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Strategies, Development, Operations for Tourism and Food&Wine



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The Christmas atmosphere and the scents of the Friuli Venezia Giulia tradition can also reach your home

Villa Chiozza of Cervignano del Friuli, November 30 2020 — Christmas in Friuli Venezia Giulia, land of nativity scenes and symbolic desserts of the borderland tradition. The holiday season is approaching, and the Christmas atmosphere is upon us. A different Christmas, in an exceptional climate for this 2020, but which will bring with it the taste of tradition in some of the specialities that make Friuli Venezia Giulia unique, especially at the table. Flavours, in fact, are the only thing able to travel at the moment and several companies have decided to promote their local products online, to keep alive the bond with Friuli Venezia Giulia and as an original inspiration for Christmas gifts. PromoTurismoFVG supports the companies of the Strada del Vino e dei Sapori (the Route of Wine and Flavours) of Friuli Venezia Giulia that have taken this path, as an opportunity to spread the name of regional brands around the world.

Traditional desserts

Christmas is an opportunity to taste traditional delicacies that are re-proposed every year on the tables to enjoy authentic tastes and distant memories. **Holiday desserts** represent a local culinary heritage that in Friuli Venezia Giulia is often the result of multi-ethnic influences, **from the Balkans to Central European cuisine**, passing through ancient recipes jealously guarded and handed down from generation to generation.

Among the desserts emblem of the holidays are the gubana, presnitz and putizza, three baked cakes made of pastry rolled around a rich and soft filling based on dried fruits, which differ according to the localities as they are traditional to different geographical areas. Although they were at one time united in belonging to the Austro-Hungarian Empire.

The **gubana**, represents the Natisone and Cividale valleys, with a Gorizia variation, it is a dessert of leavened dough in the shape of a snail and has a filling which varies depending on the laboratory in which it is produced: the basic ingredients are wheat flour, sugar, raisins, eggs, butter, nuts, pine nuts, vanilla to which biscuits or amaretti (almond biscuits), grappa, slivovitz, liqueurs, distillates, bitter cocoa powder, candied fruit, honey, almonds and hazelnuts can be added. The **presnitz**, on the other hand, is typical of Trieste and Gorizia and the story goes that it was presented during the visit to Trieste of the Empress Sissi in the mid-19th century. The puff pastry envelops a rich and soft filling based on dried fruits, including nuts, toasted hazelnuts, almonds, pine nuts, raisins, apricot jam, cocoa and rum. Last but not least is **putizza** also made between Trieste and Gorizia, consisting of a layer of leavened dough (made with the ingredients of the gubana pastry) and the same filling as the presnitz.

Tourists at home, flavours travelling

PromoTurismoFVG continues to support activities that promote the sale of local products in this period, characterized by strict travel restrictions. Maintaining contacts and taking the name of Friuli Venezia Giulia outside national and foreign borders, also encouraging the great food and wine brands, is a chance to increase business opportunities for products of the supply chain, as well as the entire regional territory. Among the companies of the Strada del Vino e dei Sapori (the Route of Wine and Flavours) of Friuli Venezia Giulia that offer an online sales service for holiday desserts, in some cases even for the purchase of only one product, are:

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<u>Dorbolò Gubane, La Gubana della Nonna, Anjul - Antichi Sapori Moderni, Gubana Vogrig, Pasticceria Mosaico/Cocambo, Apicoltura F.lli Comaro, Adelia di Fant, Pasticceria Dolcevita.</u>

The nativity scene, a timeless story, at the right moment

The Christmas holidays in Friuli Venezia Giulia however, cannot do without another **great tradition**, **the nativity scenes**, which throughout the regional territory represent and reflect the history and culture of different areas. Despite the period, for 2020 and beginning of 2021, where possible, there will be numerous examples to visit throughout the region.

From the nativity scene set up downstream of the suggestive lake of Cornino (in the municipality of Forgaria) to that made of sand in Lignano Sabbiadoro. From the displays of Carnia, among which that of Sutrio, with its famous nativity scene of Teno that reproduces miniatures of the customs and traditions of the village. And Ravascletto, where the representations made by descendants of the cramârs, the Carnia peddlers between the 16th and 19th centuries, are exhibited. Friuli Venezia Giulia is a land of stories and memories, which come to life at Christmas also thanks to the deep-rooted tradition of nativity scenes which are set up from the Alps going down to the sea. Also, this year, despite the general situation of uncertainty, numerous representations will give to as many locations the magic and spirituality of the Christmas period.

Among the most famous nativity scenes, there is also that of **Selz di Ronchi dei Legionari, a moving nativity scene** with over 300 figures animated by a single motor. The one of the ancient medieval village of Polcenigo with **decorations made of wicker** according to traditions and customs of the basket makers of the territory. To reach the lagoon, with the nativity of **Grado**, where instead of huts there are **casoni (fisherman's houses) and fishermen instead of shepherds.**

To get to know all the offers of Friuli Venezia Giulia in the Christmas period just click on the following link: www.turismofvg.it/offerte/pacchetti-turistici, while to discover all the nativities and the magic of Christmas.turismofvg.it/Events20.

Soon the website www.presepifvg.it will be up and running, with a map of the various Nativities called GiroPresepi, realized by the Regional Committee of Friuli Venezia Giulia, the national union among the Pro Loco of Italy and with which PromoTurismoFVG has also activated a fruitful collaboration by proposing visits to nativity scenes to tour operators and agencies interested in Friuli Venezia Giulia. The website will be presented online at the beginning of December, with other nativity events scheduled in the shop windows of Codroipo and the town hall of Udine.