



UNIONE EUROPEA



REGIONE PUGLIA



POC PUGLIA 2014/2020 | ASSE VI - AZIONE 6.8

POC-Additional Operative Programme Puglia 2014-2020 – Axis VI – Measure 6.8

Fam trip for trade

Puglian Culinary Art. A travel in taste
From October 1 to October 5, 2025



A high-octane experience through the flavors and aromas of Puglia's culinary tradition. A unique opportunity to gain a deeper understanding of the destination and its offerings, meet industry operators, and discover services and accommodation facilities.

Day 1

Arrival in Bari or Brindisi.

Check-in at a hotel or masseria in **Manduria** or nearby areas. Wine tasting at a local winery. Briefing and greetings from Pugliapromozione.

Welcome dinner.

Day 2

Tour of **Galatina, Leverano, Crispiano**.

The journey begins from Manduria with a visit to a vineyard and the Primitivo Wine Museum. Meet with local operators to learn about the area's wine heritage.

Afterwards, a tour of the charming town of Galatina, the capital of "pasticciotto," where we'll taste this traditional sweet from the town's master pastry chef, surrounded by monuments of great historical significance.

Next, head towards Leverano, in the heart of Salento, to visit a local craft brewery, followed by a light lunch in the surrounding area.

PugliaPromozione

www.agenziapugliapromozione.it

Direzione Generale / General management
Fiera del Levante, PAD. 172,
lungomare Starita, 70123 Bari
tel 080.5821411 fax 080.5821429
direzione.generale@viaggiareinpuglia.it

Sede di Bari / Office in Bari
piazza A. Moro 33/A, 70122 – Bari
tel 080.5242361 fax 080.5242361
bari.promozione@viaggiareinpuglia.it



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Our final stop is in Crispiano, known as the city of 100 masserie, located at the foot of the Murgia and just a short distance from the Valle d'Itria. Enjoy a site inspection of local accommodation facilities.

Dinner at a masseria or among the vineyards. Overnight.

Day 3

Tour of **Laterza, Martina Franca, Alberobello.**

The day starts in Laterza, known for its durum wheat bread, where we'll explore the city's oldest ovens. Enjoy a masterclass followed by a tasting of extra virgin olive oil.

Next, head to the heart of the Valle d'Itria, arriving in Martina Franca, famous for its "carne al fornello" (traditional charcoaled meat) and capocollo. Visit a local artisan salumeria for a tour and tasting, followed by site inspections and a meeting with operators.

The journey ends in Alberobello, the enchanting town of trulli. Take a stroll through the town to admire and visit these fairy-tale stone dwellings, with a tasting of local liqueurs in a traditional trullo.

Dinner and overnight.

Day 4

Tour of **Ceglie Messapica, Monopoli, Conversano, or Polignano a Mare.**

The day begins with a journey through the trulli, caves, and dry stone walls of the Valle d'Itria, reaching Ceglie Messapica, a beautiful town known for its typical whitewashed architecture. Stop at a masseria for a "Mozzarella Show" and the production of local cheeses, followed by a site inspection of the dairy farm and an outdoor tasting of products, surrounded by the scents of the Mediterranean scrub. Site inspections and meetings with local operators follow.

Next, with the sea breeze guiding us, we arrive in Monopoli, a charming fishing town. Explore the old center, enjoy site inspections, and take part in an aperitif lesson.

The journey ends in the elegant town of Conversano, where you'll have a tasting of specialty coffee, followed by further site inspections.

Gourmet dinner.

Day 5

Breakfast and departure.

Please note that breakfast will always be served at the hotels. For lunch, an aperitif in scenic locations is offered, according to the various stops on the tour. Dinner will always take place at a restaurant in the overnight location.

*The itinerary may undergo changes depending on flight schedules, weather conditions, and time availability. The tour may be reversed in the order of visits for logistical reasons.

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