



1 AMARO
130 YEARS HISTORY
20,000 SQ M TO EXPERIENCE IT

Amaro Lucano was created in Pisticci, just a short distance from Matera in 1894 due to the passion for herbal medicine of its creator, the confectioner Pasquale Vena. The essence of more than 30 aromatic herbs that have embodied a story of tradition, art, culture, customs and heritage for 130 years. The story of an amaro and its Lucania.



“The Lucano production facility will invite the public to participate in a choreographed sensorial experience the making of Amaro.”



Bari

Matera

Pisticci Scalo

**PISTICCI
 ESSENZA LUCANO MUSEUM**

Tel. +39 0835469207
 info@essenzalucano.it
 Viale Cav. Pasquale Vena S.N.
 75015 PISTICCI SCALO - MATERA

SUMMER OPENING HOURS
 Monday - Sunday
 10:30 a.m. - 7:30 p.m.

RESERVATION FOR GUIDED TOURS
 Tuesday - Sunday
 4:30 p.m. & 6:30 p.m.

WINTER OPENING HOURS
 Tuesday - Sunday
 10:30 a.m. - 7:30 p.m.

RESERVATION FOR GUIDED TOURS
 Tuesday - Sunday
 3:30 p.m. & 5:30 p.m.

**COCKTAIL BAR/
 LUCANO STORE**

Tel. +39 0835469207
 info@essenzalucano.it
 essenzabar@lucano1894.it
 Viale Cav. Pasquale Vena S.N.
 75015 PISTICCI SCALO - MATERA

SUMMER OPENING HOURS
 Monday - Sunday
 10:30 a.m. - 9:00 p.m.

WINTER OPENING HOURS
 Tuesday - Sunday
 10:30 a.m. - 8:30 p.m.

**MATERA
 LUCANO STORE**

Tel. +39 0835334878
 labottega@lucano1894.it
 Via Del Corso 52
 75100 Matera (MT)

SUMMER OPENING HOURS
 Monday - Sunday
 10:30 a.m. - 9:00 p.m.

WINTER OPENING HOURS
 Monday - Sunday
 10:30 a.m. - 8:30 p.m.

**BARI
 LUCANO STORE**

Tel. +39 0835469216
 labottegabari@lucano1894.it
 Via Argiro 68
 70121 Bari (BA)

**SUMMER AND WINTER
 OPENING HOURS**
 Monday - Sunday
 10:30 a.m. - 8:30 p.m.



amarolucano.it
 shop.amarolucano.it
 essenzalucano.it

creamstudio.it



LUCANO®



In the **Essenza** Lucano exhibition space history is relived, touched by space, hand and savoured: the itinerary starts in the aromatic garden in the courtyard where the 30 herbs used in Lucano can be admired, touched and breathed in. It then moves through a technological and interactive exhibition space, among famous advertising campaigns and the stories of the people who have shaped the history of Amaro Lucano and travels in parallel with the ways of **Essenza**. From the tradition of ancient walnut presses in motion right up to new cultural and sensory experiments.

AMARO THE LEGEND



ESSENZA LUCANO



Essenza is not only a **Museum**, but also an immersive experience through the Amaro Lucano world, a journey using five different themes (Lucania, Lucano, Amaro, History and Pacchiana-traditional costumes) that trace the history of the company taking visitors through an unforgettable multi-sensory experience. The experience continues at the bar, where you can taste original **Lucano**-based cocktails made by our mixologists, and at the store, where you can take home any of our many Lucano-branded specialties.

SHARE AND LIVE ITS ESSENCE

WITH ITS 700 SQUARE METRES OF CUSTOMISABLE EXHIBITION SPACE, A LARGE GARDEN AND AREAS USED FOR SHOW COOKING, FOOD AND WINE MASTER CLASSES, CONGRESSES, CONFERENCES AND MEETINGS.

- 40 parking spaces;
- 5 bus parking spaces;
- 700 square metres
- 8 HD screens including 5 interactive screens with piped music
- 3 community tables with 20 seats
- 100 square metres of customisable space
- 100 square metres of master class area with 50 seats (with a kitchen, a bar and a screen for videoconferences)
- 1,200 square metres of garden (with more than 30 different types of medicinal plants)
- 1 tasting room with a community table with 20 seats
- 1 kitchen equipped for catering and private events
- 1 flagship store with a bar and 50 seats
- 150 square metres of outdoor area with a pergola and a community table with 20 seats
- A 400 square metre cellar with a community table with 50 seats

