

Zingerman's®

experience in europe
a taste of tuscan



november 10-18, 1998

For 16 years, Zingerman's has brought the best and most flavorful foods of Europe home to America. Now, Zingerman's is taking you to the source! Join Ari Weinzwieg, Zingerman's co-founder and resident food expert, for an in-depth exploration of Tuscany—home to some of the world's most delicious and exciting food.

For eight days we'll visit Zingerman's favorite producers—those that rely on artisanal methods to make regional food the way it has been made for centuries. The highlight of the trip will be the olive harvest where we will experience the pressing of the *olio nuovo*—the first oil of the season. We'll visit a family-run *pastificio*, taste traditionally-made Balsamic vinegar, watch world-famous *Parmigiano-Reggiano* cheese being made and much, much more.

Zingerman's A Taste of Tuscany tour will be a truly unique experience that you won't soon forget. You'll savor the memories of the traditional foods of Tuscany, of meeting other food lovers and of having lots of fun!

Zing TRAIN Phone: 734.930.1919 Fax: 734.930.1942

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When?

As the trip is timed to coincide with the fall olive harvest and the pressing of the *olio nuovo*, we'll explore this region of Northern Italy from **November 10-18, 1998**.

Who?

The trip is specifically designed for specialty food retailers, experienced travelers with a passion for traditionally-made foods and ZingTrain seminar participants. The size of the group is limited to 16 participants traveling with two leaders. Many of the producers we'll visit are in small, out-of-the-way locations that are simply too small to accommodate larger parties. Ari Weinzweig, one of Zingerman's founding partners and author of *Zingerman's Guide to Good Olive Oil* and *Zingerman's Guide to Good Vinegar*, will lead the trip.

What Is Included?

Transfer from the Florence airport to our hotel upon arrival and transfer to Milan's Linate airport upon departure • Private motorcoach for all excursions • Hotel accommodations for 7 nights (double occupancy) • Daily continental breakfast All lunches • 5 dinners, including house wine • All sightseeing excursions, special events, entrance fees and local guides (as described in the itinerary) • All service charges, taxes and tips • Portage of 2 pieces of luggage per person • Orientation and informal lectures throughout the tour by Ari Weinzweig

What Is Not Included?

Airfare • 2 dinners • Alcoholic beverages (other than house wine with dinner or when specifically included in the itinerary) • Hotel incidentals • Personal spending money

What About Accommodations?

We'll spend 5 nights in Florence and 2 nights in Parma. The 3-star hotels we've selected are clean, comfortable, conveniently-located and have private bathrooms. As we don't anticipate spending much time in our rooms, we have chosen not to pay a premium for more upscale accommodations.

How Much Does It Cost?

\$2,850 per person, double occupancy. Single supplement, if available: \$265.



Payment Schedule

A \$500 deposit per person with application will hold your space. The balance of the trip fee is due no later than September 1, 1998. We apologize for being unable to accept payment by credit card. Personal or business checks made payable to "CBT Tours" are welcome.

Questions? Please call ZingTrain at 734.930.1919

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Cancellations & Refunds

Trip cancellation must be made by calling ZingTrain at 734.930.1919 and must be followed by written confirmation via mail or fax at 734.930.1942.

- Prior to July 1: full refund
- July 1 through August 31: forfeit \$150 handling fee
- September 1 through October 26: forfeit \$500 deposit
- October 27 or later: forfeit 100% of tour price



Please note that ZingTrain/CBT Tours cannot make any refunds for airline tickets. Please direct ticket refund requests to the appropriate airline or ticketing agency.

To protect yourself, we urge you to purchase trip cancellation insurance. Insurance for luggage and other personal property loss, medical, accident and evacuation insurance is also strongly recommended.

Changes in Tour Program

We will make every effort to provide the tours and experiences which are described in our itinerary. However, the nature of the places we'll be visiting—working farms and businesses rather than typical tourist destinations—means that plans may change at the last minute. You always have the option of skipping a particular excursion, but please note that we will be unable to make refunds for any missed meals or other events. Although this is an intensively food-focused tour, there will be opportunities to explore on your own. If you'd like more time to sightsee, we can help you arrange an early arrival or late departure date.

Tour Sponsor/Tour Operator

ZingTrain—the training and consulting arm of Zingerman's—is the sponsor of the Zingerman's Experience in Europe: A Taste of Tuscany. All tour arrangements will be provided by CBT Tours of Chicago, the tour operator. A CBT Tour guide will accompany the group and will be responsible for all tour logistics.

Airline Tickets

For low-cost flight information, we suggest contacting Jerry Soverinsky of CBT Tours (800.736.2453). As this brochure went to press, Lufthansa was offering the lowest round-trip airfare for Chicago-Florence, Milan-Chicago.

Reservations

To reserve your place, please complete the attached **Trip Application**, sign the **Release and Assumption of Risk**, enclose your deposit of \$500 per person, and mail to: ZingTrain • Zingerman's Experience in Europe • PO Box 1837 • Ann Arbor, MI 48106. After receiving these items, we'll send you a letter of acceptance to confirm your reservation. As the tour date approaches, we'll send you an updated itinerary, practical travel tips, a suggested reading list and a listing of our accommodations.

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a taste of tuscan Trip Itinerary



DAY 1 • Tuesday, November 10

Depart for Italy. Dinner and breakfast presented by your airline.

DAY 2 • Wednesday, November 11

Arrival in Florence. From the airport we'll travel by private motorcoach to our hotel, check in and then get together for lunch. Afterwards, we'll be joined by a guide for a walking tour of Florence. We'll

meet back at the hotel for cocktails

and a welcome lecture from Ari who'll give us an overview of the Tuscan foods we'll savor over the next week. Dinner is in an amiable local *trattoria*. Later, explore the city's nightlife or head back to the hotel to rest up for the big day tomorrow.

DAY 3 • Thursday, November 12

After breakfast at our hotel, we depart for the estate of Giuseppe Grappolini in Loro Ciuffenna, just outside of Florence. We'll tour his olive groves and oil production facilities and finish with a tasting and luncheon. After lunch, it's on to the Valgiano olive estate in the walled town of Lucca for an in-depth tour and tasting. We

return to Florence late in the afternoon. Dinner is on your own this evening.

DAY 4 • Friday, November 13

Today we'll head towards the Mediterranean coast to the tiny town of Lari to visit the Martelli family—Italy's premier artisanal pasta-makers. We'll spend the day learning about their unique business. In the late afternoon we'll return to Florence to siesta or sightsee. Dinner tonight includes a cooking demonstration featuring traditional Tuscan specialties.



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DAY 5 • Saturday, November 14

If you like to rise early, come with us to visit the local produce market. After stopping back at the hotel for breakfast we'll head out to a local *fattoria* to see how Tuscan sheep's milk cheese is made. We'll have a picnic lunch on our way back to Florence. The afternoon is free to shop, visit a museum or just sip espresso and people-watch in a café. We'll regroup at the hotel for a pasta-making demonstration and dinner in a local *ristorante*.

DAY 6 • Sunday, November 15

This morning you can choose between a guided tour of the famous Uffizi museum or a tour of some of Florence's most exciting food retailers. We'll reconvene for lunch together, then it's off to sample some exquisite Tuscan vinegars. After dinner and a tasting of the world-renowned wine of the region, *Chianti Classico*, we'll return to Florence.

DAY 7 • Monday, November 16

This morning we pack our bags, bid *addio* to beautiful Florence and head north to Parma. On the way, we'll stop at the *acetaia* (vinegar works) of the Cavalli family, to learn the secrets of *aceto balsamico tradizionale*—traditionally-aged balsamic vinegar. Once in Parma, we'll check in to our hotel and have the evening free to explore the town. Dinner is on your own this evening—we'll suggest *ristoranti* for you to try or you can discover one on your own.

DAY 8 • Tuesday, November 17

We'll get up extra early to see *Parmigiano-Reggiano* cheese being made. In addition to watching the cheese production itself, we'll tour a local dairy farm's cheese maturing rooms which house over 250,000 wheels of cheese! After lunch we'll explore another regional specialty, *Prosciutto di Parma*. In the late afternoon, it's back to our hotel to take a quick nap before gathering for our farewell dinner. More wonderful food, lots of photo-taking and plenty of fun!

DAY 9 • Wednesday, November 18

Breakfast at the hotel and transfer to Milan's Linate Airport.



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Release and Assumption of Risk

By signing this **Release and Assumption of Risk** (see bottom of Trip Application), I agree to accept the arrangements for accommodations, transportation, meals, sightseeing, entertainment and other services which are included in or connected with this tour.

I participate in this tour at my own risk. I hereby release the tour guides, the tour operator (CBT Tours), the tour sponsor (ZingTrain) and all of their employees from any and all liability to me, regardless of the cause thereof, for any loss or delay of, or damage to, my property, and for any injury (including death), damage (including consequential damage), expense, cost or delay that I suffer as a result of or in connection with my participation in this tour. Including, without being limited to, any liability resulting from or arising out of the negligent or intentional acts or omissions of the tour guides, the tour operators or any hotel, carrier, restaurant, theater or other entity or person rendering any service included in or relating to the tour program.

I understand that the tour operators reserve the right to cancel the tour, to adjust its content, schedule and itinerary, and to substitute services for any reason without prior notice to me.

I understand that the tour guides reserve the right to accept or reject any individual and to discontinue the participation of any individual in tour activities at any time.

I understand and agree that the tickets, coupons, tariffs and rules, or contracts currently in use by any carrier, hotel, restaurant or other entity or person rendering any service included in or connected with the tour, shall be the sole contract between me and that person or entity.



Questions? Please call ZingTrain at 734.930.1919

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Trip Application

Full Name: _____

Home Address: _____

City: _____ State: _____ Zip: _____

Home Phone: _____ Business Phone: _____

Occupation/Profession: _____

Birthdate: _____ Gender: _____

Passport No.: _____

Emergency Contact Name: _____

Relationship to You: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Phone: _____

Have you ever been to Tuscany before? Yes No

Do you speak Italian? Yes No

Roommate Preference (if any): _____

Single Supplement (\$265)? Yes No

Smoker? Yes No

Do you have any physical limitations, allergies or special requirements (dietary, medical, etc.)?
If so, please explain: _____

Please make your check for \$500 per person payable to "CBT Tours"—our tour operator. Please mail the check along with this completed Trip Application and signed Release and Assumption of Risk to:

ZingTrain
Zingerman's Experience in Europe
PO Box 1837
Ann Arbor, MI 48106

I hereby acknowledge that I understand and agree to the conditions stated in the Release and Assumption of Risk.

Signature: _____

Date: _____

NOTE: Please complete the **Trip Application** and **Release and Assumption of Risk** for **each** person who will be traveling. If you need additional brochures, we'll be happy to send you some, although photocopies are fine.

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Come with us to Tuscany!



Experience the olive harvest
Visit a family-run *pastafucio*
Sip espresso in a Florentine cafe
Watch *Parmigiano-Reggiano* cheese-making
Sample 100 year-old balsamic vinegar
See the pressing of the *olio nuovo*
Taste world-famous *Chianti Classico* wine
Savor Tuscan sheep's milk cheese
... and much, much more!

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For more information, please call
ZingTrain at 734.930.1919

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Zingerman's Training Incorporated

PO BOX 1837 • ANN ARBOR MI • 48106