

# Discover the secrets of Massoud harissa with Crémyto





### **Immersive experience to discover Nabeul's ancestral craftsmanship**

Enjoy a unique and authentic experience, discovering Nabeul's DNA through its ancestral traditions, from the processing of harissa to mat weaving, embroidery and pottery workshops in the old "Rbat" district.

Period: year-round

Duration: half-day or full day

Participants: 10 to 20 people

Level: accessible to all

Languages: Arabic, French, English

Location: Atelier Cremyto et Massoud, rue Abdallah ibn zied, Nabeul 8000

Transport and accommodation: Not included in the experience (On request)

**Your hosts : Fatma M'barek and Amel Sinini**



Massoud is a Tunisian brand that promotes traditional harissa, a typical Nabeul recipe made from dried red peppers grown locally. In Nabeul, harissa used to be processed and marketed by the Jewish community, and my family consumed it that way. When I went into business, I searched for the taste of my childhood harissa, but couldn't find it, so I decided to create Massoud's Harissa, to pay tribute to him and promote Nabeul's rich culinary heritage. I wanted to include other crafts from Nabeul's oldest district, such as mat weaving, embroidery and pottery.

In a spirit of safeguarding and promoting this intangible heritage, Mrs. Amel Sinini and I came up with the idea of creating a tour that encourages the local population to take care of it and pass it on to the next generation, by returning to traditions and nature, and that invites tourists to experience magical, authentic moments by experimenting with our local know-how.

### Highlights of the experience

- An authentic experience between history and terroir, just an hour from Tunis ;
- A cultural, culinary and human adventure;
- Discover traditional trades that are disappearing;
- Guided tour of Nabeul's oldest quarter;
- Training in the living cuisine of local and traditional dishes;
- Great moments of exchange and sharing;
- An experience adaptable to all ages and levels;
- Visit local historical monuments.

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

- Families with children and teenagers;
- Retirees;
- Solo travelers;
- Solo or group travelers (Women only);

- Your company's employees and partners (Team building) ;
- Fans of artisanal and culinary experiences ;
- Handcraft enthusiasts.

## The spirit

Craftsmanship in Nabeul is a traditional heritage handed down from one generation to the next. In the past, we only ate fresh, handmade and natural products. Pottery was made from clay collected from the region, people wore hand-embroidered clothes and ate local food in which red pepper was the basic ingredient.

Far removed from the modern, digital world, Fatma M'barek, the concept's founder, in collaboration with designer Amel Sinini, have created a unique, eco-friendly experience for tourists to connect with the local population, learn about and share our traditions.

Guests agree to respect and promote this culture, and to ensure that the experience runs smoothly.

We've got you covered...





During the day, you'll select your activity.

Departure from Nabeul.

- In Nabeul, you'll visit the old popular district (Rbat), discover the history of jonte and its weaving, learn to embroider and make your own harissa.
- You'll take part in local cooking classes to prepare traditional dishes.
- Tasting of prepared dishes.
- End of experiment.

### Price

- On request.
- Prices include: organization of the experience, fees for the mediator-trainer, products used and served during the experience and tasting, breakfast and lunch.
- Prices do not include: transport, insurance.
- Terms of payment: please consult the host.
- Reservation and cancellation policy: consult host.

### Recommendations for running the experiment smoothly :

Bring comfortable walking shoes.

### Contact us

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