

INDULGE YOUR SENSES ON A HADASSAH MISSION: EXPERIENCE ISRAELI FASHION, FOOD, WINE & DESIGN IN ISRAEL

August 30 - September 11, 2016

Led by Liz Alpert & Anastasia Torres-Gil

Love a good fine wine, and a meal to remember? This is the tour for you! See how Israel stacks up with the best of the cosmopolitan centers, all while maintaining its link to history, and its eye on cutting edge design and innovation. Get an intimate look into Israel's vibrant fashion scene. Experience cuisine featured in the upcoming PBS documentary *The Search for Israeli Cuisine*, a film by Roger Sherman and Florentine Films. Enjoy wine tasting at beautiful wineries featured at www.StyleMitzvah.com.

This unique and personal tour includes...

- ▶ Private showings at Maya Negri, Mika Barr and Gideon Oberson showrooms
- ▶ Sample Israeli food from the Machane Yehuda & Levinsky markets to Celebrity Chef Meir Adoni's Blue Sky Restaurant
- ▶ An insider's look at emerging fashion designers with TLVstyle
- ▶ Visiting the Bahai Gardens, a UNESCO World Heritage site
- ▶ Wine tasting throughout the region and at Hadassah's Meir Shfeyah
- ▶ Guided tour and sampling of dynamic Israeli Cuisine from the markets to Celebrity Chefs
- ▶ Behind the scenes tour of the Israel Opera House and Israel Museum
- ▶ An art and design tour of the mystical city of Safed
- ▶ A briefing with Hadassah Mt. Scopus Director, Osnat Levzion-Korach
- ▶ A tour of the Sarah Wetsman Davidson Tower & Chagall windows
- ▶ Wine tasting at Hadassah's Meir Shfeya Youth Aliyah Village
- ▶ 4 nights at Mt. Zion, Jerusalem
- ▶ 2 nights at Ruth Rimonim, Safed
- ▶ 4 nights plus late check-out at the Market House, Tel Aviv
- ▶ Meals per itinerary & arrival/departure transfers with main group
- ▶ Entrance fees, tips & portorage per itinerary



Ayelet Tours, Ltd.

www.ayelet.com

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19 Aviation Rd., Albany, NY 12205

HADASSAH



PRICING CHART

COST

(Credit Card/Check)

LAND TOUR

Price per person

\$3,495

Additional Cost for
Single Occupancy

\$1,115

AIRFARE *

\$1,226

Rates based on a minimum of 20 paying participants. Below 20, a small group supplement may apply.

GROUP FLIGHTS

LY28 30AUG EWR 1:30P TLV 7:00A

LY27 11SEP TLV 12:30A EWR 5:40A

Please contact Ayelet Tours for flight assistance from any city at 800.237.1517. *Rates above include tax & fuel. Minimum of 10 participants required on group air to keep rate.



Day 1, Tuesday, August 30, 2016: DEPARTURE

We depart in the early afternoon on our overnight flight to Israel.

Day 2, Wednesday, August 31, 2016: WELCOME TO ISRAEL!

Early arrival at Ben Gurion Airport, with assistance by an Ayelet representative.

We start our mission with a stop at **Neot Kedumim**, the Biblical botanical garden, to learn about food from biblical times.

We visit the herb gardens & the ancient olive press winery, and sample delicious goat cheeses.

Upon arrival in **Jerusalem**, we stop atop **Mt. Scopus** to recite a special "Sh'heheyanu!" blessing overlooking the **City of Gold**.

Check into our hotel with time to relax and adjust to the time change.

We will enjoy a special **welcome orientation** and meet our Israeli friends.

This afternoon, we walk along **Ben Yehuda** and **Mamilla Streets** with our tour leaders for a discussion about the Israeli food revolution and street food, as featured in the upcoming PBS documentary, "*The Search for Israeli Cuisine*".

Dinner on own.

Overnight Mt. Zion Hotel, Jerusalem



Hadassah Hospital

Day 3, Thursday, September 1, 2016: HADASSAH IN DEPTH

Breakfast at our hotel.

Visit **HMO Hadassah Hospital** in Ein Kerem including: the new Sarah Wetsman Tower and a meeting with the Tower's design team, the **Chagall Windows Synagogue**, and a briefing with the **First Care trauma staff**.

Walk through the picturesque village of **Ein Kerem**. See the many historical and religious sites, including Mary's spring and the Church of the Visitation.

Lunch on own, where we have an opportunity to taste some of the Israeli street food such as Falafel, Shawarma Schnitzel, and more.

Tour the historic **Betzalel School of Art and Design** where we'll meet teachers & students to discuss innovative new techniques and trends in jewelry design.

Dinner tonight at the **Flam Winery** in the Judean Hills, as featured on www.StyleMitzvah.com. We will dine at the winery, which is also the home of the Flam family. Then meet with Gefen Flam, who is the brand manager, to talk about wine and the wine business in Israel.

Enjoy a night **Challah bakery tour** in the Orthodox neighborhoods of Jerusalem, where the bakeries are running at full speed to prepare for Shabbat.

Overnight Mt. Zion Hotel, Jerusalem

Day 4, Friday, September 2, 2016: TASTE OF JERUSALEM

Breakfast at our hotel.

Visit the amazing newly uncovered underground areas of the **Western Wall Tunnels**.

Walking tour of the **Jewish Quarter** and the **Cardo**.

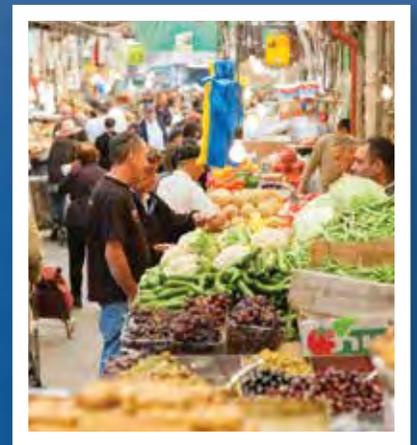
Visit the **Israel Museum** and view the recent exhibition on costume designs.

Continue to the **Machane Yehuda Market** where we tour the market with a Chef and prepare our own fresh food with him before having "**lunch with the Chef**."

Welcome Shabbat on the rooftop of the hotel overlooking Mt Zion.

Shabbat dinner hosted at the home of Barbara Sofer (or at the hotel with guests – based on group size).

Overnight Mt. Zion Hotel, Jerusalem



Machane Yehuda Market

Day 5, Saturday, September 3, 2016: SHABBAT SHALOM!

Breakfast at our hotel.

Free morning for Shabbat services or just to relax.

Walking Tour: Enter the **Old City** for a guided visit through the **Christian Quarter**, including part of the **Via Dolorosa** and the **Church of the Holy Sepulchre**.

Lunch on our own.

Continue to **Yemin Moshe**, one of the first neighborhoods outside the Old City walls, and an artist colony today.

Meet one of the artists working in the area.

We meet with a **Young Judea** alum, who will speak about YJ entrepreneurs and their experience in Israel.

Havdalah with Barbara Goldstein on the rooftop of our hotel overlooking the **Old City**.

Free evening in Jerusalem.

We gather for an informal walking tour led by Mission leaders with a list of featured optional dining options along **Emek Refaim**.

Overnight Mt. Zion Hotel, Jerusalem



Safed

Day 6, Sunday, September 4, 2016: EXPLORING THE JORDAN VALLEY RIFT

Breakfast at our hotel.

We start our day with a design tour of the **Supreme Court**, known as one of the most beautiful and innovative buildings in Israel. We see and learn about the building's connection to our legal tradition, country and city.

Visit **Mt. Scopus Hadassah Hospital** where we will meet the director and enjoy a tour of the campus and the **Healing Garden**.

We depart to the **Dead Sea** and enjoy lunch on our own in the area.

We meet at **Kibbutz Almog** to learn about the regional agriculture and plant life.

Continue north along the Jordan Valley.

Visit the **Kinneret Cemetery** - hear the stories and sing the songs of Rachel the Poet and Naomi Shemer.

Visit the spice factory at **Kfar Tavor**, where more than 300 spices are made from Check into our hotel in **Safed**.

Tonight we enjoy dinner at our hotel.

Optional **Kabbalah workshop** and a night walking tour in the old city of Safed.

Overnight Ruth Rimomim Hotel, Safed

Day 7, Monday, September 4, 2016: FLAVORS OF THE NORTH

Breakfast at our hotel.

Explore the mystical city of **Safed**, center of Kabbalah study and practice. Here we visit the **Ha'ari** and **Caro Synagogues**. We also visit an art gallery and meet with the artists.

Ascend the **Golan Heights**.

Visit to the Druze village of **Bukhata**. Enjoy/Experience a dialogue with communal leaders on their complex relationship to Israel in the wake of the Syrian Civil War.

Enjoy a traditional **Druze lunch & hospitality** and meet with the woman behind this restaurant, who turned her love of Druze cooking into a blossoming business.

We take in the panoramic views from **Mt. Bental** (overlooking the abandoned Syrian town of Kuneitra). Our view helps give up clear insights into Israel's security situation in the Golan Heights, and the enormous challenges it faced in the 1973 Yom Kippur War.

We enjoy a **chocolate workshop** with one of Israel's top chocolatiers at Ein Zivan.

Visit the **Yarden** winery, opened by a former Young Judean'.

Enjoy a **sunset cruise** on **Lake Kinneret**.

This evening, we enjoy a special **dinner at Decks Restaurant** on the Sea of Galilee.

Overnight Ruth Rimomim Hotel, Safed



Working with Chocolate

Day 8, Tuesday, September 6, 2016: SAMPLING THE COAST

Breakfast at hotel.

Hike atop **Mt. Arbel** overlooking the Kinneret.

Drive to Haifa, where after enjoying a panoramic view of the bay, we visit the **Bahai Gardens**, a UNESCO World Heritage Site and learn about its special design.

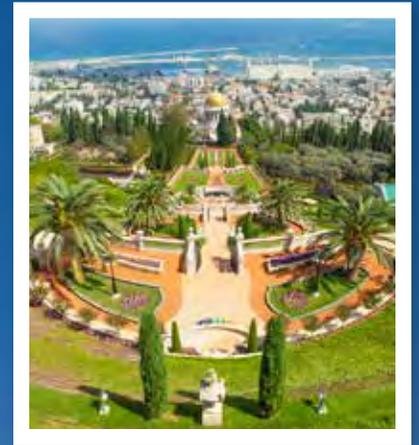
Visit **Hadassah's Meir Shfeya** youth village, where we will have a tour of their award-winning dairy and enjoy sampling their highly acclaimed wine made by their students.

Visit to the **Tishbi Winery**, including lunch.

Visit **Zichron Yaakov**, stroll the streets and browse through the charming shops & cafes amid this European style village.

Dinner at **Celebrity Chef Meir Adoni's Blue Sky Restaurant**.

Overnight Market House, Tel Aviv



Bahai Gardens

Day 9, Wednesday, September 7, 2016: DIGGING INTO TEL AVIV

Breakfast at our hotel.

The Story of Tel Aviv, guided walk through Neve Zedek and what was Ahuzat Bayit, exploring the origins of the city of Tel Aviv, its people and places. We continue through Tel Aviv's White City, one of the world's largest concentrations of Bauhaus.

Visit **Independence Hall**, site of the signing of Israel's Declaration of Independence.

Continue to the library in the city center - **Space for Entrepreneurship and Innovation**. We will tour the sight and meet with some of the entrepreneurs dedicated to developing internet start-ups.

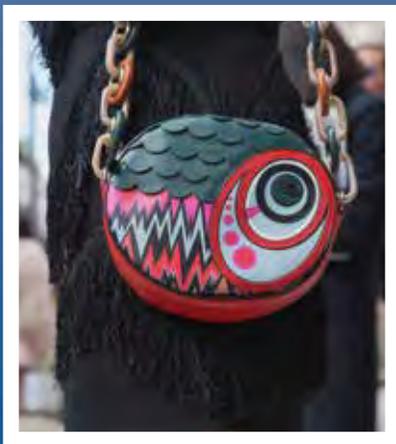
Visit the **Lewinsky Market**. Together we'll take part in the "shuk bites" program, allowing us to enjoy a varied taste of the marketplace in a fun and new way.

Afternoon visit to the fashion designer studios of **Mika Barr & Maya Negri**. We will meet the designers and see their products.

Late afternoon tour of **Southern Tel Aviv** following the graffiti and the way different aspects of life in Tel Aviv are shown on the walls.

Dinner tonight will be a Vegan experience at the **Zakaim Restaurant**.

Overnight Market House, Tel Aviv



Tel Aviv Fashion Design

Day 10, Thursday, September 8, 2016: HIGH FASHION FRONTIERS

Breakfast at our hotel.

Visit the **Shenkar Design School** and meet with the teachers, designers and the students.

Continue to the **'Turning the Tables' Design Studio**. Meet the director and learn about this Hadassah Foundation-funded nonprofit's important work to help victims of sexual trafficking.

At the **Sarona Complex**, we visit the museum and have some free time for lunch. We have time to browse in the boutiques.

We visit the charming studio of **Galit Reisman** and some of her in-house designers and learn about the massive growth and challenges of the Israeli fashion design industry. We are then welcomed in the **Gidon Oberson** studio, where we learn firsthand about the history of the family and the worldwide business today.

Explore **Gan Hahashmal** in Tel Aviv. It has been transformed from the once declining neighborhood that it was into what is now one of Israel's hippest alternative locales for young fashion and jewelry designers.

Dinner tonight is on our own in the recently renovated port of Tel Aviv.

Overnight Market House, Tel Aviv

Day 11, Friday, September 9, 2016: FROM ANCIENT JAFFA TO CUTTING EDGE DESIGN

Breakfast at our hotel.

Start our day with a walking tour through the amazing flea market in **Old Jaffa**.

Stop at the famous **Abulafia bakery** for a delicious snack.

Continue with a visit to the **Design Museum Holon**, which opened in March 2010 and has quickly established itself as one of the world's leading museums of design. We will visit the main exhibits and learn from one of the directors of the museum about the new design innovations coming out of Israel today.

Spend time strolling among the artists and entertainers filling the streets at **Nachalat Binyamin's** open air art market.

Visit **Nachalat Binyamin**, the first and largest open-air craft market in Israel; also one of the most spectacular.

Shabbat dinner with Hadassah friends in a private room.

Overnight Market House, Tel Aviv

Day 12, Saturday, September 10, 2016: SHABBAT IN TEL AVIV

Breakfast at our hotel.

Free day for Shabbat services or just to relax and enjoy the beach.

This evening, we join together for a closing **Havdalah service on the beach**.

Depart for the airport for our flight back to the United States.

Day 13, Sunday, September 11, 2016: WELCOME HOME

We land back home in the U.S.

THE MEMORIES LAST FOREVER!

Full itinerary & online registration:

www.ayelet.com/HDFashionFood2016.aspx

** Itinerary subject to change.* Tour does not include: Airfare (listed separately), tips to guides, driver and waiters (\$15.00 per person/day; pre-collected), travel insurance (highly recommended), or items of a personal nature. Note airfare departure taxes and fuel surcharges are subject to change until ticketed. Full payment is due 61 days prior to departure. CANCELLATION POLICY: \$100 per person charged if cancelled once booked, plus any applicable airline penalties. \$250 per person charged if cancelled 60-31 days before departure, plus any applicable airline penalties. 100% penalties apply if cancelled 30 days or less before departure. All prices in USD.

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