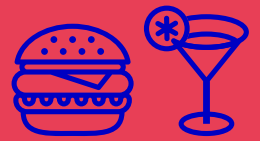


# UNFORGETTABLE ISRAEL

# 2022

## Masters activities table





## 'ISRAEL IN IT'S BEST': MACHANE YEHUDA MARKET FOOD TOUR

Discover a culinary cultural experience in one of the most central markets in Israel. Join a tour led by a certified tour guide, specializing in the local culinary scene.

Israel is all about food, flavors, colors and smells. The best place to find it is at the bubbling and exciting Machne Yehuda food market.

At the market you'll explore the food through all of your senses, while enjoying a miraculous fusion of cuisines, from traditional Moroccan cigars and stuffed vine leaves, through Georgian cheesy pastries to freshly squeezed juice with the best produce Israel has to offer!

## 'GREEK TEL-AVIV': LEVINSKY MARKET FOOD TOUR

Embark on a culinary cultural experience through the new and popular Levinsky market. Enjoy a fabulous tour led by a certified tour guide specializing in local cuisines.

Each country should be experienced through its food, flavors, colors and smells. The best place to explore Israel it is at the vibrant and exciting Levinsky food market.

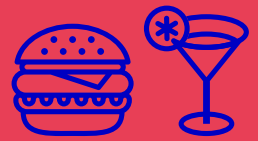
In Levinsky market you'll see, feel, smell and taste local and imported cheeses, Israeli pastry bourekas, freshly squeezed juice with the best produce Israel has to offer!

## 'PLEASE COME HUNGRY': THE CARMEL MARKET FOOD TOUR

Join us at the Carmel Market - the biggest market in Israel, always booming with new food vendors. Our tour is led by a certified guide who specializes in local cuisines.

Israel is known for its exotic and authentic flavors, smells and colors! Discover everything it has to offer in this classic gorgeous food market. Looking for an infusion of cuisines? At the Carmel Market you will see, feel, smell and taste delicious food, from the Georgian cheesy pastries to the Yemenite flat bread and finish off with mouthwatering malabi drizzled in rose water.





## 'JAW-DROPPING JAFFA': TEL-AVIV'S FLEA MARKET FOOD TOUR

Explore Israel's cuisines, through a marvelous culinary experience at the magical Flea Market in Jaffa. Prepare for an eye-opening tour led by a certified tour guide.

The food in Israel is known all around the world for its flavors and variety. The Flea Market is one of the best places to look for it and enjoy the vibrant colors and tastes!. In the Flea market you will see, feel, smell and taste Middle Eastern cuisine at its best; handmade Hummus, burekas, grilled meaty pita bread and then, mouth-watering malabi drizzled in rose water.

## 'ALCOHOLIC JERUSALEM': MACHNE YEHUDA MARKET NIGHTLIFE TOUR

As night falls on the market, alcohol begins to flow. The music will play, the arak and beer will flow, hookah smoke, backgammon games and of course live performances, musical jams, social gatherings and cultural activities.

Get to know the most special Mahane Yehuda market, wearing colors and a different atmosphere.

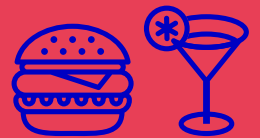
As part of the tour we will be pampered for fun tastings and quality alcohol. We will taste Jerusalem beer, a cocktail of the market, fine coffee and Jerusalem knafa, we will drink with

Jimmy from the market's parliament, and we will eat Georgian pastries in a selection of flavors.

## 'ALCOHOLIC TEL-AVIV': FLEA MARKET NIGHTLIFE TOUR

When the moon comes up, so does the market night life.

Towards evening the small shops close and among the old stone houses of Jaffa, fashionable pubs pop up offering beer from the keg, local alcohol, live performances and unique culinary experiences that can not be found anywhere. Come and see how the gorgeous market transforms into one of the hottest scenes in Jaffa. Taste artisanal beer, shots, and cocktails, along with delicious and unique snacks.



## 'RAISE A GLASS': A FOOD & WINE EXPERIENCE IN HEFER VALLEY

**FULL DAY TOUR**

A tour suitable for the afternoon and evening.

In recent years, Israel has made a meteoric leap in everything related to the quality of the wine it produces. Alexander Winery is one of the wineries that demonstrates this perfectly and in an experiential way. The tour starts at the point of receiving the grapes and goes through the container farm and the barrel cellar. The tour tells the process of making wine from the grape to the bottle, alongside the fascinating story of the winery owners' family. During the tour we will get to taste 4 different types of wines that the winery produces, and with the unreasonable assumption that someone else will remain thirsty after this, a visit to a nearby brewery is also planned for us, which includes learning about the quality of raw materials and the unique production process of the brewery. Here, too, guided tastings of about six different types of beer (at least half a liter per person) await us, which will sum up our tour perfectly and ... joyfully!

## ACRE PAST AND PRESENT

**FULL DAY TOUR**

The city of Acre is one of the oldest and most unique cities in Israel, precisely because it combines past and present in a perfect and complementary way. The trip consists of a trip to Acre, a full tour of its walls and exploring their many stories, a stroll through the alleys of the beautiful market that also includes tastings of a variety of local delicacies and finally - a tour of the wonderful knights' halls that will have us leaving the place in an unforgettable way...



## IS IT A TOUR? A DANCE? A SHOW? IT'S ALL IN ONE!

Welcome to Yalla Disco, the most exciting, fun, engaging and unusual experience you have ever had. It's a non-stop activity that brings together the thrilling flash mob experience, rhythm, disco and tons of fun into a well-crafted urban experience. Once you put on the Yalla Disco headset, you'll start grooving, singing and dancing – it's a dazzling sensation!

The Yalla Disco activity takes place in Tel-Aviv and Jerusalem, day, and night, and is a great fit for all group sizes and ages.

## 'A TRUE INSPIRATION': JERUSALEM'S OLD CITY CRAFTSMENS

Discover the allure of the Old City in a fascinating journey to the world of craftsmen, artists, and merchants whose occupations disappeared from the local view.

Join us for an inspiring encounter with talented and hardworking people, whose craft and art, as well as their loyalty to tradition, was passed down from one generation to the next. We'll explore the colorful streets of the market, visit small shops, humble nooks and hear those craftsmen's stories, taking us down the alleys of time to forgotten worlds and the Jerusalem of the past.

## THE MYSTERIOUS ART OF GRAFFITI IN TEL-AVIV

Take a tour at the heart of Tel Aviv's underground street art scene, in Florentine. The streets of Florentine have become a colorful and vibrant art gallery, just waiting to be discovered.

Among the woodshops, workshops and the neighborhood's streets, we will come across masterpieces by prominent artists, who rose in the end of the 90's and were preserved until this very day. We'll review new works by new artists who have recently made their way to the neighborhood, and exceptional works by international artists who found our streets especially magical.



## 'BEHIND THE SCENES': THE ULTRA-ORTHODOX COMMUNITY IN BNEI BRAK

Once a week, there's a special moment, when everyone takes a moment, shifts gears, and you can almost feel it in the air - Shabbat is almost there. This is a fascinating tour about the ultra-Orthodox world, its different lifestyle, dress code, language, and customs. Visiting there is like traveling through time to a Jewish town of the olden days.

We'll learn about Shidduch (matchmaking), Sabbath and holiday customs, peek into the everyday life, the sounds of prayer and Shofar and the dazzling smells of fresh Challahs and traditional foods from the eateries and local restaurants.

## 'BEHIND THE SCENES': THE ULTRA-ORTHODOX COMMUNITY IN JERUSALEM

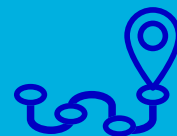
There's a special feeling in the air when Shabbat is near - you can almost taste it at the tip of your tongue. This is a mesmerizing tour of the ultra-Orthodox community in the close-knit secluded neighborhood of Mea Shearim in Jerusalem.

The Jewish saying "wherever there are two Jews you will find three synagogues" was never truer than at this ultra-Orthodox community, where there are endless religious groups that might be distinct from one another just by the color of their socks.

We'll learn some essential Jewish traditions, such as Shidduch (matchmaking), Sabbath and holiday customs, immerse in the streets, the sounds of prayer and Shofar and the dazzling smells of fresh Challahs and traditional foods from the eateries and local restaurants.

## CREATIVE TEL AVIV

Come find the chic, creative and unusual city of Tel Aviv, merging old with new and Israeli with personal and unique imports. A tour that will introduce you to inspiring people and places, artists who chose to create unusual pieces. During the tour, you will also visit the Flea Market, all gorgeous and extraordinary places with one-of-a-kind bites.



## THE MACHANE YEHUDA MARKET BITE CARD

The Machane Yehuda market Bite card allows you to be a true Jerusalemite for a day and get a taste of the best stands in the market. Moreover, the tour is led with a fascinating audio tour, with all the stories and legends behind the market. The Bite card is suitable for those who keep Kosher.

## HACARMEL MARKET BITE CARD

HaCarmel market is the largest, most historical market in Tel Aviv. The card offers a taste of dishes from home, exquisite coffee, and more flavors from the most unique places of the market. Wander around and get to know the unique tastes of the market.

## JAFFA FLEA MARKET BITE CARD

The Jaffa Flea Market in Tel Aviv offers a miraculous blend between nostalgia and modern trends and art. The card allows you to experience the market from every possible angle, from any time period, in all colors and sounds as well as the many aromas and flavors.

## LEVINSKY MARKET BITE CARD

The Jaffa Flea Market in Tel Aviv offers a miraculous blend between nostalgia and modern trends and art. The card allows you to experience the market from every possible angle, from any time period, in all colors and sounds as well as the many aromas and flavors.

## THE MACHANE YEHUDA NIGHT MARKET BITE CARD

Machane Yehuda NIGHT - Night market tasting card. The new and special night bite card at the Machane Yehuda market will take you on a night tour with exquisite alcohol, premium dishes, and amazing desserts in some of the hippest places at the market.

## OLD ACRE MARKET BITE CARD

This Bite card was created for those who want to enjoy the abundance of riches and flavors that Old Acre Market has to offer.

From hummus to gourmet restaurants, from falafel to fish and seafood, combined with a glorious history, all while overlooking the beautiful sea from every corner.



## 'BA-DA-BEER!': A BREWING WORKSHOP IN JAFFA OR JERUSALEM

This is a workshop for anyone who has ever enjoyed a cold pint of beer and wondered how it was made. Learn about the process of making Israeli boutique beer in a fun and active way. In this workshop you will be able to create your own beer bottle

This workshop takes place in Tel-Aviv and Jerusalem

## "JERUSALEM AS A HUMAN MOSAIC": A CULINARY WORKSHOP

Join us on a cooking workshop that inspires special Arab Israeli cooking and creates a mosaic of Israeli flavors, all served under one roof.

The unique flavors are created with local products, traditional techniques, familiar spices and just a touch of magic.

Come and experience Israeli cuisine with us in a practical and unique culinary workshop!

## ISRAELI ALCOHOL?! IS THERE SUCH A THING?: ISRAELI SPIRITS WORKSHOP

In this workshop, we will dive into the history of alcoholic beverages in the land of Israel since the dawn of civilization to modern days. We'll emphasize the differences in the Israeli climate, weather, and flavors, to better understand the character of Israeli craft spirit and culture.

We will taste types of spirits from the different regions and classifications. The choices include Gin, Whisky, Brandy, Grappa, Bitters, or different distilled fruit liquors. The entire selection will be sourced from craft distilleries in Israel, from the Golan Heights, the Galilee, Tel Aviv, or the Judean Mountains.

The workshop is about 1-1.5 hours long, and will be accompanied by refreshments, explanations, and of course, tastings.

## ISRAELI COOKING WORKSHOP IN JAFFA

Is there such a thing as Israeli food? Israeli cuisine?

In the Israeli cooking workshop we will not only talk and explore Israeli cuisine, but we will also get to know the raw materials that characterize the Middle East, from which we will prepare an Israeli Mediterranean meal.

Among the other dishes we will also prepare arais, hummus and fresh pitas, traditional Shabbat fish, house pickles, tahini with yellow amba and more ....





## 'THINKERS DISTILLERY': THE JERUSALEM DISTILLERY THAT YOU WON'T FORGET

This is Thinkers distillery most popular tour where you will learn about the history of alcohol, how they make their spirits and what makes them so special. You will have the opportunity to taste all of their products and enjoy one of their very own mixologist's cocktail creations and some light snacks. The Jerusalem distillery is part research library, part chemistry lab, part advanced technology workshop, part mind and behavior study center, part design studio, and 100% passion. This is an hour you won't forget. Come visit the award-winning Thinkers Distillery

## CROSS-COUNTRY TOURS



### THE DEAD SEA: THEN AND NOW

**FULL DAY TOUR**

Dswimming / floating in the Dead Sea, one of the wonders of the world (even if not declared as such), and, in between, applying special dead sea mud, for its well-known health benefits. Next - a planned visit to the new visitor center of the Dead Sea Factories, where we will hear about the modern industrialized Israel, and the efforts being made to preserve this tremendous natural resource for future generations as well.

An experiential tour in the Hefer Valley

The Sikora Farm. The tour presents the visitors with an impressive display of the Mediterranean Sea and the world of algae. In the information center we will get to know the characteristics of the sea, the types of fish that live in our environment and the environmental changes that affect all the species in it. At the coverage farm, we will be introduced to the technology of growing seaweed - on land! We will be able to observe the unique growing method of the farm and get familiar with a special diet that combines clean and organic algae that grows in the farm. The tour provides a special experience, fascinating and teaching for all ages!



## 3000 YEARS OF JERUSALEM

**FULL DAY TOUR**

A special trip that will give us a peek at what is invisible to the eye. An underground tour of the recent years' excavations, which gives the visitor a tangible glimpse into 'Jerusalem of the old days' of Kings David, Solomon and beyond. Afterwards, we will tour the city through a walk at the alleys of the Old City, where we will hear and experience the history of Jerusalem, the holy city of the three monotheistic religions.

3000 years of Jerusalem for Bnei Mitzvah

A day of exciting experiences, beginning with a bar / bat mitzvah ceremony at the Western Wall. After that, we will tour the special underground sites of the old city, where we will see up close the Jerusalem of the days of the kings, conquerors and everyone who has found interest in it over the years. Next - enjoy an easy walk through the alleys of the Old City, "discovering" some of its secrets and might even get to experience some of the modern city through a walk on Ben Yehuda street.

## JERUSALEM NIGHT VIBES

**HALF DAY TOUR**

After a dinner at the hotel, we will enjoy a night visit to the "Tower of David" museum, a site that tells the history of Jerusalem through 6 wide halls, each dedicated to a different time period in the city's history. We will climb up to a magical viewpoint from the Petzal Tower, the highest in the complex, and walk back down to a spectacular light and sound experience, which summarizes the story of the city in an experiential and memorable way. Next - a short walking tour of the walls, which reaches as far as the Western Wall, for a night prayer or placing a note, as in the tradition.

The Jewish Quarter at the Old City

an experiential short but comprehensive tour, starting at the City of David National Park, exploring its fascinating finds from the days of King David onwards. Followed by a visit to the "Davidson Center" at the old city and end the day of course, at the Western Wall.



## EXITING THE CITY WALLS OF OLD JAFFA AND THE ESTABLISHMENT OF TEL AVIV

HALF DAY TOUR

Tel Aviv, the first Hebrew city, began with an act of heroism by individuals, who decided to leave the walls of the city of Jaffa and the protection they provided, and establish a new pastoral neighborhood - Neve Tzedek. The tour consists of a magical walk through the alleys of the city of Jaffa, a spectacular view from the Summit Garden, a visit to the old sea port and hearing the stories and superstitions of local hawkers and fishermen. In the second part of the tour - "Batim Mesaprim" house tour in Neve Tzedek where we will talk about the entrepreneur Aharon Shloshe, the writer S.Y Agnon, Shimon Rokach, the first cinema in Tel Aviv, the first kiosk in Israel and more...

## 3000 YEARS OF JERUSALEM FOR BNEI MITZVAH

FULL DAY TOUR

A day of exciting experiences, beginning with a bar / bat mitzvah ceremony at the Western Wall. After that, we will tour the special underground sites of the old city, where we will see up close the Jerusalem of the days of the kings, conquerors and everyone who has found interest in it over the years. Next - enjoy an easy walk through the alleys of the Old City, "discovering" some of its secrets and might even get to experience some of the modern city through a walk on Ben Yehuda street. Full day tour.

## THE JEWISH QUARTER AT THE OLD CITY

An experiential short but comprehensive tour, starting at the City of David National Park, exploring its fascinating finds from the days of King David onwards. Followed by a visit to the "Davidson Center" at the old city and end the day of course, at the Western Wall.- Half-day tour



## ENTREPRENEURSHIP, AGRICULTURE AND ZIONISM: KIBBUTZ MAGAL

HALF DAY TOUR

A three-hour tour to the heart of Israel's "narrow waists", including a fascinating visit to the innovative "Netafim" factory, the surrounding greenhouses and olive harvesting site and all this while hearing professional explanations from field experts about agricultural innovations, modern irrigation methods and Israeli entrepreneurship... also a full kibbutz lunch experience is planned !

## AN EXPERIENTIAL TOUR IN THE HEFER VALLEY: THE SIKORA FARM

HALF DAY TOUR

The tour presents the visitors with an impressive display of the Mediterranean Sea and the world of algae. In the information center we will get to know the characteristics of the sea, the types of fish that live in our environment and the environmental changes that affect all the species in it. At the coverage farm, we will be introduced to the technology of growing seaweed - on land! We will be able to observe the unique growing method of the farm and get familiar with a special diet that combines clean and organic algae that grows in the farm. The tour provides a special experience, fascinating and teaching for all ages!