

**Learn all about harissa with Concept Harissa,  
a culinary experiment conducted by Imed  
and H ela**



## Culinary immersion in Nabeul

Harissa, more than a product, represents a whole history, a tradition, a know-how, a heritage passed down to us by our ancestors, which we continue to safeguard while innovating. Concept Harissa is an invitation to a culinary apprenticeship and an immersion in the world of a Tunisian product classified by UNESCO as part of humanity's intangible heritage. This experience brings together the history and sharing of the culinary craft, all in a highly original setting and a warm, friendly atmosphere.

Period: year-round (especially during the pepper harvest)

Duration: half a day

Participants: maximum 20 people

Languages: Arabic, French, English

Location: Dar Lahrisa, Nabeul

Transport and accommodation: not included

Your host: Imed Ben Attig and H ela Haddad



Imed Ben Attig, a historian by training, is a native of the town of Nabeul and a defender of intangible cultural heritage, in particular culinary heritage. He and his wife, H ela, founded Terroirs de Tunisie, an artisanal company where they have been promoting local products for the past ten years, in particular traditional harissa in its various forms.

Highlights of the experience

- Human dimension: direct contact with the craftsman, who shares his authentic knowledge and know-how with you, and even a few manufacturing secrets.
- For those who wish, enjoy the unusual experience of concocting their own harissa.
- Taste a rich and varied array of local products.
- A gourmet escapade around an ancestral and sometimes forgotten local dish.
- During the harvest season, we organize the “Harissa Tour”, a cultural and tourist tour.

### Ideal if you're looking for activities for...

- Knowledge and culture enthusiasts;
- Supporters of identity and traditional products;
- Spice lovers... or not ;
- Gourmets and gourmets ;
- The Slowfoodists;
- The curious.

### The spirit

The experience takes place in Nabeul, the historic birthplace of harissa, in an atypical production workshop that combines :

- the spirit of a small museum featuring old photos and projections on the theme of harissa and chilli pepper.
- an interpretation center where Imed explains the history, etymology, varieties of chillies, the socio-economic importance of harissa, its UNESCO listing and tells you some unusual stories on the subject.
- a harissa production workshop where you can learn the traditional technique and try your hand at home.

### We've got you covered...



Arrival at Dar l'harissa. Welcome and discussion of the experience and how it unfolded.

I'll briefly tell you about the authentic history of the town of Nabeul and its region, its culture through its cuisine, its gastronomy and its flagship seasoning: chilli pepper or, more specifically, harissa, considered to be the "national condiment" par excellence, much appreciated beyond our borders; all in a spicy, joyful atmosphere.

I'd be delighted to explain how chillies make their way from the field to the plate.

I'll explain the different types and varieties of chillies, their specific characteristics and uses. In short, I'll tell you all about chillies and demonstrate ancestral methods for making the best seasonings for your dishes. Then you can make your own harissa to take home.

Afterwards, you'll be treated to a tasting of our flagship products, which have won medals at the national "Concours des Produits du Terroir", accompanied by traditional bread and olive oil.

At lunch, you'll enjoy one of our traditional dishes based on a few local recipes using chilli and harissa, not forgetting your produce for the day.



## Price

- On request.
- Our prices include: organization of the experience, tour, preparation workshop, tastings, lunch.
- Our prices do not include: transport, insurance and extras.
- Possibility of organizing an extra half-day "Harissa tour" during the chili picking season (August-September), consisting of a visit to a chili field, a meeting with the producer and the harvesting by participants of chillies to be used in the harissa preparation workshop.
- Terms of payment: please consult the host.
- Reservation and cancellation policy: consult host.

## Contact us

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