

PRESS RELEASE

Umbria month in New York and Chicago

New York, 13/11/2014

On the occasion of the inauguration of the exhibition "**Brother Francis- traces, words, images**", which will be held on November 17th at the United Nations Building in New York, there will be a tasting of products from the Italian region Umbria, the birthplace of Brother Francis.

The region of Umbria is known as "*The Green Heart of Italy*" ("il cuor verde d'Italia") because of its incredible mountains, valleys and medieval villages. It is an ancient land of Saints known for delicious food and wine, including extra virgin olive oil, truffles, legumes, pasta and chocolate. It is located in central Italy, less than 2 hours from Rome and Florence.

"*The Pilgrim's Menu*", presented at the opening of the exhibition, will highlight the gems of Umbria and be the bridge between the cultural event organized by the *Associazione Antiqua e Sacro Convento di Assisi* and the promotion of Umbria Month at EATALY, in both New York and Chicago.

The presence of Umbria and its food products in the US EATALY stores marks the region's presence in a series of promotional activities in the United States for the month of November, taking place in the cities of New York and Chicago. There are around 40 companies from the region which will be showcased at these two prestigious stores.

"***Umbria, A Land Rich In Time***", will be the slogan which will accompany the campaign in New York.

Within the group of companies that have joined the promotion, there are a number of producers who are part of the *Consortium Umbria Francis' Ways* (www.umbriafrancescosways.eu) and represent the values of the region, summarized in the acronym BEST which will be used during the promotion: BEST = "BUONO ETICO SANO TIPICO", translated as: GOOD, ETHICAL, HEALTHY, TRADITIONAL.

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