

An extract
from Tuscany



Frantoio di
San Gimignano

Multimedia tour and tasting



A **tourist-educational experience** to discover extra virgin olive oil through multimedia tours, tastings and shops.



The San Gimignano Oil Mill

A sensory journey in direct contact with the world of olive trees and extra virgin olive oil. The San Gimignano Oil Mill offers a **journey through time and space** aimed at tourists of all ages who will be offered an interactive and multimedia journey between stories, anecdotes and tales of one of the fine products of delicious Tuscan food.

Located at the foot of a medieval city of rare charm, in the heart of the green hills of Tuscany, this historic place of production has now become a place of discovery, knowledge and emotions, capable of **engaging children** and **intriguing adults** through the fun and educational experiences of the multimedia tour, of the tasting and the shop.

Each phase of the journey will involve the five senses for a truly immersive and interactive experience.



A journey through past and future

The millenary tradition of oil meets technological evolution: our oil mill allows you to experience and “directly touch” all the historical evolutions of the sector.

The quality of the visit is guaranteed by the Tuscan oil mill Morettini which, with over 70 years of activity, is among the international ambassadors of the excellence of Tuscan and Italian extra virgin olive oil and which, in 2019, acquired the historic Frantoio di San Gimignano and chose to make it **a place with an educational and tourist vocation with unique characteristics within the Tuscan landscape.**



Accompanying you at each stage of your visit will be **Olli**, the mill's cute olive mascot.



In volo sull'oliveta

Overflying the olive grove



The multimedia tour

The oil mill as a place of production. But also as a place of flavours and knowledge, curiosity and encounters, ancient traditions and technological progress. Our multimedia tour, available in Italian and English, was created to bring all this richness to life.

The opportunity to walk in the production sites, to meet the millers and admire the machinery will be enriched by the presence of interactive panels, virtual reality stations, tables and multitouch lecterns, and other cutting-edge technological installations aimed at proposing an **engaging playful and educational journey into the world of oil and olive.**

A detailed description of all multimedia installations is available on www.frantoiodisangimignano.it.





The visiting areas

The tastings

Tourism in Tuscany is a kind of gastronomic tourism too. The visit to the oil mill may be made even more special by **a tasting experience through some flavours of the regional tradition**, with a tasting of extra virgin olive oil accompanied by the typical Tuscan bread and by a technical demonstration that will guide the visitor to understand the different organoleptic properties of the product.



The proposal will also include pecorino cheese aged under olive leaves and the “Olivello” liqueur obtained from an infusion of olive leaves from the San Gimignano Oil Mill.



The shop

The tour to the San Gimignano Oil Mill ends with the opportunity to continue enjoying these experiences at the table and in everyday life. This is possible thanks to the shop that was born as a real **hymn to the richness of extra virgin olive oil in all its various forms**, with a variety of products including gastronomy and cosmetics.





The shelves of the store display the olive oil labels of the mill that may be requested for a **free tasting**, but also sauces and oil preserves of the peasant tradition and innovative gourmet solutions, such as special oil-based chocolates, liqueurs and products for the well-being of body and face. Therefore, the ideal place to find and buy the very best of Tuscan tradition.



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