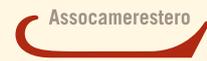




Ministero dello Sviluppo Economico



Umbria

True Italian Taste **EDUCATIONAL TOUR**

Discovering typical Italian food & wine
in the **Umbria region**
June 3-7, 2019

**True
Italian Taste**
Educational tour
to Umbria

THE PRODUCTS

Pecorino Toscano P.D.O.

Its unique and delicate flavour is the result of a perfect balance between nature, the environment and an ancient cheese-making tradition, telling an age-old story stretching from the Etruscans until the present day. **Pecorino Toscano P.D.O.** is exclusively produced using sheep's milk sourced from pastures lying within the area of origin (Tuscany and some neighbouring localities of Lazio and Umbria).

Fresh PECORINO TOSCANO P.D.O. (soft cheese): with a minimum maturing period of 20 days (though normally extended to 45-60 days), this is recognisable for its cylindrical shape and for the P.D.O. stamp inked onto the side. The thin rind is yellow in colour, even, smooth and soft while the paste - soft and white/light yellow in colour - has irregular and well-distributed holes. On chewing it is not very elastic, slightly firm but without being hard. The smell is delicate, of butter and hay. It has a sweet flavour and a milky aroma, a smell that loses strength during maturing in favour of a stronger and more structured taste.

Aged PECORINO TOSCANO P.D.O.: this is a semi-hard cheese; it has to mature for at least 120 days and can be aged for up to a year. Its shape is cylindrical and the P.D.O. stamp is heat imprinted onto the side. The rind is thin, yellow in colour, even, smooth and firm. The paste, which is a pale straw-yellow colour, has irregular and well-distributed holes. The smell is highly perceptible and delicate, of dried fruit and hay. It is famous for its definite yet soft taste and its stronger and more structured aroma.



Prosciutto di Norcia P.G.I.

The P.G.I. Mark, Protected Geographical Indication, binds Prosciutto di Norcia forever to its territory: Valnerina, an area full of environmental and cultural excellences where the excellent air quality, altitude and climate made Prosciutto di Norcia a unique product.

Prosciutto di Norcia P.G.I. has a slightly spicy aroma, and a sapid but not salty taste. When cut, it is compact and presents a colour ranging from pink to red. It is recognisable for its characteristic pear shape.

To make it, only heavy pigs are used in order to obtain the right percentage of fat and a weight of at least 8.5 kg. After the curing phase, which lasts a minimum of 12 months, the logo of the Consortium of Protection is fire-branded on to the ham. Only hams bearing this mark are real Prosciutto di Norcia P.G.I.



The acronym **P.D.O.** (or "**D**enominazione di **O**rigine **P**rotetta", meaning "**P**rotected **D**esignation of **O**rigine") refers to "the name of a region, a specific place or, in exceptional cases, a country, used to designate an agricultural product or foodstuff originating in that region, specific place or country, whose qualities or characteristics are essentially or exclusively due to a particular geographical environment, including natural and human factors, and whose production, processing and preparation are carried out in the defined geographical area".



The acronym **P.G.I.** (or "**I**ndicazione **G**eografica **P**rotetta", meaning "**P**rotected **G**eographical **I**ndication") is a quality assurance label awarded to products from specific areas of Europe. It offers a guarantee of a product, originating from a specific region or country, which has a specific quality, reputation or other characteristic property attributable to its geographical origin.

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THE PRODUCTS



Truffle

Truffles as a food have very ancient origins, some scholars believe that they were already known and eaten at the times of the Sumer civilization (mixed with vegetables and pulses) and of the Babylonians (IV-II millennium BC).

Being subterranean fungi, truffles grow and mature in underlying soil next to the roots of certain types of trees, particularly oaks and holm oaks. Truffles are made up of an external wall called the peridium, which may be smooth or rough and vary in colour from light to dark. The inner part, on the other hand, is called the glebe, with a colour that varies from white to black or from pink to brown. Eighty percent of a truffle mass consists of water, with the remaining 20% made up of ash, total nitrogen, non-protein nitrogen, proteins, lipids, soluble carbohydrates and dietary fibre. Truffles facilitate digestion if eaten in moderation, have only 31 Kcal per 100 grams and are thought to possess aphrodisiac properties.



Umbria P.D.O. Extra Virgin Olive Oil

Production area of Umbria P.D.O. Extra Virgin Olive Oil is divided into five areas corresponding to an equivalent number of menzioni geografiche aggiuntive (additional geographical names), relating to the geographical sub-areas in which extra-virgin olive oil is produced: «Colli Assisi e Spoleto», «Colli Martani», «Colli Amerini», «Colli del Trasimeno» and «Colli Orvietani». Umbrian olive oil, noted for its bitter and spicy notes, was already famous in Roman times thanks to the Via Flaminia which, by crossing central Italy from the Tyrrhenian to the Adriatic seas, turned Umbria into a land of transit and commercial trade. This led many patrician families of ancient Rome to build second homes in the region, encouraging an increase in oil production.



Chocolate

The Umbrian capital Perugia is famous for its chocolate production and, to keep the history and tradition of this craft alive, a number of initiatives exist to offer chocolate lovers a full-immersion experience in taste and gastronomic expertise, notably the Museo del Cioccolato (museum of chocolate), the Scuola del Cioccolato (school of chocolate) and Eurochocolate. The latter is the biggest chocolate event in Europe, taking place in the second half of October. It attracts an ever-growing number of visitors each year, turning the whole city centre into one big open-air chocolate factory. The chocolate-making tradition is also perpetuated in Umbria today by a labyrinth of small businesses and artisan workshops that ensure the production of an authentic, high-quality product.

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THE PRODUCTS



Montefalco Sagrantino C.G.D.O.

This greatly structured wine is obtained only from Sagrantino grapes. Thanks to its extraordinary richness in polyphenols and tannins it is very suitable to long ageing. It thus needs a long finishing in wood first, then in the bottle. The hilly area that produces Montefalco Sagrantino C.G.D.O. wine today includes the territory that gives it its name, along with parts of the municipalities of Bevagna, Castel Ritaldi, Giano dell'Umbria and Gualdo Cattaneo.

Almost disappeared from Umbrian vineyards in the Sixties, Sagrantino grapes were recovered thanks to the efforts and courage of some wineries obtaining the C.D.O. recognition in 1979 followed by C.G.D.O. in 1992. Montefalco wines have been protected by the Montefalco Wine Consortium since 2001.



Montefalco Rosso C.D.O.

In Montefalco, the Sangiovese grape is traditionally very widespread, as in many other wine areas of Central Italy. From this grape, Montefalco Rosso takes its origin in combination between the Sangiovese and the Sagrantino grape, which gives the structure and the features typical of this wine. It must be made from 60 to 80% Sangiovese grapes, 10 to 25% Sagrantino grapes with 0 to 30% other authorised grapes.



Umbria Bianco I.G.T.

Straw yellow colour, pleasant and typical flavour, fresh and slightly fruity taste: this is Umbria Bianco I.G.T. wine. It is produced in the provinces of Perugia and Terni, can be sparkling, novello or passito still maintaining its typical fruity flavour.



The acronym **C.G.D.O.** (**C**ontrolled and **G**uaranteed **D**esignation of **O**rigin" or **D**enomina**z**ione di **O**rigine **C**ontrollata e **G**arantita) indicates a quality category similar to yet even more stringent than the C.D.O. Controlled Designation of Origin. Only the finest products can be named C.G.D.O., subject to evaluation, analysis and tasting by a government-licensed committee.



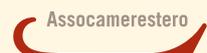
The acronym **C.D.O.** (**C**ontrolled **D**enomination of **O**rigin" or **D**enomina**z**ione di **O**rigine **C**ontrollata) is a quality assurance label for Italian wines. This designation was introduced by the Italian Government to recognize the quality of wines that meet all the mandatory regulations and are strictly tested by a specific committee.



The I.G.T. mark indicates **Indicazione Geografica Tipica**. It is a recognition of quality attributed to table wines characterised by generally broad production areas. The indication can be accompanied by other information, such as that of the grape variety.



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PROGRAM

Monday, June 3rd, 2019

- 1:00 p.m. Arrival at "Leonardo da Vinci" Airport according to your flight schedule
Transfer by private bus from "Leonardo da Vinci" Airport to Spoleto
Check in and accommodation at Hotel Clitunno
- 7:00 p.m. Welcome greetings and introduction by **Pina Costa, Assocamerestero**
Opening remarks by:
Giorgio Mencaroni, President of Perugia Chamber of Commerce
Maria Concetta Giorgi, Ministry of Economic Development
Cocktail reception
- 8:00 p.m. Dinner at "San Lorenzo" restaurant at Hotel Clitunno

Spoleto

Spoleto is situated at the Southern end of the Valle Umbra, enclosed within a very large plain that was once covered by a lake. The city is built on the hill of Sant'Elia and then continues towards the "holy wood" areas of Monteluco and on to the banks of the Tessino.

Having been inhabited since prehistory it is one of Umbria's oldest cities, extraordinarily rich in art from every era and the centre of a number of prestigious events. One of these, the Festival dei Due Mondi (Festival of Two Worlds), attracts visitors from all over the world, making Spoleto one of the iconic cities of international culture.



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Tuesday, June 4th, 2019

- 8:45 a.m. Transfer by private bus from hotel to **Università dei Sapori** in Perugia
10:30 a.m. University visit, **Food Contest**
1:30 p.m. Lunch at Università dei Sapori
3:00 p.m. Transfer by private bus from Università dei Sapori to **Giuditta Brozzetti Museum**
3:30 p.m. Visit to the Museum
4:30 p.m. Transfer by private bus from Giuditta Brozzetti Museum to **Dulcinea Chocolate Boutique**
4:45 p.m. Introduction to Perugia's Chocolate tradition and guided tasting of Dulcinea's chocolate
6:00 p.m. Transfer by private bus from Perugia to Bevagna
7:00 p.m. **Medieval banquet** in collaboration with **Associazione Mercato delle Gaitè**
11:30 p.m. Transfer by private bus from Bevagna to the hotel

Università dei Sapori

Università dei Sapori is an international centre of food education and culture founded in 1996. It is now an authoritative point of reference for the entire sector and in all contexts in which subjects relating to tourism, food and wine are studied and developed.

The Università dei Sapori not only promotes professional training but also has the objective of championing Italian hospitality and agri-food culture - with the accent on health aspects - in collaboration with internationally renowned research centres, nutritional experts and qualified agronomists.

Perugia

One of the most beautiful and important cities of art in Italy, Perugia was an Etruscan settlement and later a prominent medieval city. Today it is the capital of the Umbria region, a major cultural and tourist destination and seat of a prestigious University for over 700 years. The city's historic Accademia di Belle Arti (academy of fine arts), Conservatorio (academy of music) and University for Foreigners - attended by students from throughout the world - attest to its strong international vocation. Sparkling and alive both culturally and socially, Perugia is a city full of "secrets" ready to be discovered, offering a unique multi-sensory experience: in every corner and square there are monuments to be admired bearing witness to centuries of history, art and culture, as well as richly curated public and private museums, artistic craft workshops and enchanting views.



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Bevagna

Standing on the Western edge of the Foligno Plain, at the foot of the group of hills around Montefalco and on a bend of the river Timia, Bevagna is a tranquil waterside village. Having fortunately remained peripheral to the industrial development of the 20th Century Bevagna has maintained its medieval urban layout nearly intact, largely tracing that of the Roman city. Its long history has left its mark on the beautiful white stones, with various architectures facing each other around peaceful squares in which the (apparent) chaos of mixed styles, histories and eras have created a unique harmony.

Wednesday, June 5th, 2019

- 9:00 a.m. Transfer by private bus from Spoleto to Campello sul Clitunno
- 9:30 a.m. Visit to **Frantoio Marfuga** and guided tasting of **Extra Virgin Olive Oil**
- 11:00 a.m. Transfer by private bus from Campello sul Clitunno to Sant'Anatolia di Narco
- 11:15 a.m. Visit to **Urbani Tartufi** and introduction to **Italian Truffles** (history of the Truffle, Truffle hunting)
- 12:30 p.m. Lunch at Urbani Tartufi
- 3:00 p.m. Transfer by private bus from Sant'Anatolia di Narco to Preci
- 4:00 p.m. Introduction to **Italian Geographical Indication Consortia**
Visit to **Prosciuttificio SALPI**, workshop on **Prosciutto di Norcia P.G.I.** and guided tasting
- 6:00 p.m. Transfer by private bus from Preci to Spoleto
- 7:30 p.m. Introduction to Umbria's wines and wine tasting at "Il Tempio del Gusto" restaurant
- 8:30 p.m. Dinner at "Il Tempio del Gusto" restaurant



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Thursday, June 6th, 2019

- 8:30 a.m. Check out and transfer by private bus from Spoleto to San Lorenzo Nuovo (Viterbo)
- 10:30 a.m. Visit at **Fattorie di Maremma** – cheese factory
Workshop on **Pecorino Toscano P.D.O.** and tasting
- 12:30 p.m. Transfer by private bus from San Lorenzo Nuovo to Bolsena
- 1:00 p.m. Lunch at “Giò Ristocantina” restaurant
- 4:00 p.m. Transfer by private bus from Bolsena to Rome
- 6:30 p.m. Check in and accommodation at **Hotel Hilton Garden Inn Rome Airport**

Bolsena

Bolsena stands on a hill at the foot of the Monti Volsini, on the North-Eastern side of the large volcanic basin of the same name. It is a town that still has strong links to agriculture and above all fishing. It has steadily become a major and renowned tourist locality, visited throughout the year to enjoy the splendid lake and the peaceful atmosphere of the town and also for its healthy air and enviable weather. The old town of Bolsena stands out scenically from afar due to the close-knit appearance lent by the brown of its tufa stone, often interspersed with the grey of volcanic rock. The historic centre retains an appearance that is partly medieval and partly Renaissance, with a wealth of artistic interest. Particularly enchanting is the area around the fortress, with small, dark-coloured houses in local stone that perfectly suggest the idea of an ancient fishing village.

Friday, June 7th, 2019

Private shuttle service from Hotel Hilton Garden Inn Rome Airport to “Leonardo da Vinci” Airport

Connection from the Airport is provided by the complimentary Leonardo da Vinci Airport shuttle. Please note the AIRPORT SHUTTLE sign on the top front display of the Bus.

The service is available from 5.00 AM to 1.00 AM, out of this schedule you can call it using the courtesy button located on every stop.

The shuttle to the Hotel stops at ARRIVALS LEVEL, TERMINAL 1 DOOR NUMBER 1 AND TERMINAL 3 DOOR NUMBER 4



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PROGRAM

Useful Information

HOTEL (overnight accommodation in double single use room, breakfast included – extras not included)

- HOTEL CLITUNNO

Piazza Sordini, 6 – 06049 Spoleto (Perugia)
Tel: +39 0743 223340
e-mail: info@hotelclitunno.com

- HOTEL HILTON GARDEN INN ROME AIRPORT

Via Vittorio Bragadin, 2 – 00054 Fiumicino (Rome)
Tel: +39 06 65259000

Useful links

ORIGIN Italia – Italian Geographical Indication Consortia Association: www.origin-italia.it

Hotel Clitunno: www.hotelclitunno.com

Hotel Hilton Garden Inn Rome Airport: www.hiltonhotels.it/italia/hilton-garden-inn-rome-airport

Ristorante San Lorenzo: www.ristorantesanlorenzo.com

Università dei Sapori: www.universitadeisapori.it

Giuditta Brozzetti Museum: www.brozzetti.com

Dulcinea Chocolate Factory: www.dulcinea.it

Associazione Mercato delle Gaite: www.ilmercatoделlegaite.it

Frantoio Marfuga: www.marfuga.it/it

Urbani Tartufi: urbanitartufi.it

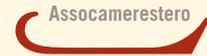
Prosciuttificio SALPI: www.salpi.it

Fattorie di Maremma: www.caseificiovaldapsa.it/prodotti/fattorie-di-maremma

Il Tempio del Gusto: www.ilterpiodelgusto.com

Giò Ristocantina: www.gioristocantina.com/en





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In collaboration with:



Special thanks to:

