



### TOUR DETAILS

Step into the hilltop city of Perugia, where medieval charm, sweeping Umbrian views, and a deep love of chocolate come together in one unforgettable experience. On this live, interactive journey, we'll wander through winding cobblestone streets and lively piazzas, taking in the beauty of this historic city while uncovering the story behind its famous chocolate tradition, including the beloved creations of Perugina. Along the way, we'll soak in the atmosphere of Perugia's timeless streets, admire its stunning architecture, and explore how history, culture, and everyday life blend seamlessly in this unique destination. This tour is a feast for the senses, offering a rich mix of storytelling, scenery, and a touch of sweetness that brings the spirit of Italy to life.



### ★ MEET YOUR TOUR GUIDE: PATRIZIA



Patrizia is half Italian, half Belgian, and grew up across Europe, but Umbria has always been her true home. With a background in archaeology, she was often the one called upon to greet visitors on digs, thanks to her fluency in five languages. Today, Patrizia brings that same passion for history and connection to her tours, sharing her deep knowledge of the region with warmth, curiosity, and an international flair.

**PRIVATE TOURS** | Your guide is available for private tours, live-streamed or in person. It's a special way to celebrate a birthday, anniversary, holiday, or special occasion - or to add to an upcoming trip. Please reach out to Wowzitude and we will be happy to connect you.

### i WHAT TO EXPECT

Get ready for something special. We're traveling to a new destination with no passport, no plane ticket and no luggage. And yet you'll experience all the sights, sounds and stories with just your laptop, favorite snack and amazing guide.

**The tour will be live streamed** by your guide directly from Perugia. While on the tour you'll be able to see a full screen video of your guide and their surroundings, interact with them and other travelers.

### 🎵 MUSIC SELECTION

- Luciano Pavarotti - Funiculì Funiculà: [https://youtu.be/yTSAZAHiOa8?si=F\\_iA2iB98rJf0NBx](https://youtu.be/yTSAZAHiOa8?si=F_iA2iB98rJf0NBx)
- Brad Mehldau - Perugia: <https://youtu.be/FwzuUatRO1I?si=4VUVhpZikjKqVAOW>
- Luciano Pavarotti - O Sole Mio: <https://youtu.be/eQSNVBLTXYY?si=MYK8IYhgsjD3YbLK>



## Umbrian Wine

Umbria, often called “Italy’s green heart,” is one of the only Italian regions without a coastline or international border. This geographic isolation has helped preserve its distinctive winemaking traditions for centuries. While lesser-known than neighboring Tuscany, Umbria produces wines that are just as bold and characterful, often at a more approachable price point. Its wines are shaped by, rich volcanic soils, a mild yet varied climate with sunny days and cool nights and an emphasis on unique, indigenous grape varieties. Check out some affordable wine options from the Umbrian region below.

### Lamborghini Centanni Rosso Umbria

- Available at [Del Mesa Liquor](#)

### Lamborghini Centanni Grechetto Umbria

- Available at [Del Mesa Liquor](#)

### Fongoli Bianco Fongoli

- Available at [Wine of Sale](#)

### Arnaldo-Caprai Greccante Grechetto Colli Martani

- Available at [Wine of Sale](#)



## PERUGIA, ITALY – RECIPES



### Porchetta-Style Roast Pork | Serves 4–6

#### Ingredients:

- 2 lbs pork loin
- 2 tbsp olive oil
- 2 cloves garlic, minced
- 1 tbsp rosemary
- 1 tsp salt
- ½ tsp black pepper

#### Instructions:

- Preheat oven to 375°F
- Rub pork with olive oil, garlic, rosemary, salt, and pepper
- Place in a roasting pan
- Roast for about 1 hour or until fully cooked
- Let rest for 10 minutes before slicing
- Slice and serve

### Pasta with Olive Oil and Parmesan | Serves 2–3

#### Ingredients:

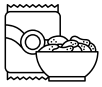
- 8 oz pasta
- 3 tbsp olive oil
- 2 cloves garlic, sliced
- ½ cup grated Parmesan
- Salt and pepper

#### Instructions:

- Cook pasta according to package directions
- In a pan, warm olive oil and garlic until fragrant
- Drain pasta and add to the pan
- Toss with olive oil and garlic
- Sprinkle with Parmesan, salt, and pepper
- Serve warm



## PERUGIA, ITALY – SNACKS



1. **Baci Perugina:** These Italian chocolate truffles are made in Perugia, featuring a silky dark chocolate shell filled with a creamy gianduja (hazelnut-chocolate) center and a whole hazelnut. Each candy is wrapped in silver and blue foil and comes with a romantic message.
2. **Amaretti Cookies:** These traditional Italian almond cookies known for their crisp exterior and chewy center, offering a delicate balance of sweet and nutty flavors. Often enjoyed with coffee or dessert wine, these treats are a staple in Perugian homes and bakeries.
3. **Cantucci (Almond Biscotti):** Cantucci are crunchy, twice-baked almond cookies traditionally enjoyed throughout Umbria, especially with a glass of Vin Santo dessert wine for dipping. Their firm texture and nutty flavor make them a satisfying and long-lasting snack



## PERUGIA, ITALY – BOOKS

### BOOK SELECTION

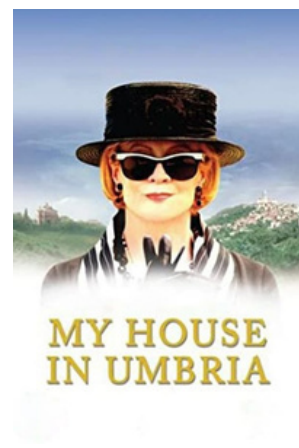
- **In Other Words by Jhumpa Lahiri:** Written while the author was living in Perugia, this bilingual memoir explores Lahiri's personal journey learning Italian and immersing herself in Umbrian culture. Available at Barnes & Noble, Amazon, and most major booksellers, it's a reflective and poetic look at language, identity, and the deep connection between place and personal growth.
- **The Umbrian Thursday Night Supper Club by Marlena de Blasi:** A heartwarming true story of five Umbrian women who gather monthly to cook, eat, and share their lives in the countryside near Perugia. Find it on Amazon, Bookshop.org, and at local bookshops. Their stories offer an intimate portrait of Italian womanhood, friendship, and the deep cultural power of food.
- **The Story of Perugia by Margaret Symonds & Lina Duff Gordon:** A richly detailed historical account first published in 1901, this book traces Perugia's evolution—from its Etruscan roots and medieval towers to Renaissance palaces and papal intrigues. The modern edition provides accessible context for today's travelers and is available on Amazon



## PERUGIA, ITALY – MOVIES

### MOVIE SELECTION

- **My House in Umbria (2003)** This heartfelt drama stars Maggie Smith as Emily, a British romance novelist who invites fellow survivors of a train bombing to recover in her countryside villa. Set against the rolling hills and rustic charm of Umbria, the film explores themes of trauma, healing, and unlikely friendship. Through Emily's eyes, we see the quiet magic of Umbrian life and its ability to comfort the soul.
- **The Face of an Angel (2014)** A gripping English-language psychological thriller starring Kate Beckinsale, Daniel Brühl, and Cara Delevingne. Loosely based on the real-life Meredith Kercher case in Perugia, it follows a journalist and documentary filmmaker as they spiral into obsession while investigating the murder.
- **Amanda Knox: Murder on Trial in Italy (2011)** This dramatic retelling of the 2007 Meredith Kercher case stars Hayden Panettiere as Amanda Knox and brings viewers into the real-life events that took place in Perugia. The film follows Knox from her arrival in Italy through her harrowing legal battles, exploring how cultural misunderstanding and media frenzy shaped public opinion. While dramatized, it remains closely tied to the city's atmosphere and legal legacy.



## PERUGIA, ITALY – FUN FACTS

### FUN FACTS

- 1. Home of Baci Perugina Chocolate:** Perugia is the birthplace of Baci Perugina, one of Italy’s most famous chocolates. Created in 1922, each chocolate includes a hazelnut center and a romantic message, and the brand remains headquartered in Perugia under Nestlé ownership today.
- 2. Hosts One of the World’s Top Jazz Festivals:** Every July, Perugia hosts the internationally acclaimed Umbria Jazz Festival, attracting legends like Miles Davis, Herbie Hancock, and Diana Krall. It transforms the medieval city into a stage for world-class jazz performances.
- 3. Boasts a Well-Preserved Etruscan Heritage:** Perugia was one of the major cities of the Etruscan League, and you can still walk through the Arco Etrusco (Etruscan Arch), a massive stone gateway built in the 3rd century BCE. Parts of its original Etruscan walls are still visible today.
- 4. Center of Higher Learning Since the 14th Century:** Founded in 1308, the University of Perugia is one of Italy’s oldest universities. It attracts students from around the world and is known for programs in law, medicine, and philosophy.
- 5. Scene of the Amanda Knox Case:** Perugia became globally known in 2007 due to the murder of British student Meredith Kercher and the subsequent trial of American student Amanda Knox. The case drew intense international media attention and remains one of Italy’s most high-profile legal sagas.

## PERUGIA, ITALY – MAP



# PERUGIA, ITALY – DISCUSSION QUESTIONS



## History and Memory

- The city has seen popes, battles, and sieges. Were there any moments during the tour that made you reflect on how a city carries the weight of its past?
- How do you think the stories of Perugia’s past compare to the histories of places you’ve visited or lived in yourself?
- Why do you think some places choose to highlight their medieval or ancient history while others modernize over it?

## Culture and Daily Life

- Perugia is famous for both its chocolate and its university life. What aspects of the city’s daily rhythm stood out to you during the tour?
- How do you think life in Perugia compares to life in a small American town? What might feel familiar, and what might feel totally different?

## Architecture and City Life

- The stone archways and steep cobbled streets are central to Perugia’s charm. What did you think of the city’s layout and architectural style?
- How might walking through a place like Perugia feel different than walking through a modern city? Would you find it peaceful, challenging, or both?
- Were there any specific buildings or public spaces that stood out to you? What do you imagine daily life is like for someone living there?

## Food and Flavor

- Did anything about Perugia’s food culture—especially its chocolate or truffle traditions—surprise or delight you?
- If you had the chance to try one local dish from Perugia today, what would it be—and why?
- Food often tells a story about a place. What did you learn about Perugia’s identity through its culinary highlights?

## Reflection and Connection

- What emotions or memories came up for you during the tour of Perugia? Did it remind you of a place from your own past?
- If you could spend a week in Perugia, what would you most want to explore—its history, its cuisine, its local community, or something else?



### Perugia – Myths & Facts

- **Myth:** All of Italy's great Renaissance art is in Florence or Rome.
  - **Fact:** Perugia was home to one of the most important Renaissance art schools, led by Pietro Perugino—Raphael's teacher—and houses masterpieces in places like the Collegio del Cambio and the Galleria Nazionale dell'Umbria.
- **Myth:** Perugia is just a student city with nothing happening outside the university.
  - **Fact:** While the University of Perugia brings many students, the city also thrives with artisan workshops, historic guilds, cultural festivals, and a vibrant local community.
- **Myth:** Perugia's cuisine is just like typical Tuscan or Roman food.
  - **Fact:** Umbrian cuisine, especially in Perugia, is deeply rustic and game-based—featuring ingredients like wild boar, lentils, and truffles, with minimal use of sauces or cheeses.
- **Myth:** The city's hilltop layout makes it inaccessible and hard to get around.
  - **Fact:** Perugia has one of Italy's most innovative transit systems—the Minimetro, a small elevated cable train designed to help locals and visitors easily navigate the steep hills.
- **Myth:** All Italian cities are covered with tourist shops and chains.
  - **Fact:** Perugia has maintained a strong artisan culture—many shops still handmake textiles, ceramics, and leather goods using centuries-old techniques.
- **Myth:** Perugia's festivals are mostly for tourists.
  - **Fact:** Events like Fiera dei Morti (Fair of the Dead) are centuries-old traditions rooted in local faith and folklore, still attended and celebrated by Perugians themselves.
- **Myth:** All medieval cities in Italy look and feel the same.
  - **Fact:** Perugia's layout is uniquely layered—with Etruscan, Roman, and medieval architecture built atop one another, giving it a vertical, maze-like feel rarely seen in other cities.
- **Myth:** Perugia is quiet and conservative in its modern-day culture.
  - **Fact:** The city has a dynamic arts scene with avant-garde galleries, experimental theater groups, and youth-driven music venues tucked into historic buildings.
- **Myth:** Perugia's churches are mostly famous for their size.
  - **Fact:** While not the largest, Perugia's San Pietro Abbey is known for its breathtaking wood-carved choir stalls and art collection that rivals small museums.
- **Myth:** All regions of Italy have lost their dialects.
  - **Fact:** Though standard Italian is widely spoken, many locals still speak Perugino, a dialect with distinct phrases and rhythms passed down through generations.



### Accessible Transportation

- **Public Transport Accessibility:**
  - **Accessible Buses:** Perugia's public bus system is equipped with low-floor buses that are wheelchair-friendly, making it easier for people with mobility challenges to travel around the city.
  - **Accessible Train Stations:** Perugia's train stations offer accessible platforms and facilities, ensuring smooth transitions for travelers with limited mobility.
- **Taxis for Disabled Passengers:** Accessible taxis are available in the city, providing transport for visitors with mobility impairments. They can be requested via local services or online.
- **Walking and Cycling Accessibility:**
  - **Smooth Pathways and Ramps:** In line with accessible city initiatives, many pedestrian streets are equipped with smooth pathways, ramps, and wide sidewalks that accommodate wheelchairs, walkers, and strollers.
  - **Bike Rental with Adaptations:** Adaptive bicycles, including handbikes and tandem bikes, are available for visitors with specific mobility needs.

### Wheelchair-Accessible Attractions

- **Historic Sites with Accessibility Improvements:**
  - **Perugia's Historic Center:** Efforts have been made to ensure key sites like Piazza IV Novembre and the Perugia Cathedral are wheelchair accessible. Some areas offer ramps or lifts for easier access to these beautiful, historic spots.
  - **Etruscan Arch and National Gallery of Umbria:** Major attractions like the Etruscan Arch and the National Gallery of Umbria have been adapted to ensure accessibility, with wide doors, ramps, and spaces for easy navigation for wheelchair users.
- **Museums and Cultural Venues:**
  - Many museums in Perugia, such as the Museo Archeologico Nazionale dell'Umbria, have improved accessibility with ramps, elevator access, and braille descriptions, allowing visitors with disabilities to enjoy the exhibits.
  - **Audio Guides:** For those with visual impairments, many museums provide audio guides, and some are equipped with tactile or braille information panels.

### Accessible Accommodation

- **Wheelchair-Friendly Hotels:** Several hotels in Perugia have made their rooms and facilities accessible, offering features such as:
  - Wide doorways, lower sinks, accessible showers, and grab bars.
  - Elevators and ramps for easy access to all floors.
  - **Accessible Guesthouses and Agritourism:** Perugia's agrotourism sector is becoming more inclusive, with rural accommodations offering accessible rooms and paths for wheelchairs, making it possible to enjoy the countryside and local agriculture.

### Inclusion and Support for Visitors with Hearing and Visual Impairments

- **Sign Language Services:** Many tourist venues, including museums and cultural centers, offer sign language interpretation upon request, making the city more inclusive for visitors with hearing impairments.
- **Visual Impairment Services:** For visitors with visual impairments, Perugia offers tactile maps, braille signage, and guided tours that use descriptive language to enhance the experience of those with limited sight.
- **Audio Tours:** Many tourist sites and museums provide audio tours designed specifically for people with visual impairments.



## Environmental Sustainability

- **Waste Reduction and Recycling Programs:** Perugia has implemented comprehensive waste management systems with an emphasis on recycling and composting.
- **Energy Efficiency Initiatives:** Many public buildings and accommodations in Perugia are utilizing energy-efficient systems such as LED lighting, solar panels, and sustainable heating methods.

## Sustainable Transport Options

- **Electric Buses:** The city has introduced electric buses to reduce emissions and make public transport more eco-friendly.
- **Cycling Infrastructure:** Perugia has enhanced its cycling infrastructure with dedicated bike lanes and bike-sharing programs.
- **Pedestrian-Friendly Streets:** Many areas of the city are designed to be car-free zones, making it easier to explore on foot.

## Cultural Preservation and Responsible Tourism

- **Heritage Sites Conservation:** Perugia prioritizes the preservation of its historical monuments, including the famous Perugia Cathedral, Etruscan walls, and medieval architecture, ensuring that tourism does not damage these invaluable assets.
- **Support for Local Artisans:** Visitors can explore the rich tradition of local craftsmanship, including ceramics, textiles, and jewelry, supporting small-scale artisans who use sustainable methods in their craft.
- **Cultural Events with Sustainability Focus:** Events like Umbria Jazz and Perugia's many festivals highlight local culture while promoting sustainable practices, such as eco-friendly materials and waste management at venues.

## Agriculture and Local Cuisine

- **Farm-to-Table Dining:** Perugia encourages sustainable food tourism, with restaurants offering farm-to-table experiences using locally sourced ingredients.
- **Sustainable Vineyards and Olive Groves:** The region's wine and olive oil industries are centered around organic farming practices, with vineyards and groves employing eco-friendly methods.
- **Promoting Slow Food Movement:** The Slow Food movement is thriving in Perugia, where local markets offer fresh, sustainable food options that are part of the region's culinary heritage.

## Eco-Friendly Accommodations

- **Sustainable Hotels and Guesthouses:** Many accommodations in Perugia follow green practices, such as using natural materials, reducing water and energy consumption, and providing guests with eco-friendly amenities.
- **Agrotourism:** Staying on an organic farm or vineyard allows visitors to experience Perugia's rural charm while contributing to the sustainability of the local agriculture.
- **Green Certifications:** Many hotels and businesses are adopting certifications like Green Key and Eco-Label, showing their commitment to environmental sustainability.





### 8:00 AM – Breakfast at a Caffè

- Start your day at a Caffè. Enjoy a cappuccino and a sfogliatella or cornetto while looking out onto Perugia's main street.

### 9:00 AM – Walking Tour Through Medieval Perugia

- Join a guided walking tour through the historic center. Highlights include:
  - Piazza IV Novembre with the Fontana Maggiore, a masterpiece of medieval sculpture
  - The Cathedral of San Lorenzo and its hidden chapels
  - Palazzo dei Priori, a stunning Gothic palace housing centuries of civic pride
  - Learn stories of Etruscans, papal power struggles, and rebellious citizens.

### 11:00 AM – Underground Perugia: Rocca Paolina

- Descend into the Rocca Paolina, a 16th-century fortress built atop medieval homes and streets. Explore vaulted stone corridors and learn how Pope Paul III reshaped the city to suppress its independence.

### 12:00 PM – Chocolate Tasting at the Perugina Store

- Perugia is the birthplace of Baci Perugina chocolates. Stop by the local Perugina boutique (or nearby artisan chocolate shops) for tastings and to learn about the city's sweet legacy.

### 1:00 PM – Lunch in town

- Try handmade strangozzi pasta with black truffle, wild boar ragù, or lentils. Pair your meal with a glass of Montefalco Sagrantino wine.

### 2:30 PM – Artisan Shops and Historic Corso Vannucci

- Stroll down Corso Vannucci, the city's elegant main thoroughfare. Visit local boutiques offering hand-embroidered linens, ceramics, and leather goods. Stop at the Galleria Nazionale dell'Umbria (optional) for a quick art fix featuring works by Perugino and Pinturicchio.

### 4:00 PM – Visit the Etruscan Well (Pozzo Etrusco)

- Explore one of Perugia's most fascinating archaeological sites—an Etruscan well dating back to the 3rd century BCE. Marvel at ancient engineering and the legends surrounding this sacred site.

### 5:00 PM – Wine and View at Sciri Tower Terrace

- Climb the medieval Sciri Tower for panoramic views over the rooftops and Umbrian hills. Reward yourself with a glass of local wine at a nearby enoteca just steps from the tower.

### 6:00 PM – Aperitivo in Piazza Matteotti

- Enjoy aperitivo (pre-dinner drinks and snacks) at a relaxed café. Sip an Aperol Spritz or a local Grechetto white wine with olives, cheese, and Umbrian cured meats.

### 7:00 PM – Optional Dinner or Sunset Walk

- For those with extra energy, take an early dinner at Civico 25, known for creative Umbrian cuisine. Or opt for a golden-hour stroll along Via della Cupa, with views overlooking the surrounding valleys as the city lights begin to glow.



## Perugina: The Heart of Chocolate in Perugia

Perugina is more than just a chocolate brand, it's a symbol of Perugia's sweet legacy. Founded in 1907 and made famous by its iconic Baci chocolates, Perugina blends tradition, artistry, and love into every bite. With recipes rooted in Italian craftsmanship and flavors that tell a story, Perugina has been delighting chocolate lovers in Italy and around the world for over a century. Today, tasting Perugina means tasting a piece of Perugia itself.

### Perugina Varieties

#### Baci Perugina

- Most famous product, created in 1922.
- Filled with creamy hazelnut gianduja and a whole hazelnut, covered in dark chocolate.
- Wrapped in silver and blue foil with a romantic love note inside.
- Available in several varieties:
  - Original Dark
  - Milk Chocolate
  - Extra Dark 70% and 85%
  - White Chocolate (Baci Bianco)

#### Perugina Nero (Dark Chocolate Bars)

- High-quality dark chocolate bars, available in 51%, 70%, and 85% cocoa.
- Known for their smooth texture and bold cocoa flavor.
- Often used in baking or paired with wine or espresso.

#### Perugina Assorted Chocolates & Gift Boxes

- Mixed boxes of pralines, truffles, and filled chocolates.
- Popular around holidays (especially Christmas and Valentine's Day) for gifting.
- Often include seasonal or limited-edition flavors.

### Perugina Chocolate Tasting Experience

Take a moment to slow down and savor the sweet spirit of Perugia.

#### Tasting Instructions

Choose a piece of Perugina chocolate, such as Baci, a dark chocolate bar, or whatever is available to you (Perugina Chocolate can be found on Amazon or other major online retailers). Before you taste it, take time to look at it, smell it, and feel its texture. Then, take a small bite and let it melt slowly. Use the prompts below to guide your tasting and reflections.

#### Tasting Reflection

- What does the chocolate taste like to you?
- How would you describe its texture and richness?
- Did the flavor change as you continued tasting it?

#### Perugina vs. American Chocolate

- Have you had chocolates like Hershey's, Dove, or Ghirardelli? If so, how does this compare?
- Is the sweetness, texture, or flavor different in any way?
- Which one do you prefer, and why?

#### Personal Connection

- Did this chocolate bring back any memories, stories, or feelings?
- If this chocolate were a place, person, or time in your life, what would it be?

#### Final Thoughts

- Would you want to try other flavors from Perugina?
- If you could enjoy this chocolate in Perugia itself, what would your perfect moment look like?