



THE CONCEPT

Rolling down single lane country roads at the base of the Dolomite Mountains, following the routes of the Giro d' Italia, and climbing giants such as Mt. Zoncolon. These are just some of the cycling experiences of Northern Italy. Add the endless regional and cultural experiences such as cooking demos, hikes, classes, museums, and shopping for your spouse, and couple it with fine food, unbelievable wine, and hosts Sam Beall of Blackberry Farm, Bobby Stuckey of Frasca Food & Wine restaurant, Robbie Ventura of Vision Quest Coaching, and Craig Lewis from the pro cycling Team Champion System and their spouses, and you have a trip of a lifetime.

Over the course of five days the riders will experience the best of cycling in Northern Italy while their spouses, if not riding, will experience this spectacular region of Italy. Our hosts, supported by a whole team of individuals and Blackberry Farm, will show you how to get the most out of a cycling and culture-centric escape by sharing with you their personal insight to the Friuli-Venezia Giulia region of Italy, which Craig Lewis raced in over the years, and Bobby Stuckey has called home away from home.

In addition to the great cycling for the riders and days filled with full immersion into the region, the whole group will experience private wine tastings at local wineries and private dinners at restaurants to bring the experience full circle.

Finally after five epic days, we will conclude the experience with a stay in Venice, Italy, where we will finish creating memories by visiting the city and experiencing one last private dinner before fond farewells.

TRIP HIGHLIGHTS

July 21, 2014-July 28, 2014 in the **Friuli-Venezia Giulia Region of Italy**

La Subida Relais Hotel & surrounding Collio Goriziano vineyards

Five days of cycling, wine tastings, and cultural immersion

One day in Venice, Italy

THE CYCLING

The Friuli-Venezia Giulia region is located in the northeast most corner of Italy, bordering Austria to the north, Slovenia to the east, and the Adriatic Sea to the south. The climate is varied based on elevation, but riders can expect lows in the 60s to highs in the 80s, with cooler temperatures in the higher elevations.

This region of Italy is a diverse landscape of towering Alps, rolling meadows, and coastal plains. Our routes will keep us close to the foothills of the mountains, sometimes venturing into them and other times staying amongst the rolling hills covered by vineyards.

Each day will take us in a new direction, allowing us to spend some days focused on climbing, while other days will be spent simply enjoying the scenery. In addition, with the help of the pros, we will have the opportunity to work on skills such as team time trialing and managing power output. Truth be told, however, when these hosts get together, you can expect there to be an element of "friendly competition."

Finally, all of our riding will be fully supported by a sag team. They will not only offer on the road support, but they will also help with prepping for each day's ride and will keep all of our equipment in top shape for the next day.

THE CULTURAL EXPERIENCES

For those wishing not to ride, know that your agenda will be just as fulfilling, if not more. Each morning, while the riders are out, will be filled by experiences in and around our hotel, La Subida. In addition to the amenities right there at the hotel, including the pool, tennis courts, and gardens, the group will have pre-arranged activities including a private cooking demo, hiking around the grounds and a special hosted day around the region focused on visiting the local museums and shopping.

The afternoons will be spent with your spouses, enjoying winery visits, tastings, and other epicurean enjoyment in and around Gorizia, Italy.

THE ACCOMMODATIONS

La Subida Relias Hotel, Gorizia, Italy

<http://www.lasubida.it/>

The Subida is a small Relais hotel in the northern hills of Italy amidst the famous Collio Goriziano vineyards. You will be a welcome guest in one of a dozen small, luxurious houses connected by beautiful wooden walkways. On the grounds, you will find a restful garden, a swimming-pool, tennis court, a game park and the manège, all available for you to fill your free time. In addition the property offers Vespas to roam in the vineyard covered hills.

Dining on-site is comprised of an inviting trattoria with its partly Friulian, partly Slovenian cuisine and a large cellar replete with the tastes of Friuli, an osteria near the garden and casual refreshments and the “spargher” for delicious daily menus.

In all, La Subida isn't just a hotel with all of the creature-comforts, but rather an ideal place for relaxing and enjoying all that is Friuli.

The Westin Europa and Regina, Venice, Italy

<http://www.westineuropareginavenice.com/>

A Grand Canal Hotel, the Westin Europa and Regina is located inside a historic 17th century palace. The guest rooms are decorated in the Grand Venetian style of 17th century with a color palette of ivory and lapis lazuli, or in traditional period hues of blues, greys, and orange. Staying at the Westin Eurpoa and Regina is an experience of old world glamour in modern Venice.

Surrounding the hotel is the art and theatre district of Venice, as well as the Canal Calle XXII Marzo, which is lined with luxury shops and makes a dramatic entrance to Piazza San Marco.

THE PACKAGE

This adventure, hosted by Blackberry Farm and our closest friends, will feature five days of world class cycling, private hosted cultural experiences, exclusive wine tastings, fine dining and wine and gracious companionship in and around Gorizia, Italy. The final day will be spent in Venice for a cultural immersion before returning to the States.

All meals are included, with breakfasts enjoyed at La Subida, lunches along each day's routes, and dinners hosted by Master Sommelier Bobby Stuckey in conjunction with local chefs and restaurants.

Package price includes:

- Five nights lodging at La Subida
- One night lodging at The Westin Europa & Regina
- Breakfasts, Lunches and Dinners with wine pairings
- Hosted cultural experiences
- Hosted winery visits and tastings
- Guided cycling with sag and mechanical support
- All cycling nutrition
- Transportation from arriving airport through departing airport

Additional costs

- Spa and Massage services
- Optional activities outside of the hosted experiences
- Airfare

THE ITINERARY

Day One

Arrival at Marco Polo Airport in Venice, Italy
Check in to La Subida
Settle in and rest
Group Dinner

Day Two

3 Hour ride around Gorizia, Wine tasting
Breakfast at La Subida
Cyclists depart for a 2-3 hour ride around the hotel
Hosted experience for those not riding
Group Lunch
Afternoon tasting
Group Dinner

Day Three

4-5 Hour ride into the mountains
Breakfast at La Subida
Cyclists depart for a 70 mile climbing day
Highlight will be three major climbs totaling 7931' of climbing
Cooking demo at La Subida
Group Lunch
Afternoon at leisure or wine tasting
Group Dinner

Day Four

5 Hour ride into Slovenia
Breakfast at La Subida
Cyclists depart for a 60 mile ride into Slovenia
Hiking or other activity in Gorizia
Group Lunch
Afternoon at leisure
Group Dinner

Day Five

3-4 Hour ride to Udine
Breakfast at La Subida
Cyclists depart for a ride to Udine, Italy
Non riders will be transported to Udine for a tour
Group Lunch
Afternoon touring Udine as a group
Group Dinner

Day Six

5 Hour Mt. Zoncolon ride, following parts of the Giro Stage Race
Breakfast at La Subida
Cyclists depart for a 5 hour ride
Highlight will be climbing Mt. Zoncolon, 10km @ 12% avg grade
Hosted group activity for non-riders around Gorizia
Lunch
Afternoon spent at leisure
Group Dinner

Day Seven

Travel to and around Venice
Breakfast at La Subida
Group travels together to Venice for the day
Group Lunch
Afternoon at leisure
Group Dinner

Day Eight

Depart from Venice
Enjoy breakfast at the Westin Europa & Regina
Fond farewells throughout the day

TRAVEL

This hosted trip will begin upon arrival to Marco Polo Airport in Venice, Italy. Guests will make their own travel arrangements to and from Marco Polo Airport. Transportation from the airport, throughout the stay, and back to the airport is included.

FINANCIALS

Package prices are per person. All monies will be collected by Blackberry Farm. Please contact Lisa Krajewski at (865) 380-2098 or lkrajewski@blackberryfarm.com to book your reservation. Group costs include lodging, transportation, dining, wine, sag support for cyclists, nutrition for cyclists, hosted activities organized by Blackberry Farm, and group events such as wine tastings.

Number of Total Guests: 8 Couples

Per Guest Tuition: \$9,000

*tax of 9.25% will be charged on the tuition per guest

Additional Costs to Guests

Guests will be responsible for the transport of their bicycle and cycling equipment to and from the meeting airport.

Guests wishing to participate in optional 3rd party activities will pay the appropriate parties directly.

Guests will be responsible for their airfare.

Deposits

A 50% nonrefundable deposit will be required of each guest to hold a place for this trip. The balance will be due 60 days prior to the trip date.