



Escape2

Company Name

Meridaunia

Centro del Gusto dei Monti Dauni

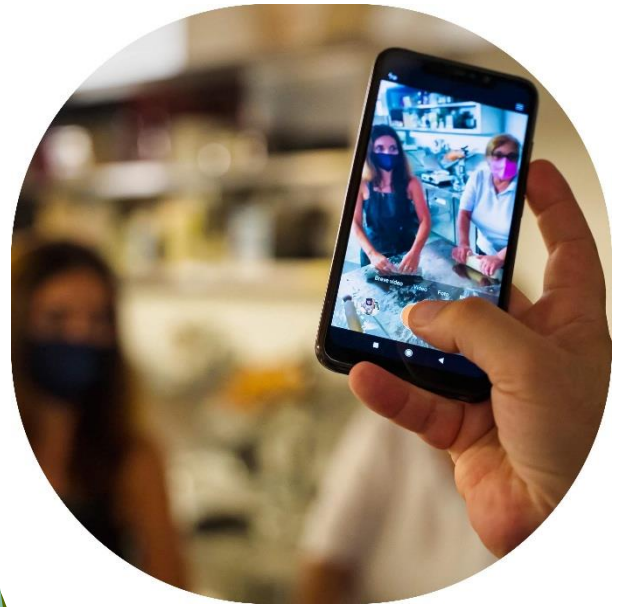
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Country

Italy

Italian example of Potential for Rural Tourism in your Region



The **Centro del Gusto** is a physical space, inserted inside an ancient monastery, created to make the many **food and wine excellences** of Monti Dauni known and valued as a **tourist attraction**.

It is the answer to the new concept of food as a cultural expression, offering users a **multisensory journey** through tradition, territory, history, collective knowledge and food education.

The **activities** of the Center are focused on several themes linked to the economic and social vocation of the territory; within it develop:

- food and wine promotion events
- promotional spaces for local companies to meet buyers
- workshop for food and wine companies- support for agri-food companies to increase economic exchanges
- healthy eating education (workshops with schools)
- cooking classes for groups- tourism promotion events





The Monti Dauni area has a rich food and wine tradition, characterized by varied raw materials of excellent quality.

Food and wine tourism is one of the most interesting local economic products.



HOW IS YOUR PRODUCT OR SERVICE **INNOVATIVE**? WHAT GAP IN THE MARKETPLACE DOES IT FILL?



Agro-food is one of the most important resources of the Monti Dauni, located in the north of Puglia, they are the area with the greatest **agricultural vocation** in the whole Region.

The sector moves between the enhancement of **traditions and innovation**; the entire food and wine industry is connected to it and represents one of the **strengths of the local tourist**

offer (excellent products, low prices).

The Centro del Gusto with its many services in the field of training and education, assistance to businesses, tourism, etc .. is configured as an **unprecedented multiservice center** in the local panorama and therefore devoid of competitors.

WHERE DID YOU SOURCE THE MAIN **SUPPORT AND RESOURCES**

(Eg. Grants And Other Support)?



- The Centro del Gusto dei Monti Dauni was created with EAFRD funding from the European Union (2007-2013) and its management is carried out on other projects for the enhancement of agro-food and tourism.

HOW SUCCESSFUL HAS IT BEEN?



The Centro del Gusto dei Monti Dauni has become a reference point for the agri-food companies of the area and its promotion and training events are enjoying considerable success with the public.

The reason for its success is certainly to be identified in the variety of targets it addresses: producers, farms, restaurateurs, schools, tourists.

The Center is also managed by Meridaunia, which is committed to every aspect of local development and is therefore able to create synergies with both public and private actors.

The key to success is to be attributed above all to the fact that Meridaunia understood the development potential that the territory had to offer in the food and wine field and was able to create an efficient multiservice center.

At the Centro del Gusto are held professional training courses for cooks and operators in the catering sector, for experts in the enhancement of agri-food products, workshops on healthy nutrition for children and schools, cooking classes and tastings for tourists, b2b and workshops for manufacturing companies ..

WAS SUCCESS A RESULT OF INDIVIDUAL WORK OR COLLABORATION (OR BOTH)?



The success of the Centro del Gusto is the result of the design and management work of Meridaunia, but also of the collaboration with various subjects: The Municipality of Troia, owner of the building where the Centro is based, local companies, training bodies professional associations of chefs and local restaurateurs, wineries, ovens and pastry shops, etc ...



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