

Israel

Meet the people of the land and the tradition,
through the cuisine and wine

1 to 5 February 2027
A small group of wine lovers.

VINSPIRATION 
WINE • FOOD • CULTURE

A week that celebrates the Israeli wine industry

Once a year, the whole Israeli wine world gathers in Tel Aviv for “Sommelier”. We build 5 days around it.

We travel from the Negev desert to the coast, the Galilee and the Judean Hills. In the vineyard and in the barrel room, we sit with the people who shape Israeli wine.

Then we walk into **Sommelier 2027** , the country's most important wine event. You arrive as VIP industry guests, on trade hours, before the public comes in.



6 WINERY VISITS

10 MEALS TOGETHER

3 WORKSHOPS & VISITS

10 HOURS FREE

Winery / producer
Meals
Workshops & visits
Free time
On the road
Flights

	DAY 1 · MON 1 FEB	DAY 2 · TUE 2 FEB	DAY 3 · WED 3 FEB	DAY 4 · THU 4 FEB	DAY 5 · FRI 5 FEB
	Tel Aviv Arrival	Sommelier Exhibition	Negev Desert Wines	Coast to Galilee	Judean Hills
07:00		Breakfast 	Breakfast 	Breakfast 	Breakfast & check-out 
08:00					
09:00		Free morning 	To the Negev · 2 h	Drive north · 1 h	To the hills · 1 h
10:00				Coastal Plain winery 	Judean Hills winery 
11:00			Desert winery visit 		
12:00				Acre market tour & lunch 	Winery visit & lunch 
13:00	Arrival, Tel Aviv 	Sommelier 2027 with our wine expert 	Bedouin lunch		
14:00			To the next winery	Galilee winery 	Back to Tel Aviv · 1 h
15:00	Hotel check-in 		Second winery visit 		
16:00	Tel Aviv heritage walk 			Back to Tel Aviv · 2 h	
17:00			Back to Tel Aviv · 2 h		
18:00	Free time in the city 	Free time 	Rest	Free time 	
19:00					
20:00	Israeli wine introduction 				
21:00	Welcome dinner 	Special Israeli dinner 	Dinner in Tel Aviv 	Tel Aviv night tour & dinner 	
22:00					
SLEEP	HOTEL · TEL AVIV ★★★★★				



DAY 1 · MONDAY 1 FEBRUARY

A city built in white

We land in Tel Aviv and settle into a 4-star hotel in the centre.

In the afternoon we walk the city, through narrow streets full of character, to the places locals love. Coffee brews on the corner, and spices are scooped into bags. Around us stand more than 4,000 buildings from the 1930s, in the Bauhaus style. UNESCO listed them as the White City in 2003.

In the evening we open the first bottles, with an introduction to Israeli wine. Dinner follows, the whole group around one table.

DAY 2 · TUESDAY 2 FEBRUARY

The day the wine world comes to town

The morning is yours: the beach, a coffee, a slow walk.

At 11:30 the doors open to the trade, hours before the public arrives. This is the 24th Sommelier exhibition, Israel's largest wine event. We walk the aisles with our wine expert and taste straight from the wineries. The people who made the wine pour it for you.

In the evening, a special Israeli dinner with wine pairing.





DAY 3 · WEDNESDAY 3 FEBRUARY

Wine that grows in the desert

We drive 2 hours south into the Negev.

1,500 years ago, this desert made a wine the whole Mediterranean wanted, and ancient wine presses still stand at Avdat.

Today the vines are back. We visit 2 leading desert wineries, meeting winemakers and taste what the heat and dry air give the grape. Between them, lunch with a Bedouin community.

In the evening, dinner in Tel Aviv.

DAY 4 · THURSDAY 4 FEBRUARY

The Coastal Plains & Galilee

We head north, with a morning winery visit on the Coastal Plain.

Then Acre, a port town with Crusader halls beneath its Ottoman streets. UNESCO listed the Old City in 2001. We walk its market and eat as we go.

In the afternoon, a leading winery in the Galilee. At night, Tel Aviv opens its kitchens and its bars to us.





DAY 5 · FRIDAY 5 FEBRUARY

Judea wine

After breakfast we check out and drive an hour into the hills of the first official wine region of Israel: Judea.

Here the vines grow between 400 and 1,000 metres. Cool nights and limestone soils keep the wines fresh. We visit 2 top wineries, meet the winemakers and sit down to lunch at the second.

In the early afternoon we drive back to Tel Aviv, where the trip ends.

THE TEAM

Who's behind the trip



Guy Haran

Founder & CEO
WSET Diploma
Candidate



Mor Koral

Culinary culture
MA Gastronomy



Shira Lebel

Private journeys
Sommelier



Dikla Rom

Journey architect
WSET 3



Lior Shneor

Client experience
WSET 2

What's included

- 4 nights, 4-star hotel in Tel Aviv
- Daily breakfast
- Private minibus with driver, 5 days
- Our wine expert, all 5 days
- VIP Trade entry to Sommelier 2027
- 6 winery visits with tastings
- Israeli wine introduction & Tastings
- White City walk
- Acre market tour
- 3 lunches and 4 dinners, with wine
- A pre-trip meeting
- A small welcome gift

Not included: flights, travel insurance, tips, personal expenses.

~10,000 per person

Twin share, all arrangements in Israel

There's a place saved for you at the table. Now it's your turn to arrive.

Number of travelers: ____ Valid until: ____

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The Fine Print – Worth Reading



Notes

Due to the constraints of various local suppliers, the proposed program and accommodation may change. In such a case, an alternative venue or supplier of the same standard will be chosen.

All activities and experiences included in the proposal are in small groups and are not private, unless explicitly stated otherwise.

Company terms

The company's terms and conditions apply to all of the company's trips. The full terms can be read [here](#).

Registering for the trip

Registration is made by sending a copy of your passport and confirmation of the deposit transfer.

Completing the registration constitutes full acceptance of all the conditions set out in relation to the trip and of the general terms of the company's regulations

Cancellations



Cancellation by the client

When	What happens
Up to 90 days before departure	Full refund of the deposit, less a handling fee of €400 per participant
Up to 60 days before departure	The deposit is forfeited and the balance is not charged
Within 60 days of departure	No refund is given, and the client must pay the full price of the trip

Cancellation in writing only, and subject to section 14 of the Consumer Protection Law.

Cancellation by the company

The company may cancel the trip by notifying the client if, in its opinion, the number of participants does not justify running it, or in case of force majeure (including, but not limited to, war, epidemic, suspended flights or extreme weather).

In that case the client may choose: (a) a full refund of all amounts paid, or (b) a credit for those amounts toward an upcoming company trip, to be used within 24 months of the canceled trip.

Flights



Flight tickets

If you purchased flight tickets through us, the included ticket is in economy class, in a standard seat, and includes one carry-on bag in the cabin and one checked suitcase of up to 23 kg in the hold.

If the client chooses to upgrade the flight or to change the departure or return date, the client will pay for these additions at the time of booking.

These amounts will not be refunded in case of cancellation, unless the airline refunds them to the company, and only after the funds have been received by the company.

Payment Terms



Group trip

A group trip is a trip whose full details were published in advance, and which the client chooses to register for as published, even if the client chooses to take part in only part of the trip.

For a group trip, a deposit of \$1,000 is paid at registration, and the balance up to 60 days before departure.

When joining a group trip less than 60 days before departure, the full cost of the trip is paid at registration.

Custom trip

A custom trip is a trip built at the request of a client or a group of clients, even if they are represented by one representative of that group.

For a custom trip, a deposit of 30% of the total trip price is paid, and the balance up to 60 days before departure.

If the deposit date is less than 60 days before departure, a deposit of 50% of the total trip price is paid, and the balance no later than one week before departure.

Health and Vaccinations



The trips include walking, at times on rural and/or ancient and/or uneven paths. If the client has any health limitation, including but not limited to walking, it must be stated in the registration form.

The company has the right to refuse to register a client, at its sole discretion, when in its opinion the trip is not suitable under the circumstances. In such a case the deposit will be refunded in full.

If such a problem arises for the client (or for anyone registered with them) between registration and departure, the client must notify the company at once. The company may then cancel the registration of the client (and of anyone registered with them) at its sole discretion, and the terms of "Cancellation by the client" will apply.

Vaccinations and medications are the client's responsibility.

Anyone who takes medication regularly should bring enough for the whole trip plus 2 days, and carry it in their hand luggage on flights.

What We'd Like You to Know



When we arrange visits for you, your place is held by the supplier thanks to our good name and the fact that the supplier trusts us. On that basis the supplier plans the activity. Please remember that this is their livelihood. We ask you to respect our suppliers, their time, and the willingness with which they host our clients.

Our good name allows us to give professional service to all our clients, including visits to special places, on our request alone.

True, we are all human, and sometimes things go wrong. Still, in Europe, lateness, no-shows, inappropriate dress, smoking, loud behavior and the like are seen as extremely impolite and inconsiderate of others.

Unfortunately, inappropriate behavior harms not only the supplier, their other clients and their livelihood, but also our good name. It makes it harder for us to serve our next clients, and so harms our livelihood.

In light of cases of inappropriate behavior, we have set the following policy:

Dress Code and Proper Conduct



Restaurants, wineries and other places may have a dress code and refuse entry without suitable attire: closed shoes and elegant clothing that suit the restaurant or winery. Please follow and respect local custom.

Wineries, restaurants and other suppliers may refuse visitors who do not meet proper standards of etiquette and conduct. In that case, payment will not be refunded.

Any damage caused to property in hotels, restaurants or other places will be charged to you according to the extent of the damage.

Payment Method

Payment is by bank transfer or credit card. We do not accept Diners cards. The trip price is quoted in euros and charged in NIS at the highest cheque rate of Bank Leumi le-Israel on the date of each payment. Bank transfers can also be made in euros.

Lateness



Winery visit or activity

If you are more than 15 minutes late for a winery visit or any other activity, without our approval in advance, the visit cannot be guaranteed and payment will not be refunded.

Restaurant booking

If you are more than 15 minutes late for a restaurant booking, without approval in advance from us or from the restaurant, the table cannot be guaranteed, and a charge of up to 50 euros per person may apply for the no-show, under the restaurant's policy.

Letting us know

In any case of lateness, the client must let us know as early as possible, and the company will check whether the activity can still take place despite the delay. For the avoidance of doubt, the company does not guarantee that a visit, a table reservation and so on can be kept in the case of a delay of more than 15 minutes, for any reason.

Thank You!

 +34-666-09-11-43

 www.vinspiration.wine

 vin@vinspiration.wine

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