

Matera’s Tesori dalla Terra spotlights Basilicata truffle

Posted on November 20, 2026 by Benigna Mallebrein

MATERA — From November 20 to 29, Matera, Basilicata, turns to the white truffle with *Tesori dalla Terra* (Treasures of the Earth), a 10-day festival of cooking, wine, art, and a charity auction.

The region wants more than a harvest. “The challenge now is to increase the value it generates in the areas where it grows,” said Carmine Cicala, the region’s agriculture councillor. Basilicata counts about 1,280 licensed truffle hunters and eight recognized truffle groves, and 2025 estimates put the trade near 20 million euro a year.

Much of that value leaves with the truffles, which hunters sell to traders who resell elsewhere. Rocco Pozzulo, president of the Italian Chefs Federation, sees the kitchen as the way to keep it home. “Lucan white truffle has great versatility,” he said.

Antonella Brancadoro, director of the National Association of Truffle Cities (*Associazione Nazionale Città del Tartufo*), a network of municipalities, said that approach is recent. “Today institutions and truffle hunters, with restaurateurs and tourism operators, make it a driving product for promoting the territory as a tourist destination,” she told Italy Now.

Cooking shows, wine, and balloon flights

The festival centers on Palazzo Malvinni Malvezzi, with main events on November 20 to 22 and November 27 to 29. Plans include eight cooking shows, more than 20 talks and masterclasses, art exhibitions, and concerts.

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Matera’s mayor sees a clear fit. “The truffle hands us a Lucan story that deserves new visibility and holds together nature, cooking, culture, and community,” said Antonio Nicoletti.



Lucan white truffle (*Credits: Tesori dalla Terra*)

Chefs will pair the truffle with local ingredients and with dishes from Piedmont, Campania, Apulia, and Calabria. Wine comes from Vulture, Italian City of Wine for 2026, a project uniting 14 municipalities around Aglianico (the region’s red grape). On November 21, 22, 28, and 29, balloon flights will include truffle tastings, weather permitting.

An auction that reaches abroad

The festival closes on Sunday, November 29, with the third international charity auction of Tuber magnatum Pico, the white truffle. Last year’s sale linked Matera with Hong Kong, Washington, and Berlin and raised more than 22,000 euro, including 10,500 euro for a 550-gram truffle sold in Hong Kong. Monte Carlo joins this year.

Sensory analysis courses will train restaurateurs, tourism workers, and schools. The white truffle season runs from October 1 to December 31.

Brancadoro names the aim. “The strength is keeping Lucan truffles in the regional territory,

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showcased by genuine local cooking," she said.

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