



Monte Rinaldo



*«In the green embrace of the hills, the village
is a silent guardian of distant civilizations».*

A magnetic place between nature and history

Nestled between the Aso and Ete Vivo valleys, Monte Rinaldo is an intimate and peaceful village that surprises visitors with its unique location suspended between the sea and the mountains, just a short distance from the Adriatic coast and the Sibilline Mountains. A custodian of an ancient soul—one made of history, living traditions, and vistas that open up like natural stage curtains onto the Marche landscape—Monte Rinaldo reveals an authentic identity, balanced between memory and the present, where the scenery becomes a story and the village continues to speak with the voice of the centuries. The village deepest identity is expressed in the La Cuma Archaeological Area, an extraordinary Hellenistic-Roman sanctuary built starting from the mid-2nd century BC, and now one of the most evocative archaeological sites in the Marche region. La Cuma is a magnetic place where history and landscape intertwine with rare and profound harmony. However, the spirit of Monte Rinaldo can also be felt in the heart of the village itself: among the gates, which stand as ancient sentinels of the town, in the silent alleys, on the elegant façades of the noble palaces, in the







Monte Rinaldo is a small suspended world,
a village that unites history, landscape,
and a vibrant community

DISCOVER

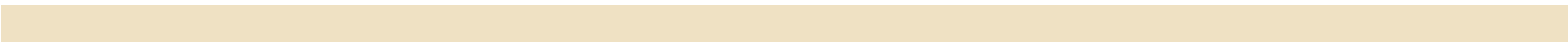
The origins are intertwined with legend

The origins of Monte Rinaldo intertwine with legend. According to some traditions, the name would derive from a certain Rinaldo Morico, son of a noble medieval family, or from the Norman count Malugero Melo, who would have left his illegitimate son the castle that later became the village.

The first certain traces date back to the Roman era: in the area of La Cuma, an imposing Italic-Roman sanctuary (2nd-1st century BC) was indeed established, with a temple, portico, and sacello (small shrine), witnessing a privileged relationship with Rome. In the Middle Ages, the village was fortified with circular walls and defensive towers, entering into disputes between Fermo, Ascoli, and the Farfa Abbey.

The castle was expanded between the 14th and 15th centuries, welcoming populations from nearby villages seeking safety. In the following centuries, Monte Rinaldo followed the fortunes of the Papal State until the Unification of Italy.

Today, it retains its medieval charm, intertwined with the suggestion of Roman remains.









TRADITIONS, CULTURE, FLAVOURS, EVENTS

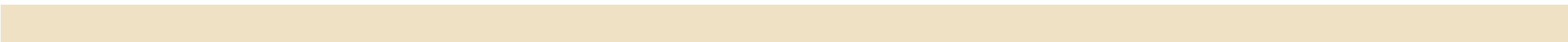
Traditions are a living part of the community

In Monte Rinaldo, culture intertwines with daily life, in the gestures that still mark the life of the village: the work of the land, simple and flavorful cooking, customs passed down from generation to generation.

Here, traditions are not distant memories but a living part of the community. The castrato (a type of lamb) is the symbol of local cuisine: the tender and succulent steak, along with porchetta (roast pork) and baked fegatelli (liver), tells of a still-living peasant tradition. Celebrating this is the Sagra della Bistecca e dello Spiedino di Castrato (Festival of Steak and Lamb Skewers), which every summer enlivens the village with flavors and conviviality.

Among the most precious products is the pecorino al serpillio (a unique cheese flavored with a local herb), which owes its aroma to this small wild plant of Valdaso, enriched with spices and fragrant herbs.

Completing the picture is the vino cotto (cooked wine), with an intense and ancient taste, obtained by slowly boiling the must





in large copper cauldrons: a wine that evokes stories of harvests and peasant vigils. Traditions are also renewed through festivals. On June 10, the Madonna della Neve (Our Lady of the Snow) is celebrated, a devotion that the community has lived since 1693 as a thank you for protection from hail damage. Autumn comes alive with the Tipicità e Archeologia festival, featuring markets, folk songs, and traditional flavors, and with the Antica Fiera di Sant'Andrea (the Ancient Fair of Saint Andrew), which preserves the connection with the area's agricultural roots.



Monte Rinaldo holds all this: a heritage made of flavors, words, sounds, and faces, which still speak the simple and profound language of tradition.

MUST-DOs

Five Authentic Experiences to Enjoy Monte Rinaldo





1

VISIT THE AREA ARCHEOLOGICA LA CUMA

A magnetic place, suspended between nature and history. Here, on the slopes of the hill, you will find the remains of a unique Hellenistic-Roman sanctuary, with a temple, colonnaded portico, and sacello.

Walking among the ruins, you can breathe an ancient atmosphere that tells of the privileged relationships with Rome and the strength of a landscape that seems to still hold the echoes of rituals and ceremonies from two thousand years ago.



2

STROLL THROUGH THE HISTORIC CENTER

The medieval heart of Monte Rinaldo gathers around the main square, dominated by the elegance of Palazzo Giustiniani and the Torre Civica (Civic Tower).

The village, enclosed within the city walls, opens through ancient medieval doors that still mark access to the center. Among narrow and silent alleys, small baroque churches, and unexpected glimpses, you reach viewpoints that offer extraordinary panoramas of the Sibillini Mountains and the Adriatic Sea.



3

DISCOVER THE FLAVORS AND GESTURES OF TRADITION

Monte Rinaldo is a small agricultural treasure chest where the landscape and rural knowledge tell stories of authentic flavors. Among rows of vines and cultivated fields, you can find typical wines and the traditional vino cotto. The gestures of those who work the land — from tending the crops to harvesting the fruits — reveal a living tradition, together with products like Pecorino al Serpillo cheese and the Mela Rosa dei Sibillini apple. Festivals and fairs tied to the cycles of the year enliven the village, preserving the community's most authentic identity.



4

ENJOY THE VIEW FROM THE BELVEDERE

Monte Rinaldo is also about landscape: its viewpoints offer views that stretch from cultivated hills to the blue of the Adriatic and the peaks of the Sibillini.

Each panoramic point is an invitation to stop, breathe, and contemplate, letting yourself be enveloped by that discreet beauty that is the very essence of the Marche.



5

DISCOVER THE ANCIENT PLAQUES OF THE TOURING CLUB ITALIANO

A small journey through time, between history and memory. In Monte Rinaldo, two cast-iron plaques of the Touring Club Italiano still survive, created in the early 1900s to tell travelers about the beauty of these places. Today, along Via Roma and on the façade of the former Church of the Crucifix, they invite visitors to rediscover the origins of cultural tourism in Italy. Following their traces means embracing the charm of slow travel — the kind born from curiosity and the desire to learn.



INTERVENTO REALIZZATO DAL COMUNE DI MONTE RINALDO
CON IL CONTRIBUTO DELLA REGIONE MARCHE (PR FESR 2021/2027)

