

SCUOLA SECONDARIA STATALE DI 1° GRADO "E. COCCHIA"

VIA PROVINCIALE, CESINALI (AV)



CESINALI BETWEEN THE PRESENT AND THE FUTURE

Presented by the students of the second and third year:

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INTRODUCTION



Over the past twenty years Cesinali, while maintaining its characteristics of a small and peaceful village lying between green hills and mountains, has been subjected to various transformations in line with the evolution of time.



Building has developed both in the urban centre as well as in the rural area bringing with it a sizeable demographic increase.

Small businesses and activities have arisen giving an economic surge to the territory and young local entrepreneurs have emerged who, with their courage and passion, manage the same in a modern and dynamic way.

We have tried to observe attentively our territory and those who are currently steering our tradition towards tomorrow. So everyone who returns to Cesinali or whoever comes for the first time is able to appreciate both the remarkable landscape as well as the humanistic aspect of those investing in the past in order to build both their own future together with that of their hometown.



Building Development and Demographic Increase in Cesinali



The **Structural Engineer Massimo Gallone** welcomes us in his technical office in Via Roma in Cesinali.

He describes the private building development in the last twenty years both in the residential area of Cesinali and in the suburbs and rural areas. In particular private houses, cottages, residential estates and cooperatives (Housing Association Buildings) were built in the urban area while small private constructions were built on the outskirts.



The constructions in the urban area are detached and semi-detached houses, terraced houses and blocks of flats , not more than three or four floors high according to anti- earthquake .regulations.

In the periphery and in the countryside the constructions are mainly detached houses.

The building material used is mainly reinforced concrete; in the old centre, instead, the buildings are made of stone or tuff.

The engineer tells us about the population increase , too.

He says that in the '90s there were about 2000 inhabitants, in the year 2000 about 2300 while, nowadays, 2600 people live in Cesinali. He also says that in the last twenty years the demographic growth has been constant and it has been increased by the residential or subsidized housing development.

La Gondola



We went to the ice-cream shop “La Gondola”, in Viale Sabino Cocchia in Cesinali, to interview the owners. Mrs Anna Maria Venezia welcomed us with kindness as she answered our questions. The business was started in 1955.

In the past it was a small coffee bar which sold only coffee and liqueurs; it was run by her father. When the business was taken over by his children, it gradually expanded, until it became an ice-cream shop as well, with homemade

products, in particular fruit flavoured ice-creams and frozen fruit filled with ice-cream.

The most popular ice-cream is the hazelnut one. Occasionally, special flavoured ice-creams are produced (pop-corn, zuppa inglese, poison, etc.).

La Gondola supplies restaurants, in particular in the Benevento and in the Salerno area.

“Sorbetto al Fiano” (a white wine sorbet) is really popular in every restaurant: it is served after the fish course. La Gondola is well known and it has participated in a lot of competitions both regional and national ones, winning the national prize “Mercurio d’Oro”.



It became famous with its appearances on TV (the most important being the one at “Uno Mattina”, a morning show, in 2001).

Mrs. Anna Maria Venezia, her husband Vito De Mattia, their daughter Lucia, Anna Maria’s brother Luigi Venezia and his daughter Mariangela work in the business. The firm has a lot of costumers, both adult and young.

The latter usually choose ice-creams but also more mature clients that usually drink coffee and liqueurs, sometimes have a fruit or a hazelnut ice-cream, the Gondola's speciality.





La Cantina del Barone



“La Cantina del Barone” is in a hilly zone between Cesinali and San Michele di Serino. Mr Luigi Sarno’s mother receives us and comes with us to the winery.

We walk along a little gravel track flanked by vast rows of vines; the view is magnificent and the eye turns to the majestic Mount Terminio that rises in front of us and to Mount Partenio to the rear. We turn right and we arrive at the winery where Luigi is already waiting for us.

Luigi Sarno has taken the place of his father in the direction of the activity after gaining his degree in vine-growing and oenology, in 2008. As soon as we arrive, he gladly answers our questions while showing us around.

The firm began as a farm, then developed as a wine-producing concern.



There are two lines of production the “Fiano D.O.C.G” (a fine white wine) that produces about 10.000 bottles a year and “Fiano Particella 9.2.8.D.O.C.G” that produces 4.000, the latter being the most requested wine and which gives Luigi the most satisfaction .



In the wine-making they only use their own grapes as Luigi is very particular about the high quality of his wine which must transmit the taste of the soil where the vines are grown. He says his best moment is when, during “ wine tasting “, even before explaining the characteristics of his wine, the sommelier says he can taste traces of “toasted hazelnuts and smoking processes” typical characteristic qualities of our land in his Fiano. Of course this is possible because the Firm uses biological methods and nontoxic products like sulphur dust.

“La Cantina del Barone” is associated with the “Cantine dell’Angelo” in Tufo which produces Greco di Tufo and the farm “ Il Cancelliere” in

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which produces Aglianico and Taurasi.

This innovative entrepreneurial choice has given way to cutting production costs by half and has the advantage of putting the wines of the three Companies on the markets together . In fact, this year at the Wine Fayre in Verona (VinItaly di Verona) the three firms presented themselves as an association, sharing the same stand and presenting their products together.

The “Fiano Particella 9.2.8.” is stocked by wine bars and important restaurants in Lazio, Campania, Liguria and Lombardia in Italy while abroad Luigi has received orders from Sweden and should tie-up contracts with America and France by the end of the year.

Agriturismo "Da Baffone"



Baffone's agriturismo can be found in Via Carrese in the Sabato Valley, which includes the nearby villages of Cesinali, Santo Stefano del Sole and San Michele di Serino, only a few hundred metres from the river Sabato.

Five of his seven children work in the business along with Mr Alfano. At their head is 76 year old Mr Alfano, a very nice person, with a strong personality and a large thick moustache. He tells us the story of the firm: the adventure began in the 1970s when he bought the house with a small piece of land.

Over the years he acquired other plots of land and farm animals. In 2007 the farm became an "agritourism" and in 2008 an "educational farm" open to school children. In the small restaurant traditional dishes are served at lunch or dinner: handmade pasta seasoned with tomato sauce, made from their own produce, pulses, turnips



and potatoes with corn pizza; the speciality of the house is rabbit, baked in a wood-burning oven but pork, chicken and beef from the farm are available, too.



The soft fresh cheese, "primo sale", is served with apple and fig chutney whilst the hard cheese, "caciocavallo", with chilly and red pepper chutney. Vegetables, salami and all the products from the farm are always available, as well as homemade hazelnut cakes and biscuits.

Mr Alfano's daughter and two of his daughters in law work in the kitchen.

Maria, the grand-daughter, makes the cakes, the

biscuits, and the dessert.

On the farm there are cattle along with sheep, pigs and rabbits. As an attraction for the customers there is a one year old female ostrich, some kittens, a peacock, two funny donkeys, Luca and Annarella, and a horse named Furia. In summer, a small train is there to take the younger guests on a short trip around the agritourism to ensure they do not miss anything and enjoy all the fun of the farm.



Il Dolce Angolo



The Dolce Angolo is in via Provinciale in Cesinali ; it's run by Massimo De Girolamo and Rosalia Urciuoli, they are husband and wife. In the pastry shop there is a large display of cakes of all kinds: chocolate cakes, cream cakes, nutella cakes, "bignè", "sfogliate", "frolle", rum babà, ricotta cheese cakes etc...

The firm was opened in 1993 as only a pastry shop; the shop was smaller than today, but in 1998 it expanded and became a coffee bar too.



It is a family owned firm and on the 20th August they will celebrate twenty years of activity. The Dolce Angolo is going to move to a different and larger place near the "Scuola Media Enrico Cocchia" in Cesinali as soon as the new building is completed. Their speciality cakes are the coconut and the nutella ones, almond paste and strawberry Chantilly custard

cakes. They produce cakes for people with food allergies, too.

At Easter Massimo and Rosalia prepare traditional pies: "pastiere" (with wheat, ricotta cheese, eggs, sugar and candied fruit), "pizza con l'erba" (vegetable pie) "pizza piena" (with eggs, parmesan cheese, soft cheese, local salame and pepper) colombe (dove -shaped cakes).

All this thanks to the work of Massimo and Rosalia: every morning they get up at 5:00 a.m.



to bake quality cakes for their customers. During the summer holidays their three children help them in their work .

To the question: "If you had to start again, would you make the same choices?" they answer: "Of course we would!".



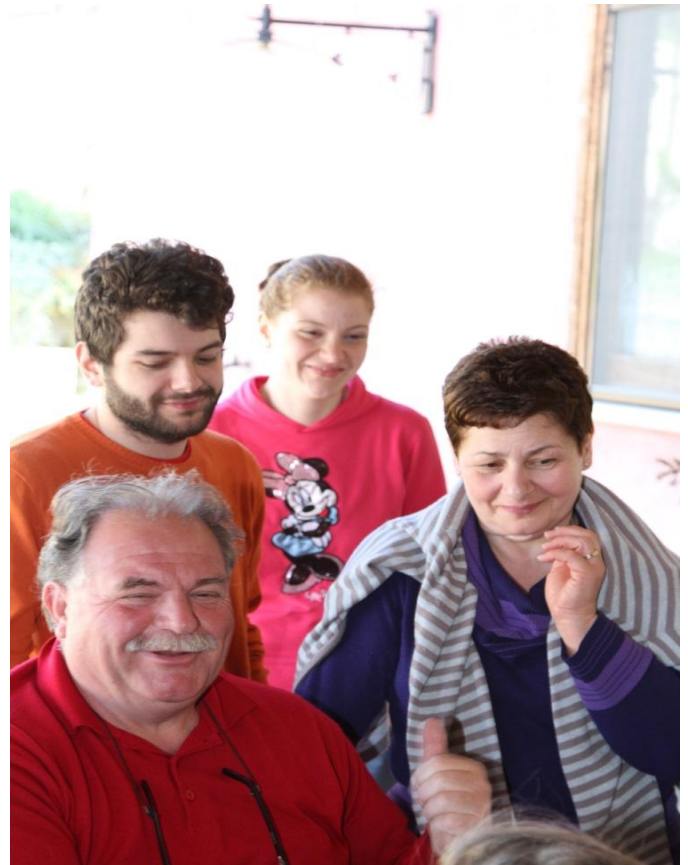
Masserie del Nonno



“Masserie del Nonno” is in Via Provinciale which connects Cesinali and San Michele di Serino in the green and quiet countryside. We met Mr Mattia Petruzzello and his family: his wife Mrs Rosalia Favato and their three children Alberico, Gerardo and Nicoletta in their agritourism. The farm was founded in 1985, then in 1996 the Masserie became a wine producing concern whose head is Mrs Rosalia.

From the Fiano Vine, they produce high quality wine: “The Vigna Nocelleto” (Fiano di Avellino D.O.C.G.) “Il Sigillo” (Sparkling white wine) and “Il Fervido” I.G.T. passito(wine from semi-dried grapes). In 2001 “Masseria del Nonno” began an agritourism, in 2004 an educational farm and in 2007 they started a “Bed & Breakfast” service named “Vinaceus” in the old part of Cesinali.

The firm is a family-owned business and sometimes some relatives help them. To the question: “What has changed from the beginning up until now?” the answer is : “In the beginning everything was easier, but today bureaucracy makes it harder to work.! We are a small farm and sometimes we are forced to turn to consultants incurring extra expenses.”. To the question: “Which were the hardest moments and which were the most satisfactory ones?”



Mr Mattia answers that everyday you have to solve some problems but there is the joy of daily contact with nature and the satisfaction in hearing from the restaurant customers that the food was delicious and that they would like to come again.

Mr Mattia respects nature and believes in the safeguard of local products: he's cultivating pink apple trees, the "milo rosa" and pear trees the "piro Mastantuono".

This fruit, besides having a delicate taste, doesn't need chemical products to grow well but only the use of traditional methods.

In particular, the "milo rosa" apple can be conserved for months without adding chemical products.

In their restaurant they serve traditional dishes: handmade pasta (fusilli, orecchiette, cecatielli, rape e patate) pulse soups, pork and white meat prepared with traditional recipes, homemade hazelnut biscuits and cakes. Wine production is limited, so the sale is too, but there's always a bottle that accompanies the various courses for the restaurant customers.





La Dolce Bottega



The “Dolce Bottega” is situated in Villa San Nicola two kilometers away from Cesinali. It is in a detached house surrounded by hazel groves. It is quite small and has got two workrooms and a shop.

Mr Carmine Tirri, the firm’s administrator, welcomes us. He is a Law graduate but after doing a lot of jobs that didn’t interest him, he decided to change his life radically and began this business.

This firm is a family conducted one but in the busiest working periods there are seasonal workers too. It is open from September to June producing milk , plain, white and hazelnut chocolate. At Easter and at



Christmas they prepare gift boxes and traditional Easter Eggs. Their products are also exported to other regions. Milk chocolate is the best seller.

Hazelnuts from the town of Giffoni and chestnuts from Montella are the main ingredients in the

production of the chocolate and the filling of the 50 types of chocolate creams. The flavours of the chocolates fillings are rum, Strega liqueur, fruit flavoured cream and Nutella. The chocolates are of various forms, shellfish and crustacean shaped ones, particularly beautiful and delicious to taste, teddy bears, rabbits, cats and pandas and they are all made of white chocolate, plain chocolate and milk chocolate. To the question: "Which were the positive and

negative moments of this business?", Mr. Tirri answers us that the negative ones are to do with bureaucracy and to high taxes. The positive one instead is the growing process that the firm has made day by day.





La Donzellezza



The biological farm “La Donzellezza” is situated on the top of a hill between San Gregorio and Villa San Nicola; you can reach it through a country road starting from Villa San Nicola. Miss Gerardina Scariatella, the owner, welcomes us. She is a cheerful and friendly young lady, she studies Business Economics at Fisciano University and this has influenced her choice to open the farm where she works full time.



Gerardina is one of the young small entrepreneur living in the Cesinali area. All the land in the farm belonged to her parents and she inherited it: six hectares and other small plots of land.

In this large farm you can find several types of autochthonous fruit trees: “mela limoncella” (apple tree), “prugne gialle” (plum-tree), “pere mastantuono” (pear tree), rows of

grapes, hazelnut trees, olives and vegetables. There are also beehives whose bees produce delicious honey and chicken and rabbit farming. When she started the activity it was really difficult because she had no capital and the problems were a lot but, slowly, step by step, there were improvements and today the firm is doing well.

It's hard work : every morning she has to wake up at six o'clock to start working in the greenhouses or in the fields.

Gerardina always pays attention to the genuine nature and quality of her products: for her plants she uses only natural products like copper and sulphur because they aren't bad for our health unlike many other poisonous ones that, everyday, we find in food and drink . All the vegetable seedlings are grown from the seeds previously planted in the seedbed.

Vines are also important on the farm. There are large vineyards with secular native vines.

In the Donzelletta shop you can find fruit jam, all kinds of sauces including tomato sauce, vegetables in oil, dried or fresh vegetables and fruit. All the products on sale are grown on the farm. The name La Donzelletta comes from a poem by Giacomo Leopardi, a 19th century poet whose poetry Gerardina loves.



Gerardina retails the farm products , sells them on order, in the town markets or delivers them.

Working full time on the farm is not easy for her: she's always very busy but she doesn't complain about it: she feels happy because people appreciate the farm produce and she considers it as the proof that she has made the right choice .





Osteria Cappuccini



Osteria Cappuccini is in the old part of Cesinali , in Via Vescovi Cocchia, 10. The Osteria can contain about 100 customers. The building is very ancient, as it dates back to 1700, and It is on three floors. On the ground floor is a wine bar where cocktails are usually served(through its thick glass floor you can see a natural underground water spring). On the first floor there is a kitchen, a “braceria” (a large barbeque) and a hall and on the second floor is another hall.

Carmen Urciuoli is the owner; she welcomes us in the first floor hall and kindly answers our questions.

She started the activity six years ago, when she was twenty-four.

Her brother-in-law, her sister and extra staff sometimes help her. To the question: “Why did you start this activity?”, she replies that she has been interested in cooking since she was a young girl.





The Cappuccini menu includes traditional dishes in their original form and dishes elaborated with new ingredients.

Carmen does the shopping herself because she pays special attention to the quality of the ingredients she needs to prepare her meals.

There are several starters, though the specialities are the main courses: “scialatielli al carmasciano” (a delicious local cheese), “spaghettoni” with fillet of red pepper, parsley and stale bread, “cavatelli” with asparagus and walnuts.

As second courses, it serves beef and veal mainly barbequed.

The restaurant, is open every evening, except Sunday evening and Monday.

The halls of the Osteria Cappuccini host banquets for First Communions, Baptisms, Degrees, Birthdays and Weddings, too. To the question “What are the pros and cons of this activity?”, Carmen answers that during the periods without a lot of customers there are some



negative moments, but they are outweighed by the times when the restaurant is full.

Anyway the restaurant is growing year by year and Carmen is satisfied, because all of this has happened over a short time.

She says that she would make the same choices all over again, given the chance.





Pizzeria Megusta



The pizzeria Megusta is situated at 30, Viale Sabino Cocchia in Cesinali .

The owner Sabatino Russo welcomes us in one of the two halls of his restaurant and tells us about his activity. He opened the pizzeria in 2004 when he was only 18; He attended I.T.I.S high school, a



technical industrial school, but his dream was to open a pizzeria. In fact, he was only 12 when he started learning to make pizzas. In the beginning it wasn't easy, because he didn't have a capital, but since then the firm has been progressing gradually, so he has been able to improve his pizzeria. It is a family-owned one; five people usually work there and about ten in particular occasions.

The restaurant can hold about 100 people in the summer. The pizzeria is open from Monday to Sunday, except Wednesday. During the week people usually buy take-away pizzas, but at the weekend, they love sitting there eating pizzas and fries.

The Pizzeria's costumers are children and young people from Cesinali, from other villages near Avellino and from the Salerno area.

On Sundays the pizzeria is particularly crowded because they organize a multimedia game "il cervellone". The prizes for the winners are a lot (among them a short weekend holiday,too).



Sabatino prepares several types of pizzas, but the most requested is the kebab one.

He created his own pizza named "Otto pagine", whose ingredients are

carrots, sausages, smoked soft cheese, corn and garden rocket.



During the interview we noticed on the walls photos of him with footballers from the Avellino football team.

Sabatino is a nice and friendly young person; he's happy because he has the job he dreamed of and for this he considers himself to be a lucky person.



Cantine Favati



The Favati winery is in piazza Barone Di Donato in Cesinali.

The owner is Mrs. Rosanna Petruzzello who receives us in her winery and gladly answers our questions.

The firm is began 1996 with the planting of a vineyard and in 2000 with the wine production.

The idea was originated by the desire to put land left as an inheritance by her father-in-law to good use so as not to sell it. This is how the "Cantine Favati" came about with their D.O.C.G from Irpinia: Fiano di Avellino, Greco di Tufo and Taurasi labels.

They produce, in all, around 100,000 bottles of wine a year with a limited production of some labels.

All the types of wine are requested in equal measure because both the red and the white are wines of high quality but that which gives most satisfaction is the Fiano also as it was the first wine produced by the Company.

The wines of the “Cantine Favati “ are well known at an international level and are exported to Japan, California, the States of Washington and New York, Scotland, England, Germany and Switzerland.

The “Fiano di Avellino”(a fine white wine) is produced in a basic version, a reserve , refined in the bottle for a year and a sparkling spumante, while the Greco di Tufo comes in a basic and reserve.

They also produce three types of red wine: Aglianico D.O.C. dei Campi Taurasini aged for two years, Taurasi for three years and Taurasi Reserve for four.

The moments that have given most satisfaction and joy to the owner have been many but the most important, written in her memory, is when they were awarded a prize by “ Bibenda “ the prestigious magazine of the A.I.S. (Associazione Italiana

Sommelier) and also a year when the Cellars were empty because all the wine had been sold .



No wonder there could be no doubt about the fact that Rosanna would make exactly the same choices again.

As confirmation and to spread the culture of fine wine, in May the “ Cantine Favati “ was host to students coming from schools in the province of Avellino and from Naples and Rome: they visited the

Company premises and ended the evening amongst gaiety, good food and, of course, excellent wine.



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- Bar Pasticceria “Il Dolce Angolo”
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- Azienda Dolciaria “La Dolce Bottega”
- Azienda Agricola Biologica “La Donzelletta”
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- Pizzeria “Megusta”
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The Headmistress Ivana Giorgetti with the Project Team.

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