



SENSES

“BECAUSE FOOD AND DRINK INVOLVE ALL OF THE HUMAN SENSES, WE’LL REMEMBER A MEAL MUCH LONGER THAN WE WILL A MUSEUM OR STAINED GLASS WINDOWS.”

World Food Travel Association



WE LOVE TO DISCOVER OFF-THE-BEATEN- PATH DESTINATIONS

ENGAGING LOCAL COMMUNITIES TO
BUILD UP CULTURAL TOURISTIC
PRODUCTS

ROW Adventures

WE LOVE TO OBSERVE LOCAL CULTURE

A woman with long brown hair, wearing a light-colored patterned top and a blue skirt, stands in a vast field of purple lavender flowers. She is seen from the back, looking towards a hillside town with stone buildings and a church spire under a clear blue sky. The scene is bright and sunny, with green trees and bushes in the middle ground.

CULTURAL TOURISM IS REPORTED
HIGHEST IN INFLUENCING TOURIST
SATISFACTION.

WE LOVE TO TASTE TYPICAL FOOD



OVER A THIRD OF TOURIST SPENDING IS DEVOTED TO FOOD. THE CUISINE OF THE DESTINATION IS AN ASPECT OF THE UTMOST IMPORTANCE OF THE HOLIDAY EXPERIENCE.



WE LOVE TO STAY IN AUTHENTIC PLACES

The image shows the interior of a restaurant with rustic stone walls. In the foreground, there are large purple and white flowers. In the background, several tables with white tablecloths are set up, with a few people seated at them. A wooden bookshelf filled with books is on the right side. A sign on the wall reads 'FREE WI-FI'. The overall atmosphere is cozy and inviting.

WE LOVE FRIENDLY ENVIRONMENT

OSTERIA DELLA CORTE, LA SPEZIA

An aerial photograph of a lush, hilly landscape. The foreground and middle ground are dominated by terraced vineyards, with rows of green grapevines curving across the slopes. In the background, a small village with a prominent church spire sits atop a hill. The sky is clear and blue, and the overall scene is bright and vibrant.

WE ARE
STARTING
LOCALLY...

COLLIO, ITALY – BRDA, SLOVENIA

A group of children and adults are harvesting lavender in a garden. In the foreground, a girl in a pink shirt and white shorts is cutting lavender with scissors. To her right, a girl in a yellow tank top and pink pants is kneeling and holding a lavender sprig. In the background, other children and adults are working in the garden. There are black crates on the ground, and a white van is parked in the distance. The scene is set in a sunny, outdoor garden with a fence and trees in the background.

WE MEET THE MAKERS

BUNTOVI, SLOVENIA



DISCOVERING LOCAL CULTURE AND LIFESTYLE



FREE INDEPENDENT TRAVELERS TEND TO BE ENVIRONMENTALLY AWARE, WITH THE DESIRE TO EXPERIENCE NEW WAYS OF LIFE AND USUALLY ARE ENTHUSIASTIC, OFF-THE-BEATEN-TRACK EXPLORERS WITH A THIRST FOR EXPERIENCING THE "REAL THING." THEY ENJOY GOOD FOOD, ARCHITECTURE, AND THE HERITAGE OF LOCAL CULTURES.



RUINS OF OLD CASTLE, DUINO, ITALY

PROVIDING REASONS FOR A TRIP

An aerial photograph of the ruins of an old castle perched on a high, white limestone cliff. The cliff is partially covered with green trees and shrubs. The sea is a deep blue, with several sailboats visible in the distance. In the foreground, a dense forest of green trees covers the lower part of the cliff and the surrounding area. The text 'PROVIDING REASONS FOR A TRIP' is overlaid in large, white, sans-serif capital letters across the lower half of the image.

OR CREATING
EXPERIENCES AT
YOUR PLACE



BASED ON TRUE VALUES



- EMERGING AND INSPIRING
- GENUINE AND AUTHENTIC
- HOSPITABLE AND PASSIONATE
- EXCELLENT VALUE FOR MONEY
- WORTH TO BE REMEMBERED

kulinart
Die Messe für Genuss und Stil



OUR FIRST STEP

KULINART, FRANKFURT, 18.-19.10.14







...MED.COM
... FÜR SPEISEN UND REISEN
... die einzigartige Gelegenheit den
... Mittelmeerraum zu spüren und
... zu schmecken.
... in Sie den Mittelmeerraum zu spüren
... mer völlig neuen Geschmack
... in, Kultur

**1 WIR SCHICKEN IHNEN UNSERE
GESCHMACKS-PÄCKCHEN NACH HAUSE:**
GEFÜLLT MIT ESSEN, KULTUR UND LIEBE

**2 LERNEN SIE DIE ANGESAGTEN
HERSTELLER PERSÖNLICH KENNEN:**
NEUE GESCHMACKSERLEBNISSE UND
GESCHICHTEN INKLUSIVE.

3 BESUCHEN SIE NEUE ORTE UND REGIONEN:
VERLASSEN SIE BEKANNTES TERRAIN UM
NEUES ZU ENTDECKEN.





TASTING BOXES





SIMPLY MEDITERRANEAN

The tasting box **Simply Mediterranean** is the first actual combination that we created thinking of all the Mediterranean fans over the world. It is intended for all those who follow their nose whenever they smell a good pasta. For all who care about what pasta they buy. For all those who are tired of over-the-counter industrial sauces lacking any character. For all those who know the kitchen of the house seeing only a simple plate. For all those who are looking for the little and good things. And for all who prefer a small glass of really good wine over a whole bottle of a cheap one. We wanted to give you more than a dish and less than a course.





A KARST BUNDLE

The breakfast mirrors the culinary tradition of Karst, it features the curiosities of its flora, it makes us picture either Karst's boron-blown gray Karst forests or the green and flowering meadows filled with fragrant blossoms, herbs, and shrubs. When you are done preparing it you will feel why it is the way it is. Our Karst culinary bundle consists of 180 g of a mix of two kinds of **practically packaged flour (wheat and buckwheat)**, while it also contains all the necessary ingredients for the preparation of two delicious and fragrant buckwheat buns (yeast and salt) - just enough for two hungry people. It also contains 30 ml of Karst honey and 30 ml of cornel jam, as well as 50 ml of cornel syrup and 6 g of oats for the tea.





THE STORY OF TERAN AND THE PANCETA

We have prepared a simple meal which is based on the culinary tradition of Karst. A tasty and fragrant sauce including home-made **Panceta**, **buckwheat polenta**, which has recently experienced a comeback in the homes all over Karst, and **Teran**, this peculiarity amongst red wines. This combination will make your home smell better than ever. We hope that it will spark your interest for exploring Karst. Our salty Karst culinary delight consists of 110 g of practically wrapped buckwheat groats - perfectly tailored for two hungry explorers of Karst's kitchen. It also features 100 g of home-made Kraška panceta, the very tasty cousin of Karst Prosciutto Ham, 200 ml of Teran, the special red Karst wine, and last but not least a dessert and 50 ml of exquisite Teranov liker, an aromatic wine to aid in digestion.



ON A BED OF ROSES

An extraordinary wine experience in Nova Gorica, the town of roses. We created a mix we were also surprised by: we selected a supreme rose wine from the Brda region, added the rose syrup which is undoubtedly more than just the sum of these two elements, something delicately sweet and yet not sugary, barely perceptible and exquisitely elegant, something rich in fruity and flowery notes at the same time. The tasting-box is made for two: it contains two small bottles of sparkling rosé (2x200 ml) and another small bottle (5 ml) of concentrated rose syrup. The quantity will be just enough for two curious people, open to unusual experiences of the senses. A handful of scaled, roast almonds will cheer up the small talk and the swapping of ideas.



OUR SECOND STEP

KULINART, FRANKFURT, 24.-25.10.15

NEUES PORTAL FÜR SPEISEN UND REISEN

Eine einzigartige Gelegenheit den
Mittelmeerraum zu spüren und
zuschmecken.

- 1. LERNEN SIE DIE ANGESAGTEN HERSTELLER PERSÖNLICH KENNEN: NEULANDSCHMACKERLEIBNISSE UND GESCHMACKEN INKLUSIVE.
- 2. BESUCHEN SIE NEUE ORTE UND REGIONEN: VERLASSEN SIE BEKANNTE TERRAIN IM NEUES ZU ENTDECKEN.

PASTA mit € 7,00
WILDFLEISCH (RAGÙ)

OBSTSAFT
DEGUSTATION

GLAS ITALIENISCH-
SLOWENISCHES WEIN

TROCKENFLEISCH-
PRODUKTE



Portion
mix 6,00€



FRUCHTGESÜßTE
ABWAZZUCKER
SENZEBLÄTTCHEN
GEWÜRZMISCHUNGEN
BACKMISCHUNGEN
PRALINE ALTERNATIVEN

ESSEN IST
BEDÜRFTIG
GENIEßEN
EINE KUNST





OUR NEXT STEP:
BUILD A PLATFORM

ON-LINE GUIDE

MENU



Enjoy delicious wine

Manager Name

153 likes



Croatia

Brač island

Brač is an island in the Adriatic Sea within Croatia, with an area of 396 square kilometres making it the largest island in Dalmatia, and the third largest in the Adriatic.



CTA BUTTON

XTRAS



LOCAL SPECIALITY

Stara konoba

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DESTINATION MANAGER

Manager Name

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COLLECTION

Enjoy fresh salads

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Hand Carved Wooden Spoon

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27 EUR

WAS 35 EUR

AD TO CART



ONE OF A KIND HAND CARVED WOODEN SPOONS

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CURATED MENU

MAIN DISH

WINE

Istrian fuzhi with Tartufata

Malvazija Dry White Wine

Truffles of Istria

One of the most expensive natural food delicacies on the Earth.



Pisani dokumenti o tartufima potječu iz doba Grka i Rimljana. Glas tartufa silko- zuba dot se sićio velikim tartufom. Zbog vrhunske organoleptičke kvalitete tartufi su dostupni samo bogatijima. Tajna prirode tartufa otkrivena je tek u 19. vijeku, prije se smatralo da su plodovi jesenskih šuma. Tartufi rastu među poznatijima osobito su cijepeni crni ili Parigardovi i bijeli talijanski tartuf.

Truffles have certainly been known of since very ancient times. In his *Naturalis Historia*, Pliny the Elder related about the truffle (Tuber in Latin). In the 1st century A.D. the idea that this precious fungus developed from the combined action of water, heat and lightning was passed on by way of the Greek philosopher Plutarch of Chaeronea. Various poets derived inspiration from this, one of them struck by Jupiter near an oak (a tree held to be sacred to the prodigious sexual activity, truffles have also always been attributed with aphrodisiac properties).

The truffle continued to be a very popular food, especially with nobles and high prelates. For certain „scientists“ of the period, its aroma was a sort of „essence“ which produced an ecstatic effect on human beings.

In the 18th century, the Pied- montese truffle was ranked among the most delicious foods by all the European courts. Not to be forgotten as one of the greatest connoisseurs of this „fruit of the earth“ is the musician Gioacchino Rossini, who defined it as „the



- you will need:
- 40 g Tartufata (truffle sauce),
 - 160 g Istrian noodles (fuži),
 - A few drops of olive oil,
 - 40 g butter,
 - 100 ml single cream,
 - Salt, pepper,
 - Parmesan cheese

Dish simple to make and very rich in flavour.

Heat the butter in a frying pan first. Make sure you keep it on low heat and do not let the butter burn. Add cream, season with salt and pepper and cook for a little while.

Cook Istrian fuzi in a separate pan until al dente, drain them and then pour the sauce on top.

Add the Tartufata and a few drops of olive oil.

Serve with freshly grated parmesan cheese.



Malvasia wine is medium to strong with alcohol content of 13.5 vol.%. Moderate acid content. It's full, rounded and harmonic wine with 18 to 22g/l of extract.

Malvasia is a variety of large opportunities which, according to content of aromatic components, we can classify as semi-aromatic variety with a large flower-fruit aroma potential. It's specific and discreet aroma which reminds us of acacia flower fragrance especially if the grapes are from the higher and sunny positions.

Fruit aromas that usually dominate are apple, plum and apricot. When the wine is mature there's a certain bitter almond taste too. Malvasia's got straw-yellow colour with a golden hue and depending on technological method of processing and seed-processing the colour is moving from greenish-yellow through staw-yellow to golden-yellow tones.

Serve cold at 14 C. Put in fridge for at least 6 hours before consuming.

meet the Taste makers



Goran Zigrabic
curator

Apart from having a PhD in laser physics, Goran Zigrabic is also a genuine gourmet vagabond and passionate wine lover (with an Italian Sommelier degree). He happily merges his scientific curriculum with his passion for exploring flavors, aromas and all the subtle feelings that the palate experiences when in contact with good food and divine nectar. Goran is the author of the Istrian food blog *Manijada* and one of the founders of *Taste of Croatia*, the one and only independent gourmet guide to Croatia.



Discover Istria on www.MediterraMeo.com/Istria

Istria is two hour drive from Venice. Please visit our web site to learn more about Istria and find inspirational spots to taste and feel this culture-rich part of Mediterranean.



Zigante Tartuffi
A white truffle (Tuber magnatum pico) weighing 1.31 kg (2 lb 8 oz) was found by Giancarlo Zigante on 2 November 1999 near Buje. Measuring 19.5 cm long, 12.4 cm wide and 13.5 cm tall (worth app. \$5,080).

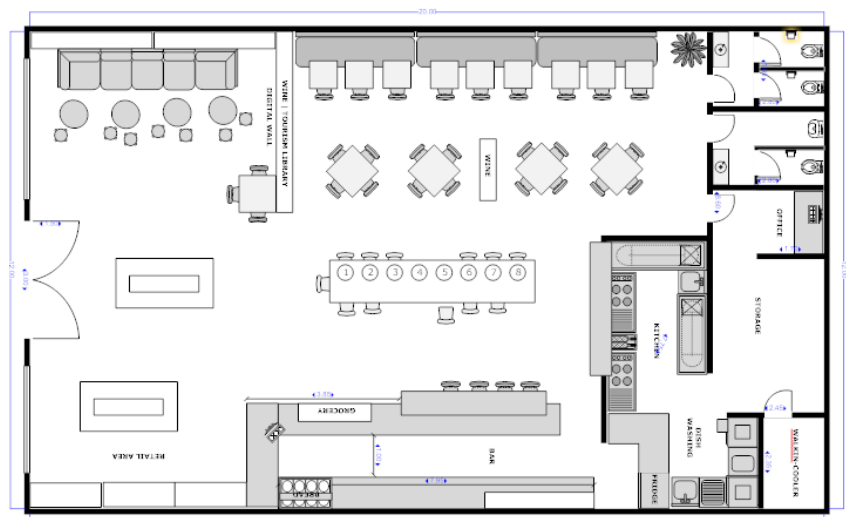


Chivaloni
A visionary man behind award-winning olive oil. Come to see where he planted his first 30 olive trees as a teenager in the garden of the family house in Istria and taste delicious autonomous speaces.



Grožžjan
Grožžjan, an abandoned 14th-century Venetian fortress. Full of History

You can meet our taste-makers in person, we can organize a guided tour also. Welcome.



TYPICAL LAYOUT | MOOD BOARD





OUR VISION





CO-CREATION IS BUILDING STRATEGY WITH THE PEOPLE WHO ARE GOING TO SUPPORT IT AND THE CONSUMERS WHO ARE GOING TO EXPERIENCE IT

DO IT TOGETHER

PHOTO: EASTOP



MediterraMeo is building a marketplace of inviting destinations, innovative travel experiences, authentic food and gifts made by emerging entrepreneurs from Off-the-beaten-path destinations.

INTERESTED ?

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