



Ministero dello Sviluppo Economico



Apulia and
Campania

True Italian Taste **EDUCATIONAL TOUR**

Discovering typical Italian foods
May 15-19, 2017

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THE PRODUCTS

La Bella della Daunia PDO

Buongiorno everybody! My name is **La Bella della Daunia** and I am a very special Italian olive that has been cultivated since ancient times near Foggia, especially in the **Cerignola area**. To be such an icon of taste, I need to grow at temperatures that never fall below 0 °C, in special soil rich in limestone, silica and clay. This distinctiveness is probably the reason why I have been so much in demand since the nineteenth century, why I am exported all over the world, and why I was given **European "PDO" certification**, meaning "Protected Denomination of Origin", in the year 2000. Wanna hear more? Stay tuned to the Italian Educational Tour and get ready to find out more about me...



Olio Extra Vergine di Oliva PDO Dauno

Piacere, it's a pleasure to meet you! I'm one of the noblest of olive oils, from the Daunia area in **Puglia**, in the Italian south-east, a special land full of wonders, where you can lose yourself amongst the colors of the olive trees and the infinity of the sea. I am proud to represent the entire olive oil supply chain, as this is one of Italy's most important extra virgin olive oil producing regions. Moreover, in 1997 the European Union granted me **"PDO" certification**. You can instantly recognize my quality by my intense, unique fruity aroma and my dense appearance, varying from a warm gold color to limpid green. I have great sensory qualities and culinary uses to show you, if you will follow me, **Olio Extra Vergine di Oliva PDO Dauno**, on the next educational tour. What are you waiting for?



La Pizza Napoletana

Ciao, ciao, ciao! Yes it's me: the one and only **Neapolitan pizza**, with that fragrant, soft, thin dough that you love, a big, tall crust, and a perfectly round shape. My friends all around the world just call me pizza for short. I was born in the eighteenth century, but new love comes with every bite: my temper is quite fiery, as I need to be cooked at 485 °C in a wood-burning oven, for only about 90 seconds. Since 2010 I have been officially recognized by the EU as a **traditional specialty guaranteed** dish, and have now been nominated to **UNESCO** for Intangible World Heritage status. There is so much to discover about me during the Italian educational tour: follow me and I will tell you a whole lot more!



The STG acronym (or TSG in English, meaning "Traditional Specialities Guaranteed"), is one of three European Union schemes of geographical indications and traditional specialties used to promote and protect the names of quality agricultural products and foodstuffs: it establishes the criteria and procedures by which agricultural products can be recognised as Traditional Specialities Guaranteed, and ensures that only products genuinely originating in a specific region are named TSG.

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THE PRODUCTS

Castel del Monte Nero di Troia Riserva DOCG

My origin is linked to ancient mythologies and my story comes from a unique background: an extraordinary land in terms of history and beauty; a special terrain rich in limestone; an authentic region known for its food excellence and beautiful landscapes. Let me introduce myself - I am **Nero di Troia**, and I have had the **DOCG designation since 2011**. This means that I have to follow the strictest production procedures to ensure the character and quality of my grapes.

Moreover, I must be **aged for at least two years**, at least one of which in a wooden barrel. All this to ensure I become the famous wine with a floral, elegant aroma, rich in polyphenols, with a moderate sugar content, and enhanced **by spicy notes** with very good aging potential. If you want to taste my story to the last drop, be sure to follow me on the 2017 Italian educational tour!



The DOCG acronym stands for "Controlled and Guaranteed Designation of Origin" and indicates a quality category similar to yet even more stringent than the DOC Controlled Designation Of Origin. Only the finest products can be named DOCG, subject to evaluation, analysis and tasting by a government-licensed committee.

Mozzarella di Bufala Campana PDO

Hello dear, I am Mozzarella di Bufala Campana, and I am so happy to see you again. I am a soft, fresh cheese which is used in the world's best kitchens for my unique taste: many of my sensory qualities come from the unique fresh water - buffalo milk produced where I come from (the region of Campania), following strict regulations that have earned me PDO certification, that is, "Protected Designation of Origin".

My history goes right back to the twelfth century, when I was born from a cut-off piece of stretched-curd cheese, which gave me my name: "mozzarella" means "cut off." You have definitely already met me, in a number of situations: melted on pizza, sliced with tomatoes, and in many more recipes. But there's still a lot more to discover about me! So be sure to follow the Italian educational tour to find out all my tasty secrets.



The term PDO Protected Designation of Origin refers to "the name of a region, a specific place or, in exceptional cases, a country, used to designate an agricultural product or foodstuff originating in that region, specific place or country, whose qualities or characteristics are essentially or exclusively due to a particular geographical environment, including natural and human factors, and whose production, processing and preparation are carried out in the defined geographical area".

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Monday, May 15th 2017

Arrival of foreign delegates at Bari Airport (Palese)
Transfer from Bari Airport to Trani
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

Tuesday, May 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 and 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, a small town in southern Italy overlooking the Gulf of Manfredonia from the Gargano promontory, is well known for the **St. Michael Sanctuary**, a UNESCO world heritage site and a precious repository of Lombard art in Italy. Junno is the town's oldest quarter, with its typical ground floor houses and tiny alleys, in which every bakery offers "ostie ripiene", traditional sweets filled with almonds and honey. Outside the town, the ancient Abbey of Santa Maria di Pulsano, perched on a panoramic hilltop overlooking the sea, is managed to this day by monks and is famous for its iconography.



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- 05:30 pm Meeting with **Gargano National Park Institution**
- 06:00 pm Transfer from Monte S. Angelo to Manfredonia
- 06:30 pm Visit to Basilica of St. Mary Major of Siponto
- 08:00 pm Dinner at the Restaurant "**Osteria Boccolicchio**" (The MICHELIN Plate: good cooking)
- 10:00 pm Transfer from Manfredonia to Trani
- 11:30 pm Arrival at the hotel in Trani

Wednesday, May 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")

Castel del Monte is a citadel boasting one of Italy's most fascinating 13th century castles (according to the "Enciclopedia Italiana"). Built during the 1240s by the Emperor Frederick II, it is well known for its octagonal shape and its octagonal towers on each corner. The building is a UNESCO World Heritage Site and appears on the Italian version of the 1 euro-cent coin.



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- 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 buffalo 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

Thursday, May 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 buffalo production process
- 11:15 am Transfer from Pignataro Maggiore to Consortium Mozzarella di Buffalo Campana PDO
- 12:00 am Visit to **Consortium Mozzarella di Buffalo Campana PDO:**
- Workshop: presentation and tasting mozzarella di buffalo
 - Lunch by **Chef Peppe Daddio**
- 02:30 pm Guided visit to Caserta Royal Palace (UNESCO World Heritage)

The **Caserta Royal Palace** is the former royal residence of the House of Bourbon, which once ruled as Kings of Naples. The palace was erected during the 8th century. With its 5 floors and 1,200 rooms, comprising two dozen state apartments, a large library and a theatre, it's the largest royal residence in the world. It has been a UNESCO World Heritage Site since 1997. Moreover, during World War II, US Army soldiers recovered in a "rest centre" set up in the palace.



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

Pepe in Grani is Chef Franco Pepe's latest project centring on pizza, research and hospitality. This overall experience opens a gastronomic window onto the territory, its traditions and the excellent produce from the Alto Casertano area. Pepe in Grani is a pizza paradise where the base is handmade in a traditional 'madia', or dough cabinet, without the aid of modern technologies, and left to leaven naturally at room temperature. Here, it is possible to sample a number of ancient local recipes, such as the fragrant "pizza a libretto" (folded like a booklet), while dining in a picturesque setting surrounded by the Caserta hills.

- 10:00 pm Transfer from Caiazzo to Caserta - Hotel
- 10:30 pm Arrival at the hotel

Friday, May 19th 2017

- 09:30 am Check out of the delegates
- 10:00 am Transfer from Caserta to Rome (Leonardo da Vinci Airport)