



THE HEART  
OF PUGLIA

Terra di Bari Pdo Oil



**PUGLIA SVEVA®**

CONSORZIO DI TUTELA  
OLIO DOP TERRA DI BARI



Barletta, the castle

Puglia Sveva is a territorial brand created by the Consortium for the protection of the Castel del Monte DOC wines and the Consortium for the protection and valorization of the PDO Terra di Bari extra virgin olive oil, with the support of the Ministry of agricultural, food and forestry policies, able to tell and promote the excellence of the "heart of Puglia".

Starting with the wine and the extra virgin olive oil, and then involving all the other actors in a territory with ancient traditions, Puglia Sveva is the symbol of an environment unique in Italy: a true oasis of culture, serenity and pleasure.

## PUGLIA SVEVA

Farms, wineries, oil mills, dairy factories, pottery workshops, museums and historic towns, on the seaside or at the heart of the Murge area, draw the weft and warp of one of the most authentic and original environment of the region. A clear and pure light illuminates the landscape, nourishing the body and soul of those who are even just passing by, and the pleasure of the senses is the only way to keep track of time.

Puglia Sveva is the promise of uniqueness, quality, tradition and discovery of the unique essence of the "heart of Puglia" which, in a not too distant past, was for the entire West a popular choice for the "Wonder of the World".



Canne della Battaglia

"If goodness, moderation, virtue, wealth, nobility could prevent death, Federico, who lies here, would not have died". This is how the famous historical and medieval Florentine chronicler Giovanni Villani describes Frederick II of Swabia, known at that time as "Stupor mundi", the astonishment of the world, and symbol of the Puglia Sveva which now

sciences, defended this area as few would do in the future. Between history and legend, the figure of Frederick II of Swabia embodies the endless cultural, architectural, scientific and agricultural paternity of the "heart of Puglia" that we want to tell.

The Puglia Sveva, whose features were tracked by the most enlightened mon-

## LEGEND OF PUGLIA

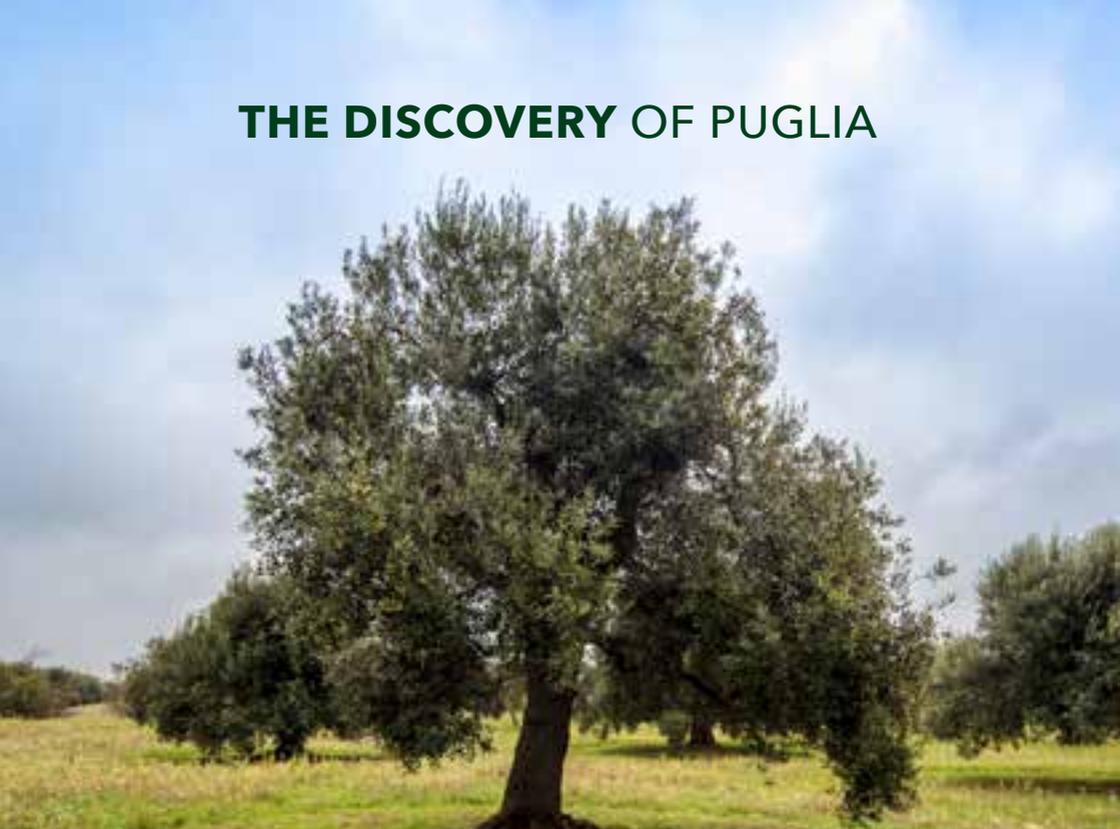
collects in this absolute identity brand. Frederick II, Emperor of the Holy Roman Empire from 1220 to 1250, lived and experiences these places; he loved them, he built houses and castles, including the enigmatic and severe Castel del Monte (Unesco World Heritage Site since 1996), kept falcons for hunting, scanned the sky to interrogate the stars, studied algebra, medicine and natural

arch of the Middle Ages: a man, as poet Ugo Foscolo reminds us, "aspired to unite Italy under one prince, one form of government and one single language; and to pass it to his successors as a powerful reign among the monarchies of Europe". A revolutionary desire for unity and freedom that would have taken the first steps right from his cherished land, the Puglia Sveva.



Castel del Monte

# THE DISCOVERY OF PUGLIA



From the sea to the High Murgia, the ancient plateau that forms the backbone of most of the region, this area is a succession of colors. It starts from the blue and the light blue, where the line between sky and water is blurred and shimmering, and then proceeds towards the ochre soil and white stone of Trani, a local tufa which the cathedral of the coastal town was built with. In the back country then comes the green, not only the one of the olive trees and vines, but also the one of the woods in which cohabit trees like the Macedonian oak, the downy oak, the holm oak, the hackberry, the wild olive and the mastic.

In the High Murgia, then, the dominant color is the dazzling white of the stones that burst from the inside of a land that seems a casket of the remains of the fossil giant that geological sciences call Murgia karst. The territory of the Puglia Sveva is very ancient, calcareous and rocky; the surface water is almost totally absent, although abundant in the deeper crevices of the rock of this ancient underground. The climate in winter is characterized by a marked continentality in inland areas, which becomes milder and more Mediterranean descending towards the sea. Summers are hot, dry, sometimes very arid, with sporadic rainfall but good daily temperature ranges, especially in the higher inland areas.



Around Castel del Monte

## The phenomenon of karst

The karst in Puglia is a geological phenomenon which affects much of the region but its most visible expression lies right in the Murge, influencing the composition and the adaptation of crops. Limestones, crevices, caves, cavities and furrows, called "lame" or "gravine", are an integral part of this landscape which, however, does not show a total homogeneity, as it divides into three geological sub-zones: the high, the low and the coastal Murge.



The terroir



Bari, San Nicola

Vineyards, olive groves, orchards and vegetable gardens dot the Puglia Sveva, which gets colored here and there by farms, villages, wineries, oil mills and dairy factories.

There are many places to live and discover, from Trani to Gravina di Puglia, Barletta, Andria, Ruvo di Puglia, famous for the Jatta National Archeologic Museum, Bitonto, Acquaviva delle Fonti, Alberobello with its trulli houses protected by UNESCO, Gioia del Colle, Altamura, capital of the bread, and Bari itself, the capital of history, gastronomy and one of the most fascinating crossroads of peoples and cultures in Italy.



Minervino Murge



Bitonto, Co-Cathedral of St. Valentine



Alberobello

The Puglia Sveva is a land of contrast and absolute, a place of unique experiences and, in every season, a trip that means discovery, adventure, warmth, excitement, wonder and endless pleasure.

## THE ENCHANTMENT OF PUGLIA

Altamura



Dominating the whole territory, right in the heart of this area, the Alta Murgia National Park, established in 2004 and nowadays the largest rural park in Italy and one of the largest in Europe. Charming and inhospitable at the same time, this environment represents, step by step, the work of adaptation of people to a habitat among the most severe of the Italian peninsula. Dry stone walls, "casedde", "trulli" and "jazzi" for the housing of sheep mark an almost indefinite space, inflexible, hard and sometimes with a lunar appearance.



Trani, Cathedral view

Alta Murgia National Park



# THE PEOPLE OF PUGLIA

633 farmers, thanks to the love for their land, produce in full compliance with the specifications, observing specific planting, growing and harvesting characteristics for the olives. The quality path continues along the production chain: therefore, millers, cooperatives, producer organizations and bottling companies, ensuring milling and bottling complying with the rules, become - just like the olive growers - guarantors of the authenticity of the PDO Terra di Bari extra virgin olive oil.



Besides the farmers, 36 members of the Consortium take part to the PDO production chain, as olive growers, millers or bottlers. Seven among them are both olive growers and producers of the PDO olive oil: Azienda agricola De Carlo, Azienda Agricola Di Micco Pasqua, Azienda Agricola Marmo Maria - Tenuta Cocevola, Azienda Agricola Minervini Gregorio - Marcinase, Azienda Agricola f.lli Tandoi, Azienda agricola Salvatore Stallone - "Le tre colonne" and Torre di Bocca di Spagnoletti Zeuli Nicola & C.

8 miller members are part of the Consortium also as bottlers of the PDO olive oil: Agrinatura, Agroalimentari del Colle, Biolevante - Levante, D'Addato Agroalimentare, De Carlo, Frantoio Galantino, Frantoio Oleario Di Molfetta, Pellegrino. Among the bottlers of the PDO Terra di Bari olive oil there are the organizations of producers (OP) Aproli Bari Società Cooperativa Agricola, Assoproli Società Cooperativa and Oliveti Terra di Bari, and the following companies: Agridè, Dentamaro, Finoliva Global Service, Medsol - Luglio, Olearia Desantis, Oliveti d'Italia, Sud Italia Alimentari.

Finally, there are members who cover the entire PDO Terra di Bari production chain, from the harvesting to the marketing of the oil, in this category there are 2 companies: Conte Spagnoletti Zeuli - Azienda agricola Spagnoletti Zeuli Onofrio, Frantoio oleario Guglielmi Carmela, and 8 cooperatives: Cooperativa Agricola Progresso, Cooperativa C.O.V.A.N. - Corona delle Puglie, Cooperativa Lavorazione Prodotti agricoli di Corato - Terra Maiorum, Elaiopolio Coop. della Riforma Fondiaria di Ruvo - Il Rosone, La Coratina Società Cooperativa, Oleificio cooperativo Cima di Bitonto, Oleificio Cooperativo della Riforma Fondiaria di Andria - Tre Campanili, Oleificio cooperativo Molfetta Goccia di sole, Oleificio cooperativo produttori agricoli di Molfetta - Terra di olivi.



Consortium for the protection and valorization of the PDO Terra di Bari extra virgin olive oil. Production area.

Promoting the territory of Puglia Sveva and especially the extra virgin olive oil produced here, since 2000, there is the Consortium for the protection and valorization of the PDO Terra di Bari extra virgin olive oil. By bringing together farmers, millers and packers, the Consortium is an essential production chain within the key sector of the region, ensuring, at the same time, the preservation of the landscape and of the rural heritage, and the quality of the certified excellence final product. The extra virgin olive oil produced in the territory of the Puglia Sveva is the result of an age-old interaction between man, plants and care for all those stages of processing ranging from the collection of olives to the bottling. The activities of the Consortium intended to maintain this ratio, guaranteeing to consumers around the world that irreplaceable bond between PDO Terra di Bari oil and its territory of origin.

Since the PDO Terra di Bari mark was obtained in 2009, the Consortium strives for the promotion of the largest certified olive grove of Italy, promoting, year after year, the care of the production, from harvesting to milling, and parallel information activity for the consumers about the uniqueness of this extra virgin olive oil.



Cultivar, soil and climate, traditions and cultivation - processing techniques have always made the difference on the quality of extra virgin olive oil. The Protected Designation of Origin Terra di Bari regulates production regulate all the stages of production, processing and bottling, ensuring quality and origin of each extra virgin oil.

## THE ESSENCE OF PUGLIA

The PDO Terra di Bari is always followed by one of the three additional geographical indications: Castel del Monte, Bitonto and Murgia dei Trulli e delle Grotte.

Castel del Monte is produced with the Coratina variety for a minimum of 80% in the municipalities of Altamura, Andria, Barletta, Bisceglie, Canosa di Puglia, Corato, Gravina in Puglia, Minervino Murge, Poggiorsini, Spinazzola and Trani.



The Bitonto mention involves the use of the varieties of Cima di Bitonto and Coratina, for a minimum of 80%, and is permitted in the municipalities of Acquaviva delle Fonti, Adelfia, Bari, Binetto, Bitetto, Bitonto, Bitritto, Capurso, Cassano delle Murge, Cellamare, Gioia del Colle, Giovinazzo, Grumo Appula, Modugno, Molfetta, Noicattaro, Palo del Colle, Ruvo di Puglia, Sammichele di Bari Sannicandro di Bari, Santeramo in Colle, Terlizzi, Toritto, Triggiano and Valenzano. Finally, Murgia dei Trulli e delle Grotte, provides for the use of the Cima di Mola cultivar. The extra-virgin olive oils produced in the towns of Alberobello, Castellana Grotte, Casamassima-Conversano, Locorotondo, Monopoli, Mola Bari, Noci, Polignano a Mare, Putignano, Rutigliano and Turi can boast such a mention.

### Coratina

Apulian cultivar par excellence, the Coratina is widespread mainly in the province of Bari. The plants are vigorous and of excellent and constant productivity, with a very high yield of oil. The result is an extra virgin oil in the medium or intense fruity category, unique for its high concentration of polyphenols, which give it the typical bitter and spicy flavor. For these qualities, the oil produced in the "heart of Puglia" is different from any other product on the market, boasting excellent antioxidant properties.



### Cima di Bitonto

This ancient variety of central Puglia has spread mostly in the inner area of the province of Bari, where it is also known by the names of Ogliarola or Paesana. The plants are often century-old, always vigorous and characterized by good productivity, with a medium-high oil yield. The extra virgin olive oil from Cima di Bitonto is pleasant, marked by medium fruity notes and with a herbal, fresh almond fragrance and an always balanced, harmonic flavor.

### Cima di Mola

Considered by many one of the oldest cultivars in the Mediterranean, the Cima di Mola is the typical variety of the trulli area, and covers much of the coast of this southern part of the province of Bari. The plant is often majestic and has a good productivity, the maturation is late, between mid-October and the end of November. The oil yield is high and the resulting extra virgin oil stands out for a well-defined character, preceded by delicate notes of sweet almonds.





Among the extra virgin olive oils, the most effective from a health standpoint are those with a greater charge of polyphenols, oleic acid and antioxidants; Coratina, the main cultivar of Puglia Sveva, is by far the richest variety in the world of these components. The quantity of tocopherols, vitamin E, in Coratina is very high, with average values of 290 mg per kilogram and peaks of 450 mg, always per kilogram.

Then, analyzing the quantity of polyphenols, the extra virgin olive oil from Coratina shows average values around 1.030 mg per kilogram, with peaks to 1,500 mg, i.e. almost three times the average polyphenolic charge of most Italian cultivars. Not very far from those of Coratina are the values of antioxidants and oleic acid varieties of Cima di Mola and Cima di Bitonto.

## THE UNIQUENESS OF PUGLIA

Through targeted communication campaigns of the whole Italian olive chain, the health properties of extra virgin olive oil are now well known. Polyphenols, oleic acid and vitamin E, along with other components of extra virgin olive oils, are the healthy ingredients of this completely Italian and Apulian sauce.

A constant yet modest consumption of extra virgin olive oil helps to protect the heart, reduces the level of LDL cholesterol (the "bad" one), and increases HDL cholesterol (the "good" one); it slows aging, prevents arteriosclerosis, facilitates the assimilation of calcium and, thanks to an acid composition very similar to the one of breast milk, it is a great product to wean children.





## THE TASTE OF PUGLIA

There's not only wine and extra virgin olive oil in the Puglia Sveva, but also an amazing amount of local gastronomic traditions and products which are difficult to find in other parts of the region.

An amazing variety of breads and pasta, starting with the Altamura PDO bread, followed by the taralli, the friselle, loaves stuffed with olives and sun-dried tomatoes and the famous focaccia of Bari, the street food par excellence together with the onion calzone. Among the types of pasta, the orecchiette stand out: seasoned with traditional turnip tops, or with horse meat chops (or rolls) sauce. Alongside the orecchiette, the mignucchje, dumplings very similar to the maloreddus of Sardinia, often flavored with boiled arugula, tomato sauce and caciocotta cheese.

Legumes and vegetables are always present: the sweet-bitter "lampascioni" wild onions, also called cipollacci or giacinti col fiocco, which are boiled, fried, but also preserved in extra virgin olive oil; the turnip tops, the broccoli, the beets, the beans, often mashed together with wild chicory, eggplants, peppers, artichokes and the famous sponsali onions - traditional dishes whose flavor is enhanced by a drizzle of raw PDO Terra di Bari extra virgin olive oil.



Recipe book of Frederick II Puglia Sveva



Lamb, mutton and horse meat are the most used, although they are a protein source if compared to cheese and dairy products which are unmatched in Italy for variety and diffusion. The Andria burrata, the manteca, the PDO fior di latte, the cottage cheese, the ricotta, the PDO Canestrato, the caciocavallo and the scamorza are the kings and queens of the tables of the Puglia Sveva, as well as the wide variety of fish from the Adriatic Sea that makes this central strip of the region one of the richest in fish and seafood.

The PDO Terra di Bari oil is one of the most important ingredients for the preparation of traditional desserts, such as the cartellate, with a shape of a small baskets, also called roses of Andria, covered with cooked wine or honey, or the sasanelli from Gravina and the mostaccioli, all local culinary delights for an offer of excellence.

With the aim of enhancing the culinary traditions of the area, Puglia Sveva offers an original recipe book inspired by the recipes of the Liber de Coquina by Federico II, revisited and updated by the most prestigious chefs from Puglia.



CONSORTIUM FOR THE PROTECTION AND VALORIZATION OF THE PDO TERRA DI BARI EXTRA VIRGIN OLIVE OIL

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