



Approved for 28.5 CE credits by CDR for Registered Dietitians

Click to Register: Passion For Puglia

RD-Culinary Immersion into the Mediterranean Diet of Puglia, Southern Italy

Monday Oct 31st – Sunday Nov 6th (6 Nights)

This trip is targeted to today's leading influencers in food, health and wellness. This group represents a cross section of registered dietitians who specialize in journalism, education, media relations and community activism. Through many different streams of communication, their authoritative voices are sought after in every state and internationally.

Hosted by two award-winning culinary nutritionists

Layne Lieberman, MS, RD, CDN and Robyn Webb, MS

Puglia's emphasis on olive oil, whole grains, vegetables and fish has drawn attention as a classic example of a healthy Mediterranean diet. Spend an unforgettable week learning the secrets of a deeply passionate and undiscovered region of Southern Italy with leading nutritionists Layne Lieberman & Robyn Webb and Southern Visions Travel, the local specialist in upscale culinary travel. There is openness and rustic charm in Puglia that is reflected not only the personality of the locals, but also in the sharing of food. Local dishes are simple yet thoroughly flavorful and have stood the test of time as they've passed from generation to generation. This unique trip is a celebration of healthy cooking with some of the freshest food on the planet, led by two of most cherished food experts.

Minimum number of attendees: 10

Maximum number of attendees: 15

Travel Agency: Southern Visions Travel

\$3199 per person, based on double occupancy; single occupancy supplement \$699

BOOK BY 15 JUNE FOR A \$300 PER PERSON DISCOUNT & A COMPLIMENTARY NIGHT'S LODGING AT THE START OF THE TOUR (at Palazzo Indelli in Monopoli)

To book, simply fill out the Contact Us form at www.southernvisionstravel.com

Note-Layne Lieberman recently returned from a customized trip to Puglia, organized by Southern Visions Travel.



About the trip leaders:

Layne Lieberman, MS, RD, CDN, is an award winning registered dietitian/culinary nutritionist, author, blogger and innovator in the food and health industries. With a lifelong passion for wholesome food and better health and wellbeing, Layne helps consumers achieve a healthy balance in diet and lifestyle.

In the restaurant field, she has teamed with a number of high-profile chefs to create and market healthy menus and provide recipes and nutritional analysis.

In the mid-1980s, Layne created the Nutrition Learning Centers, a storefront center for weight loss and medical nutrition that combined cooking classes, a health food store and nutritional counseling. Following that successful venture, she served for 20 years, from 1991 to 2010, as Director of Nutrition for America's first supermarket chain, King Kullen Grocery Company. She proceeded to turn the chain into a national leader, selling organic foods and other healthy alternatives to conventional supermarket fare.

In addition, Layne headed the chain's consumer and industry health communications, initiating a roster of health bulletins and circulars that reached one million homes weekly. Her nutrition newsletter won over 30,000 subscribers in the metropolitan New York region, and also she was editor of King Kullen's quarterly Diabetes Newsletter.

Philanthropically, she has devoted over 25 years to the American Heart Association as a board member, event chairperson, menu consultant, spokesperson, and a driving force behind the AHA's annual Hamptons Gala. In June of 2012, the American Heart Association with their "Humanitarian with a Heart Award" honored Layne. She was an advisory board member and lecturer for Dr. Mehmet Oz's Foundation For The Advancement Of Cardiac Therapies. She is a member of The Academy of Nutrition and Dietetics, the largest organization of food and nutrition professionals with close to 72,000 members. She is also a member of Les Dames d'Escoffier Colorado.

From 2010 to 2012, Layne lived abroad in Geneva, Switzerland, to study the food, health and dietary habits of other countries. There she wrote and published her first book titled Beyond the Mediterranean Diet: European Secrets Of the Super-Healthy which is successfully being sold worldwide through all major wholesalers and retailers. The book was named one of the "Best Indie Books of 2015" by the Independent Book Publishing Professionals Group, as a book that "deserves to reach a wide audience." The Next Generation Indie Book Awards is the world's largest not-for-profit book awards program for independent publishers and self-published authors.

Layne has extensive media experience in both print and television. She has been featured on Good Morning America, The New York Times, Fox News and has been quoted in hundreds of articles. She blogs regularly for the Huffington Post UK and USA, Boulder Bubble and WorldRD and guest blogs on other sites including the Academy of Nutrition and Dietetics' Food & Nutrition Magazine, Diets In Review, Access Hollywood, Shape and Fox News.

Layne received a Bachelor of Science in Nutritional Biochemistry from Cornell University and earned a Master of Science in Clinical Nutrition from New York University. During her Masters studies, Layne worked in Public Relations for Ketchum Health Communications. After completing her Masters degree, Layne spent two years at the Albert Einstein College of Medicine doing a research fellowship as the General Clinical Research Nutritionist in the areas of diabetes, heart disease, and other chronic illnesses.

Later, at the Culinary Institute of America, Layne completed the Chef-RD training program. She and her husband now divide time between New York, Vancouver, BC and Boulder, Colorado.

Please see Layne's Huffington Post blog about Puglia here:

http://www.huffingtonpost.com/layne-lieberman/puglia-italys-land-of-ple_b_8494386.html



Award-Winning Culinary Nutritionist & Author: Beyond The Mediterranean Diet www.WorldRD.com e: Layne@WorldRD.com t: +1 516 729 1006



Robyn Webb, MS, is an award winning cookbook author, culinary nutritionist, Health and Wellness Editor for The Daily Basics and the long time Food Editor of Diabetes Forecast Magazine. She has written 16 cookbooks, including the World Gourmand Winner for Health and Wellness, The Diabetes Comfort Food Cookbook; the Benjamin Franklin Silver Award Honoree, The Smart Shopper Diabetes Cookbook and the all time best-seller, Diabetic Meals in 30 Minutes or Less. She has been profiled by many media outlets to include CNN, Lifetime TV, CBS news, Daytime TV, ESPN, Fox News, Martha Stewart Radio, Sirius Radio and so much more. She has written for

and been profiled by The Washington Post, Chicago Tribune, The Washingtonian Magazine, Cooking Light, Eating Well, Women's Day Magazine, Shape, Cosmopolitan, and so much more. She has been a spokesperson for numerous companies to include Nestle, Kellogg's, American Diabetes Association, Abbott Pharmaceuticals, California Avocado Commission and so much more.

Robyn is also an award winning travel writer. Having crisscrossed the globe to over 70 countries, Robyn has led group tours to destinations in Western Europe including Italy and France. She is the author of The Paris Vacation Apartment Guide, which captured the Benjamin Franklin Silver Honoree award for Best in Digital Travel Writing. Her specialty in group travel is logistical management and itinerary development. She is also a travel blogger for Paris Perfect and Bonjour Paris. She is a member of IFWTWA (International Food Wine and Travel Writers Association) and IACP (International Association of Culinary Professionals)

Robyn Webb, MS

Award winning cookbook author, nutritionist, culinary instructor, Paris Writer, Food Editor, Diabetes Forecast Magazine, Health and Wellness Editor, The Daily Basics

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Robyn Webb
& A Pinch of Thyme Cookbook Author, Award-Winning Nutritionist & Culinary Instructor

Itinerary and Objectives/Outcomes

FOR CDR:

Lodging

PALAZZO INDELLI, MONOPOLI

Palazzo Indelli is a newly restored 16th century palazzo in the heart of Monopoli's old town. Facing onto the enchanting Piazza Garibaldi, this central location allows for easy exploration on foot of this untouched historical quarter. On just the other side of the piazza is the town's picturesque harbor with its colorful fishing boats and refreshing sea breeze. Palazzo Indelli has just 22 rooms and offers friendly and professional service to all their guests. The lovely stone floors and elegant high ceilings recall the elegance of a by-gone age. We are sure you will love the style and the perfect position for discovering the charms of Monopoli.



MASSERIA MONTENAPOLEONE, PEZZE DI GRECO

Masseria Montenapoleone, is a beautifully restored farmhouse in the very heart of Puglia. What makes this place stand out from other lodgings is how the owners have lovingly restored every detail to maintain harmony with the original architecture and above all with nature. The estate produces extra virgin olive oil and boasts many fruit trees and a garden brimming with vegetables. Guests are encouraged to explore the grounds and enjoy the abundance of fruits, flowers and vegetables grown and celebrated at the Masseria. Naturally breakfast each morning is made with produce from the estate and includes such delicious treats as house-made preserves and traditional freshly baked cakes. The rooms are individually decorated and feature wooden beams, original antique floors and country-style furnishings. www.masseriamontenapoleone.com



SUITE HTL SANTA CHIARA, LECCE

Suite Hotel Santa Chiara is located just steps from the ornate baroque church of Santa Chiara, in the very heart of Lecce's enchanting old quarter. The 21 elegant suites are furnished using the very best in modern Italian design and comfort. The roof garden offers beautiful views and the opportunity to soak up the atmosphere of the bustling streets below in an oasis of calm. The hotel offers its own restaurant, bar, meeting room and private parking. Hotel Santa Chiara provides one of the best locations for enjoying the highlights of the city: the extraordinary main piazza of S. Oronzio with its magnificent roman amphitheater; The Basilica of Santa Croce with its rose-window, one of the best examples of baroque architecture in Lecce, and finally the spectacular Piazza Duomo are all within a few minutes' walk.



Monday October 31:

Welcome to Puglia & Bari Vecchia

On arrival on the first morning in Bari, take a quick tour of the enchanting old city of Bari Vecchia. Here the local ladies still make pasta by hand sitting outside their houses. Their speed and precision will amaze you! Then we'll transfer to your first hotel, Palazzo Indelli in the heart of the historic centre of Monopoli. Layne & Robyn will present the itinerary for the week and go through the details of our culinary adventure before kicking-off the first night with an 'aperitivo' and a welcome dinner.

Overnight: Palazzo Indelli, Monopoli

Educational Objectives and Outcomes (2 hours):

To understand the strategic location of Bari, which is the capital of Puglia and the importance of the old medieval city of Bari Vecchia where old ways of making pasta haven't changed for hundreds of years.

Attendees will see, first hand,

- The technique for making orecchiette ear-shape pasta by hand with two simple ingredients
- How pasta is handled, traded and sold on the streets of the Vecchia
- The different sizes and cultural practices like why you may receive 1, 3, or 5 orecchiette gigante thrown in the batch.
- Whole wheat pasta and traditional semolina flour used in making the pasta.

Expert Guide: Anna Maria Chirone for the nutritional aspect (see CV translated into English). For walking tour of Bari: Silvia Sessana, expert cultural and historical tourism guide. Certified tourism guide for the Puglia Region since 2015 and active in the tourism field since 2006.

Tuesday November 1:

The Olive Oil Day

Start the day at an organic olive mill where we will walk the grounds with the owner and visit the underground mill that has been in use for olive oil production since the Bronze Age. This experience is a full immersion into the vital nature of olive oil and all it means to the Puglia region. The visit will include a detailed breakdown of the pressing process through the ages and a tasting of the estate's various oils with the owner (who teaches olive oil tasting). For lunch we enjoy a fabulous picnic in the idyllic setting of the monumental olive grove. Ostuni, the white washed city on a hill known as "La Città Bianca" follows for a gentle stroll and gelato before heading back to our hotel. Tonight's dinner will be an incredible treat: an 8- course tasting menu at the beautiful Masseria Frantoio where all the produce is grown on site.

Overnight: Palazzo Indelli, Monopoli

Educational Objectives and Outcomes (5 hours):

To understand the history of olive oil and why Puglia was and still is the most important region in Italy for olive oil production.

(Time at olive grove = 2 hours, lunch and learn = 1 hour; in-depth visit to the orchard and gardens of Masseria Il Frantoio before dinner plus dine and learn 2 hours)



Attendees will:

- f) View an ancient underground olive mill and understand how olives were pressed
- g) Understand how olive oil was exported and used for lighting lamps
- h) Learn about different types of olives and oils; when olives are harvested and how the region monitors and cares for the most ancient olive trees in the world.
- i) Experience a farm to table (0 kilometer) meal at an ancient masseria and tour the grounds to learn about the ingredients used to prepare the meal

Experts: At the olive oil estate: the owner, Corrado Rodio 7th generation olive farmer and registered olive oil tasting expert and also Michele Miccoli – tourist guide and recently qualified in a local “agroalimentare” project specializing in the production and commercialization of indigenous crops and traditions of Puglia. Qualifica di “tecnico della commercializzazione dei prodotti agricoli e agroalimentari Puglia 2015” Armando & Rosalba, estate owners and bio-organic farmers and life-long cooks (in the the case of Rosabla) at Masseria Il Frantoio



Wednesday November 2

The Grains of Puglia, Burrata Cheese & Trulli Houses

The morning starts with an in-depth tour of the masseria’s estate with the passionate and engaging owner Giuliano. The estate is rigorously organic and specializes in biodiversity and the cultivation of indigenous crops, fruits and vegetables that in many other areas have died out. Giuliano will demonstrate the use of the produce in the traditional cuisine of the area in a class dedicated to pasta and focaccia bread. After lunch we travel half an hour to the UNESCO site of Alberobello for an evening wander to see the famous Trulli Houses and also visit a local cheese artisan Giorgio, who will demonstrate the art of making delicious burrata and other fresh cheeses such as ricotta at his farm. You are free for dinner in Alberobello, where you can chose between a wide range of typical osteria and other dining establishments.

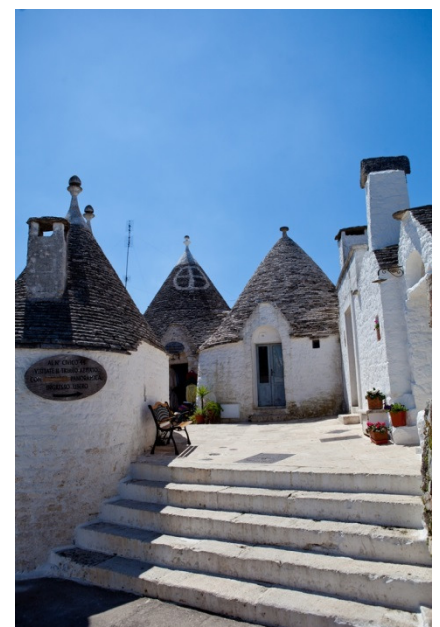
Overnight: Masseria Montenapoleone, Pezze di Greco

Educational Objectives and Outcomes (6.5 hours):

3 hours: To participate in a tour of an organic masseria and understand how crops are planted, rotated and harvested. Learn about the importance of biodiversity on this well-managed farm and participate in a cooking class; 2 hours: To partake in a tour of the 14th century whitewashed Trulli homes of Alberobello (town in Puglia), known for their cone-shaped roofs, where cheese was stored and children slept. Animals lived inside with the family, while bathrooms were outside. Smelly homes (and children) were a sign of wealth; 1.5 hours: To immerse oneself into life and operations at a cheese Masseria;

Attendees will:

- a) Participate in a farm tour of local animals and ancient crops on the hotel’s estate
- b) Gain knowledge about ancient varieties of local fruits and vegetables from the Mediterranean



- c) Understand the importance of biodiversity and why organic farming has always been a way of life in the
 - d) Learn about the use of local products in traditional dishes
 - e) Take part in preparing pasta and focaccia in traditional ways from Giuliano (family member/manager of masseria) and Teresina (in-house nonna)
 - f) Understand the types of fresh cheeses that are staples in the Mediterranean diet
 - g) Learn about how the less popular aged cheeses are made
 - h) Make fresh cheeses like ricotta and mozzarella and differentiate between the different types and how they are prepared and stored
 - i) Learn about burrata and how it originated from this region
 - j) View how cows are fed, milked and live happily on the grounds of the cheese farm
 - k) Learn about the architecture, history and understand life inside the ancient city of Alberobello (how it was in the 14th century and how it is today).
 - l) Visit with a couple that owns a Trulli home and take a tour inside the home to see and understand how families lived.
 - m) Taste dried figs made the traditional way: stuffed with almonds and citrus
- Experts: Masseria owner and dedicated organic farmer, Giuliano Monteneve. Teresina, local nonna and life-long cook. Mimmo, qualified tourism guide of Alberobello and life-long resident, Giorgio Spalluto, 3rd generation cheese-maker and dairy farmer.*



Thursday November 3:

The Bread & Sassi Day

Today we have a very early start so we can experience the bread making process in the town of Altamura from start to finish. We will help the master bakers at a DOP bread producer make the dough and then head off for a well-deserved breakfast in the historical center of Altamura while the dough rises. Once the dough is ready we can get involved in the next stage of creating the many different traditional loaves. Once ready, we can bake them and eat the fruits of our labor! Next, we will head to the famed UNESCO World Heritage Site Matera, perched high on a beautiful hillside and only recently seen by foreign eyes. You are free for lunch here before enjoying an afternoon guided walk of the town's stunning sassi (ancient cave dwellings restored for current use as homes, shops, and restaurants). Afterwards we will shuttle you back to the Masseria for a well-deserved rest and a light dinner prepared in the Masseria's country kitchen.

Overnight: Masseria Montenapoleone, Pezze di Greco

Educational Objectives and Outcomes (5 hours):

Attendees will learn about the old traditions of DOP bread making and will bake their own bread in a DOP bread-producing bakery. In between and after baking, attendees will experience breakfast and lunch like the locals.

(Total time at the bakery = 3 hours)

Attendees will:

- a) Understand why the town of Altamura plays an integral role in the traditions of DOP bread making



- b) Learn about the type of wheat grown in the region
 - c) Learn how to identify DOP Altamura bread and how it is regulated
 - d) Prepare the dough and make the loaves alongside expert DOP bakers
 - e) Taste different types of bread and learn about traditional bread products of the region ie: taralli
 - f) Breakfast and learn-- taste and learn about a typical fast breakfast and how coffee drinking plays a role in the Italian culture (The idea of Starbucks was conceived in Italy, but no Starbucks exist here); and how Italians drink almond milk! (1 hour)
 - g) Lunch and learn--taste and learn about fresh local cheeses of the region (1 hour)
 - h) Hear why McDonald's could not survive in this area
 - i) Visit a community of ancient cave dwellings to see how people lived over a thousand years ago
- Experts: bread maker/ owner of bakery, guide (Silvia)*

Friday November 4:

Lecce & Salento Vineyards

At 10.00 am our driver will take us to visit one of Puglia's most renowned wineries - Li Veli. After a fascinating tour with the vineyard's expert oenologist, you will be treated to a private lunch and wine pairing over-looking the ageing barrels of wine. Our final destination is Lecce, the capital of the Salento Province. Known as the 'Florence of the South', the city hosts amazing Baroque masterpieces and treasures of Italy. Afternoon and dinner at leisure in Lecce (free time for shopping or optional walking tour of the historical center)

Overnight: Suite Hotel Santa Chiara, Lecce



Educational Objectives and Outcomes (4 hours at the vineyard):

To learn about the traditional wines of this region and why Primitivo is the real "Zinfandel". Attendees will:

- a) Learn about grape varieties
- b) Learn about wines production in this region
- c) Find out how much wine is produced and how much is exported vs. sold locally
- d) Learn how to taste wine like an expert wine taster
- e) Why wine of this region is so robust
- f) Find out about organic vs. biodynamic wine production
- g) Lunch & learn- how to pair wines with a traditional Mediterranean lunch

Expert: Li Veli's manager and chief wine maker, Giovanni Dimitri who has managed the winery since its inception in 1999 and was previously trained on the family's Tuscan wine estate.

Saturday November 5:

Flavors of Gallipoli

This morning you are heading west, to Gallipoli on the Ionian coast. We will meet with Anna Maria on Corso Roma in the beautiful old town for your cooking class and lunch. First collect some seafood from the local fishermen. The fish market is lively and captivating and Anna Maria is a skilled teacher and will be happy to welcome you to her cooking school for some delicious local dishes. Back in Lecce a leading local nutritionist will deliver a closing lecture to place into context the many techniques



and traditions experienced during the week. For our final dinner, we'll enjoy the best of Salentine cuisine paired with outstanding local wines.

Overnight: Suite Hotel Santa Chiara, Lecce

Educational Objectives and Outcomes (6 hours): To explore a strategic old seaside city of Gallipoli and its flourishing fish market. Then prepare a traditional Mediterranean-style meal using local seafood and other local ingredients.

(Shopping and cooking = 4 hours, Meeting with local dietitian/nutritionist = 2 hours)

Attendees will:

- a) Understand why Gallipoli was a strategic city on the Mediterranean coast and the history of its ports
- b) Tour the old city and watch how the locals buy fresh seafood at the old city open air seafood market
- c) Spend the day with Puglia's most renowned chef and cookbook author Anna Maria Chirone
- d) Learn how to choose fresh, local seafood at the market
- e) Learn Anna Maria's techniques of healthy Mediterranean cooking and prepare a meal with Anna Maria and colleagues at a local cooking school in Gallipoli
- f) Meet with a local dietitian-nutritionist in the ancient city of Lecce to learn about the dietary problems he/she assesses most often in her hospital and private practice settings. Review local foods and typical dietary practices that keep Italians at the top of list for the world's healthiest countries.
- g) Learn and dine: experience a zero kilometer Salentine meal in the ancient city of Lecce

Experts: Anna Maria Chirone & Dr Barbara Natalizio

Sunday November 6: Farewell

After our final group breakfast at the hotel, our team will shuttle you to Brindisi Airport and bid you arriverderci.

In addition to the educational objectives and outcomes, the following details are included in your tour cost:

- 6 nights lodging at 4 star historical hotels
- 6 breakfasts
- All transfers during the itinerary (from Oct 31 to Nov 6)
- Group departure transfer to Brindisi Airport on Nov 6
- Visit to the old quarter of Bari "Bari Vecchia"
- 5 lunches (wine not included)
- 4 dinners (wine not included)
- Exclusive visit to an olive oil estate
- Visit to the White City of Ostuni
- Cooking class at Masseria Montenapoleone
- Visit to a burrata cheese farm
- Visit to the UNESCO site of Alberobello
- Bakery experience in Altamura
- Visit to the UNESCO city of Matera
- Private winery tasting experience
- Visit to the baroque city of Lecce
- Cooking class in Gallipoli

The tour starts in Bari at 10:00 on Monday, Oct 31th and we recommend you arrive in Bari the night before the start of the tour. If you register before June 15th, then you are entitled to a free night (Oct 30th) in Monopoli. SVT will organize transportation from the hotel in Monopoli to Bari on Monday morning, Oct 31th.