



**True
Italian Taste**
Educational Tour
from Canada, the US
and Mexico

EDUCATIONAL TOUR

www.trueitaliantaste.com

Discovering typical Italian food products in Apulia and Campania

May 15-19, 2017

Kind **INFLUENCER NAME**,

Thank you for agreeing to participate at the **Italian Educational Tour**, part of the initiative "**True Italian Taste**" organized by the **Italian Chamber of Commerce** and **Assocamerestero** in the frame of "**The Extraordinary Italian Taste**" Campaign, an integrated communication plan supported by the **Italian Ministry of Economic Development** to promote 100% Made in Italy food products and to stimulate their consumption abroad.

During the journey, you will meet the **most typical products** and **top chefs** who will show you how to transform the best food produce into the most popular recipes. You will also be guided to places and landscapes, where you'll discover the true culture that gave birth to these authentic culinary traditions: it's right here that you'll find out what Italian food and wine could tell you, **if they could talk!**

We are delighted that you will be part of this incredible experience that will take you and other major experts of the industry to discover the excellence of Italian food and wine culture, becoming a certified Ambassador of such an important cultural heritage.

The other main purpose of this tour is to **raise your followers and fans awareness of Italian agribusiness** that they may not know about or have never considered. **The goal is to spark their curiosity** and get them interested in a deeper knowledge of Italian food and wine cultural aspects. This approach will provide your followers with as much material as possible by sharing content across all your social networking activities (personal sites, blogs or social platforms) about what you will encounter during your tour of Italy, and leave them with questions that they can explore further, on their own, beyond the Campaign.

In the following pages, you will find more information on what is waiting for you on your visit to Italy. Again, thank you for agreeing to participate: because of you, this is going to be an outstanding experience for all our followers.

If you have any questions, please **contact us at: madeinitaly@assocamerestero.it**

We are very much looking forward to **see you on May 15th in Bari, Italy!**

Kind regards



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THE PRODUCTS

La Bella della Daunia PDO

The Protected Denomination of Origin of the olives Bella della Daunia PDO indicates table olives, of green and black colour, obtained from the "Bella di Cerignola" olive variety.

The Bella della Daunia PDO olive is cultivated in the Communes of Cerignola, Ortanova, S. Ferdinando di Puglia, Stornara, Stornarella and Trinitapoli.



Dauno PDO

The Dauno PDO (Protected Denomination of Origin) extra virgin olive oil is accompanied by one of the following further geographical mentions: "Alto Tavoliere" (High Tableland), "Basso Tavoliere" (Low Tableland), "Gargano" and "Subappennino" (Subappennine).

The production area of Dauno protected denomination of origin reaches numerous communes of the province of Foggia.

Mozzarella di Bufala Campana PDO

The Mozzarella di Bufala Campana PDO (Protected Denomination of Origin) is a kneaded paste fresh made exclusively from whole water-buffalo milk, cheese with thin leaves structure, lightly elastic during the first eight-ten hours after the production and manufacturing, afterwards tending to become more melting; this cheese has no kind of defects like holes, caused by gaseous or anomalous fermentations; absence of preservatives, inhibiting and colouring substances; at the moment of cut appears a drippings of a light whitish serosity, fat, fragrance of milk enzymes; the product can be smoked. The traditional shape is roundish; very thin rind with smooth surface. The production area is situated in some regions of centre and south of Italy; Campania (the whole territory of the Provinces of Caserta and Salerno, part of the provinces of Napoli and Benevento, Lazio (some communes in province of Latina, Frosinone and Roma), Puglia (some communes in province of Foggia), Molise (only the commune of Venafro in province of Isernia).



Con la dicitura DOP Denominazione di Origine Protetta si intende "il nome di una regione, di un luogo determinato o, in casi eccezionali, di un paese che serve a designare un prodotto agricolo o alimentare: originario in tale regione, di tale luogo determinato o di tale paese le cui qualità o le cui caratteristiche siano dovute essenzialmente o esclusivamente ad un particolare ambiente geografico, inclusi i fattori naturali e umani, e la cui produzione, trasformazione ed elaborazione avvengono nella zona geografica delimitata".

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PROGRAMME

May, Monday 15th 2017

Arrival of foreign delegates at Bari Airport (Palese).
Accommodation at **Hotel San Paolo al Convento**, Trani

08.00 pm Dinner at **Quintessenza Restaurant** (One MICHELIN Star: High quality cooking, worth a stop!)

MICHELIN Guide about Quintessenza Restaurant:

In a central location although not on the port, this restaurant has two contrasting features - a minimalist-style decor on the one hand and imaginative cuisine on the other. Dishes are prepared with top-quality ingredients and the restaurant even serves its own homemade olive oil. Using top quality ingredients, dishes with distinct flavors are carefully prepared to a consistently high standard.

10.00 pm walk back to the hotel

May, Tuesday 16th 2017

09:30 am Transfer from Trani to Consortium La Bella Daunia PDO - Santo Stefano Conti Pavoncelli farm Cerignola

10:30 am Visit to **Consortium La Bella Daunia PDO**:
• Olive grove and factory guided visit
• Guided tasting of Bella della Daunia PDO end extra virgin olive oil Dauno PDO
• Lunch in the garden of the farm based on local products and traditional recipes

02:00 pm Transfer from Cerignola to **Monte Sant'Angelo**

03:30 pm Visit to **Sanctuary of St. Michael the Archangel** (UNESCO World Heritage)

04:30 pm Visit to historic district "**Rione Junno**"

Monte Sant'Angelo, located on the south of Gargano promontory, overlooks on one side the Tavoliere tableland and on the other side the Gulf of Manfredonia.

The Sanctuary of San Michele is a UNESCO world heritage site and is a precious evidence of Lombard art in Italy. A rock-hewn staircase takes down to the Sacra Grotta (Holy Cave), the mystic place where the Archangel made its appearance and an important pilgrims' destination. In the neighbourhood Junno, the old part of the town, stroll through the houses built on the ground floor and the alleys, while the bakers cook make the traditional ostie ripiene, sweets filled with almonds and honey. The history still echoes off the walls of the Norman castle, home of Frederik II, the Rotari tomb and the complex of San Francesco, where there is the Museum of Gargano Popular Arts and Traditions. 8 km away from the town centre, amid dozens of rock-hewn hermitages, there is the ancient Abbey Santa Maria di Pulsano, perched on a spur overlooking the gulf and managed by monks, who organize courses on iconography, and has also a printing office.



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PROGRAMME

- 05:00 pm Meeting with **Gargano National Park Institution**
- 05:30 pm Transfer from Monte S. Angelo to Manfredonia
- 06:00 pm Visit to Basilica of St. Mary Major of Siponto
- 08:00 pm Dinner at the Restaurant "**Osteria Boccolicchio**" (The MICHELIN Plate: good cooking)

MICHELIN Guide about Osteria Boccolicchio:

Having gained experience in various restaurants throughout Europe, Tespi has now returned home to open this delightful small osteria in the historic centre of Manfredonia, just a stone's throw from the sea. His huge passion for fish is evident from the menu, where fish dishes feature in numerous regionally influenced recipes. The excellent wine cellar includes a good choice of sparkling wines.

- 10:00 pm Transfer from Manfredonia to Trani
- 11:30 pm Arrival at the hotel in Trani

May, Wednesday 17th 2017

- 08:30 am Check out of the delegates
- 09:00 am Transfer from Trani to **Castel del Monte** (UNESCO World Heritage)
- 10:00 am Guided visit to Castel del Monte
- 11:00 am Transfer to Corato
- 11:30 am Visit to **Torrevento winery**:
- Guided visit to the vineyards and cellars
 - Meeting with the wine maker
 - Wine and food tasting (white, rosè and red wine D.O.C. e D.O.C.G. and Moscato di Trani "Dulcis in Fundo")

FOCUS DOCG – IGT WINE



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PROGRAMME

- 02:00 pm Transfer from Corato to Caserta. Pit stop in St. Leucio (viewpoint)
- 05:00 pm Check in and accommodation at the **Hotel dei Cavalieri**
- 07:30 pm Walk in Caserta city center
- 08:00 pm Dinner at **Le Colonne Restaurant** (One MICHELIN Star Restaurant. High quality cooking, worth a stop!) - **Chef Rosanna Marziale**

MICHELIN Guide about Le Colonne Restaurant:

Fans of mozzarella di bufala will be in their element in this restaurant, which celebrates this famous cheese in numerous guises. The homemade desserts and pastries provide a grand finale to a meal full of the intense flavours of southern Italy.

- 10:00 pm Walk back to the hotel

May, Thursday 18th 2017

- 09:00 am Transfer from Caserta to Pignataro Maggiore
- 09:45 am Visit to **Antico Demanio Pignataro Maggiore** a buffalo mozzarella dairy and breeding
- Visit to the stables of the buffaloes
 - Visit to the cheese factory and the presentation of the mozzarella di bufala production process
- 11:15 am Transfer from Pignataro Maggiore to Consortium Mozzarella di Bufala Campana PDO
- 12:00 am Visit to **Consortium Mozzarella di Bufala Campana PDO**:
- Workshop: presentation and tasting mozzarella di bufala
 - Lunch by **Chef Peppe Daddio**
- 02:30 pm Guided visit to Caserta Royal Palace (UNESCO World Heritage)
- 04:30 pm Workshop about the Italian Pizza at Consortium Mozzarella di Bufala Campana PDO by **Chef Franco Pepe**
- 06:30 pm Walk back to the hotel
- 08:00 pm Transfer from Caserta to Caiazzo



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PROGRAMME

08:30 pm Tasting Dinner at **Pizzeria Pepe in Grani**

Pepe in Grani is the new project of Franco Pepe. It is the meeting point between his desire of experiment and his long standing experience as a passionate baker. Pizza, research and hospitality are fundamental. Pepe in Grani opens a gastronomic window onto the territory, the gastronomic traditions and the excellent productions of Alto Casertano. A palace of the VIII century has been restored by Arch. Beniamino Di Fusco, it has two floors and an external area. On request and only for small groups, it is possible to dine on the terrace, surrounded by the hills, enjoying the picturesque landscape. Here, you can find ancient traditions such as the fragrant pizza "a libretto" (that can be folded like a booklet), the 'madia' (wooden box to make the dough) or the steel stove, that keeps pizza 'a libretto' warm so they can be offered to the guests waiting for a table.

10:00 pm Transfer from Caiazzo to Caserta - Hotel

10:30 pm Arrival at the hotel

May, Friday 19th 2017

09:30 am Check out of the delegates

10:00 am Transfer from Caserta to Rome (Leonardo da Vinci Airport)