

SHMUEL -
FRANCO
DALIA

Menasce Family Reunion - Summer 2026



5 Nights

JULY 30, 2026 - AUGUST 04, 2026

Bringing the family together is always a little bit magical. This site is our gathering place for the reunion in Israel: one hotel, one shared home base. We've chosen a place that keeps us close, comfortable, and well cared for, so we can focus on what matters most: being together, sharing stories, and celebrating l'dor v'dor.

via śabra

PREPARED BY: Avihai Tsabari | avihai@viasabra.com | +972-544778768



Our team

ABOUT US

We're a team of Israel-obsessed locals ready to take you on the trip of a lifetime around our exciting country. We aim to "unfold Israel" by immersing you in the experience of Israel. Hike a hidden trail, tour a historic site you've never heard of, taste unfamiliar flavors, meet someone who was born here and someone who immigrated – take it all in.

Become acquainted with contemporary Israel, its history, heritage, cuisine and culture.

And of course with the Via Sabra touch - the extra special care we devote to making every tour the best adventure of your life, at no extra charge, you'll find yourself transformed!

I invite you to join the Via Sabra community, discover Israel for yourself– and discover yourself!

Avihai Tsabari

Avihai Tsabari

CEO and founder of Via Sabra

via sabra

In a nutshell

Menasce Family Reunion - Summer 2026

JULY 30, 2026 - AUGUST 04, 2026

Day 1

Thu, 30 Jul 2026

- DAY ON YOUR OWN
- Welcome to Israel
- Check in at the hotel
- Suggested activities in Jerusalem:
 - Edmond & Lily Safra Center for Brain Sciences and the National Library
 - Yvel Design Center
 - Sataf trail
- Explore the Jerusalem Arts Festival

Day 2

Fri, 31 Jul 2026

- Check in at the hotel
- 9:00 AM - Optional morning activities in Jerusalem:
 - Tour 1: Machane Yehuda Tasting Tour
 - Tour 2: Old City Tasting Tour
- 1:00 PM - Ladino Tour of Nachlaot
- 4:30 PM - Arts and Crafts led by Refael Habib with Ariel Sepiurka
- Flowers for Shabbat Led by JoJo Kalin
- Time to rest at the hotel
- 7:00 PM - Candle lighting at the hotel
- 8:00 PM - Shabbat Dinner at the hotel
- Family "Jaale" time

Day 3

Sat, 01 Aug 2026

- 8:00 AM - Shacharit Shabbat Morning Services
- 8:30 AM - Morning Yoga Led By Jessica Markowitz Aharoni and Dani Wolf
- 10:30 AM - The Big Jerusalem Scavenger Hunt
- Optional: walk to the Kotel (on your own)
- 8:30 PM - Bus departure from the hotel to Muslala for the evening program.
- 8:45 PM - Havdalah and Dinner at Muslala

Day 4

Sun, 02 Aug 2026

- 9:00 AM - Bus departure from the hotel
- 9:30 AM - Volunteer at Metzilot Mazon
- 1:00 PM - Visit Tzuba Winery
- Check in at the hotel

In a nutshell

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JULY 30, 2026 - AUGUST 04, 2026

Day 5

Mon, 03 Aug 2026

- 3 morning options:
- 9:30 AM - Option 1: Morning volunteering at Kibbutz Kfar Aza
- Option 2: Nova music festival site
- Option 3: Pool time and relax
- 1:00 PM - Lunch at Hahummus Shel Tehina
- 2:30 PM - Regroup and drive to Rimon Music School in Sderot
- 7:00 PM - Dinner at the hotel at Kibbutz Zeelim

Day 6

Tue, 04 Aug 2026

- 9:30 AM - Check out of the hotel
- Farewell



An optional day for the early arrivers!

DAY 1 THURSDAY, 30 JULY 2026

Transportation options from the airport will be included on the registration page to follow.

- **DAY ON YOUR OWN** SEE BELOW OPTIONAL ACTIVITIES (not included)
- **Welcome to Israel** Shalom and welcome to Israel! Arrive at Ben Gurion Airport.
- **Check in at the hotel** Our special Reunion Welcome Desk will be available at check-in to welcome you, answer any questions, and assist with room keys and luggage, ensuring your bags are safely stored if your room isn't ready yet and delivered to your room once it is.
- **Suggested activities in Jerusalem:**
- **Edmond & Lily Safra Center for Brain Sciences and the National Library** Perched on a hill at the heart of the Safra Campus in Givat Ram, the Suzanne and Charles Goodman Brain Sciences Building is where science meets art. Designed by Lord Norman Foster (yes, that Foster. He also designed the Hearst Tower of New York and The Reichstag (Parliament) in Berlin to name a few.) with Israel's Baer, Shifman-Nathan Architects, the building opened in 2018 and has been buzzing ever since. Its shimmering metal façade—modeled on drawings by neuroscience pioneer Santiago Ramón y Cajal—maps neurons and their connections in steel. Inside, two sleek wings wrap around a central courtyard, with 28 labs and shared social hubs designed to spark collaboration, conversation, and the occasional “aha.” Our own Dr. Naomi Habib and her team will show us around the lab and talk about the exciting, groundbreaking work they're doing.

Then - continue to the National Library of Israel is the home of the nation's collective memory—now housed in a striking new Jerusalem landmark and reimagined as a vibrant hub for culture, education, and global access. A docent will lead us on a private tour of the library and its vast collections.

*If you would like to join this tour, please contact Dalia.

- **Yvel Design Center** Yvel, Levy spelled backward, is a dynamic company internationally known in jewelry manufacturing. Hear the company's fascinating story and learn about Megemeria School of Jewelry and Art founded by Yvel which offers a program to 21 Ethiopian students each year, to learn jewelry design.
- **Sataf trail** Walk on the Sataf Trail is a breath of fresh air in the Jerusalem Hills—shaded paths, ancient terraces, spring water, and wildflowers unfolding along the way. It's an easy, rewarding stroll that blends nature and history, perfect for all ages.
- **Explore the Jerusalem Arts Festival** Experience Jerusalem through creativity and arts featured at the annual Jerusalem Arts Festival. This lively, family-friendly venue offers a joyful way to connect with Jerusalem's

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Flavors of Friday in Jerusalem

DAY 2 FRIDAY, 31 JULY 2026

- **Check in at the hotel** Our special Reunion Welcome Desk will be available at check-in to welcome you, answer any questions, and assist with room keys and luggage, ensuring your bags are safely stored if your room isn't ready yet and delivered to your room once it is.
- **9:00 AM - Optional morning activities in Jerusalem:** Meet in the hotel lobby at 9:00 AM to depart for the tours
- **Tour 1: Machane Yehuda Tasting Tour** In the heart of the city sits a bustling multi-ethnic market bursting with life, art, and flavor. A tasting tour through Machane Yehuda Market is an adventure for your taste buds! Enjoy the hustle and bustle with all the rich fragrances, colors, and sounds this iconic Jerusalem market offers.
- **Tour 2: Old City Tasting Tour** Walk through the Muslim and Christian Quarters of the Old City seeing the historical and religious sites. See some off-the-beaten track sites in the winding alleyways and enjoy some Jerusalem delicacies. We will have a "taste of history" that interweaves stories and anecdotes, historical information, and, of course, combines the senses of smell, taste, and sound.
- **1:00 PM - Ladino Tour of Nachlaot** Following the morning tours step into the colorful lanes of Nachlaot on a guided Ladino-themed tour that brings Jerusalem's Sephardic heritage to life through stories, music, and traditions. This engaging walk offers a warm, family-friendly glimpse into the neighborhoods, flavors, and voices that shaped its Ladino past. Designed for everyone's participation.
- **4:30 PM - Arts and Crafts led by Refael Habib with Ariel Sepiurka** A casual, all-ages arts-and-crafts activity where everyone's invited to create, explore, and inspire one another. To be held at the hotel. No experience required :D
- **Flowers for Shabbat Led by JoJo Kalin** For those who'd like to join in, we'll make simple arrangements together using Israel's beautiful fresh flora and seasonal wildflowers for our Shabbat tables. This is a relaxed activity—part creativity, part conversation—meant to be enjoyed across generations. Drop in, get your hands a little messy, and enjoy making something beautiful together. To be held at the hotel.
- **Time to rest at the hotel**
- **7:00 PM - Candle lighting at the hotel** Followed by Shabbat Services, a family gathering at the Synagogue. led by David Wolf (closed for the family event).
- **8:00 PM - Shabbat Dinner at the hotel** Dress attire: Dress all white!
- **Family "Jaale" time** In a private hall, tables with pitzuhim will be set up for the family to get together and spend time together on Shabbat eve.

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Overnight: Cassia Hotel Jerusalem



Shabbat in Jerusalem

DAY 3 SATURDAY, 01 AUGUST 2026

- **Breakfast at the hotel** The dining room is open from 06:30-10:30 am
- **8:00 AM - Shacharit Shabbat Morning Services** For those who are interested.
- **8:30 AM - Morning Yoga Led By Jessica Markowitz Aharoni and Dani Wolf** Start the day with gentle, grounding yoga designed for all ages and experience levels. This easygoing session focuses on stretching, breathing, and moving at your own pace—no prior yoga experience required. Come as you are, listen to your body, and enjoy a calm, nourishing start to the morning.
- **10:30 AM - The Big Jerusalem Scavenger Hunt** Embark on a playful scavenger hunt through Yemin Moshe and Mishkenot Sha'ananim, solving clues, uncovering hidden viewpoints, and weaving Jerusalem's history, art, and neighborhoods into an unforgettable team adventure together.
- **Optional: walk to the Kotel (on your own)** Take a walk to the Kotel (about 30 mins) and enjoy the calmness and beauty of the streets of Jerusalem on Shabbat
- **8:30 PM - Bus departure from the hotel to Muslala for the evening program.**
- **8:45 PM - Havdalah and Dinner at Muslala** Enjoy Saturday evening at Muslala, a vibrant rooftop gathering space that blends art, sustainability, creativity, urban nature, and Jerusalem's diverse communities. The evening features a light dinner, music, and "The Ultimate Israel Jeopardy" in a relaxed setting, creating a warm and casual atmosphere for families to unwind and enjoy time together. This exciting family-friendly game about Israel and the Menashe Family will test knowledge of history, culture, food, and geography through fun challenges, teamwork, laughter, and friendly competition for all ages.

Overnight: Cassia Hotel Jerusalem



Heading south

DAY 4 SUNDAY, 02 AUGUST 2026

- **Check out and head South**
- **9:00 AM - Bus departure from the hotel** Please bring your luggage to be loaded onto the bus for the next destination
- **9:30 AM - Volunteer at Metzilot Mazon** The Jerusalem Food Rescuers work to create a more sustainable and equitable food system by rescuing surplus produce, reducing food waste, and supporting communities with limited access to fresh food. In partnership with Muslala, they create meaningful experiences that connect sustainability, creativity, and community action

Learn about the journey of food, how much food is wasted, the environmental impact of food production, and the connection between food rescue, climate, and community resilience. take part in a hands-on activity focused on food preservation and sustainability.

- **1:00 PM - Visit Tzuba Winery** Discover the unique terroir of the Judean Hills at Tzuba Winery, located among the scenic vineyards of the region. Enjoy a wine tasting and a light lunch while learning about the winery's story, the local landscape, and the art of winemaking. While the adults relax and sample the local wines, the kids can enjoy a fun and creative chocolate workshop at Galita, making their own sweet creations and experiencing the joy of chocolate making.
- **Check in at the hotel** And time to rest, before dinner
- **7:30 PM - The Great Desert Night** Desert Dinner- it's not a mirage! Your evening awaits under the stars with a culinary feast under the stars as a live dj gets everyone dancing and singing. Joining us will be a few of our brave IDF soldiers.

Dress attire: White and Blue!

Overnight: Eretz Zeelim - South



Making a change, together

DAY 5 MONDAY, 03 AUGUST 2026

- **Breakfast at the hotel**
- **3 morning options:**
- **9:30 AM - Option 1: Morning volunteering at Kibbutz Kfar Aza** Work in the community gardens (tbd) as a gesture of solidarity with the members of the kibbutz and community whose courage and hope never falter.
- **Option 2: Nova music festival site** Stop at the Nova Festival memorial site at Re'im Forest stop and bear witness to the tragedy of the Nova Festival.
- **Option 3: Pool time and relax** For those who want to enjoy their quiet morning
- **1:00 PM - Lunch at Hahummus Shel Tehina** Lunch at Hummus Shel Tchina is about connection. Tomer Ades, a resident of Kfar Aza and co-founder of the *HaHummus Shel Techina* restaurant chain, and his family survived the October 7 attacks and have continued to share their story through their work. Displaced from their home, Tomer has used his hummus restaurants, originally based in southern Israel and Jerusalem, and community events, including international cooking workshops, to support his employees and help rebuild both his business and community.
- **2:30 PM - Regroup and drive to Rimon Music School in Sderot** We'll close our reunion with a deeply meaningful moment: a special presentation from the Rimon School of Music. Josh Fund scholarship recipients will perform works that complete music Josh began but never had the chance to finish. We'll hear his music fill the room for the first time together, as a family.

The Rimon Academy of Music, is Israel's leading music institution, and has just opened a new campus in the south, bringing music and opportunity to Sderot and extending its reach across the country. Through the care and vision of Lori, Stephen, Jessica and Segev, this partnership allows Josh's music to continue to be heard, supports young Israeli artists and honors the love and support our family has shared through grief. May Josh's memory be a blessing, and a lasting source of inspiration for us all.

- **7:00 PM - Dinner at the hotel at Kibbutz Zeelim** With Special Desert Spread Created by Tali Fiske

Overnight: Eretz Zeelim - South



Until our next family reunion

DAY 6 TUESDAY, 04 AUGUST 2026

- **Breakfast at the hotel**
- **9:30 AM - Check out of the hotel** Enjoy the morning with family on the kibbutz open areas (or hall), and break to your next adventure.
1 bus drives to Tel Aviv
1 bus drives to Jerusalem
- **Farewell** We hope to host you again in our beautiful country!

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Via Sabra gave us an Israel experience like no other. The bookings, the guides, where we went, everything was a joy, the perfect combination of touring, learning and fun.

Stephen K



Not only was the experience reflective of top-notch quality and superb attention to detail, you were treated like family.

Elizabeth



It was the most interesting, delicious, fun trip that we have ever had to Israel and quite frankly, anyplace! Our tour guide brought everything alive for us and filled our days with so many adventures. Cannot recommend this enough.

Ariel P

