



UMBRIA & FRANCESCO'S WAYS CONSORTIUM

Legal headquarters: Via Settevalli 320 – 06129 – Perugia
 Operations: Str. di Collerolletta, 15 – 05100 – Terni, ITALY
www.umbriafrancescosways.eu
info@umbriafrancescosways.eu



Umbria

discover the art of living



**HEALTHY
 TYPICAL
 ETHICAL
 GOOD**

THE PILGRIM'S MENU PROJECT IS BASED ON HISTORICAL RESEARCH INTO THE MEDIEVAL DIET, WITH PARTICULAR REFERENCE TO THE WAY THE POOREST CLASSES ATE. THIS WAS THE INSPIRATION FOR THE LIFESTYLE OF PILGRIMS, WHO WERE FED THANKS TO THE CHARITY OF MONASTERIES AND HOSPICES.

This analysis of the Mediterranean dietary and cultural milieu served as a tool to develop modern menus to propose to today's pilgrims, based on innovative products with a high cultural, nutritional, health and environmental value. One of the main aims of the project is to communicate the model of the Mediterranean diet as an aid to health, dietary well-being and environmental sustainability that can be used by the entire global population. The strong points here are zero-mile products from local companies, reinforcement of the concept of the typical aspects of the lands crossed by pilgrimage routes and the choice of seasonal foods with a very low environmental impact. The aim of the project is to stimulate and coordinate



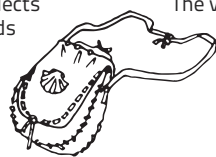
multidisciplinary cultural and scientific initiatives: the agribusiness sector, diet and nutrition, the economics and marketing of health, the environment and sustainable food. The project targets the agribusiness field (producers, processors and distributors) as well as the tourism industry serving consumers, pilgrims and travellers. Adopting a healthy lifestyle and diet even temporarily, motivated not only by historical and cultural aspects but also nutritional considerations, as part of a significant experience such as the one in the land of St Francis, will unquestionably benefit consumers' eating habits.

The dietary model that has been planned and implemented is not only produced and marketed locally, but it can also be exported to any other area interested in the cultural and religious aspects connected with pilgrimages. This is the first basket of products on the pilgrim's menu, definable as healthy, typical, ethical and good.



COLFORCELLA GOAT CHEESE

We are a small family-run business established only a few years ago, but we already produce goat and sheep cheeses that can satisfy even the most discerning palates. We make our fresh goat cheese through lactic coagulation and thus through acidity, adding very little rennet. The acidification process is slow and after 24 hours the cheese is placed in moulds and salted. This is our first lactic creation in transforming goat's milk into cheese, and it reflects all the typical characteristics of the pasturelands and the breed we use. Its flavour ranges from notes of yogurt to the typical aftertaste of goat cheese, but with a clean and elegant palate. Our products target a public that is familiar with the transformation of goat's milk in order to be fully appreciated.



INNOVATIVE PRODUCTS WITH A HIGH CULTURAL, NUTRITIONAL, HEALTH AND ENVIRONMENTAL VALUE



CASTELLO DELLE REGINE BIANCO DELLE REGINE

Bianco delle Regine is made from handpicked grapes – Chardonnay (30%), Sauvignon (30%), Riesling (30%) and Pinot Grigio (10%) – that are cold-macerated to bring out the intense aromas of banana, linden and aromatic herbs. Vaunting a brilliant straw yellow colour, it offers a fresh full-flavoured palate and excellent body. It is a complex and unique blend that combines body and freshness with distinctive aromas.

The vineyards are situated on the slopes of the hills on the estate, where the unique soil and climate bring out their typical qualities. The woods surrounding the vineyards allow for warm days and cool nights, giving the wine its excellent aromatic quality. The structure of the ground, chiefly clay, is alternated with sandy areas and mixed soils that give the territory its distinctive qualities.



DECUGNANO DEI BARBI BIANCO 2011 ORVIETO DOC CLASSICO SUP.

This wine is made exclusively with the best grapes harvested from eight different vineyards. The varieties are fermented separately and then carefully blended to bring out all their richness and distinctive identity. This is a refined and elegant wine that is well balanced and very mineral: the finest expression of Decugnano's terroir. Our production philosophy focuses exclusively on quality. Ongoing research, aimed at further improving quality, respect for nature, a love for the work we do, and our focus on tradition make Decugnano dei Barbi more than just a wine: it is the expression of a culture and a way of life.



GIULIANO TARTUFI WHITE TRUFFLES

Giuliano Tartufi Srl specializes in the purchase of fresh truffles, most of which come from central Italy and a network of truffle hunters whose products are selected and bought personally by the company owner, Giuliano Martinelli. Thanks to twenty years of experience gained by its staff of 25 employees, the company uses fresh truffles to make a wide range of specialities created to satisfy the demands of the most discerning and sophisticated customers. Until 2004, the company focused on perfecting the recipes of a small group of products that, even today, are the most highly appreciated and widely sold. At the same time, the company expanded its facilities and developed commercially, not only with nationwide distribution but also international sales. We have continued to expand our production to include numerous new items and have adopted different workmanship techniques, using strictly artisanal processes alongside other more sophisticated methods. Furthermore, we have embarked on a long path to communicate the merits of this product and the local area through intense promotional activities that have gradually increased our visibility.



ALLEVAMENTO CASSANO CHIANTINA BEEF

Our company, backed by solid age-old Umbrian traditions, works the land and raises cattle. On our ranch, one of the region's oldest, we breed Chianina cattle with PGI or 5R certification (the two certifications that represent the top in Italian beef, guaranteeing respect for the animal and its natural diet). Our fields are devoted almost entirely to feeding our livestock, because we care about what we eat. We believe in what we do, which is why we opened a shop on our premises and personally oversee the ageing of the beef as well as cutting and preparation. We sell only what we have raised ourselves, which is why you must reserve our beef in advance. We want everyone to try the best Italy has to offer, so every package contains the natural percentage of all cuts, starting with the most prestigious.



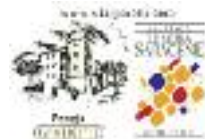
AZIENDA AGRICOLA IL POGGIOLO JAMS, PRESERVES AND OIL-PACKED VEGETABLES

Il Poggiolo is an Umbrian farm in the heart of the central Tiber valley, just 13 km from Todi. For 35 years we have been a key part of the Umbrian market, extending over an area of approximately 21 hectares. We have 1500 square metres of greenhouses devoted exclusively to growing vegetables, boasting an assortment of about 40 types such as melons, cabbages, lettuce, spinach, tomatoes, courgettes, sweet peppers, arugula, basil and more. In recovering the flavours of Umbria's rural tradition, we focused our research on ancient recipes and precious secrets, revealed and handed down by grandmothers who, with so much love and passion, would prepare rare and genuine delights to keep on hand for the winter. Every day, respecting current regulations and in harmony with our natural surroundings, we make healthy and genuine products that can be found on Italian and European tables.



GRANARIUM WHITE, WHOLEMEAL AND SPELT BREAD

n Cantalupo, situated between Bevagna and Cannara in the fertile plains between these two municipalities in the green region of Umbria, a farming annex built entirely in the style typical of the turn of the twentieth century is home to GRANARIUM: “where grains become bread”. That is exactly right: cereal grains are turned into bread. The entire transformation process is handled on company premises. The wheat grown on the farm is stored in external fibreglass silos in which the only conservation method is movement and ventilation. It is then brought inside, where it is ground with natural millstones. The flour that is yielded is then made into bread using a starter dough, baked in a wood-burning oven and sold on the premises. Our mission is to offer end consumers top-quality bread that is unique because of the complete transparency of all the production phases. Making flour from the wheat we grow and using it to bake the bread we sell means a significantly shorter production process, putting consumers in touch with the land: yes, the land, because this is this idea that inspired everything. Together with the enthusiasm of reviving ancient traditions and passing on their charm, there is also the economic opportunity that this short work process can offer farmers.



AZIENDA AGRICOLA GORETTI UMBRIAN WINES AND OLIVE OIL

The vineyards of Azienda Agricola Goretti stretch over the gently rolling Umbrian hillsides on the outskirts of Perugia. The Goretti estate is dominated by the historical fourteenth-century tower, which is now used for wine tastings. The estate is located in the heart of the area classified as Colli Perugini DOC. Illustrations and stylized graphics of the tower are used as a logo on all Goretti’s wine labels. The vineyard has been run by generations of the Goretti family and combines the ancient winemaking traditions typical of the Umbrian culture with the latest methods and technical resources. The family is still involved and is now at the fourth generation: Stefano, Gianluca and Sara Goretti are committed to continuing this tradition, using typical Umbrian varieties (Grechetto, Sagrantino di Montefalco, Sangiovese), but they have also introduced international grapes such as Chardonnay. The Goretti family produces wines of excellent quality, as recognized by the many prestigious awards it has won year after year.



GRIFO COW'S MILK CHEESE

Caciotta is a historic dairy product that has long been a favourite in central Italy. This rather soft cheese is made from cow's milk and is characterized by its pleasantly mild flavour. Grifo Latte has re-created this delicious product, dedicating it to all those who love cheese and good food. It is distinguished by its creamy, soft paste that melts in your mouth and the quality of the milk used to produce it, carefully selected from 100% Umbrian herds and certified by the Italian breeders' association, which has given it "Italiaveva" certification.

IL ROCCACCIO

This is a unique cheese that evokes ancient origins. It was an important dietary supplement throughout the Middle Ages because of its unique balance even after long ageing, which gave it a distinctive taste that was never aggressive. Made from selected sheep's milk collected in May, this cheese is left to age for approximately 540 days, during which the wheels are chosen carefully: only the best will become Il Roccaccio.



LA VALLETTA COLFIORITO POTATOES

La Valletta is a farming estate that was established by Antonio and Adriana Cappelletti in 1985, but it is backed by a long tradition. Focusing specifically on local customs, La Valletta – now managed by their children, Alessandro and Rosalba – has rediscovered typical Umbrian flavours that had almost been forgotten, such as chickling peas and spelt. La Valletta has skilfully brought these products to the company's reference market thanks above all to their high quality, making them perfect for the finest delicatessens and speciality shops. The products that are grown here are part of the Umbrian farming and culinary tradition that the company wants to promote outside the area so people can discover and appreciate it. Every year the company allocates about one-third of its available land to cultivating various legumes. It focuses above all on quality, which represents La Valletta's key objective, guaranteed by a natural production process conducted entirely on the farm, from the harvest to selection and packaging. Promoting the rediscovery of ancient flavours, La Valletta offers an array of products that represent the very taste of Umbria, a land full of history and tradition.



NOCERA UMBRA FONTI STORICHE NATURAL MINERAL WATER

Nocera Umbra Natural Mineral Water comes from two springs, Angelica and Flaminia. The Angelica spring owes its name to the therapeutic properties for which it has been known since antiquity. It was called "white water", "holy water" and "virgin water" because its source was considered "whiter than any other and as clear as crystal". Angelica® Natural Mineral Water is characterized by its excellent balance of minerals, ideal for those who prefer natural spring water with a low mineral content but want the benefits of the mineral salts that are essential for a healthy diet. The water – microbiologically pure – flows at an altitude of 605 metres (1985 feet) above sea level, from a well in the pristine Umbrian mountains adjacent to the Nature Park of Colfiorito.



PARCO SERENO CASTELLUCCIO LENTILS

The first aspect that distinguishes these from all other lentils is where they grow: the Castelluccio plateau, situated at an altitude of 1500 metres – nearly 5000 feet – above sea level. Castelluccio lentils are unique because they are exceptionally hardy and can face droughts as well as long cold winters. As a result, the pea weevil (a type of beetle that is about 4 mm long) cannot attack and destroy cultivated plots. This explains why farmers do not need to use pesticides or herbicides to grow these lentils, making them unique worldwide. Castelluccio lentils are famed for their high nutritional value, as they are rich in proteins, vitamins, minerals and fibres, and are virtually fat-free. The Lenticchia di Castelluccio di Norcia Cooperative was set up to unite local landowners who cultivate the crop that characterizes the Castelluccio plateau: lentils.



IL TARABUSO SAFFRON, LEGUMES, CEREALS

What makes the difference is the quality of the territory where the “Il Tarabuso” farm produces saffron, legumes and cereals. The Colfiorito Nature Reserve -which is also the regional park of Umbria- is part of an immense plateau with exceptional features such as the Colfiorito marsh, where extremely rare species of flora and fauna can be observed. Aquatic birds, some of which very rare and protected such as the great bittern, called Tarabuso in Italian, reproduce at the marsh. The composition of the soil, its fertility and the altitude of these lands have created ideal conditions for cultivating seed ecotypes of the quality of the Castelluccio di Norcia lentil. The area’s best-known cereal is spelt, a product that is completely organic because it does not require pesticides. It is processed either as whole grains or coarsely ground; spelt flour, made by grinding the grain with a millstone, is highly sought-after. “Il Tarabuso” is situated in the heart of the Colfiorito Nature Reserve, on the hill overlooking the marsh, in the village of Forcatura. The key elements of the farm’s management philosophy are eco-sustainability and environmental respect, considered top priorities for its overall strategies. The new generation of consumers has started to demand products that are no longer just appealing but also healthy and thus safe. Above all, we add a sense of ethics, meaning that these products respect the environment, human beings and the ecosystem. According to the “Il Tarabuso” farm, the emerging business model revolves around the eco-compatibility of production processes, with criteria aimed at reducing environmental impact.



CANTINA TUDERNUM TODI SANGIOVESE DOC

The Tudernum winery was established in 1958, when 54 vigneroni joined forces to make and sell their wine as a cooperative. The winery’s few initial hectares of vineyards grew to around 650 between 1975 and 1995, the year Tudernum started its repositioning process, which led it to downsize to its current 350 hectares. This process was a key part of the strategy to restructure the winery’s production and it marked the beginning of a new phase for Tudernum wines. This particular wine is made from Sangiovese (minimum 85%) and Merlot grapes to create a blend distinguished by its intensity, structure and elegance. Sangiovese is a red variety whose name is derived from the Latin *sanguis Jovis*, meaning “Jupiter’s blood”. The wine is aged in oak barrels for about eight months followed by bottle ageing for another six months, for a total of fourteen months. Like all our red wines, our Sangiovese offers intense aromas and excellent body, but without ever being aggressive. Pair it with first courses with meat sauce, roasted or grilled meat, and charcuterie. Serve at 16° C.



VALLE DELL’OASI TRASIMENO COWPEAS

The estate has been owned by the Mainò family for nearly four generations. It was purchased around 1870 and was handed down from father to son ever since. Over the years it was involved in extensive farming (wheat, barley, corn, sunflowers and alfalfa), but for the past ten years it has also turned to intensive farming (beans, lentils, chickling peas, chickpeas, millet, spelt and other crops). The cowpea (*Vigna unguiculata*) originated in Africa and from there, through exchanges with the Etruscan civilization, it spread to the areas around Lake Trasimeno, where it found the ideal conditions – moist soil – to yield an excellent product. It is usually used as a legume to be enjoyed fresh, but it can also be dried. Cowpeas have a very delicate and mild flavour, and their small size makes them a delight for the palate. They do not need to be pre-soaked.



SEASONAL PRODUCTS WITH A LOW ENVIRONMENTAL IMPACT



AZIENDA AGRICOLA SORELLE ZAPPELLI CARDARELLI ORGANIC EXTRA VIRGIN OLIVE OIL

The Sorelle Zappelli Cardarelli farm is run by three sisters, Maria, Alessandra, and Sara. Set in the hills around the town of Trevi, in the middle of Umbria, the green heart of Italy, the farm is surrounded by an extraordinary expanse of age-old olive groves. The farm’s main activity is the production of organic olive oil and it covers an area of 50 hectares from the plains to the hills and up to the woods. It also produces grains, forage, lentils, vegetables and lumber. The olive oil is made exclusively using the Muraiolo variety cultivated in family-owned olive groves using organic farming methods. All the groves are located in the municipality of Trevi (capital of the “Olive Oil Cities”), in the “PDO Umbria – Colli Assisi-Spoleto” production area. The olives are harvested by hand between mid-October and the end of December and are cold-pressed within 24 hours to yield extra virgin olive oil distinguished by its green colour and its fruity but intense and balanced flavour with bitter and piquant notes.



AZIENDA AGRICOLA BRUNOZZI MONTEFALCO WINE AND OIL

Agraria BrunoZZi is a small family-run farm in the municipality of Montefalco, in the old rural village of Colle Artefuso overlooking the plain towards Spoleto. Our forebears are documented here as far back as 1600 and produced wine and oil even then. The farm covers eight hectares of land, two of which with vineyards (registered with the Montefalco DOC and DOCG consortium) and three with olive groves (Umbria PDO). The farm's full exposure to the sun, dry climate, marly clay soil, cultivation methods that respect the environment and ideal harvesting mean top-quality olives and grapes. No pesticides are used on the olives, which are harvested by hand in the second half of October. Every evening they are brought to the mill to be pressed to make a high-quality and delicate extra virgin olive oil with extremely low acidity. Grape harvesting is done exclusively by hand and permits careful selection of all the clusters. During the entire winemaking process – from vinification to the bottle – we have tried to combine modern technology with the utmost respect for tradition. The names of our wines are tied to the terroir as well as our family history, and a fresco from 1852, still at our ancient family residence, is pictured on our labels.



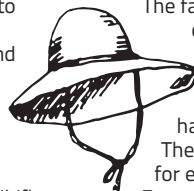
LEONARDO BUSSOLETTI CILIEGIOLO AND GRECHETTO

“Paying tribute to the infinite nuances of an incredible land is the foundation of my identity. The love and imagination of those who follow their dreams and the spirit of taking up a challenge are the ingredients of a perfect synergy between man and nature in the search for excellence”. The winery was founded in 2008 in Narni, in the region of Umbria, inspired by my great passion for wine and, above all, for my homeland and for an extraordinary but little-known grape variety, Ciliegiole. This came in the wake of several years of working with the University of Milan to search for ancient clones and map old vineyards (the “great grapes of Umbria” project). It was a decision shared by a great friend and professional, Federico Curtaz, and we wanted to try to make this variety into an excellent wine. Today the winery is spread out over seven hectares. In addition to Ciliegiole di Narni, we also grow another native Umbria variety, Grechetto, and we have an olive grove in Itieli, in the municipality of Narni, at an altitude of approximately 600 metres. The production of grapes and olives has been certified as organic by the national agency ICEA. We are currently working only with the oldest vineyards and the production is around 12/13,000 bottles, distributed among three wines: about 4,000 bottles of Colle Ozio Grechetto Umbria IGT, about 8,000 bottles of Brecciaro Ciliegiole di Narni IGT, about 600 bottles – only magnums – of Vigna Vecchia, our selection of Ciliegiole di Narni. Tradition has allowed Ciliegiole di Narni to survive over the centuries, my challenge has been to revive its tradition, promoting it and making it known through my wines.



SOCIETÀ AGRICOLA LE GUARDIE HONEY AND HONEY CREAMS

The beehives of the farming company Le Guardie, owned by Riccardo and Arianna Cacioppolini, are situated in the untouched hillsides of Passignano sul Trasimeno, Poggio and Montesperello, near Perugia, and on the banks of the Tiber in Torgiano, far from city centres. It is here that the bees collect their nectar, pollen water, so the Cacioppolini can make artisanal honey according to traditions handed down to them from their forefathers since 1898. Riccardo and Arianna's passion for nature and their desire to keep traditions alive inspired them to establish the farm on the slopes around Lake Trasimeno in 2011. With the aim of requalifying family lands abandoned over the years, the owners have focused on Ligustica and Nera Sicula bees, harvesting wildflower, acacia and chestnut honey. In addition to being packaged in jars, these honeys are also used to produce artisanal honey-filled chocolates, spreadable creams made by blending honey with DOP and PGI products like Bronte pistachios and Langhe hazelnuts, and mead, an ancient drink defined as “the nectar of the gods”. All these products are made respecting the environment and following traditional techniques, using clean electrical energy produced by a 200-kW photovoltaic system owned by the farm.



ANTICO FRANTOIO CARLETTI EXTRA VIRGIN OLIVE OIL

Antico Frantoio Carletti is one of the area's first oil mills, dating back to the second half of the seventeenth century. Situated in the heart of the Umbrian valley, the estate is in Campello sul Clitunno, amidst the beautiful hills of Assisi, Foligno and Spoleto, where olive trees are the predominant feature of the landscape. The family-run company produces high-quality olive oil, still using ancient traditional methods for harvesting and pressing the olives. It is this procedure that distinguishes them, aimed at maintaining a tradition and culture handed down from generation to generation. The passion and experience acquired in the quest for ever-better products are the reason for Antico Frantoio Carletti's success in Europe. During the oil-pressing period, visitors to the oil mill can observe the workmanship process and taste freshly made oil, accompanied by company products.



FATTORIA LUCHETTI CHIANINA BEEF, PORK AND POULTRY

The history of Fattoria Luchetti goes back to over fifty years ago, with a farm in the Umbrian countryside surrounded by hills and olive groves just outside the town of Collazzone, a few kilometres from Perugia. Today the farm extends over an area of approximately 200 hectares, where in addition to breeding livestock we also grow corn, durum wheat, barley, forage, tobacco, grapes and olives.

The heart of the farm is represented by our herds, with over 500 head of Chianina, 250 pigs, 50 Cinta Senese pigs, 160 Appenninica sheep, draft horses, game, poultry and rabbits. The animals are fed a good diet, which guarantees the high quality of our meat. All the animals at Fattoria Luchetti are raised exclusively on our own farm products (hay, straw, corn, barley and fava beans), respecting top-level conditions to ensure their health and hygiene. The first-hand production of these raw materials and constant monitoring of our crops has allowed us to set up dietary charts to ensure the high quality and balanced growth of our animals. The breeding system we have set up means we produce healthy, natural and top-quality meat.

The farm is a national leader in the breeding of Chianina cattle with a traceable genealogy. This is why our Chianina beef also boasts the "Vitellone Bianco dell'Appennino Centrale PGI" label, which guarantees consumers the origin, quality and wholesomeness of our meat.



FATTORIA LA MADONNA DEL SALICE CINTA SENESE CHARCUTERIE

Our Cinta Senese pigs, all of which born on the farm, are raised with a closed-cycle system in a semi-natural state. Their diet is supplemented with products we cultivate and process ourselves, the way things used to be done, and with plenty of acorns and chestnuts. In the spring, summer and autumn we also feed them the fresh waste from fruit and vegetables, supplied to us by other farms with which we cooperate. We use an extensive long-cycle breeding system and the key word here is PATIENCE, thanks to which we bring flavour and quality to your table. In addition to fresh meat sold in family packs, we also offer excellent charcuterie prepared the old-fashioned way.

