



foodiam
Culinary Curious Travel

Indulgence - Food - Culture - Small Group Tours

PUGLIA

8 nights/9 days



Authentic



Flavour Filled



Culinary Adventure



Fully escorted by



foodiam



An unforgettable and enriching experience in Southern Italy.

Embark on a journey of culinary and cultural discovery with Food I Am as we guide you through the enchanting region of Puglia in southern Italy. Puglia, with its diverse influences from the Mediterranean, Greek, Arabic, and Spanish cultures, unfolds a rich tapestry of traditions and flavours that will captivate your senses.

Carefully curated by Food I Am, this fully escorted tour promises a road trip like no other. You will be introduced to artisan producers of renowned Puglian cheese, olive oil, and ancient breadmaking. Immerse yourself in a diverse culinary experience, ranging from street food and traditional Pugliese cuisine to exquisite fine dining. Enjoy exclusive visits to esteemed winemakers, complete with informative tours and tastings.

Our adventure begins in Lecce, a city celebrated for its exquisite Baroque architecture, earning it the well-deserved moniker "Florence of the South." From Lecce, we set our sights on Matera, Bari, Polignano a Mare, Ostuni, Locorotondo, and Alberobello, each town offering a unique cultural or culinary experience.

In Matera, you'll step back in time as you explore the ancient Sassi cave dwellings, a UNESCO World Heritage site. Bari, a coastal city, invites you to savour fresh seafood delights along its picturesque waterfront. Polignano a Mare, perched on limestone cliffs, offers breathtaking views and a taste of its renowned gelato. Ostuni, the "White City," showcases dazzling whitewashed buildings against the blue sky, creating a stunning backdrop for your cultural exploration.

Locorotondo, a charming hilltop town, beckons with its winding streets and excellent wine offerings, while Alberobello, famed for its unique trulli houses, provides an immersive glimpse into Puglia's distinctive architecture. Fully escorted by Food I Am, this tour promises an immersive experience, blending the best of Puglia's cultural heritage and culinary delights in each enchanting town we explore.

Tania Sibrey
Creator & Global Food Explorer, Food I Am



Culinary Curious Travel - Food I Am Luxury Food Tour - Puglia 2025
For bookings or further information go to foodiam.com.au/tours/puglia
tania@foodiam.com.au 0427 250 498


foodiam
Culinary Curious Travel



Bari - Lecce

Day 1

Welcome to the Culinary & Cultural Delights of Puglia with Food I Am.

Welcome aboard your delectable journey through Puglia with Food I Am! This afternoon, our tour departs from Bari. In the early afternoon, you will gather for a private group transfer to Lecce, where we'll begin our adventure in this enchanting city often referred to as the "Florence of the South." It's the first stop on our unforgettable tour.

Upon arrival in Lecce, immerse yourself in the charming ambiance of our boutique hotel, perfectly situated in the heart of the city. Take a moment to settle in and unwind before joining the group for a welcome aperitivo. As the evening unfolds, indulge in your first Pugliese dinner, enhanced by a special treat - the captivating performances of pizzica dancers. Tonight is a sensory delight, seamlessly blending culinary experiences with the cultural richness of Lecce.

Get ready to embrace the warmth and richness of Puglia's culinary tapestry!

Accommodation: Boutique Hotel



Lecce

Day 2

Private Chef's Culinary Masterclass, Local Markets, Baroque Beauty & Street Food Tour.

Embark on a day filled with flavours and history in Lecce. Begin your morning with a culinary adventure, joining a local chef for a visit to the vibrant food market at Porta Rudiae. Together, handpick fresh produce for an immersive hands-on cooking class. A short stroll takes you to the chef's charming cooking school in the heart of Lecce's old city, where you'll uncover the secrets of the region's culinary traditions and create a delightful 4-course lunch. After lunch enjoy some free time to relax and explore at your own pace.

In the early evening, enjoy a guided walking street food and history tour. Adorned with Baroque masterpieces, this city is a treasure trove of Italian wonders. We will explore the Roman amphitheatre, noble palazzi, and other sites, unravelling the rich tapestry of history, architecture, and culture. We will indulge in delectable street food snacks that are quintessentially local to the area and of course, an aperitivo. Immerse yourself in the flavours of the region.

Accommodation: Boutique Hotel





Lecce to Matera

Day 3

Winery Visit with Tour and Tastings.

Embark on a captivating day with Food I Am, journeying from Lecce to the ancient allure of Matera.

Next, head north to explore one of Puglia's most esteemed wineries. Enjoy a guided tour of the estate, starting from the vineyards and following the entire production process, concluding with vinification and ageing. The tour unfolds into a delightful lunch featuring a tasting menu of carefully selected traditional local dishes, perfectly paired with representative wines.

Continue your adventure to Matera, where you'll settle into your accommodation. Renowned for its unique ancient cave dwellings, Matera is a UNESCO World Heritage site. The city's enchanting Sassi districts, carved into limestone, unveil a rich tapestry of architecture and history.

The evening is yours free to explore at your leisure, allowing you to savour the tranquillity and charm of Matera at your own pace, an unforgettable Italian experience.

Accommodation: Boutique Hotel



Matera

Day 4

Artisan Breadmaking, Historic Wonders, and Sassi Treasures.

Embark on a flavourful journey with Food I Am today, delving into the culinary and historical wonders of Matera.

Begin your day with a visit to a renowned Matera baker, offering a behind the scenes glimpse into the age-old art of crafting the traditional breads of the region. Immerse yourself in the fascinating world of Matera bread in one of the city's historic bakeries. Here, the techniques and secrets of these special breads will be unveiled. The workshop concludes with a delicious tasting and aperitif, featuring the freshly baked products paired with a selected Lucanian wine.

Following the bread making experience, join our guide for a walking tour of Matera, a city steeped in historic significance. Perched high on a picturesque hillside, this unique and ancient city has only recently been unveiled to foreign eyes. Your guide will lead you through the 'sassi' - ancient cave dwellings restored for contemporary use as homes and shops. Enjoy the afternoon at your leisure, immersing yourself in the captivating charm and beauty of Matera.

Later, we meet back up for dinner, indulging in the unique experience of dining in a cave restaurant and savouring the authentic essence of Matera.

Accommodation: Boutique Hotel





Matera - Polignano a Mare - Itria Valley

Day 5

Coastal Boat Adventure, Famous Gelato and Countryside Retreat.

After check out, embark on a scenic drive to the breathtaking cliff-top town of Polignano a Mare. Weather permitting, a boat excursion on a modern skiff will take you to explore the ancient sea caves, allowing you to envision the centuries of smugglers who once navigated these mysterious waters. Indulge in a tasting lunch served on board, surrounded by the stunning coastal scenery.

Following the sea excursion, take a leisurely stroll through the charming town, treating yourself to some of the delectable artisan gelato for which Polignano a Mare is celebrated!

Next, journey to your accommodation nestled in the heart of the green hills of the Itria Valley - a traditional Masseria surrounded by old olive groves and small plots of land cultivated with vineyards.

Spend the rest of the day exploring the property before delighting in a sumptuous dinner. The restaurant's cuisine draws inspiration from the typical Apulian culinary tradition, elevating it with influences from the best European cuisines. The chefs carefully blend sustainability, quality, and seasonality of products.

Accommodation: Traditional Masseria





Bari

Day 6

Bari's Storybook Charm, Nonna's Handcrafted Pasta and Ostuni's White City.

Today, our culinary adventure with Food I Am unfolds in the region's capital, Bari, with a focus on the enchanting old part known as Bari Vecchia. Wandering through a labyrinth of small, winding roads, you'll feel transported into a storybook. Explore the twelfth-century Norman Swabian castle, marvel at the Basilica of St. Nicholas, and witness local Nonna's skilfully crafting pasta by hand outside their homes. Be amazed at their swift hands, shaping the iconic orecchiette, the small ear-shaped pasta typical of Puglia.

A traditional lunch is at a local families home, immersing you in the authentic flavours of the region. Afterward, return to your Masseria for some well deserved rest before our journey to the white city of Ostuni - an imposing citadel often referred to as La Città Bianca.

As you meander through the tiny winding streets of the oldest quarter, known as the "Casbah," you'll be captivated by its Arabic influence, presenting a more Greek or eastern aesthetic than the stereotypical piazzas of Italy. Enjoy some leisure time to explore before gathering for a charming dinner at a renowned restaurant, rounding off a perfect day in the heart of Ostuni.

Accommodation: Traditional Masseria





Explore the Trulli Town of Alberobello, and Experience a Unique Traditional Butcher Dinner

Day 7

Today, we discover the enchanting town of Alberobello in the heart of Puglia, a place where time seems to stand still amidst its unique and picturesque landscape. Alberobello is renowned for its iconic trulli, traditional cone-shaped houses with whitewashed walls and conical roofs that create a whimsical and fairy-tale-like atmosphere. Take a guided walking tour through the narrow cobblestone streets of the UNESCO World Heritage site, where these charming structures blend seamlessly with the modern world. Immerse yourself in the rich history and culture of the region. Next, enjoy some free time to explore local artisans' shops and savour Apulian cuisine at a family run restaurant for lunch. Alberobello is a destination that transports you to a bygone era.

Afterward, return to the Masseria for some well deserved rest. As the evening unfolds, we drive to the charming hilltop town of Cisternino. Immerse yourself in the local tradition of "fornello pronto", where local butcher shops transform into restaurants, offering excellent grilled meat for a delicious and authentic dining experience.

Accommodation: Traditional Masseria





Itria Valley

Day 8

Burrata & Mozzarella Artisan Cheesemaker and Olive Oil Exploration.

Join us at the artisanal dairy, where our master cheesemakers skilfully craft fresh mozzarella and burrata, showcasing the true art of cheesemaking. Indulge in samples of the day's delicious produce, offering a fabulous experience that captures the essence of this authentic Apulian peasant tradition.

Continue your journey to the heart of Puglia's olive plains, a region where olive oil stands as one of its most cherished treasures. Visit a local ancient olive oil estate boasting over 2000 olive trees, home to some of the world's oldest and most magnificent olive trees. Embark on a short walk and take in the breathtaking views of the expansive olive plains.

Stroll through the estate's beautiful grounds, immersing yourself and gaining a deeper appreciation for the qualities of real extra-virgin olive oil. Return to the farmhouse and indulge in an authentic olive oil tasting experience, savouring the nuanced flavours and aromas that make Puglia's olive oil truly exceptional.

As the day winds down, return to your hotel, pack for tomorrow's departure, and relish a memorable farewell dinner, marking the end of your culinary adventure in Puglia with Food I Am.

Accommodation: Boutique Hotel



Reflections on a Remarkable Journey with Food I Am Culinary and Cultural Tours

Day 9

Wow, where did that time go!

As we bid farewell to the charming world of Puglia, it's hard to believe how swiftly time has flown by. While all good things must eventually end, the memories of our extraordinary adventures will linger on.

Savour your final Pugliese breakfast, allowing the experiences of this remarkable journey to wash over you one last time. It's time to bid adieu to Puglia.

After breakfast your group transfer awaits to take you to Brindisi Airport or Train station. Alternatively, you might choose to extend your stay in beautiful Puglia.

As we conclude this unforgettable tour, we want to express our heartfelt gratitude for choosing Food I Am Culinary and Cultural Tours as your trusted guide through the wonders of Puglia.

Until we meet again on another culinary and cultural exploration, may your memories of Puglia continue to inspire more adventures.

The tour is now concluded.





Snapshot

PRICE INCLUDES

- Eight (8) nights luxurious accommodation - A wonderful mix of luxury masserias, villas and boutique hotels. Accommodation that is chosen not only for being beautiful but in a fabulous location.
- Most meals - You will indulge the palate with a delicious variety of modern and traditional culinary experiences - street food, traditional and fine dining. Multi course meals and tastings, full breakfasts each morning. You are on a culinary tour so expect exceptional food offerings, in exceptional locations and more than you can eat!
- All ground transport, professional drivers
- Group private transfer Bari to Lecce for the start of the tour
- Experience a traditional performance of pizzica dancers
- Guided Street Food tour
- Guided visit of Lecce
- Guided visit of Bari
- Guided visit of Matera
- Explore sea caves of Polignano A Mare in a private skiff
- Visit, tour and tastings - historic Matera bakery
- Visit, tour and tastings - ancient Olive Oil Producer
- Visit, tour and tastings - artisan cheesemaker - Burrata and Mozzarella
- Exceptional winery visit, tour, tastings paired to local dishes
- Cooking class and market tour with private chef
- Being part of a small group tour
- Fully escorted by Food I Am

PRICE EXCLUDES

- International Airfares
- All beverages (alcoholic and non-alcoholic), laundry, phone, items of a personal nature
- Tipping
- Passport & (if needed) Visa
- Travel Insurance (COMPULSORY). You should organise travel insurance at the time of paying your deposit. Ask your travel agent or contact an insurance provider such as NRMA & Covermore.

WHY A FOOD I AM TOUR?

- Fully escorted by Food I Am
- Our itineraries are carefully thought out and put together with the assistance of our worldwide culinary connections
- Small groups - no waiting
- Unique food and wine experiences. Our tours are not cooking tours
- No decision making needed - Sit back and relax, we have done all the hard work for you
- Guaranteed the best meals without having to look for the perfect restaurant
- Experience - our tours are full of surprises!
- Authentic and cultural regional experiences balanced with free time
- Travel and share experiences with like-minded people
- Meet the passionate producers and artisans, learn about their craft
- Comfort and luxury - travel and accommodation
- Stress free - no google maps required
- Gastronomy experts and local English guides with exceptional knowledge
- Hosts that care about you as an individual

PRICING INFORMATION:

Cost Per Person (Twin Share)
\$7890

Single Supplement (Room on your own)
+\$2270

For solo travelers willing to share, please contact us.

**CLICK HERE
TO SECURE YOUR SPOT
ON THE 2025 TOUR**

Sharing the love of Food | Am Luxury Food Tours



“

Morocco 2023 with Foodiam was my first experience of a group tour and it was truly one of the best travel experiences I have ever had. From the quality and authenticity of the accommodation to the immersive cultural experiences, every aspect of the tour was meticulously planned. The blend of cultural exploration and sheer fun made this tour unforgettable. From bustling markets to hidden culinary gems the whole experience was a treat for the senses. Our local guide was an absolute wealth of knowledge and no request went unanswered. Thank you Tania and the Foodiam team for your commitment to excellence in every aspect of your tours. I can't wait to join you again!

- Ali Reid, Morocco 2023

”

“

This was a perfectly curated and carefully considered Northern Italy experience that delighted the taste buds, stimulated the mind and generated huge appreciation for Italian food. We loved the Food I Am tour experience because the tours take you to places less touristy and really expose you to a truly local experience.

We felt very safe and supported with Melina as our guide - she is warm, upbeat and informative all the way through. The small group nature of these tours is appealing too as it keeps things pretty intimate and informal, unlike the hustle and bustle that can come with larger group tours.

We look forward to travelling with Food I Am again!

- Sarah & Rob Wardman - Northern Italy 2023

”



“

Thank you so much for organising such a wonderful holiday. It was very relaxing as everything was organised and taken care of. I just sat back and enjoyed the ride! The group was also a perfect size - intimate yet social, lifelong friendships and amazing experiences were made. Attention to detail was excellent with a vast range of activities to enjoy.

- Jo Stroud

”

“

Michael and I had the absolute privilege of attending the Food I Am tour to Sicily.

The locations and accommodation are thoughtfully hand-picked by Tania & Melina with their incredible travel experience. Visiting places not on the usual tourist tracks make this a special and easy way to experience the destination.

Looking back over the itinerary I could list every day and every location as a highlight. They were all so special. The history, the local tour guides, the food, the people, it was just perfection.

The only downside was the tour finishing!

- Nerida & Michael - Sicily 2023

”





“

We have had a wonderful time - THANKS so much. All of our food has been EXCEPTIONAL and choices of accommodation superb. Have really loved seeing the back roads of Italy and staying in the "countryside". Food I Am has given us beautiful and amazing memories of the tastes, landscapes and people of Italy.

- Gary & Pam Krieg

”

“

The Food I Am Northern Italy Tour was absolutely amazing. Melina was the tour guide extraordinaire. Her connection with people and places made for a very interesting insight into local productions and cultures of this beautiful countryside. So many taste sensations. We wine and dined at such a variety of restaurants/trattorias/osterias. Nadia's was our favourite. The Antinori Winery was simply awesome. The vintage sports cars and "driving" the Ferrari simulators was such fun. We indulged in new and unique experiences every day with the best group of fun people. We loved it all. Thank you for organising this wonderful experience!

- Bryan & Sally Short - Northern Italy 2023

”



“

Our recent Food I Am Tour to Northern Italy was everything we hoped for and so much more. Indeed having driven ourselves through northern and central Italy several years ago, we now appreciate how much we missed, not having someone like Melina with her contacts, immense local knowledge and love for Italian food and culture. The tour itself was well balanced and flexible enough to cater for individual interests and we recommend it without hesitation to anyone wanting a quality Italian culinary and cultural experience.

- Duncan and Louise Fraser - July 2019

”

“

If you are single, couple or a group looking for a holiday idea fuelled with delicious food, culture, fun and adventure then a Food I Am culinary tour is for you. Perfectly organised with attention to detail, Tania has perfected her itinerary to cater for a wide genre.

After heading on the Northern Italy Tour in 2017 I knew it wouldn't be my last. I've just returned from the Food I Am Vietnam Tour and I know that won't be my last either! It really is a great opportunity to be able to immerse yourself into the culture of a Country.

- Jodie Hamilton, Nth Italy 2017, Vietnam 2019

”



“

What an amazing adventure Food I Am provided. The tour was so much more than we expected. Everything was thoroughly planned and highly organised but at no time did you feel you were on a tour, it was more like travelling with a group of friends. We saw so much more than we thought we would and got a real sense of the authentic Italian way of life.

Tania and Melina's passion and enthusiasm set the tone from the moment we began our journey and remained throughout the entire adventure.

This trip was excellent value for money, however the sense of belonging created amongst the group was something no amount of money could buy.

- Vicki & Anthony

”

“

For anyone that wants to experience the real Italy this is the tour for them. Brilliantly organised with personalised attention to detail to maximise the adventure for everyone. Very pleased to have made so many new friends whilst enjoying a daily aperitivo... Or two. Highly recommended for single travellers as well as couples. Will definitely be coming back to do another tour.

- Geoff Crouch

”

“

Everything about the Northern Italy tour was amazing. The food, the back roads we travelled, the restaurants, Melina's local knowledge, our travelling companions, the wonderful accommodation, the once in a life time experiences and our host, Tania. Be prepared for a case of the Italian blues when you arrive home!

- Adelle & Milton

”



tania@foodiam.com.au

www.foodiam.com.au

Tania 0427 250 498

