

SHMUEL
- FRANCO
DALIA

Menashe 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

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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 śabṛa

In a nutshell

Menashe Family Reunion - Summer 2026

JULY 30, 2026 - AUGUST 04, 2026

Day 1

Thu, 30 Jul 2026

- THIS ENTIRE DAY IS OPTIONAL AND NOT INCLUDED
- Welcome to Israel
- Check in at the hotel
- Optional activities in Jerusalem:
 - Tour 1: Edmond & Lily Safra Center for Brain Sciences and the National Library
 - Tour 2: Yvel Design Center
 - Tour 3: Sataf trail
- Time to rest

Day 2

Fri, 31 Jul 2026

- Welcome to Israel
- Check in at the hotel & special Reunion Welcome Desk
- Optional morning activities in Jerusalem:
 - Tour 1: Machane Yehuda Tasting Tour
 - Tour 2: Old City Tasting Tour
 - Tour 3: 'Shtisel' Tours - tasting tour of the Ultra Orthodox Neighbourhoods
- Before Sunset - Ladino Tour of Nachlaot
- Arts and Crafts led by Refael Habib with Ariel Sepiurka
- Flowers for Shabbat Led by JoJo Kalin
- Time to rest at the hotel
- Candle lighting at the hotel
- Shabbat Dinner at the hotel
- Family "Jaale" time

Day 3

Sat, 01 Aug 2026

- Morning Yoga Led By Jessica Markowitz Aharoni
- Shacharit Shabbat Morning Services
- The Big Jerusalem Scavenger Hunt
- "The Ultimate Israel Jeopardy"
- Explore the Jerusalem Arts Festival
- Havdalah on the roof of the hotel
- Motsash and Dinner at Mustlala

Day 4

Sun, 02 Aug 2026

- Volunteer for Food Rescue with Leket, Israel's National Food Bank

In a nutshell

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Day 5

Mon, 03 Aug 2026

- Morning volunteering at Kibbutz Kfar Aza
- Lunch at Hahummus Shel Tehina
- Regroup and drive to Rimon Music School in Sderot
- Dinner at the hotel at Kibbutz Zeelim

Day 6

Tue, 04 Aug 2026

- 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.

- **THIS ENTIRE DAY IS OPTIONAL AND NOT INCLUDED**
- **Welcome to Israel** Shalom and welcome to Israel! Arrive at Ben Gurion Airport.
- **Check in at the hotel** They'll take care of 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—so you can relax and begin enjoying time together right away.
- **Optional activities in Jerusalem:** Everything is planned in an easy, one-thing-at-a-time flow, with no overlapping tours. Join in when you're inspired, take a break when you need one, it's entirely up to you. A private, chartered bus will bring us to and from all scheduled activities.
- **Tour 1: 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.

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.

- **Tour 2: Yvel Design Center** Yvel—Levy spelled backward—is an internationally renowned jewelry house with a remarkable story. Discover how craftsmanship, creativity, and social impact come together through the Megemeria School of Jewelry and Art, founded by Yvel to train 21 Ethiopian students each year in jewelry design and artistry.
- **Tour 3: Sataf trail** A 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.
CALL US ON +972-3-5188188 OR VISIT WWW.VIASABRA.COM
- **Time to rest** Dinner on own



Flavors of Friday in Jerusalem

DAY 2 FRIDAY, 31 JULY 2026

- **Welcome to Israel** Shalom and welcome to Israel! Arrive at Ben Gurion Airport.
- **Check in at the hotel & special Reunion Welcome Desk** When you arrive at the hotel, you'll be greeted by our reunion coordinator, who will be there to welcome you, answer questions, and help you settle in. They'll take care of 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—so you can relax and begin enjoying time together right away.
- **Optional morning activities in Jerusalem:** Everything is planned in an easy, one-thing-at-a-time flow, with no overlapping tours. Join in when you're inspired, take a break when you need one, it's entirely up to you. A private, chartered bus will bring us to and from all scheduled activities.
- **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.
- **Tour 3: 'Shtisel' Tours - tasting tour of the Ultra Orthodox Neighbourhoods** Please note - this tour is offered for an additional fee.
Walk the streets of the ultra-Orthodox neighborhoods and get to know the people, the food, and feel the vibrations of this life. Gain a more complex appreciation for the people by listening to their music, visiting synagogues, various institutions, seeing unique leisure, fashion, and art this world encompasses, and, of course by eating traditional foods.
- **Before Sunset - Ladino Tour of Nachlaot** 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.
- **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 Israeli and Mediterranean 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



Shabbat in Jerusalem

DAY 3 SATURDAY, 01 AUGUST 2026

- **Breakfast at the hotel**
- **Morning Yoga Led By Jessica Markowitz Aharoni** 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.
- **Shacharit Shabbat Morning Services** For those who are interested.
- **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.
- **"The Ultimate Israel Jeopardy"** Play an exciting family-friendly Jeopardy-style game about Israel and the Menashe Family, testing knowledge of history, culture, food, and geography through fun challenges, teamwork, laughter, and friendly competition 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 contemporary cultural spirit alongside its timeless setting. Head over before Havdalah or after our Motsash Celebration!
- **Havdalah on the roof of the hotel**
- **Motsash and Dinner at Muslala** Saturday evening features a light dinner at the hotel and music within a relaxed setting, creating a warm, casual space for families to unwind and enjoy time together.

Overnight: Cassia Hotel Jerusalem



Heading south

DAY 4 SUNDAY, 02 AUGUST 2026

- **Check out and head South**
- **Volunteer for Food Rescue with Leket, Israel's National Food Bank** Spend a meaningful morning volunteering with Leket helping rescue and pack food to communities in need. This hands-on, family-friendly experience offers a powerful way to give back, connect with local life, and turn your visit to Israel into an act of shared responsibility and values.
- **Oren Winery - tour and lunch** Visit Oren Winery, a small, family-owned boutique winery in Netiv HaAsara, Israel, founded as a heartfelt tribute to Oren Stern, who was killed defending the moshav on October 7, 2023. Hear their story on a guided tour, taste beautifully layered wines, and enjoy a delicious lunch by the vineyard.
- **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. Members of the IDF Yahalom unit that we supported in the wake of 10/7 will be joining us for the evening.

Overnight: Eretz Zeelim - South



Making a change, together

DAY 5 MONDAY, 03 AUGUST 2026

- **Breakfast at the hotel**
- **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.
- **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.
- **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.

- **Dinner at the hotel at Kibbutz Zeelim**

Overnight: Eretz Zeelim - South



Until our next family reunion

DAY 6 TUESDAY, 04 AUGUST 2026

- **Breakfast at the hotel**
- **Check out of the hotel** Enjoy the morning with family on the kibbutz open areas (or hall), and at noon 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

