

Guardia Sanframondi 2035

Wine, Olive Oil, and Rural Experience

Strategy

Document 15 - Turning local agriculture, hospitality, culture, and return-home entrepreneurship into a year-round visitor economy.

Prepared by Rob Jones as part of the independent Guardia Sanframondi 2035 civic proposal. This document is designed to support discussion with wineries, olive-oil producers, restaurants, property owners, returning locals, event organizers, and community partners.

1. Core Idea

Guardia already has the raw ingredients of a year-round wine and olive-oil destination: Vinalia, Sannio DOP identity, wineries, olive oil, food, landscape, a historic center, and international interest. The next step is to package these assets into bookable experiences that support local producers, returning residents, small businesses, hospitality, and historic-center recovery.

This strategy does not replace Vinalia or existing producer activity. It builds around them so Guardia is not active only during festival weeks, but visible and visitable throughout the year.

2. What Guardia Already Has

Asset	How it can support the strategy
Vinalia	Annual wine and food event in Guardia, traditionally 4-10 August, with wine, food, culture, art, and producer interaction.
Wineries and vineyards	Local producers include La Guardiense, Aia dei Colombi, Terre Stregate, Cantine Foschini/Vigne di Malies, Corte Normanna and others listed in regional wine directories.
Olive oil	Terre Stregate, Aia dei Colombi, Kerres and other farms connect wine, olive oil, land, and rural culture.
Restaurants and cafés	Alchimie, Casa Palladino, La Vittoria, La Meridiana, Il Platano, Il Raone, Sweet Life, Cafè Croccante and other venues can become part of the visitor route.
Historic center	A beautiful setting that can host tastings, small events, guided walks, pop-up dinners, and product storytelling.

3. What Is Missing

- A central wine-and-oil visitor hub in the historic center.
- A simple booking page for tastings, walks, harvest weekends, and food experiences.
- A shared calendar connecting wineries, restaurants, bars, olive-oil producers, music, markets, and festivals.
- A food, wine, oil, coffee, and restaurant directory with maps, links, opening notes, and event availability.
- A role for returning locals to manage visitor services, booking, guiding, tasting programs, digital marketing, and small enterprise.

4. Signature Experience Program

Experience	Practical format
Shared Wine + Oil House	A rotating tasting room/enoteca/oleoteca in the historic center, open on predictable weekends, festival periods, and by reservation.
Wine and Oil Passport	A printed/digital passport encouraging visits to wineries, restaurants, oil producers, cafés, viewpoints, and events.
Adopt a Vine / Adopt an Olive Tree	A sponsorship program for visitors, former residents, and international supporters, tied to updates, harvest photos, invitations, and product pickup where feasible.
Harvest Weekends	Vendemmia, olive picking, mill visits, new-oil tastings, vineyard lunches, and evening events in the historic center.
Blend Your Own Wine	A guided workshop where visitors create a small blend or tasting card, learning Falanghina, Aglianico, Fiano, and local styles.
Olive Oil as a Main Experience	EVOO tastings, pairing with bread and local dishes, grove walks, and new-oil weekends.
E-bike and Walking Routes	Marked routes from the historic center to vineyards, olive groves, viewpoints, producers, and restaurants.
Wine, Oil, and Memory Room	A small interpretive room in a recovered property with tools, maps, photos, producer stories, QR codes, and booking links.

5. Food, Wine, Oil, and Coffee Directory

The website should include a public directory for wineries, oil producers, restaurants, bars, cafés, pastry shops, bakeries, nearby restaurants, and seasonal/special-event operators. Each listing should include a map link, official website or Facebook/Instagram page, phone or booking link where public, type of service, opening notes, and a “verify before going” reminder.

This directory should be updated continuously from official business pages, Google Business Profiles, Facebook/Instagram announcements, Vinalia partners, local tourism listings, and direct submissions from operators. A Google Places API key would allow live opening-status integration later; until then the page should use verified public links and make it easy to open Google Maps.

6. Return-Home Business Opportunities

- Prioritize former residents and local families for visitor-service microbusinesses.
- Create paid roles for guides, tasting assistants, booking coordinators, shuttle/e-bike operators, digital content producers, and food/event organizers.
- Connect startup support to Resto al Sud 2.0, ON - Oltre Nuove Imprese, Campania rural-development tools, GAL/LEADER pathways, and local sponsorships.
- Use the Wine + Oil House as an entry point for returnees who want a practical business role without buying or restoring a full building immediately.

7. First 180 Days

Phase	Actions
0-30 days	Create working group; map producers/restaurants; confirm interest; choose directory fields; select pilot weekend dates.
31-90 days	Launch online directory; test one tasting weekend; create passport draft; identify hub space; price pilot experiences.
3-6 months	Run harvest/new-oil pilot; open shared tasting room on selected weekends; begin return-home operator recruitment; prepare funding applications.

8. Selected Sources for Verification

- Vinalia official site - vinalia.it
- La Guardiense enotourism page - laguardiense.it
- Aia dei Colombi official page - aiadeicolombi.it
- Terre Stregate oil/wine information - terrestregate.it
- Quattrocalici Guardia Sanframondi wine producers list - guida.quattrocalici.it
- Vinalia restaurant partner page - vinalia.it/index.php/ristoranti
- Tripadvisor and RestaurantGuru restaurant listings for Guardia Sanframondi
- Campania rural-development and Invitalia program pages for funding coordination