



THE AWAKENING OF THE MARCHES

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The ancient whites and new reds from Italy's undiscovered paradise

WHAT ITALIAN REGION boasts the spectacular coastline around wild and romantic Monte Conero; the natural wonders of Frasassi or the artistic ones of Urbino; and the tropical flowers and the palm trees of San Benedetto del Tronto? The Marche, possibly Italy's noblest and prettiest region, offers this unique combination of elegance and simplicity, sophistication and authenticity, marginal to the commercial tourist route. Even the average Italian might not know about what the Marche has to offer. In short, it's the best-kept secret in the country.

The Marche region is a long, gently curved portion of the Adriatic coast, spanning from the southern border of Emilia-Romagna all the way south to Abruzzo. To the west, it shares the Apennines with Tuscany, Umbria and the Latium; to the east,

