

OSAKA, KANSAI, JAPAN
EXPO
2025

Local is better!

LOCAL FOOD AND STORIES FROM ALTA UMBRIA FOR A SUSTAINABLE TRAVEL REVOLUTION



GRUPPO AZIONE LOCALE
ALTA UMBRIA



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Welcome to Alta Umbria

- Gubbio, Città di Castello and the hidden green heart of Italy
- Rolling hills, forests, medieval towns and traditions
- Far from mass tourism: authentic and slow living
- Genuine food and strong rural communities



What makes this land special

- Ancient farming and modern sustainability
- Strong community ties and oral traditions
- Culinary heritage as storytelling
- Deep connection with seasons and land



Local is better community

- A new way to travel, taste and connect
- Stay on farms, cook with locals
- Focus on experience, not consumption
- Regenerative for both land and community



Food as identity and regeneration

- Organic farms and traditional artisans
- Meals linked to biodiversity and seasons
- Learn and teach how and why food is made
- Taste tangible sustainability



The community as a host

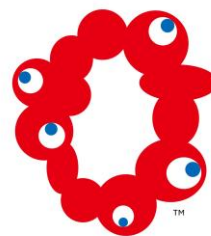
- Hosts as cultural ambassadors
- Storytelling and emotional connection
- Beyond tourism: shared life moments



Let's taste the roots of a different Italy

- Small places
- Not just travel — a journey into identity and sustainability
- Local food
- Local people
- Real stories





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is waiting for you in Alta Umbria!



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