

Jewish National Fund CULINARY, WINE & ARTS

June 27 – July 5,
2014

Leadership

Charlie Fleischer, *Mission Chair*

Myra Fleischer, *Mission Chair*

Gail Kushner, *Mission Chair*

Gary Kushner, *Mission Chair*

Joe Marzouk, *Mission Chair*

Nancy Seff, *Mission Chair*

Professional Staff

Diane Scar, *National Campaign Director*

Itinerary is Subject to Change.



Pool at the Carmel Forest Spa

FRIDAY JUNE 27 • ARRIVAL / HAIFA

Welcome to Israel! This afternoon, meet the group in the lobby of the Carlton Hotel in Tel Aviv (*exact time TBA*) before transferring north to the luxurious **Carmel Forest Spa** in **Haifa**. This evening, recite Shabbat blessings and participate in the candle lighting before enjoying a **Shabbat dinner** at the hotel. During dessert, a special **guest speaker** will lead an in-depth discussion on “How Israel’s changing demographics enriches her cultural soul.”



Spa at Carmel Forest

Overnight, Carmel Forest Spa, Haifa

SATURDAY JUNE 28 • HAIFA

Today will be at leisure in honor of Shabbat. Consider attending optional Shabbat services, relaxing in the hotel’s tranquil atmosphere, taking a dip in the pool or indulging in an **optional spa treatment*** (**additional cost - not included in mission price*).



Fresh, local dishes

Alternatively, consider joining a guided **nature walk** through the lush forests surrounding the property.

As the sun sets, mark the end of Shabbat by participating in the ritual of **Havdalah**, a service infused with music, symbols and meaning. Recite the blessings, sing the prayers and learn more about the role of spices in the service.



Learning about wine pairings

This evening, enjoy **dinner** at Carmel Forest’s restaurant, consisting of seasonal dishes with locally sourced ingredients prepared by Chef Amir Chalfon. To enhance the meal, an expert **sommelier** will pair the dishes with local wines from the region. Join the sommelier in a hands-on workshop and learn more about the art of **pairing food and wine**.

Overnight, Carmel Forest Spa, Haifa



Flowers in the Carmel Forest

SUNDAY JUNE 29 • COASTAL REGION

Following a delicious Israeli breakfast, spend the morning surrounded by the lush greenery, wild flowers and beautiful scenery of the Carmel Forest and take a **painting class** with a professional artist. Learn new techniques for painting in nature and create your own masterpiece.



Ice-cream workshop

Afterward, meet **Olim** who recently made Aliyah to Israel. As they share their personal stories and experiences, gain a better understanding of how Olim are impacting the evolving cultural fabric and demographics of Israel. Join them for a special **tree planting activity** and plant new life in the Carmel Forest, as they symbolically plant new roots in their homeland as well.

Proceed to **Aluma Restaurant**, located within the Arab village of Tarshiha. Founded as a partnership between an Arab Muslim and a Jewish kibbutznik couple, the restaurant attracts a diverse clientele of Muslims, Christians and Jews from Israel and abroad. During a conversation with the restaurant's owners, understand how Aluma embodies peaceful coexistence and reflects the diverse and complex nature of Israeli society. Afterward, meet Aluma's chef for an interactive **cooking class** featuring traditional Arab and Jewish dishes.



Beer from Malka Brewery

Following lunch, satisfy your sweet tooth with a visit to the nearby **Bouza Ice Cream Parlor** for a special afternoon **ice-cream making workshop**.

Late this afternoon, head to the **Malka Brewery**, one of the first microbreweries in Israel. Join owner and founder, Assaf Lavi, for a hands-on demonstration of the beer making process. Take advantage of the opportunity to get involved and put your new skills to the test. Afterward, sample several of the beers produced at the brewery.



Cooking workshop

This evening, visit the home of renowned Chef, **Erez Komorovsky**. Participate in a **cooking workshop** featuring several authentic Israeli dishes. Afterward, enjoy the food with **dinner** outside on his terrace (*pending confirmation*)

Overnight, Carmel Forest Spa, Haifa

MONDAY JUNE 30 • NORTH / JERUSALEM



Safed

After hotel check-out, depart for the mystical city of **Safed**. Take a stroll through the alleys of this ancient city, see the breathtaking views and enjoy clean mountain air. Discover the artistic side of Safed with a visit to the famed artist colony in the heart of the Old City. Participate in a unique **art workshop** with a prominent local artist.



Kayaking

Enjoy **lunch** at one of Safed's picturesque boutique hotels that offer stunning views and beautiful mountain scenery. Relax and dine on local cuisine, including fresh vegetables, homemade bread, and local cheeses and taste some of the spectacular wines from nearby vineyards.

This afternoon, join members of the elite youth leadership program, **Green Horizons** for a leisurely **kayak ride** down the Jordan River.



Cramim Hotel

Afterward, begin the drive toward **Jerusalem**. Upon arrival, proceed to the luxurious **Cramim Hotel and Spa**, Israel's newest five-star hotel and spa, situated in the heart of the Judean wine region. Have the remainder of the afternoon to relax, enjoy the hotel's facilities or indulge in an optional treatment at the spa.

This evening, join **Chef Hila Solomon** for a special **culinary experience** at her restaurant, **Spoons**, located in a historic residence in the picturesque neighborhood of Yemin Moshe. During dinner, hear from a **top culinary expert** about one of the top international food trends for 2014: "New Israeli" cross-cultural cuisine. Families fleeing turmoil in Tunisia, Egypt, Iran and Iraq are bringing their food to Israel. As a result, Israeli chefs and foodies are absorbing ideas and techniques from all over the Middle East to create a new twist on traditional dishes. During a special hands-on activity, consider the ways that food can minimize conflict by bringing diverse cultures together and what that might mean for the future.



Enjoying dinner together

Overnight, Cramim Hotel, Jerusalem



Cheese from Shai Seltzer's Goat Farm

TUESDAY JULY 1 • JERUSALEM AREA

Following breakfast, meet internationally acclaimed cheese expert, **Shai Seltzer** at his **goat farm** in the Judean Hills. Learn about the cheese-making process and then get hands-on with the cheese-making process during an interactive **cheese workshop** with Shai. Afterward, try some of the farm's artisanal cheeses, which are left to ripen in natural lime stone caves to produce a unique flavor profile.



Winery

Continue to a nearby **winery** for a special hands-on wine making class followed by **lunch and wine tasting**.

This afternoon, proceed to **Arcadia restaurant** in Jerusalem. Regarded as the finest restaurant in Israel, Arcadia consistently receives praise by top critics, experts and foodies worldwide. Gain unparalleled access to the restaurant and join master chef, **Ezra Kedem** in the restaurant's famous kitchen. During an in-depth **cooking workshop**, spend the day learning new skills and cooking techniques from one of Israel's top chefs. After learning to prepare several of his signature dishes, get to know Chef Kedem during a **private dinner** in the restaurant (*pending confirmation*).

Overnight, Cramim Hotel, Jerusalem



Cooking class

WEDNESDAY JULY 2 • TEL AVIV



Tel Aviv

Following breakfast, proceed to JNF's office to hear from special guest speaker **Mark Regev**, official Spokesperson for the Prime Minister. He will provide an update on the social and political climate throughout the Middle East and its impact on Israel (*pending confirmation*).

Afterward, head to Tel Aviv, Israel's most cosmopolitan city situated along the waters of the Mediterranean Sea. Take a late morning **Israeli folk dancing class** with a professional instructor before a special **lunch activity** in Tel Aviv.



Folk Dancing class

Next, meet a **juicing expert** and learn more about the popular trend taking the culinary world by storm. Take over one of Tel Aviv's many juice stations and create your own liquid blend of fresh fruit and vegetables. Afterward, proceed to a local **falafel station** for a crash course on the art of falafel making before enjoying some falafel and fresh juice for lunch.



Baking Workshop

This afternoon, join a professional pastry chef for an interactive **pastry and chocolate workshop**. Learn how to bake several authentic Israeli desserts, pastries and chocolate.

This evening, join a renowned **wine connoisseur** for wine tasting and a discussion on current trends and best wines in Israel. Small plates and tapas will be served as well.

Overnight, Carlton Hotel, Tel Aviv



Wine tasting

THURSDAY JULY 3 • NEGEV

Following breakfast, depart the hotel and head south toward the **Negev**. Begin at **Aleh Negev**, a state-of-the-art residential facility that provides people with severe cognitive and developmental disabilities with high level medical and rehabilitative care. A revolutionary facility that has changed the face of rehabilitative care in Israel, Aleh Negev is home to over 500 residential adults with disabilities and serves more than 12,000 children and young adults with disabilities each year on an outpatient basis.



Aleh Negev Rehabilitative Village

Meet **General Doron Almog**, Chairman of Aleh Negev and former Commander of the IDF Southern Command, who will share memories of his late son Eran, who inspired him to become the Chairman of Aleh Negev. Pending confirmation, continue to one of the facility's therapy workshop rooms for a special interactive art workshop.



Be'er Sheva River Park

Proceed to **Be'er Sheva**, the capital of the Negev. Visit the **Be'er Sheva River Park**, the centerpiece of JNF's efforts to provide a renaissance for the city. Attend a special dedication ceremony honoring recent gifts to JNF. Continue on to see a few of the park's main attractions, such as the new 12,000 seat **amphitheater**, which is Israel's largest outdoor performance venue. Pending confirmation, hear a special **musical performance** during a concert in the amphitheater.



Amphitheater

Following lunch, continue to the new community of **Merhav Am**. Attend a special dedication ceremony in honor of the new community center and synagogue, which help to improve the lives of community residents and allow them make this new community a true home. During a special activity with community residents, gain a deeper understanding of daily in the Negev and what life is like as a true modern day pioneer in the desert.

Itinerary is Subject to Change.



IDF Base and Soldiers

Later this afternoon, visit a nearby **IDF Army Base**. Spend time getting to know some of the lone soldiers who have left their family and friends in the United States to serve the State of Israel.

Afterward, return to Tel Aviv for a few free hours to enjoy the city at your own pace. Following dinner on your own, join a professional scotch sommelier for a special night of **scotch**. Enjoy the aromas and unique flavors of several scotch samplings, accompanied by gourmet food pairings.

Overnight, **Carlton Hotel, Tel Aviv**



Yoga on the Beach

FRIDAY JULY 4 • TEL AVIV

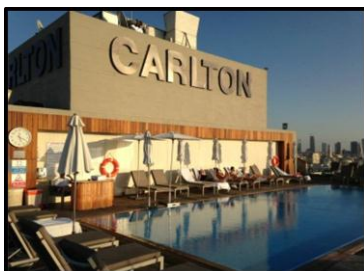
Early this morning, everyone is invited to join an **optional yoga class** on the beach. Following breakfast, meet one of Israel’s leading culinary journalists, food critics and television personalities, **Gil Hovav** (*pending confirmation*). Known for his impact on Israel’s food culture, he played a major role in transforming Israel into a “gourmet nation.” He will lead a tour through a local food market and help create a menu for this afternoon’s barbeque on the beach. During the excursion, purchase all of the necessary ingredients to prepare each dish.



Tel Aviv Beach

Later this morning, meet several recent Olim who are spending their first Fourth of July holiday away from their homes in the United States. They will share their experiences starting new lives in Israel. Together, with the newest members of our “Israeli family,” attend a special performance by the **Israel Philharmonic Orchestra** featuring several classical pieces from the best of IPO’s repertoire.

Afterward, join the Olim for a festive **barbeque lunch on the beach** to celebrate the July 4th holiday. Enjoy the party atmosphere, music, fun and classic American barbeque food with the Olim and help them create new memories and friends in their new homes.

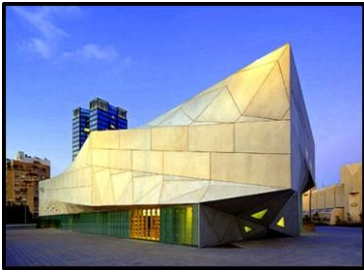


Carlton Hotel

Later this afternoon, return to the hotel to prepare for Shabbat. This evening, enjoy **Shabbat dinner** at a local venue overlooking the Mediterranean Sea.

Overnight, **Carlton Hotel, Tel Aviv**

SATURDAY JULY 5 • TEL AVIV



Tel Aviv Museum of Art

Today will be at leisure in honor of Shabbat. Attend optional Shabbat services, relax at the hotel, take a dip in the pool or spend the day at the beach.

This afternoon, consider a visit to the **Tel Aviv Museum of Art**, Israel's leading museum of modern & contemporary art and home to one of the world's largest Israeli art collections.

Alternatively, consider a visit to the **Ayalon Institute**, a secret bullet factory established by the Haganah in 1945. As the largest bullet factory during that time, it produced 2.25 million bullets from 1946 - 1948, completely in secret.



Ayalon Institute

After Shabbat ends, enjoy a special **farewell dinner** before transferring to the airport for return flights to the USA.

Overnight, En Route