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# Rochester Federation : Israel Unfolded - July 2026



8 Nights  
JULY 10, 2026 - JULY 18, 2026

# 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

## Rochester Federation : Israel Unfolded - July 2026

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### Day 1

**Fri, 10 Jul 2026**

- Welcome to Israel
- Welcome and ice breakers
- Carmel Market (Shuk HaCarmel)
- Nachalat Binyamin Arts and Crafts Market
- Neve Tzedek
- Kabbalat Shabbat At the Tel Aviv Port
- Dinner with a Local Family

### Day 2

**Sat, 11 Jul 2026**

- Tour of Historical Zichron Yaakov
- Somek Winery
- Hummus lunch at Abu Suhila
- Tour and Taste Akko
- Cooking workshop with a local Druze Family
- Drive back south after a long, delicious day!

### Day 3

**Sun, 12 Jul 2026**

- Yoga on the Beach
- Later start for the day with a tour of Old Jaffa
- Shabbat Brunch (OPTIONAL)
- Culture Options (Choose One):
- OPTION 1: ANU Museum of the Jewish People
- OPTION 2: Tour with Shirel Horovitz of Tel Aviv Art Museum
- Dinner in Tel Aviv

### Day 4

**Mon, 13 Jul 2026**

- Brothers For Life Experience
- A Chance to Give Back with Volunteering
- Lunch at Caffit Restaurant in Modiin
- Continue to Modiin - our partnership region
- Open Bars with leaders from Modiin (including dinner)
- Drive back to Tel Aviv

# In a nutshell

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### Day 5

**Tue, 14 Jul 2026**

- Black Arrow Lookout on the Gaza Strip
- Visit Nir Oz
- Lunch at Osi Lankri's house in Ofakim
- Nova music festival site
- Ceremony for Ambulance donation
- Dinner at Oren Winery
- Drive to Jerusalem, check in to your hotel and evening on own

### Day 6

**Wed, 15 Jul 2026**

- Early start for the day - drive south
- Masada National Park
- Dead Sea Resort for swim and lunch
- Ein Gedi National Park
- Dinner on own

### Day 7

**Thu, 16 Jul 2026**

- Start your morning at the City of David
- Davidson Center
- The Western Wall Tunnels
- Machane Yehuda Market

### Day 8

**Fri, 17 Jul 2026**

- MORNING OPTIONS:
- OPTION 1: Yad Vashem
- OPTION 2: Israel Museum
- OPTION 3: The National Library of Israel
- Afternoon tour of the Old City
- Prepare for Shabbat
- Shabbat Dinner

# In a nutshell

## Rochester Federation : Israel Unfolded - July 2026

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Day 9

**Sat, 18 Jul 2026**

- Ein Karem
- Sphera Winery with light lunch
- Jeep tour of the Judean mountains
- Tel Azekah
- The Perfect Farewell Dinner - Nura at Mata
- Farewell



# First Tastes, First Hellos, Tel Aviv

## DAY 1 FRIDAY, 10 JULY 2026

- **Welcome to Israel Shalom** - welcome to Israel. Arrival at Ben Gurion Airport.
- **Welcome and ice breakers**
- **Carmel Market (Shuk HaCarmel)** A culinary and cultural experience in the Carmel Market (Shuk HaCarmel), the largest market in Tel Aviv. Touring the market reveals the taste of the ages of Tel Aviv in the youthful atmosphere felt here. The Polish, the Persian, and the Yemeni...in this case, it is not the opening line of a joke, but the fascinating culinary traditions that mix in this place. Founded over 90 years ago, discover the many secrets, stories, and legends of this culinary destination. Enjoy tastings throughout the tour.
- **Nachalat Binyamin Arts and Crafts Market** Enjoy time to explore the local artistic spirit in Nachalat Binyamin open-air market in the heart of Tel-Aviv. It has become synonymous with quality Israeli crafts and folk art. The market comprised over 100 stands representing specialty local crafts in virtually every medium imaginable: wood, stone, glass, ceramics, and various metals, all original and handmade. The unique architecture as well as the graffiti on the walls provide a perfect backdrop for the arts and crafts market.
- **Neve Tzedek** Neve Tzedek is the first Jewish neighborhood to be built outside of Jaffa and is now one of the most beautiful and desirable locations in Tel Aviv. It was built in 1887 by dignitaries of the old Jewish community of Jaffa. Looking to head out of the ever-growing and over-crowded Jaffa, they built, what was considered back then, modern and comfortable housing.. In recent years, the neighborhood was restored and has become a trendy fun beautiful part of the city and a good place to try some Israeli Gelato!
- **Kabbalat Shabbat At the Tel Aviv Port** Experience the unique energy of a seaside Shabbat welcome. Join locals for a special Kabbalat Shabbat service right on the lively Tel Aviv Port.
- **Dinner with a Local Family** This is an opportunity for incoming tourists of all backgrounds to experience an authentic Shabbat (Jewish Sabbath) at the home of a host family in the heart of Jerusalem. You will receive an informative introduction to Shabbat while dining on a home made a delicious meal with your hosts.

**Overnight: Isrotel Sea tower - Tel Aviv**



## Roots, Wine, Akko, Shared Tables

### DAY 2 SATURDAY, 11 JULY 2026

- **Breakfast at the hotel** After breakfast h - head north!
- **Tour of Historical Zichron Yaakov** Established in December 1882, Zichron Ya'akov was one of the first modern Jewish communities in the country. Due to the massive support of Baron de Rothchild the town was soon named after Rothchild's father (Zichron Yaakov - "in memory of Jacob") and became known for its fine wine cellars, which produce high-quality vintages to this day. The town is also famous as the center of the NILI spy ring, organized by Jews to aid the British in ousting the Turks at the beginning of the 20th century. Tour the town to learn its history and enjoy its charming, shop-lined streets.
- **Somek Winery** Visit Somek Winery in Zichron for a wine tasting. Somek is a small family winery using only grapes grown in the family's vineyards and featuring several local varieties of grapes.
- **Hummus lunch at Abu Suhila** Enjoy a traditional hummus lunch at a Hummusiya, and support a local small business!
- **Tour and Taste Akko** Explore the enchanting Akko Old City on a historical and cultural tour. The ancient city of Akko is situated on the Mediterranean, is one of the oldest ports in the world, and is a city shared by Jews, Muslims, Christians and even Bahai. Walk narrow streets past towering ramparts, green domes, venerable synagogues, slender Muslim minarets, and secret passageways, visit local artists' studios and meet local vendors. Learn about the city's ancient history as well as its important role in Israel's modern history.
- **Cooking workshop with a local Druze Family** Together with your hosts in their private home, prepare traditional Druze Galilean dishes and then enjoy a meal of the foods you learned to cook. Get to know your hosts and their culture and history. Hear about the strong bond between the Druze community to the State of Israel and their contribution to the IDF. Dinner is included.
- **Drive back south after a long, delicious day!**

Overnight: Isrotel Sea tower - Tel Aviv



# Shabbat Calm, Art, Sea Breeze

**DAY 3 SUNDAY, 12 JULY 2026**

- **Yoga on the Beach** Begin your day with beachfront yoga in Tel Aviv, breathing sea air, moving gently, and finding calm as waves roll in.
- **Breakfast at the hotel**
- **Later start for the day with a tour of Old Jaffa** Explore the enchanting charm of Old Jaffa, where ancient and modern are situated side-by-side and where people of all faiths meet. Jaffa is one of the most ancient port cities in the Mediterranean basin. Visit Jaffa Port, which for centuries was the gateway to the Land of Israel. Today Jaffa is a mixed city, where Jews and Arabs live alongside each other.
- **Shabbat Brunch (OPTIONAL)** In private setting indulge in a Jewish Shabbat Brunch. Enjoy the variety of classic ethnic foods that are part of the Shabbat day meal. These dishes are brought directly from the homes in which the food was cooked for families that share their heritage and flavors.
- **Culture Options (Choose One):** The afternoon is yours to dive deeper into Israeli arts and culture:
- **OPTION 1: ANU Museum of the Jewish People** The newly re-imagined ANU Museum of the Jewish People tells the story of the Jewish people through the generations and up to the present time. Dive into this dynamic and interactive experience that represents all parts of the Jewish people and highlights the creative works and cultural riches of a variety of communities throughout different periods of history.
- **OPTION 2: Tour with Shirel Horovitz of Tel Aviv Art Museum** During this dynamic tour with Shirel Horovitz, understand what makes Israeli art what it is and learn about its relationship with the Zionist narrative as well as the international art world. Tour the extensive Israeli collection at the Tel Aviv Museum of Art and visually explore the Israeli narrative from the early 20th century until today. Shirel earned her BFA from Bezalel Academy in Jerusalem, and her MA from the interdisciplinary art program in Tel Aviv University. Her works were exhibited in museums and galleries in Israel and the U.S.
- **Dinner in Tel Aviv**

**Overnight: Isrotel Sea tower - Tel Aviv**



# BROTHERS אֶחָיו FOR LIFE לְחַיִּים



## Giving Back, Partnership, People, Purpose

**DAY 4 MONDAY, 13 JULY 2026**

- **Breakfast at the hotel**
- **Brothers For Life Experience** Brothers for Life is devoted to ensuring that every wounded combat soldier receives the care and support needed to ensure his/her return to a fulfilling and contributive life. Meet staff members and clients and join them for lunch at their center. Brothers for Life was created by and is run by injured Israeli veterans, and gives critical and immediate help to other injured Israeli combat veterans who sacrificed their lives for the safety of the Israel's citizens.
- **A Chance to Give Back with Volunteering** Spend a meaningful few hours volunteering in Israel, connecting with local communities while making a tangible, positive impact through hands-on service.
- **Lunch at Caffit Restaurant in Modiin**
- **Continue to Modiin - our partnership region** Kick off the day with a scenic drive from Jerusalem to our Partnership (P2G) community, Modiin! Get ready to meet the people who make this partnership so special.
  - Heartfelt Meeting with Noa Marciano's Family - Experience a moving and personal encounter with the family of Noa Marciano.
  - Welcome Modiin Leaders - A few dynamic leaders from the Modiin community will join our group, sharing their insights and perspectives for the rest of the day.
- **Open Bars with leaders from Modiin (including dinner)** Nightcap & Partnership with Modiin Leaders (Open Bar Session) - End the night with an open bar and a casual, fun session with the Modiin leaders. It's the perfect time for relaxed conversation, final reflections, and building lasting friendships!
- **Drive back to Tel Aviv**

**Overnight: Isrotel Sea tower - Tel Aviv**



# Southward Stories, Memory, Resilience

**DAY 5 TUESDAY, 14 JULY 2026**

- **Breakfast at the hotel** After breakfast - head south to the Gaza Envelope
- **Black Arrow Lookout on the Gaza Strip** With a security briefing
- **Visit Nir Oz** Tour Kibbutz Nir Oz to witness community resilience, remembrance, and rebuilding in the aftermath of October 7, honoring lives, courage, and hope.
- **Lunch at Osi Lankri's house in Ofakim** Recognized as one of Ofakim's "Culinary Queens," Osi invites you to savor a home-cooked meal in her beautiful home. While enjoying the culinary experience, listen to her personal stories about life in the Envelope, her birthplace and hometown. Gain insights into how the October 7th attack affected her home, family, and neighborhood.
- **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.
- **Ceremony for Ambulance donation** With Lachish regional municipality
- **Dinner at Oren Winery** Oren Winery is a family-run boutique winery in Netiv HaAsara offering handcrafted wines, relaxed tastings, scenic surroundings, and heartfelt stories of heritage, community, and resilience just 40 minutes from Tel Aviv. The winery is named after Oren Stern, that fell on October 7th. defending his Kibbutz.
- **Drive to Jerusalem, check in to your hotel and evening on own**

**Overnight: Theatron Hotel**

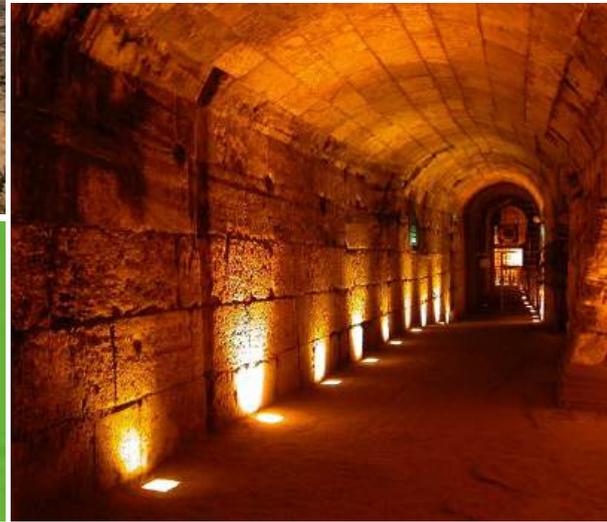


# Desert Legends, Water, Wonder

## DAY 6 WEDNESDAY, 15 JULY 2026

- **Breakfast at the hotel**
- **Early start for the day - drive south**
- **Masada National Park** Ascend the mountain by cable car to explore Masada, a natural fortress combining natural beauty and deep meaning. Explore the impressive excavations that reveal secrets of daily life in the fortress, hear about the scene of the epic stand by Jewish rebels at the end of the Great Revolt against Rome nearly 2,000 years ago, and how the site became one of Israel's most important symbols.
- **Dead Sea Resort for swim and lunch** Swim in the Dead Sea and have lunch at a local spa hotel - the Dead Sea is the lowest point on earth, a stunning, other-worldly landscape of shimmering blue water ringed by bare, orange and yellow hills. The waters hold a potent solution of minerals and salts that have strong healing properties. Together with its ethereal beauty, these health-giving minerals make the Dead Sea's beaches and spas popular vacation spots. Attempt swim and float in the Dead Sea, and enjoy the spa facilities. Lunch is included.
- **Ein Gedi National Park** Nahal David beautiful desert oasis, is a spectacular water hike for all ages. Trails in a range of levels of difficulty take you alongside and through the cool, fresh waters, down waterfalls, along sheer cliffs, and past lush greenery and invasive species. According to tradition, David sought refuge from King Saul, and his courage and leadership are commemorated here. If you're both quiet and lucky, you might even glimpse the sure-footed ibex and other local animals.
- **Dinner on own**

**Overnight: Theatron Hotel**



# Jerusalem Unearthed, Stone and Spirit

**DAY 7 THURSDAY, 16 JULY 2026**

- **Breakfast at the hotel**
- **Start your morning at the City of David** A Trip back in time to where it all began four millenniums ago when King David founded the capital of the Kingdom of Israel, to the hill that has been continuously excavated for the last hundred and twenty years. Tour the palace of King David, ritual purification pools, and Hezekiah's water system built to protect the water supply. Walk through newly uncovered sites and marvel at the newly excavated Pilgrim's Way. See the tour's highlight - the monumental foundational stones of the Western Wall which lie at the foot of the Temple Mount. Exit the site onto the magnificent road where the Jewish pilgrims walked, over 2,000 years ago.
- **Davidson Center** Walk through the Southern Wall Archaeological Gardens. Get a glimpse of the glory of the Second Temple, the heart of the ancient Jewish kingdom, and the devastation that followed. Visit the Davidson Visitors' Center and enjoy a modern and interactive virtual presentation. The museum presents a taste of the archaeology of Jerusalem from different eras - covering the First Temple, Second Temple, Byzantine, Islamic, and the Crusades periods.
- **The Western Wall Tunnels** Explore what's under the Muslim Quarter through the Kotel Tunnels Tour. The Western Wall is impressive, but its greatness is truly discovered when you descend underground to the Western Wall Tunnels. The tunnels run along approximately 488 meters (1601ft) of the Western Wall, giving visitors a taste of the challenge that stood before Herod the Great during the biggest of all his immense building projects - the expansion of the Temple Mount.

Continue to lunch at Hummus Lina in the Old City!

- **Machane Yehuda Market** In the heart of Jerusalem sits this bustling, multi-ethnic market bursting with life, art, and flavor. Immerse yourself in the world of Middle Eastern cuisine as you indulge in a tasting tour through Machane Yehuda Market. Learn about the market's rich history, and meet the vendors who bring this place to life, as you experience the vibrant energy unique to this iconic culinary destination.

Finish your day as the market turns into the hottest nightlife scene in town!

**Overnight: Theatron Hotel**



# Memory, Culture, Shabbat in Jerusalem

## DAY 8 FRIDAY, 17 JULY 2026

- **Breakfast at the hotel**
- **MORNING OPTIONS:**
- **OPTION 1: Yad Vashem** Visit the museum at Yad Vashem, Israel's National Memorial to the Holocaust. Tour this memorial to the darkest moment in the world and Jewish history, its children's memorial, and exquisite gardens. Yad Vashem is an unforgettable place of tribute and remembrance. You'll be guided by a member of the Yad Vashem staff.
- **OPTION 2: Israel Museum** Visit the Israel Museum, the country's largest cultural institute and ranked among the world's leading art and archeology museums. Linger over the renowned Israeli art, the Judaica collections in the Jewish Art and Life Wing, and in the Archaeology Wing visit the world's most extensive holdings of the Land of Israel. Among the highlights of the campus is the Shrine of the Book, home to the exceptional archaeological finds of the Dead Sea Scrolls, the oldest Biblical manuscripts in the world, as well as other rare ancient manuscripts. Tour with your guide followed by time on your own to explore the galleries that interest you the most.
- **OPTION 3: The National Library of Israel** Founded in Jerusalem in 1892, the National Library of Israel (NLI) holds the collective memory of Israelis of all backgrounds and faiths and the Jewish people worldwide. While continuing to serve as Israel's preeminent research library, over the past decade NLI has embarked upon an ambitious journey of renewal to encourage diverse audiences in Israel and around the globe to engage with its treasures in new and meaningful ways. This transformative renewal is taking place through a range of innovative educational, cultural, and digital initiatives, as well as through the construction of a new landmark campus, on schedule to open its doors in 2023.
- **Afternoon tour of the Old City** Tour Jerusalem's Old City and meet the people and places that make this place so unique. explore Jewish history in the Jewish Quarter, spanning from the First Temple era to the present. Visit the Church of the Holy Sepulcher in the Christian Quarter and, conditions permitting. Delve into the complexity of a city sacred to Judaism, Christianity, and Islam.
- **Prepare for Shabbat**
- **Shabbat Dinner** Enjoy an authentic and intimate Shabbat dinner in a private home, learn about the Jewish Shabbat traditions, and understand why Friday night is family time and what it means to Israelis.

**Overnight: Theatron Hotel**



## Hills, Wine, Reflection, Farewell

L'hitraot!

### DAY 9 SATURDAY, 18 JULY 2026

- **Breakfast at the hotel** And check out of the hotel
- **Ein Karem** Step into another world while you visit the quaint Ein Karem neighborhood, which is tucked into the hills of Jerusalem. This is the biblical Ein Karem village, whose name means "the spring in the vineyard." Wander through this serene neighborhood, visit impressive churches like the Church of the Visitation, explore local art galleries, and discover the village's rich cultural and religious heritage
- **Sphera Winery with light lunch** Wine tastings at Sphera Winery - a boutique winery that crafts exclusively white wines made from grapes grown in vineyards throughout the country. Fusing nature, innovative technology, and artistry touch, Sphera focuses on the fine details and subtle nuances. Owners, Sivan Rav Hon and winemaker Doron Rav Hon champion a clear and minimalistic philosophy, revealing the true essence of fruits in rich, complex flavors. Enjoy tastings of excellent wines amidst the scenic beauty of the Ella Valley.
- **Jeep tour of the Judean mountains**
- **Tel Azekah** The pear-shaped Tel Azeka was one of the main Judean Biblical border cities as it towered over the Elah Valley. It was here that the Bible tells us the Amorite kings were defeated by Joshua and their army destroyed by a hailstorm. Looking at the panoramic view from the top of the tel, one can vividly picture the historic battle between the young shepherd, David, and the mighty Philistine warrior, Goliath that took place in the Elah Valley
- **The Perfect Farewell Dinner - Nura at Mata** Connect to Israel's natural surroundings through an intimate dinner in the Jerusalem Hills. Meet Nurit Hertz in her backyard and enjoy a thoughtfully prepared meal inspired by local traditions, seasonal ingredients, and ancient culinary wisdom rooted in this landscape.
- **Farewell** We hope to host you again in our beautiful country!

# via šabra

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

