





“To forget how to dig the earth
and tend the soil is to forget ourselves.”

- MAHATMA GANDHI -

Based on this principle and on love for the land and its fruits, FRUTTA Bello s.r.l. has its roots in Massafra, in the province of Taranto. A flourishing and delightful territory for the agricultural sector, which we have been taking care of for three generations. The company covers an area of about 60 hectares, mainly divided into crops of table and mill olives and citrus fruits such as clementines, oranges, lemons and limes.

The management is entirely familiar and takes care of the entire product chain: from the preparation of the land to the harvest, passing through the transformation and packaging, we guarantee quality through strict controls during all stages of production.

FRUTTA Bello s.r.l. directly deals with the distribution of products in the neighboring areas with its own fleet of vehicles and uses the best shipping services on the market for national and international deliveries.

With the specific professionalism and experience acquired over the years, the business has been strengthened through the refinement, bottling and direct marketing of DOP and IGP wines produced with grapes from the Taranto and Salento area.

In 2016 Frutta Bello S.r.l. decides to adopt the organic farming method guaranteed by the ICEA.

The company covers an area of about 60 hectares, divided into table and mill olive crops and citrus.

Our choice arises from the need to satisfy the continuous and increasingly attentive needs of consumers intent on researching and preferring quality products in terms of healthiness and production with zero impact on the environment.



TRIONFO DI BACCO WINE

*“OVUNQUE
PURCHÈ SIA UN
TRIONFO”*



TRIONFO ROSSO DI BACCO Primitivo IGP SALENTO

An intense red color. A full and delicate taste. An enveloping perfume. Unmistakable sensations enclosed in a precious nectar, which preserves ancient traditions aimed at the future.

Grown as a sapling in soils that tend to be limestone-clayey, it enjoys the typical Mediterranean climate, sunny and very breezy, where the sea breeze that surrounds the Apulian peninsula infuses its characteristic scent.

It is in this delightful setting that the grapes can reach perfect ripeness and be carefully processed in modern cellars, where the advanced vinification processes enhance the authenticity of the fruity flavors typical of Primitivo Salento IGP, fruit of the generous land of Salento.

With an intense red color with a hint tending to orange, with a great body and pleasant structure for important dinners, thanks to its soft tannins. Perfect to be paired with red meats, game, roasted meats and dishes with good structure.

Produced exclusively with Primitivo grapes, harvested and selected by hand between the first and second ten days of September. With vineyards located at an altitude of about 100 meters above sea level, planted on deep and clayey soils. Vinification carried out entirely in steel.

Color: Intense red color with a hint tending to orange

Scent: Fruity with a hint of red fruits and berries and plums

Flavor: Delicate tannins, thanks to the softness due to the typical alcohol content

Alcohol Content: 13,5 % Vol.

Sensory Profile: Dry wine

Grape: Primitivo

Production area: Salento

Soil: Limestone-clayey soils

Vine training: Low espalier system, Apulian method

Vines per ha: 5000/7000

Harvest: First week of September

Ageing: Maceration in steel silos, with fermentation temperature control. Aging in steel tanks until bottling

Serving temperature: 18-22° C

Best served with: Excellent with roasts, braised meats, game, red meats, aged cheeses and dried fruit



TRIONFO ROSSO DI BACCO Primitivo DI MANDURIA DOP

*Full-bodied and well structured.
A ruby red wine with intense
aromas and a refined taste.*

*Cultivated in clayey soils following the traditional
sapling system, the vine requires care and attention.
The warm and windy land of Salento, surrounded by
the sea, has always offered the ideal environment for
its development which, inconstant and with an early
ripening, make it particularly valuable.*

*The bunches, harvested at the perfect point of
ripeness, are excellently treated with processes
that preserve the typicality of the vine and give a
measured alcoholic structure.*

*Balanced, rich and with a persistent fruity scent,
Primitivo di Manduria grants heady moments for the
palate through the authenticity of the flavors that the
generous Apulian land offers.*

*Characterized by an intense ruby red color.
Rich and enveloping aroma, with elegant aromas of
plums and cherries, enriched by pleasant spicy notes
of tobacco. On the palate it is pleasantly soft and rich,
with a great body.*

*Produced exclusively with Primitivo grapes,
harvested by hand towards the second half of
September. Vineyards located in the heart
of the Salento peninsula, on medium-grained
clayey soil characterized by rather high
temperatures and low rainfall.*

Color: Ruby red

Scent: Valuable fruity notes

Flavor: Pleasant fruits hints and
good alcoholic plant

Alcohol Content: 14,5 % Vol.

Sensory Profile: Dry wine

Grape: Primitivo di Manduria

Production area: Manduria and
surrounding area

Soil: Clayey soils

Vine training: Sapling system

Vines per ha: 5000/7000

Harvest: First week of September

Ageing: Maceration in stainless steel
silos, with fermentation temperature
control. Aging in stainless steel for three
months and three months in the bottle

Serving temperature: 16-18° C

Best served with: Typical local dishes
with first courses based on meat
sauce, roasts



TRIONFO ROSSO DI BACCO Negroamaro SALENTO IGP

The autochthonous Salento vine par excellence, whose intense red color anticipates the characteristic aromas it contains.

Present in the Apulian territory since 1800, it preserves archaic flavors and keeps alive the tradition of the first wise winemakers.

The large expanses of sapling and low espalier cultivations capture the fragrances and flavors of this rich and radiant land, maturing dark and consistent berries. Precious raw material which, wisely worked, will give life to a perfectly balanced and refined nectar.

Soft, harmonious and with a floral scent. A fine vinous bouquet that releases a persistent aftertaste typical of the grape, accompanied by delicate notes of alcohol and freshness.

Wine with an intense ruby red color. Produced with 100% Negroamaro grapes, harvested at the end of September slightly overripe to enhance its phenolic potential.

The nose brings a very intense and persistent aroma, with sensations of black currant and berries that are flanked by a spicy note of vanilla and balsamic aromas. On the palate it is full-bodied, soft and harmonious, with noble tannins and a pleasantly persistent finish.

Color: Intense red color with violet reflections

Scent: A fine vinous bouquet that releases a persistent aftertaste typical of the grape

Flavor: Soft, harmonious and floral scent, accompanied by delicate notes of alcohol and freshness

Alcohol Content: 13,5 % Vol.

Sensory Profile: Dry wine

Grape: Negroamaro

Production area: Salento

Soil: Clayey soils

Vine training: Low espalier system, Apulian method

Vines per ha: 4000/5000

Harvest: Last week of September

Ageing: Maceration in steel silos, with temperature control during fermentation. Aging in steel vats until bottling

Serving temperature: 18° C

Best served with: Excellent for first courses, roast meats, excellent with aged cheeses



TRIONFO BIANCO DI BACCO Primitivo IGP SALENTO

From the precious grapes of Chardonnay and Malvasia comes the Bianco IGP Salento. A wine with a delicate aroma and a harmonious taste, thanks to the perfect combination of freshness and flavor.

The warm and breezy Apulian climate welcomes the large expanses of vines, rigorously cultivated according to the traditional sapling methods, pillars of the winemaking tradition.

The golden bunches, during the ripening, collect the precious aromas of the context that welcomes them. Enveloping hints that thanks to modern processing are excellently enhanced in a dry and fresh nectar that gently caresses the palate.

A clear wine with a fruity aroma. An impeccable balance of intoxicating flavors and aromas that celebrate the rich and welcoming land of Salento.

It has a straw yellow color with greenish reflections at the sight. On the nose, the elegant olfactory profile is made up of floral notes of mimosa, mixed with fruity and citrus scents. On the palate the acidity favors the innate pleasantness.

Produced with selected bunches of white grape varieties grown organically in the proprietary vineyards. Fermentation and aging are carried out in steel so as not to alter the characteristics of the grapes. Persuasive aromas and great gustatory freshness for a perfect white at all times.

Colour: Straw yellow color

Scent: Floral notes of mimosa, mixed with fruity and citrus scents

Flavor: Dry and harmonious

Alcohol Content: 12,0 % Vol.

Sensory Profile: Dry wine

Grape: Chardonnay, Malvasia (80% Chardonnay, 20% Malvasia)

Production area: Salento

Soil: Clayey soils

Vine training: Low espalier system, Apulian method

Vines per ha: 4000/6000

Harvest: First week of August

Ageing: Maceration in steel silos, with fermentation temperature control. Aging in steel vats until bottling

Serving temperature: 8-10° C

Best served with: Excellent as an aperitif, it goes well with appetizers, shellfish and fish dishes



TRIONFO ROSATO DI BACCO Primitivo IGP SALENTO

A floral scent and an intense pink color. A well-structured dry wine that releases fruity notes that are particularly pleasant to the taste.

The warm and breezy Apulian climate welcomes the large expanses of vines, rigorously cultivated according to the traditional sapling methods, pillars of the winemaking tradition.

Enveloping hints that thanks to modern processing are excellently enhanced in a dry and fresh nectar that gently caresses the palate. An impeccable balance of intoxicating flavors and aromas that celebrate the rich and welcoming land of Salento.

Composed of Primitivo grapes only. It expresses itself on the nose on delicate notes of wild strawberry, red apple and raspberry. Intense pink color. The palate has a concentration of freshness, flavor and structure. It goes well with hors d'oeuvres and baked fish, as well as fresh cheeses and seafood soups.

The scent is fresh, summery, with hints of Mediterranean scrub enlivened by fruity notes that evoke cherry and raspberry. On the palate it is elegant and balanced, inebriating flavors and aromas that celebrate the rich and welcoming land of Salento.

Color: Intense, bright pink color

Scent: Fresh, summery, with hints of Mediterranean scrub enlivened by fruity notes that evoke cherry and raspberry

Flavor: Elegant and balanced

Alcohol Content: 12,0 % Vol.

Sensory Profile: Dry wine

Grape: Negroamaro, Malvasia Nera

Production area: Salento

Soil: Clayey soils

Vine training: Low espalier system, Apulian method

Vines per ha: 4000/5000

Harvest: Last week of September

Ageing: Maceration in steel silos, with fermentation temperature control. Aging in steel tanks until bottling

Serving temperature: 10-12° C

Best served with: Ideal to accompany appetizers, first courses and second courses based on white meats or fish soups



LE ANFORE
ITALIAN EXTRA VIRGIN
OLIVE OIL

“IL PIACERE DEL GUSTO”



LE ANFORE ITALIAN EXTRA VIRGIN OLIVE OIL

Dense and full-bodied, it contains the scents and aromas of the sunny land located in the heart of the Mediterranean. Always appreciated and sought after for its beneficial qualities and its strong taste.

An exclusive product obtained from the variety of Apulian olives. Made with love, in a limited series and with an elegant and refined packaging. Balanced and eclectic, perfect for any kitchen use and as a raw condiment.

Its aroma and its aromatic and balanced flavor, releases pleasant spicy notes and a feeling of fullness that makes each dish rich and tasty. Obtained cold from selected olives of the typical Apulian varieties.

Able to bring out and fully emphasize the specificities of the Apulian territory. A harmony of intoxicating flavors, which tell the quality, history and traditions of a land that offers only the best. Ideal companion in the kitchen thanks to its versatility, to the unmistakable and fresh vegetable notes of olive.

Color:

Delicate, bright yellow

Flavor:

Aromatic and balanced flavor

Production area:

Salento

**Available
Formats**

0,25 L

0,50 L



LE ANFORE ITALIAN EXTRA VIRGIN OLIVE OIL CORATINA

Harmony of intoxicating flavors, which tell the quality, history and traditions of a land that offers only the best.

The strength and purity of the Apulian land in an extra virgin olive oil of indisputable quality. Made with love, in a limited series and with an elegant and refined packaging. Perfect for any kitchen use and as a raw condiment.

Fruit of the generous Apulian land, it is produced from olives coming exclusively from the territory of Coratina, where the majestic olive trees fill the landscape illuminated by the sun and caressed by the breeze.

The oil produced contains all the aromas, which are enhanced to give life to a full-bodied nectar that enhances the palate with every taste. Aromatic and balanced, it releases pleasant spicy notes and a feeling of fullness that makes each dish rich and tasty.

Color:

Intense yellow

Flavor:

Aromatic and balanced flavor, with pleasant spicy notes

Production area:

Coratina

**Available
Formats**

0,25 L

0,50 L



ORO ANTICO
ITALIAN EXTRA VIRGIN
OLIVE OIL

*“L'ORO CHE IMPREZIOSISCE
LA TUA TAVOLA”*



ORO ANTICO ITALIAN EXTRA VIRGIN OLIVE OIL

A green extra virgin olive oil with golden reflections, elegant with hints of green olive and almond notes, balanced and balanced with a pleasant herbaceous aftertaste.

Italian extra virgin olive oil of green color with golden reflections. Characterized by an absolute balance between the balanced and sweet flavor and the intensity of the fruity perceptible with an olfactory examination.

Obtained cold from selected olives of the typical Apulian varieties. Its aroma and balanced flavor, combined with very low acidity, make it an exceptional oil for raw condiments; used in cooking it gives taste and digestibility to food.

The aromas recall green vegetable notes with round final sensations, capable of bringing out and fully emphasizing the specificities of our Apulian territory. An oil with character but balanced. The ideal companion in the kitchen thanks to its versatility, unmistakable and fresh vegetable notes of olive.

Color:
Delicate, bright yellow

Flavor:
Delicate and decisive

Production area:
Salento

Available Formats

0,25 L

0,50 L

0,75 L



ORO ANTICO ITALIAN EXTRA VIRGIN OLIVE OIL

A green extra virgin olive oil with golden reflections, elegant with hints of green olive and almond notes, balanced and balanced with a pleasant herbaceous aftertaste.

Italian extra virgin olive oil of green color with golden reflections. Characterized by an absolute balance between the balanced and sweet flavor and the intensity of the fruity perceptible with an olfactory examination.

Obtained cold from selected olives of the typical Apulian varieties. Its aroma and balanced flavor, combined with very low acidity, make it an exceptional oil for raw condiments; used in cooking it gives taste and digestibility to food.

The aromas recall green vegetable notes with round final sensations, capable of bringing out and fully emphasizing the specificities of our Apulian territory. An oil with character but balanced. The ideal companion in the kitchen thanks to its versatility, unmistakable and fresh vegetable notes of olive.

Color:

Delicate, bright yellow

Flavor:

Delicate and decisive

Production area:

Salento

**Available
Formats**

3 L

5 L



MANDORÉ ORGANIC ITALIAN SHELLED ALMONDS

*“RE E REGINA,
MANDORÉ PER DINASTIA”*



MANDORÉ ORGANIC ITALIAN SHELLED ALMONDS

Cultivated every day by hands full of love, respecting the environment and those who work there to guarantee a product of the highest quality strictly Apulian.

Natural supplement, rich in essential nutrients such as Vitamin E, Calcium and Magnesium, Iron and Potassium. The allies of well-being with a sweet and elegant taste.

Each phase of growth and harvest is followed by skilled hands that preserve the ancient traditions of a culture that respects nature and its times. The Apulian cultivation allows a complete ripening of the fruit and its many properties thanks to the warm and sunny climate and the fertile soils that welcome the strong roots.

The subsequent processing, careful and scrupulous, allows the extraction of the seed from its shell. Thus shelled and checked, they are packaged preserving their natural peel which gives a more marked and decisive flavor. The vacuum packaging allows you to preserve the freshness of the product, granting, from the first taste, an experience through the genuine flavors of the rich Apulian land.

Flavor:
Delicate and decisive, with pleasant spicy notes

Production area:
Salento

Soil:
Clayey soils

Available Formats

60 g

250 g



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Organic Certification

ORGANIC PRODUCT
Reg. CE 834/07 E CE 889/08

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