

BEIT  
ISSIE  
SHAPIRO

# Taste. Connect. Experience Israel. Like Never Before



4 Nights  
MAY 31, 2026 - JUNE 04, 2026

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 śabṛa

# In a nutshell

## Taste. Connect. Experience Israel. Like Never Before

MAY 31, 2026 - JUNE 04, 2026

---

### Day 1

**Sun, 31 May 2026**

- Welcome to Israel
- VIP Arrival
- 1:00 PM - Ice Breakers and Introduction
- Opening Tour at ANU
- Opening Dinner - Foodish: 100 Years of Flavor

### Day 2

**Mon, 01 Jun 2026**

- Insights on Innovation Entrepreneurs' Panel
- Asif: Culinary Institute of Israel
- OPTIONAL: The White City
- Downtime at the Hotel
- Exquisite Dinner at Private Home in Tel Aviv

### Day 3

**Tue, 02 Jun 2026**

- Morning Talk
- Drive to the Gaza Envelope
- Security Briefing
- Lunch with Locals
- Visit the Nova Music Festival Site
- Visit Kibbutz Nir Oz
- Barbeque with Soldiers
- Drive Back to Tel Aviv

# In a nutshell

## Taste. Connect. Experience Israel. Like Never Before

MAY 31, 2026 - JUNE 04, 2026

---

### Day 4

**Wed, 03 Jun 2026**

- VIP Tour of Beit Issie Shapiro
- Drive to Jerusalem
- Drone Demonstration
- Downtime at the Hotel
- Private Dinner

### Day 5

**Thu, 04 Jun 2026**

- Morning Visit to an IDF Security Base
- City of David
- Meaningful Stop at the Western Wall
- Meet with Top Venture Capitalist
- Meeting with Israeli Politician
- Farewell Dinner
- L'Hitraot!



# Mission Kick-Off: Celebrating Decades of Israeli Innovation,

## DAY 1 SUNDAY, 31 MAY 2026

- **Welcome to Israel** Shalom and welcome to Israel! Arrival at Ben Gurion Airport.
- **VIP Arrival** Your VIP fast track assistant will greet you at the sleeve of the plane. After assisting with arrival procedures and collecting your baggage, you will be taken to meet your driver to head to Tel Aviv and check in to your hotel.
- **1:00 PM - Ice Breakers and Introduction** Start our trip with ice breakers and introduction to the group, our staff, and overview of our itinerary.
- **Opening Tour at ANU** Explore ANU Museum's new exhibit tracing 4,000 years of Jewish history through the lenses of food, innovation, and security. Discover how traditions evolve and communities thrive globally.
- **Opening Dinner - Foodish: 100 Years of Flavor** Taste a century of Israeli flavor at the celebratory opening event at Foodish: 100 Years of Flavor. Menu will include dishes that capture the flavors and traditions of Israeli culinary cuisine (hosted by Foodish).
- Connect with the dedicated leaders making life-changing impact possible from Beit Issie Shapiro.

**Overnight: Hilton Tel Aviv**



# Tel Aviv's Vibrant Flavor and Startup Scene

## DAY 2 MONDAY, 01 JUNE 2026

- **Breakfast at the Hotel**
- **Insights on Innovation Entrepreneurs' Panel Meet** with and hear from a panel of Israel's top entrepreneurs sharing insights on innovation and tech leadership in Israel. Gain valuable perspectives and hear personal stories from successful Israeli startup founders and leaders.
- **Asif: Culinary Institute of Israel** Visit Asif, the Culinary Institute of Israel, to learn about agro- and food-tech innovations, as part of Start up Central Nation headquarters. Tour their facilities, learn about their focus on promoting Israel on the global food scene.
- **OPTIONAL: The White City** Explore Lev Ha'ir, the Heart of the City, where the first roots of Tel Aviv were planted in 1909. Lev Hair contains some of Tel Aviv's most beautiful buildings, being at the center of the UNESCO designated "White City" known for its Bauhaus, Eclectic, and International Style architecture. The area is densely populated, rooted in history, and with a glance towards the future with impressive skyscrapers, and a high concentration of start-up companies. Bordered by Habima Theater in the north and Florentin and Neve Tzedek in the south, Lev Ha'ir is a gateway to almost every district in the city. Lev Ha'ir is a cultural hub, filled with galleries, restaurants and parks.
- **Downtime at the Hotel**
- **Exquisite Dinner at Private Home in Tel Aviv**

Overnight: Hilton Tel Aviv



# Resilience and Remembrance in the South

**DAY 3 TUESDAY, 02 JUNE 2026**

- **Breakfast at the Hotel**
- **Morning Talk Meet** with the Avi Issacharoff one of the co-creators of the hit television series, Fauda.
- **Drive to the Gaza Envelope**
- **Security Briefing** Start our day with an in-the-field security briefing from an officer of an elite IDF unit. Gain a firsthand, candid perspective on the challenges and realities of the region.
- **Lunch with Locals** Enjoy a home-cooked meal in a beautiful home while hearing personal stories about life in the Envelope and insights how the October 7th attack affected her home, family, and neighborhood.
- **Visit the Nova Music Festival Site** Honor the memories of those lost in a place that now stands as a symbol of life, art, and the universal call for peace. Meet with a Nova survivor to hear first-hand how October 7th unfolded, how some survived, and how many did not.
- **Visit Kibbutz Nir Oz** A deeply moving encounter as we visit Kibbutz Nir Oz alongside one of its residents. Listen to first-hand accounts of community, survival, and the enduring spirit of hope that thrives even after tragedy.
- **Barbeque with Soldiers** Participate in a barbeque with soldiers from an elite engineering combat unit. You'll have the opportunity to mingle and socialize - to hear their stories from the front lines and to share your support for their bravery.
- **Drive Back to Tel Aviv**

**Overnight: Hilton Tel Aviv**



# The Beit Issie Shapiro Experience: Innovation and Impact Driving

## DAY 4 WEDNESDAY, 03 JUNE 2026

- **Breakfast at the Hotel** And check out.
- **VIP Tour of Beit Issie Shapiro** Visit Beit Issie Shapiro for a behind-the-scenes tour Israel's leading innovator in the field of disabilities. Connect with the people and experience how the organization is changing lives and building a stronger future for our society at large.
- **Drive to Jerusalem**
- **Drone Demonstration** This visit offers exclusive access to the experts behind the military's advanced drone capabilities. Gain insight into how these unmanned systems have been operationally critical during recent combat, followed by a live field demonstration of their tactical applications
- **Downtime at the Hotel** Arrive at Jerusalem hotel, check in, and free time to regroup and relax.
- **Private Dinner** Hosted at a private home in the Old City of Jerusalem.

**Overnight: Isrotel Orient Jerusalem**



# From Ancient Stones to Global Startups: A Jerusalem Farewell

**DAY 5 THURSDAY, 04 JUNE 2026**

- **Breakfast at the Hotel**
- **Morning Visit to an IDF Security Base** Exclusive briefing and behind the scenes insights at a nearby IDF base.
- **City of David Meeting** and short tour with the head archeologist of the City of David, seeing the new pilgrims' route excavations, and walking the historical path.
- **Meaningful Stop at the Western Wall** Take time to reflect at the Kotel (The Western Wall). Feel the stones that have witnessed so much in the history of the Jews. Place your special and personal prayer in the cracks of the stones.
- **Meet with Top Venture Capitalist** Join a top Venture Capitalist for an engaging conversation on Israel's tech evolution, startup culture, global innovation impact, and the human stories behind world-changing ideas.
- **Meeting with Israeli Politician** Engage with an Israeli politician in a small-group discussion on key topics. Gain insights into national leadership during these pivotal times and raise our individual questions for dialogue.
- **Farewell Dinner** Our closing dinner event will be an unforgettable culinary experience.
- **L'Hitraot!** Farewell and we hope to host you again in our beautiful country!  
Transportation will be provided to the airport or back to Jerusalem for those extending their stay

# 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

