

# SINGULAR EXPERIENCE

PROGRAM



The MELIÁ  
COLLECTION

HANDPICKED HOTELS WITH CHARM



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# INTRO



Welcome to Tenuta di Artimino, an estate where timeless landscapes, authentic flavours, and Tuscan heritage come together to shape a collection of singular experiences.

Each experience has been thoughtfully crafted to offer guests a deeper, more personal connection to the region. Whether it's the quiet pace of a horseback ride through sun-drenched hills, the stillness of a sunset picnic, or the satisfying rhythm of cycling along vineyard-lined trails, every activity invites a moment of pause—a chance to step back from the everyday and reconnect with the beauty of the present.

For those with a passion for food and wine, the estate's guided tastings reveal the depth of local flavours and the care behind every bottle or handmade delicacy. Cultural explorers can dive into centuries-old traditions, from the artistry of biscuit-making to the stories etched into each landscape.

These experiences go beyond the ordinary, offering moments that feel rooted, real, and quietly enduring. With every ride, tasting, or stroll, guests discover something quietly meaningful: a renewed sense of calm, a moment of inspiration, or simply the joy of being surrounded by nature, history, and the warmth of Tuscan hospitality.

Handpicked hotels with charm



TRAVERSING TIMELESS HILLS, LED BY THE PACE OF NATURE.

# TUSCANY'S LANDSCAPES ON HORSEBACK







## DISCOVER TUSCANY'S BEAUTIFUL LANDSCAPES ON HORSEBACK.

Traversing timeless hills, led  
by the pace of nature.

Discover Tuscany on horseback with a serene two-hour ride through the rolling hills just beyond the Tenuta di Artimino estate. Nestled only 15 minutes from the hotel, a peaceful ranch welcomes riders of all levels to experience the beauty of the Tuscan countryside in an entirely new way.

Whether a beginner or seasoned equestrian, guests can enjoy a guided promenade tailored to both experience and curiosity. Led by expert instructors, each route offers a unique path through open landscapes, where the quiet of nature invites reflection and a slower pace. Children and adults alike are invited to join, with options ranging from tranquil countryside walks to personalised riding lessons.

Here, in this haven where horses thrive in generous, well-kept spaces, every moment is designed to reconnect with nature. Riders are matched thoughtfully with a horse suited to their ability, and all necessary safety equipment is provided. It's an experience that leaves guests feeling grounded, uplifted, and deeply in tune with the rhythms of the land.

The perfect way to slow down, take in the fresh country air, and let Tuscany's timeless charm leave a lasting impression.

### Details:

Duration: Approximately 1.5 hours

Number of people: No restrictions

What's included: Riding helmet and guided  
horseback ride.









A PEACEFUL WALK AND A PANORAMIC FEAST BENEATH THE  
TUSCAN SKY.

# SUNSET PICNIC IN THE HILLS







## SUNSET PICNIC IN THE HILLS

A peaceful walk and a panoramic feast  
beneath the Tuscan sky

Guests are invited to enjoy the essence of Tuscany with a Sunset Picnic—a relaxed and picturesque experience that begins with a gentle walk through the estate, winding through the peaceful countryside. The destination: a private panoramic table set in one of the estate’s most scenic spots, where the beauty of the surroundings pairs seamlessly with the pleasure of good food.

Waiting for guests is a beautifully arranged picnic, carefully packed in a classic wicker basket and delivered with care to the reception. Prepared by the estate’s chef, the selection includes a tempting array of regional specialities—artisan cheeses, local salami and ham, and traditional Tuscan pastries—each dish reflecting the authentic flavours of the region. A bottle of the estate’s finest wine completes the experience, best enjoyed as the soft evening light drapes the hills in warm tones.

The experience offers a quiet sense of indulgence—unhurried, authentic, and rooted in place—where local cuisine and landscape come together with natural ease. Guests will leave feeling refreshed, uplifted, and more deeply attuned to the charm of Tuscan life.

### Details:

Duration: Approximately 2h

Number of people: Ideal for couples or groups

What’s included: A scenic walk through the estate to a private panoramic picnic spot, gourmet picnic prepared by the estate’s chef, bottle of estate wine, classic wicker basket and full picnic setup.











EXPLORE THE FLAVOURS AND HERITAGE OF TENUTA DI ARTIMINO

# A JOURNEY THROUGH TUSCANY'S FINEST WINES





## A JOURNEY THROUGH TUSCANY'S FINEST WINES

Explore the flavours and heritage of  
Tenuta di Artimino

Guests are invited to explore the character and craft of Tuscan winemaking with a guided tasting at the Wine Bar of Tenuta di Artimino. Located on the ground floor of the hotel, this intimate setting offers a welcoming space to sample a curated selection of estate-produced wines, each revealing the richness and diversity of the Carmignano region.

Led by a knowledgeable sommelier, the tasting includes labels such as Artumes, Vin Ruspo, Chianti Montalbano, and Poggilarca, accompanied by artisanal breadsticks to complement the experience. Guests can choose from three distinct tasting formats, each offering a deeper understanding of the winemaking process, whether through a classic introduction, a focus on Carmignano wines, or a vertical tasting that explores how time shapes the character of each vintage.

Available in Italian and English, the experience lasts between one to two hours and is available by reservation. A true celebration of place and tradition, it invites guests to slow down, savour the journey, and leave with a renewed appreciation for the land and its timeless flavours.

### Details:

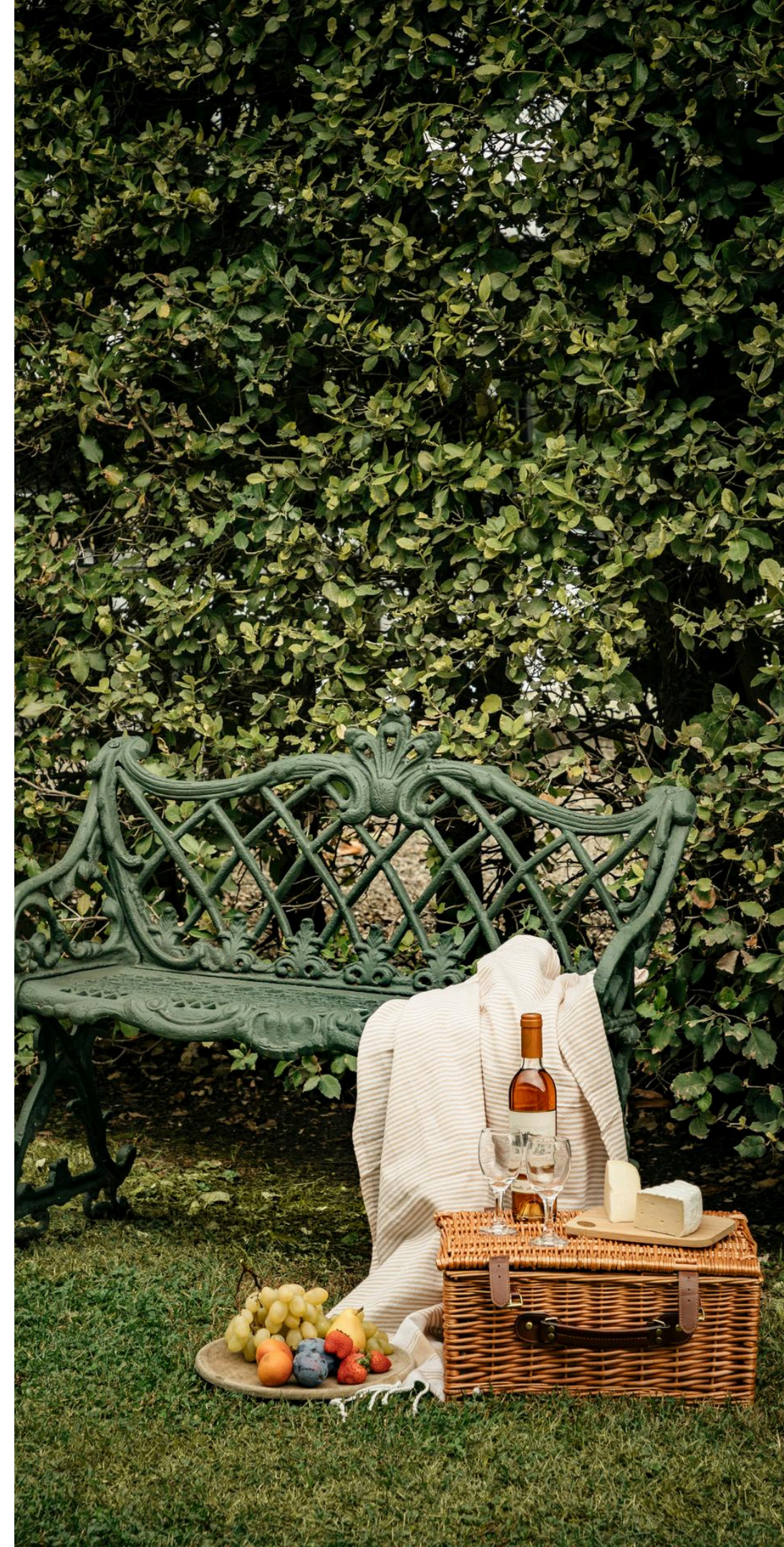
Duration: Approximately 1.5 hours

Number of people: No minimum or maximum, open to all wine enthusiasts

### What's included:

Standard Tasting – A guided tasting of four wines produced at the Artimino Estate (Spumante Brut, Chianti Montalbano, Marrucaia, and Artumes), accompanied by a platter of local delicacies.

Vertical Tasting – A guided tasting of five vintages of Carmignano Riserva, paired with a curated selection of cured meats and cheeses.









EXPLORE THE COUNTRYSIDE AT YOUR OWN PACE,  
GUIDED OR SELF-LED

# E-BIKE IN THE COUNTRY







## E-BIKE IN THE COUNTRY

Explore the countryside at your own pace—guided or self-led.

Discover the Tuscan countryside at your own rhythm with an e-bike ride through scenic hills, quiet lanes, and timeless landscapes. Whether riding solo or accompanied by an expert guide, this flexible experience offers the freedom to explore the beauty surrounding the estate with ease and comfort. Guests can choose between a self-guided route, perfect for those who wish to venture out independently or a guided tour led by a qualified professional who brings local insight and natural highlights to life. Options are available for half-day or full-day rides, with the convenience of having the bikes delivered directly to the estate. The routes can be adapted to suit different interests and levels, from gentle rides among vineyards to more adventurous paths along woodland trails and historic country roads.

E-bikes provide a smooth and effortless way to cover ground, allowing guests to focus on the experience itself, the scents of the landscape, the quiet rhythm of rural life, and the ever-changing views that open up around each bend. Stops along the way offer perfect moments for a photo, a breath of fresh air, or simply to take in the sense of space and stillness that defines this part of Tuscany.

Ideal for those looking to explore at a relaxed pace, the e-bike experience blends gentle activity with the pleasure of being outdoors. Whether following a scenic trail or taking in lesser-known paths, guests enjoy a more personal connection with the land—unhurried, open-ended, and entirely their own.

### Details:

Duration: From ½ day to full day

Number of people: Flexible; suitable for individuals, couples, or small groups

What's included: E-bike rental with the option of front or full suspension

Delivery of the bikes directly to the estate

Choice between a self-guided route or a guided tour

Helmet and basic equipment included









A wooden bowl filled with almond cookies sits on a wooden surface. The cookies are golden-brown and topped with sliced almonds. Some cookies are scattered on the surface around the bowl. The background is a blurred wooden surface.

A SWEET ENCOUNTER WITH TUSCANY'S BISCUIT-MAKING  
HERITAGE.

# CANTUCCI & VIN SANTO TASTING





# CANTUCCI & VIN SANTO TASTING

A sweet encounter with Tuscany's biscuit-making heritage.

Step into the sweet traditions of Tuscany with a Cantucci and Vin Santo tasting—a flavourful journey rooted in local heritage. Held inside the Piccolo Museo Bottega of the historic Biscottificio Antonio Mattei, this experience invites guests to discover the story behind one of the region’s most beloved treats.

Located in the heart of Florence, the museum-shop offers a charming window into over 160 years of artisanal biscuit-making. Guests are guided through the history of the Mattei family and their famous almond biscuits, with original packaging, archival photographs, and the signature blue bags adding to the sense of timelessness. Tastings are served within the museum itself, where visitors can savour the golden, crunchy Cantucci—rich with almonds—paired with a glass of amber-hued Vin Santo, known for its notes of dried fruit, honey, and delicate nuttiness.

Available in Italian or English, this experience is more than a tasting—it's a quiet celebration of tradition, flavour, and the enduring craft of Tuscan baking. A simple, well-crafted encounter with Tuscany’s enduring traditions.

Details:

Duration: 1h aprox.

Number of people: Suitable for individuals or small groups.

What’s included: A guided tasting of Antonio Mattei’s classic almond biscuits (Cantucci) paired with a glass of Vin Santo, served inside the Piccolo Museo Bottega in Florence. An introduction to the history of the biscuit factory and its founding family,

Transportation to the factory not included, this can be arranged with the hotel.









An aerial photograph of a Meliá hotel complex nestled in a lush, hilly landscape. The hotel features a large, light-colored building with a terracotta roof and a swimming pool. The surrounding area is filled with dense greenery and trees. In the background, a town is visible, and the horizon shows rolling hills under a soft, golden light. The text "The MELIÁ COLLECTION" is overlaid in a large, white, serif font, with "The" in a smaller size than "MELIÁ" and "COLLECTION" in a larger size than "The".

# The MELIÁ COLLECTION

HANDPICKED HOTELS WITH CHARM