



THE SIGNATURE EXPERIENCE

## Farm to Table. From the land to the table.

My name is Francesco – known as Petru. Our family has farmed this land in southern Puglia for five generations: olive groves, almond orchards, vineyards, vegetables. **Everything we grow is 100% certified organic.** We open the masseria to small groups of travelers who want to live Puglia – not just visit it. The pasta Anna Maria teaches has been made by hand in this kitchen for decades. The lunch comes from the garden outside the window. Nothing is staged.

### FARM TO TABLE – SIGNATURE

Guests arrive at the masseria, walk the land, take part in whatever the farm is doing that season, and then sit down for a traditional lunch made entirely from what the estate produces. At the heart of every visit: a handmade pasta lesson with Anna Maria.

### ALWAYS INCLUDED

- Guided farm tour – olive groves, almond trees, vegetable garden, animals
- Seasonal harvest from the garden (what is ready that day)
- Handmade pasta lesson with Anna Maria: orecchiette, cavatelli, fricelli
- Extra-virgin olive oil tasting (estate-produced, explained sensorially)
- Wine tasting – Black Rodolfo (red) + White Rodolfo (Moscato)
- Traditional lunch – 100% from the estate
- Take-home gift: small bottle of EVO oil or Anna Maria's tarallini

### THE FARM THROUGH THE SEASONS

#### MID-MARCH

Almond trees in full bloom – thousands of white flowers across the Murgia

#### LATE AUGUST

Almond harvest: picking, hand-shelling (smallatura), sun-drying (asciugatura)

#### AUG – EARLY SEPT

Grape harvest: deraspatura, pressing at the torchio, start of fermentation

#### OCT – NOVEMBER

Olive harvest · Oil pressing at the frantoio · November: first tasting of the new vintage wine

### FOR OPERATORS & AGENCIES



**DURATION** 4.5 – 5 hours

**CAPACITY** Up to 10 guests per session · Private exclusive: +€200

**LANGUAGES** English · Italian · Spanish

**AVAILABILITY** March – November

**LOCATION** 25 min Matera · 45 min Bari · 1h Polignano a Mare

*"The highlight of our trip to Puglia. So nice to see authentic Apulian farm life – and taste all the wonderful dishes Petru's mom prepared."*

**KATALIN MANGRIO – 5/5 GOOGLE**



#### AUTHOR

#### "Puglia Like a Local"

PDF travel guide – the resource that brings US travelers to Puglia and to the masseria.  
Scan for a free preview



#### Francesco "Petru"

Meet me at MIRABILIA 2026  
Udine · June 16-17

#### B2B CONTACT

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MIRABILIA 2026 — Special Partnership Rate

Valid for agreements signed at the fair. Covers all bookings in the 2026-2027 season. Standard commission outside the fair: 15%.

25%  
COMMISSION

ADD-ON & STANDALONE EXPERIENCES



Beekeeping Experience

A close-up encounter with the masseria's hives. How a colony works, the role of the queen, the natural honey production cycle. Guests observe safely and learn about organic beekeeping on the Murgia plateau.

Duration: 1.5h · Capacity: 2-10 · Season: Apr-Oct



Artisan Cheese Experience

Hands-on making of mozzarella, burrata, ricotta. Format adapts to group size.

**Small groups (2-4):** visit a real local dairy farm – authentic, unfiltered.

**Larger groups (5-10):** master cheesemaker comes to the masseria.

Duration: 2-2.5h · Capacity: 2-10 · Season: Apr-Nov



Olive Harvest + Oil Mill

The full olive cycle in one day. Hand-picking olives from ancient trees, then a visit to the local frantoio to watch cold-pressing live – and taste oil pressed that same day. Fresh first-press oil tasting included.

Duration: 5h · Capacity: 2-10 · Season: Oct-Nov

Requires advance coordination – date subject to mill schedule.

2026-2027 RATE TABLE

EXPERIENCE	DURATION	RETAIL /PP	NET MIRABILIA 25%	NET STANDARD 15%
Farm to Table – Signature ★	4.5 – 5h	€135	€101	€115
Beekeeping	1.5h	€55	€41	€47
Artisan Cheese	2 – 2.5h	€80	€60	€68
Olive Harvest + Frantoio	5h	€100	€75	€85

★ Farm to Table always includes a tour of the fields and gardens – what guests see depends on the season. Seasonal experiences (almond harvest, vendemmia, olive harvest) are separate bookable add-ons. Minimum 2 guests. Standard sessions: max 10 guests. Exclusive use of the masseria (private, no other groups): +€200 flat fee, capacity extends to 20 guests.

COMBINATION PACKAGES

<p><b>Farm to Table + Beekeeping</b></p> <p>Retail NET today</p> <p>€175/pp <b>€131/pp</b></p> <p>€149/pp without signing <b>Save €33/pp</b></p>	<p><b>Farm to Table + Artisan Cheese</b></p> <p>Retail NET today</p> <p>€195/pp <b>€146/pp</b></p> <p>€166/pp without signing <b>Save €40/pp</b></p>	<p><b>Full Day – All Three</b></p> <p>Retail NET today</p> <p>€235/pp <b>€176/pp</b></p> <p>€209/pp without signing <b>Save €59/pp</b></p>
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BOOKING CONDITIONS

<b>LEAD TIME</b> Min. 7 days in advance	<b>CANCELLATION</b> Free up to 7 days before	<b>DEPOSIT</b> 30% at booking confirmation	<b>BALANCE</b> On the day of the experience
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The Olive Harvest + Frantoio experience requires advance coordination: milling dates depend on the frantoio's schedule and cannot be guaranteed until confirmed. This is exactly what makes it authentic – and rare.

PARTNERSHIP AGREEMENT – MIRABILIA 2026

The undersigned partner agrees to include Masseria Petru experiences in their 2026-2027 catalog under the MIRABILIA commission terms stated in this document (25%). Bookings are managed via email at myfriendpetru@gmail.com or petru@myfriendpetru.com. This rate applies exclusively to agreements signed at MIRABILIA 2026.

COMPANY / AGENCY

CONTACT NAME

EMAIL

PHONE / WHATSAPP

PARTNER SIGNATURE

MASSERIA PETRU – FRANCESCO GIAMPETRUZZI

Date: \_\_\_\_\_



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READY TO PARTNER?

Sign at MIRABILIA 2026 and lock in the 25% rate for the full season.

Santeramo in Colle (BA)  
Puglia, Italy

100% ORGANIC · 5TH GENERATION