



9. The Chieti Wine Hills: From the “Montepulciano Bank” Down To San Martino sulla Marrucina.

Production here has never been a problem – Nature is, always has been, a generous friend. Widespread cooperation was the winning local response since each vineyard owner had to achieve high yield per hectare to ensure being competitive on the market. That is how the area became the “montepulciano bank”, with cooperative wineries able to pour millions of hectolitres of quality wine into the world market at competitive prices. Ortona, Tollo, Miglianico: these are the places to visit along the Adriatic state road from Francavilla-al-mare to the Molise border; with a short inland detour. We will find doors open, with wines to sample and buy at prices unbeatable anywhere else in Italy. Moreover, the coast is dotted with charming restaurants and trattorias skilled at making the most of the rich, tasty seafood fished here. Turning inland, the road meanders through the vines and we will find endless country trattorias to surprise us with the simple bounty of typical rustic recipes (superb homemade pasta; poultry; vegetables and greens are the key ingredients). Halfway along the route, we might well change direction and scenario, heading for Guardiagrele and San Martino sulla Marrucina, to pay our respects to the late Gianni Masciarelli and the lands he loved so much; a man, a winemaker, who contributed – as did Edoardo Valentini – to raising the profile of Abruzzo wine worldwide. There are marvellous vineyards to visit, caressed by breezes that blow down from Mount Majella to the sea. Here, dreams have come true: dreams of a love for the earth, harmony in nature, life's values. We can breathe in its spell and of an evening, in any of the area's excellent restaurants and wine bars, with a glass of good Montepulciano to hand we can meditate on what is Abruzzo's innermost, true soul.



FIND OUT MORE

Museo dell'arte e della tecnologia confettiera – Sulmona (AQ)

This museum is located in the Pelino sugared almond factory and exhibits antique machinery for making this type of confectionery, 1700s copper utensils for processing the nuts, vintage posters, precious ancient bombonnières made from lace, silver and porcelain. The Museum was instituted by Olindo Pelino and is intended as a true act of recognition of history's comfit-makers, who contributed – from the late Middle Ages onwards – to enhancing the name of Sulmona worldwide as the home of the sugared almond.

Via Stazione Introdacqua 55 – Sulmona • www.pelino.it

Museo della civiltà contadina – Ateleta (AQ)

The museum was created in 1987 and has a collection of tools used by farmers for work in the fields, as well as instruments that would have been used in a country home of the past. The ties of affection that bind rural families to these objects has allowed their preservation and recovery. The collection has been laid out in the town hall to offer an overview of all its contents. One museum section is dedicated to documents and photographs, all testimonies of life as it was. In summer the museum opens from 8am to 2pm and 4pm to 7pm.

*Piazza Carolina, 18 – Palazzo comunale Ateleta (AQ)
www.muvi.org/museodellaciviltàcontadina*

Enoteca Regionale d'Abruzzo – ARSSA – Ortona (CH)

Splendid 1600s Palazzo Corvo, in the old heart of Ortona, offers a home to the Abruzzo regional wine centre, an important point of reference for the promotion and valorization of local wines. The permanent display comprises wines selected from the best labels of Montepulciano d'Abruzzo, Cerasuolo, Trebbiano d'Abruzzo, Controguerra and Colline Teramane DOCG, and many typical geographical indications. The ground floor showcases are flanked by a direct point-of-purchase. Expert sommeliers from the regional agricultural development authority (ARSSA) describe the features and merits of Abruzzo wines, so we can appreciate their qualities and typicity, savouring them as the accompaniment to the best traditional local specialities.

*Palazzo Corvo, Corso Matteotti – Ortona (CH)
www.arssa.abruzzo.it • www.enotecaregionale.abruzzo.it/*

Museo del maiale – Carpineto Sinello (CH)

A museum dedicated to pork, which was the chief source of rural sustenance for many centuries, but also a symbol with countless meanings and the subject of countless dissertations.

A journey into the history of this "prince of the table", including

little-known facts, anecdotes, testimonies of a tradition that dates back to the times of ancient Rome and Greece. Some of the main themes underpinning this museum are rural society, the rapport between culture and tradition, agrifood habits. Various supporting initiatives and meetings are organized.

*Castello Ducale di Carpineto – Carpineto Sinello (CH)
www.museodelmaiale.com/*

Museo dei Cuochi – Villa Santa Maria (CH)

The museum is unique in its genre, with its collection of historical testimonies describing the actions of Villa Santa Maria chefs, whose skills are appreciated worldwide, invited to cook for leading and powerful figures, actors and kings, or working in top hotels and restaurants. Visits to the museum should be booked by calling the town hall.

*Via Supportico – Villa Santa Maria (CH)
www.villasantamaria.com/il_museo_dei_cuochi_html*

Museo delle Genti d'Abruzzo – Pescara

The museum is located in the Bagno Penale Borbonico, once a prison, and not far from the birthplace of Gabriele D'Annunzio. It contains a wealth of findings and objects that are well illustrated for teaching purposes. The aim of the museum is to document the history and traditions of Abruzzo by exhibiting archaeological relics, mainly of prehistoric origin, found in the region and which are evidence of local agricultural and shepherding material culture. The displays include tools used for farm work, means of transport, clothing and traditional costumes.

*Via delle Caserme, 22 – Pescara
www.gentidabruzzo.it*

Museo delle tradizioni ed arti contadine – Picciano (PE)

Mu.T.A.C. the museum of rural traditions and arts covers an area of 6,000sqm and boasts 6,000 exhibits. A collection of unique items while traditions, customs, beliefs, rites and myths, instruments and technologies tell the tale of what was still a key part of Abruzzo life until just a few decades ago. Interiors and settings of daily life are reproduced inside Mu.T.A.C., so that the object is placed at the centre of its own context. The museum hosts exhibitions, reviews, concerts held in its own auditorium.

*Viale dei Pini, 17 – Picciano (PE)
www.mutac.org/*



Museo dell'olio di Loreto Aprutino (PE)

Castelletto Amorotti is home to the oil museum and still has one of Loreto Aprutino's original oil presses, established in the late 1800s. The oil press was operative until the 1920s when the animal traction machinery was replaced by water-powered grinding. The museum describes the various production stages for oil, one of the Vestino district's primary resources. Displays include tools and equipment, from bygone times to the present day.

Museo dell'Olio, Via Cesare Battisti - Loreto Aprutino (Pescara)

Museo dell'Olio, Via Cesare Battisti - Loreto Aprutino (PE)

www.museicivicoloretoaprutino.it • info@museicivicoloretoaprutino.it

Oleoteca Regionale - ARSSA

Museo di Storia dell'Arte Olearia d'Abruzzo

The regional olive oil centre gathers together the best extra virgin olive oils produced in Abruzzo and is home to the panel that performs technical olive oil tasting. It also houses the Museo di Storia dell'Arte Olearia d'Abruzzo [museum of the history of Abruzzo olive oil production], which displays items used in oil production from the mid-1800s to the post-WWII period.

www.arssa.abruzzo.it • www.museicivicoloretoaprutino.it

Museo della cultura marinara - Tortoreto (TE)

The museum of seafaring culture was set up in Tortoreto Lido (Via Nazionale Nord 1) in 1998, by the Colligere cultural association. The displays contain examples of apparatus used by local fishermen in the past, as well as specimens of marine biology. The museum also displays a traditional "lampara", a boat with huge lamps used to attract fish at night, and typical cuttlefish traps. There is a library annexe containing extensive documentation on the sea, fishing, biology, history, and local and national literature. Opening hours are Monday to Saturday, from 3pm to 7pm, or by appointment in the morning.

Via nazionale nord, 1 - Tortoreto (TE)

www.muvi.org/museodellaculturamarinara

Museo della civiltà contadina - Morro d'Oro (TE)

The museum is housed in historic Palazzo De Gregoris and contains about three hundred objects relevant to the farming and crafts of Morro D'Oro (Teramo), going back two centuries. There are three floors, with several rooms, exhibiting farm tools, domestic objects and furniture, tools for woodworking and weaving.

The museum is open every day from 8am to 2pm.

Piazza Duca degli Abruzzi, 4 - Morro d'Oro (TE)

www.muvi.org/museodimorrodoro



DON'T MISS



Cantine Aperte

Abruzzo wineries open their doors to allow both curious visitors and aficionados to explore the regional winemaking world's landscapes and culture. Here men and women have worked to succeed in carving a significant niche for local viticulture on the world scenario. During the last weekend in May, about 50 wineries open their doors to thousands of wine buffs who want to discover the joys of spending a day in the country where the vineyards are located, hearing cultivation and production secrets and techniques directly from producers. Naturally the best typical wines from each production area are tasted.
www.movimentoturismovino.it

Rassegna Ovini – Castel del Monte (AQ)

The sheep show is held in the municipality of Castel del Monte, in the Gran Sasso-Monti della Laga National Park, in August. This is a totally unique event, a show unfolding in the heart of unspoiled landscapes where flocks and shepherds, custodians of these mountains, these territories, become the stars performing before a curious and surprised audience of thousands. The fair of typical mountain agrifood products – arranged by the various farming associations – is particularly significant. The most popular item is the "canestrato di Castel del Monte", a typical cheese with an intense, complex aroma and a slightly tangy flavour; whose origin is linked to transhumance traditions that tie the Apulian Tavoliere plain to Campo Imperatore.

Buon Gusto – Rassegna formaggi d'Abruzzo – Gessopalena (CH)

An appointment not to miss in September is the Gessopalena "Buon Gusto" event. This Aventino-Medio Sangro mountain community town dedicates two days to the unique flavour of typical Abruzzo cheeses. The old centre of this town in the province of Chieti becomes a gastronomic tour combining the taste

of tradition with contemporary culture, including meetings, reviews and concerts. But the real stars of the show are the cheese makers. Pecorino, caciocavallo and ricotta are ingredients for traditional dishes or are consumed with local wines.
www.buongustoabruzzo.it

Cala Lenta "profumi e sapori della costa dei trabocchi" (CH)

It took "Cala Lenta" no time at all to become one of Abruzzo's most popular and anticipated events. Above all, it continues to attract large numbers of visitors from outside the region, who are curious to find out about the "trabocchi" (the "fishing machines" installed along the coast and described by D'Annunzio), the beauty spots and the area's culinary specialities. The event is held every two years, with the next appointment scheduled for July 2009. The whole section of coast is involved, with numerous appointments in the many towns and villages from Francavilla-al-mare to San Salvo: theme dinners in associated restaurants; dinners on the trabocchi; fishing boat tourism; dinners with fishermen; gourmet fare markets; cultural events; gourmet workshops/theatre.
www.calalenta.it

Mese del "Brodetto di pesce alla vastese" – Vasto (CH)

The entire month of June is dedicated to tasting the fish chowder called "brodetto di pesce alla vastese", a dish that was invented by early fishermen, who had no tomato available for their meals when they were out at sea. Today's brodetto evolved naturally in the late 1800s when "American" tomatoes, mild and hot chilli peppers became widely available. Now it has achieved recognition thanks to the progressive action afforded by the European gastronomic ITG branding for guaranteed traditional specialities. The restaurants in Vasto who take part in the festival will have brodetto on the menu, and there are also shows, cultural events and supporting initiatives.
www.comune.vasto.ch.it



Dieta Mediterranea – Pescara (PE)

For the last 23 years, Mediterranean – especially Abruzzo – gourmet products have enjoyed their own dedicated showcase in the “Marina di Pescara” events area (Via Papa Giovanni XXIII). Oil, wines, cheese, cured meats, honey and bakery items, as well as preserves and pasta make up the selection of delicacies on display, with samples to taste and purchase. The traditional date is four days during the last weekend in July.

www.pe.camcom.it – promozione@pe.camcom.it

Frantoi Aperti – Loreto Aprutino (PE)

“Frantoi Aperti” is an annual event, usually organized for the first weekend in November and promoted by the regional agricultural office, partnered by ARSSA (the regional agency for agricultural development) and Loreto Aprutino’s regional olive oil centre (Oleoteca). A number of initiatives and events are scheduled for aficionados, consumers and the region’s junior and middle school students. Each year these children visit the oil museum and regional oil office, both located in Loreto Aprutino, as well as being given guided tours of the many oil mills to be found in Abruzzo’s four provinces. Accessory events include photography competitions, tastings and guided visits, in the scenario of what can be considered one of the region’s most historic olive-producing districts (also the home of Aprutino Pescaresse PDO oil).

www.arssa.abruzzo.it/ • *Comune di Loreto Aprutino*

Fiera della Pastorizia – Loc. Piano Roseto – Crognaleto (TE)

A traditional rendezvous for the flocks that has been organized for 50 years and an invaluable opportunity for debating the issues arising in sheep rearing. This is one of the region’s oldest surviving events and like the Campo Imperatore sheep show held in early August, is totally fascinating. Various breeds of sheep are exhibited and visitors can take part in taste workshops or any of the

countless supporting events, the main attraction being the competition (in three classes) to select the best ewe and goat cheeses. The appointment at Piano Roseto is usually the first week in July.

www.te.camcom.it – www.arssa.abruzzo.it/ -

www.prolocoabruzzo.it/crognaleto -

Mostra dei vini tipici – Montepagano (TE)

A fair of typical wines is held in Montepagano on the first weekend in August, lasting four days. It is one of the region’s best known food and wine events: a showcase hosted in this charming Medieval village, featuring Abruzzo’s best wineries, typical products and traditional recipes. The event began 35 years ago and continues to offer a complete programme of tastings, shows and meetings.

www.montepagano.it – www.arssa.abruzzo.it/

QUALITY: A MUTUAL AIM



Accademia della Ventricina

The "Accademia" was set up to protect and promote "Ventricina del Vastese" (see entry), a typical speciality of the hill and foothill area near the Trigno and Sinello rivers, called the "Vastese". As well as drawing up product protection guidelines, which define precisely the type of pork to be used and how it is processed, the Accademia organizes countless activities, from a magazine to participation in major fairs and national events. The aim is to safeguard authentic "Ventricina" from being undermined by the large number of low-cost industrial imitations of poor quality.
www.ventricina.com • info@ventricina.com

Associazione Vie del Tartufo

The association was established with the intention of promoting a national and international gourmet itinerary for the discovery of the Alto Vastese and Medio-Alto Sangro districts, which are extensively involved in collecting and making the most of local truffles. The six restaurants that form the association share the approach of serving their diners with quality fare, using typical natural and traditional produce (with local truffles obviously to the fore). To ensure that the circuit is perceived as a guarantee for foodies and tourists, the participant businesses agree to abide by a specific code of conduct for enhancement of all aspects of catering.
www.viedeltartufo.com • info@viedeltartufo.com

Consorzio di tutela del Montepulciano d'Abruzzo Colline Teramane docg

Montepulciano d'Abruzzo Colline Teramane was awarded DOCG [controlled and guaranteed designation of origin] after the 2003 vintage. The consortium's aim is to safeguard the consumer – prior to addressing the requirements of companies, producers, vineyard

owners, oenologists – by continuous monitoring of the wine's specificity, identity and quality. It also provides services and projects that promote tourism to the production zone.
www.collineteramane.com

Qualità Abruzzo

This association was set up by several of Abruzzo's top producers and restaurateurs. The heritage of shared values is applied to safeguarding and promoting the typicality of regional seafood, land produce and wines, as well as enhancing the quality of hospitality and services on offer. There are seven founder members who also happen to be some of the top local restaurants, pledged to respecting the heritage of authentic raw materials offered by the region, combined to achieve cuisine that proves it can be innovative without sacrificing tradition. Raising awareness of recent progress made in Abruzzo fare, casting a spotlight on leading chefs and restaurant owners, means announcing that there is a new Abruzzo, ready to embrace tourism revealing increasing motivation when seeking high-end catering, genuine ingredients, distinctive hotels.
www.qualitaabruzzo.it

"Scuola dei cuochi" di Villa Santa Maria

A stunning crag soars sheer in the Sangro Valley. It is here that the hamlet of Villa Santa Maria clings to the mountainside, nurturing a gourmet surprise: Villa, as it is affectionately known by the locals, has an ancient heritage of excellent cuisine. Villa is famous worldwide for its hotelier academy or simply "School for Cooks" where whole generations of chefs have achieved international renown, taking the culture and cuisine of Abruzzo all over the globe.
www.ipssarvillasantamaria.it/



ABRUZZO TOURIST INFORMATION OFFICES

LOCALITY	TELEPHONE	EMAIL	LOCALITY	TELEPHONE	EMAIL
ALBA ADRIATICA (TE)	0861.712426-711871	iat.albaadriatica@abruzzoturismo.it	PESCARA CENTRO	085.4225462	iat.pescaracentro@abruzzoturismo.it
ALBA FUCENS (AQ)	0863.449642	iat.albafucens@abruzzoturismo.it	PESCARA AEROPORTO	085.4322120	iat.aeroporto@abruzzoturismo.it
CARAMANICO TERME (PE)	085.922202-9290209	iat.caramanico@abruzzoturismo.it	PESCASSEOLI (AQ)	0863.910461-910097	presidio.pescasseroli@abruzzoturismo.it
CHIETI	0871.63640	presidio.chieti@abruzzoturismo.it	PESCOCOSTANZO (AQ)	0864.641440	iat.pescocostanzo@abruzzoturismo.it
FRANCAVILLA AL MARE (CH)	085.817169-816649	iat.francavilla@abruzzoturismo.it	PINETO (TE)	085.9491745-9491341	iat.pineto@abruzzoturismo.it
GIULIANOVA (TE)	085.8003013	iat.giulianova@abruzzoturismo.it	RIVISONDOLI (AQ)	0864.69351	iat.rivisondoli@abruzzoturismo.it
LANCIANO (CH)	0872.717810	iat.lanciano@abruzzoturismo.it	ROCCAMORICE (PE)	085.8572614	iat.roccamorice@abruzzoturismo.it
L'AQUILA	0862.410808-410340	presidio.aquila@abruzzoturismo.it	ROCCARASO (AQ)	0864.62210	iat.roccaraso@abruzzoturismo.it
L'AQUILA	0862.22306	iat.aquila@abruzzoturismo.it	ROSETO DEGLI ABRUZZI (TE)	085.8991157	iat.rosето@abruzzoturismo.it
LORETO APRUTINO	085.8290213	iat.loretoaprutino@abruzzoturismo.it	SAN SALVO (CH)	0873.345550	iat.sansalvo@abruzzoturismo.it
MARTINSICURO (TE)	0861.762336	iat.martinsicuro@abruzzoturismo.it	SCANNO (AQ)	0864.74317	iat.scanno@abruzzoturismo.it
MEDIO VASTESE (CH)	0873.944072	iat.gissi@abruzzoturismo.it	SILVI MARINA (TE)	085.930343	iat.silvi@abruzzoturismo.it
MONTE SILVANO (PE)	085.4458859	iat.montesilvano@abruzzoturismo.it	SULMONA (AQ)	0864.53276	iat.sulmona@abruzzoturismo.it
NAVELLI (AQ)	0862.959158	iat.navelli@abruzzoturismo.it	TAGLIACOZZO (AQ)	0863.610318	iat.tagliacozzo@abruzzoturismo.it
ORTONA (CH)	085.9063841	iat.ortona@abruzzoturismo.it	TERAMO	0861.244222	presidio.teramo@abruzzoturismo.it
OVINDOLI (AQ)	0863.706079	iat.ovindoli@abruzzoturismo.it	TORTORETO (TE)	0861.787726	iat.tortoreto@abruzzoturismo.it
PESCARA	085.4219981	presidio.pescara@abruzzoturismo.it	VASTO (CH)	0873.367312	iat.vasto@abruzzoturismo.it

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 Photos: Carsa Edizioni archives; APTR Abruzzo archives (A. Angelozzi, M. Anselmi, S. Ardito, V. Battista, C. Carella, G. Cocco, M. Congeduti, S. D'Ambrosio, L. D'Angelo, M. Di Martino, G. Di Paolo, F. Fontemaggi, A. Gandolfi, V. Giannella, P. Jammarrone, G. Lattanzi, J. Martinet, E. Micati, M. Minoli, R. Monasterio, R. Naar, Mr. Pellegrini, Ms. Pellegrini, P. Raschiatore, S. Servili, G. Tavano, M. Vitale); Parco Sirente-Velino archives. Printer: Lit. BRANDOLINI - Sambuceto (CH).

Info line
+39.085.4482301



Abruzzo Promozione Turismo
Corso Vittorio Emanuele II, 301 65122 Pescara Italy
tel. +39.085.429.001 - fax +39.085.298.246
e-mail info@abruzzoturismo.it

W W W . A B R U Z Z O T U R I S M O . I T

