Excavations at Lattara (mod. Lattes, in Southern France) have revealed a group of structures—Zone 27, dated to the second half of the 6th BCE—that contain a markedly high number of Etruscan objects, including Etruscan type amphorae, bucchero vessels, and common cook ware, a few of which bear Etruscan inscriptions and sigla (non-verbal graffiti). Based on this evidence, it has been proposed that Lattara simply represents an enclave of foreign merchants. Through a close and contextualized examination of Zone 27’s material, combined with the recent results of chemical residue analysis and archaeobotanical research, I will argue that the identity of these Etruscan “foreign merchants” and their relationship to the greater Lattaran community can be more securely established.