



La Vera

**COMPANY
PROFILE**

ortofruttalavera.it

THE COMPANY

LA VERA s.r.l.

La Vera s.r.l. is based in Bisceglie (BT), an area of Puglia particularly suited for fruit growing. The company was founded in 1983 by the two brothers Berardino and Giacomo Pedone who share a passion for agriculture and for the production of quality fruit. The company makes the marketing of table grapes and cherries its core business, accompanying it with a small marketing of figs. 80% of the production goes to the Italian G.D.O. and national markets, while the other 20% goes to the international one.



OUR CERTIFICATIONS

LA VERA s.r.l.

The quality of the products supplied is guaranteed by a controlled and certified supply chain, personally selecting the best producers, making them part of a supply chain project. The company, in addition to having obtained the National Quality System certification for integrated production, obtained the IGP name for the production of table grapes and cherries. The company certifies its production in accordance with the GlobalGAP / Grasp standard and the production process with the standards of global safety and IFS quality.



OUR BRANDS

LA VERA s.r.l.

The brands that La Vera s.r.l. uses to identify itself on the market, giving visibility to its products, are La Vera, Nardino and Nardino Select; employing about 1,000 seasonal workers annually to produce and package their own fruit.



OUR PRODUCTS

TABLE GRAPES – CHERRIES – FIGS

During 2025, the company recorded a total turnover of approximately €26 million. Sales volumes were as follows:

Over 12,000 tons of table grapes

Over 500 tons of cherries

Over 30 tons of figs / early figs (fioroni)



SEEDED TABLE GRAPES SEASONAL CALENDAR

MONTH	JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER			
WEEK	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45
VITTORIA	●	●	●	●	●	●	●	●												
PIZZUTELLA						●	●	●												
ITALIA									●	●	●	●	●	●	●	●	●	●	●	●
RED GLOBE									●	●	●	●	●	●	●	●	●	●	●	●
BLACK MAGIC	●	●	●	●	●	●														
PALIERI					●	●	●	●	●	●	●	●								
BLACK PEARL															●	●	●	●	●	●

CHERRIES SEASONAL CALENDAR

MONTH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
BIGARREAUX	●	●					
GIORGIA		●	●				
FERROVIA		●	●	●			
DURONE		●	●	●			

FIGS SEASONAL CALENDAR

MONTH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
WHITE FIGS		●	●				
RED FIGS			●	●			



ortofruttalavera.it

La Vera s.r.l.

info@ortofruttalavera.it

Via San Mercurio n° 53,
76011 Bisceglie (BT) Italy