B Corporation. To create the most rejuvenating experience possible, guests can partake in unique spa experiences such as the Tranquility Ritual or Sacred Nature,

enjoy their time in the heated infinity pool, with its breathtaking views, or elevate their workout with the state-of-the-art fitness equipment in the gym.

Reservations can be made online at www.casadilanga.com or by emailing reservations@casadilanga.com. Spring and Summer rates will start at \$526 per night for a classic room and include breakfast and access to Lelose Spa for use of its jacuzzi, sauna, and gym.

About Casa di Langa:

Casa di Langa is a sustainable luxury hotel in the heart of northern Italy's Piedmont region. A member of the Preferred Hotels & Resorts and L.V.X Collection, this five-star property opening Spring 2021 sits on the doorstep of Le Langhe, a UNESCO World Heritage site. Overlooking 40+ hectares of working vineyards and rolling hills, the 39-room boutique property combines traditional Piedmontese design with sustainable practices thoughtfully threaded throughout the guest experience. At Fàula Ristorante and Sori Cocktail Bar guests can enjoy the finest expression of regional cuisine along with wines from around the world and neighboring vineyards. Cooking classes, a wine academy, truffle hunting, and art tours are among the many immersive guest experiences available at the property debuting this Spring.

About Krause Group:

Krause Group, an American company led by Chairman and CEO, Kyle J. Krause, is the parent company to a diverse set of businesses that include convenience retail, logistics, Italian wineries and hospitality, real estate, agriculture, and soccer clubs. No matter the industry, the goal always remains the same: to accelerate their businesses so they can achieve long-term, multi-generational success. Krause Group continues to set sights high, focusing on business development that leaves a lasting impression on local communities and 10% of all Krause Group profits go to community causes. For more information read the Krause Group 2019 CSR Report.

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