



Experiences › Italy › 2 days › Rossano (Cosenza)

EXPERIENCE

The company that holds up a region

A family firm on a state road in Calabria, a brand that has held for generations and a museum that brings visitors where nobody would otherwise go. Two days inside a liquorice factory that works while you visit it.

Experience with a working industrial plant. The route goes through the «Concio», where the liquorice is processed and the extraction equipment is running.

The visit is also available in Spanish, on request. It is the only site in the Italian catalog that states Spanish in writing among the languages of its guided visits.

Fact sheet

01

DAYS	2
CITY	Rossano (Cosenza), Calabria
RECOMMENDED SEASON	March-June and September-November
GROUP	10 to 30 participants on the route; the company auditorium seats more than a hundred

LANGUAGE OF THE
VISITS

Italian, French, English, German; **Spanish**, Russian and Portuguese
on request

PRICE

Quotation on request

→ **Request a quotation · Download the itinerary in PDF**

Itinerary day by day

02

Day 1 — The Concio

In the morning, the **Giorgio Amarelli Liquorice Museum**. The visit is always guided and is booked for an exact time. The route crosses the production process, with the root being processed and the extraction equipment running: it is not a reconstruction of a factory, it is the factory.

In the afternoon, in the company auditorium, a three-hour working session. The subject is succession: how a family hands the company over to whoever comes next and what happens when whoever comes next does not want it. It is the question a group of young entrepreneurs takes home most often.

Day 2 — The territory as a limit and as a resource

In the morning, fieldwork within a radius of a few kilometers: where the company sources from, who works there, where the museum's visitors come from and how much weight they carry in the local economy. In the afternoon, a two-and-a-half-hour closing session: each team writes the plan for a company that has to stay in a territory with little infrastructure. What it asks of the state, what it solves on its own, what it gives up doing.

What you visit

03

Place	What it is	Status

Giorgio Amarelli
Liquorice Museum,
Rossano (CS)

Company museum inside a working company, with
the production route and the extraction equipment;
always a guided visit, group rate, auditorium

Bookable

One single site and one territory. We say so rather than padding the list: this experience is worth something for its depth and not for the number of visits, and two days inside a single family company teach more than six museums in a row.

What is included and what is not

04

Included: the guided visit to the museum and the production route in the agreed language, the use of the auditorium for the working sessions, five and a half hours of guided work, the local transfers, one person from the Istituto with the group and the certificate of participation.

Not included: flight, transfers to and from the airport, lodging, meals, personal travel insurance.

The season, and why

05

It is sold **from March to June and from September to November**.

It is not sold in January or February. It is the south, but it is winter: the days are short, the second day's fieldwork loses its point when it is dark at five, and the area does not have the surrounding offer that would make a day spent indoors worthwhile.

August is ruled out, because of the closures.

Logistics and capacity

Rossano is on the Ionian coast of Calabria, on state road 106; the reference airport is Lamezia Terme, and the transfer is half a day that is scheduled from the start, not discovered on arrival.

The guided route comfortably takes **up to 30 participants** and the auditorium seats more than a hundred: together with Crespi d'Adda it is one of the two two-day experiences that hold a large group without splitting. It is the one we propose when the group is thirty people and you do not want to divide it.

The recommended group is still **15 people**, for the quality of the conversation and not because of an access limit.

Cover

07

The program includes an accident and public liability policy for the whole stay. The sums insured, the insurer and the policy number are published once it is taken out and are attached to the contract; until then they can be requested in writing, with an answer within two working days.

→ **For groups**

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Caserta (CE), via Paul Harris 63

Locations

Monday to Friday 9–18 CET

For groups

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