



# Bailliage d'Israël Grand Chapitre

“Tel Aviv: The 24-Hour City”



15 – 17 February 2018

# Welcome from the Bailli Délégué Honoraire



Dear Confrères and Consoeurs,

In the name of Mr. Ron Fogel the incoming Bailli and in the name of all the members of the Israeli Chapter it is with great pride and enthusiasm that I am honoured to invite you to our Grand Chapître 2018, celebrating 53 years of the Chaîne des Rôtisseurs in Israel.

Tel Aviv is one of the world's most dynamic and vibrant locations. With 13 beaches, over 1,700 clubs, bars and cafes, and a young population, it is no wonder that people around the globe are visiting this 24-hour city. There is always something happening, and always somewhere to eat and drink well!

The local cuisine presents a fascinating style of cooking, with influences from many tribes and peoples simmering together in a spectacular melting pot. Israel is also producing very exciting wines.

The Bailliage of Israel was founded in 1965. We are privileged to count Israel's finest chefs, hoteliers and wine-makers among our members, alongside an enthusiastic community of foodies. We look forward to welcoming you!

Our Bailliage has planned culinary experiences around the clock, which we are confident will provide blessed and inspiring memories. Our Grand Chapître will culminate with an Induction Ceremony and Gala Dinner at the prestigious David InterContinental Hotel.

Vive La Chaîne - and l'haim (to life)!

A handwritten signature in blue ink that reads "Tal Gal-Cohen".

**Tal Gal-Cohen**  
Bailli Délégué Honoraire  
Membre du Conseil Magistral

# Tel Aviv: The 24-Hour City

Established in 1909, Tel Aviv is the center and source of Israel's economy and modern Israeli culture. It houses Israel's banking system, the Tel Aviv Stock Exchange, embassies and international consulates, Israel's largest newspapers, the National Theater, the Philharmonic Orchestra and other national cultural establishments. The "White City" in Tel Aviv was recognized in 2003 as a World Heritage Site. Tel Aviv has been described as "a world city in the making" and is one of the most visited cities in Israel, with more than a million foreign tourists a year.

The port city of Jaffa was the beginning of the city of Tel Aviv. Jaffa is considered one of the oldest port cities in the world; it is mentioned in the Bible and other ancient sources, and for generations it served as a maritime gateway to the land of Israel.

Tel Aviv was named "the first Hebrew city" because it was the first Jewish municipal construction project in Israel. The aim was to establish a Hebrew city alongside Arab Jaffa. After the establishment of the State of Israel, the two cities were united and the Tel Aviv-Jaffa municipality was created.

The coastal strip of Tel Aviv continues for 14 kilometers along the Mediterranean Sea and is a central component of the life of Tel Aviv's residents. A large part of the coastal strip is used for recreation and leisure activities that are open to the general public, including beaches, promenades and parks.

There are also several markets with different characteristics in the Tel Aviv-Jaffa area. The oldest market in the city is Jaffa's flea market, which specializes in antiques, old household items and miscellaneous art, and is in fact the only big market left in Jaffa. The largest and most active market in Tel Aviv today is the Carmel Market in the center of the city. It operates throughout the week and specializes mainly in food, although it also contains other products. Other large food markets are the Levinsky Market and Hatikva Market, an organic farmers market in the Tel Aviv Port area.

Not surprisingly, Tel Aviv is the centre of Israel's rich and vibrant food scene, pioneering Mediterranean-influenced cookery and the use of the freshest ingredients available in new and exciting ways. The city's restaurants, markets and food stalls provide culinary adventures around the clock. Tel Aviv's excellent nightlife and live music scene are known and loved worldwide.



# Program Highlights

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## Barkan Winery

Our adventures will begin with a visit to Barkan Winery in the Judean Lowlands close to Tel Aviv. The winery was founded in the late 1800's. From its earliest days, the winery focused on the most important thing: the quality of the grapes! High-quality varieties were brought from all over the world and planted in Barkan's vineyards throughout the country. Today, Barkan has dozens of species spread over 10,000 dunams of vineyards, each of which is adapted to the best growing areas.

In 2000, a new and sophisticated winery was built in Kibbutz Hulda, which was designed for the 21st Century and equipped with the most advanced means of production in the world. The winery includes laboratories, large fermentation tanks, a filling and storage facility and a marketing and logistics center. Thanks to its numerous grape varieties and growing areas, fermentation methods and over 5,000 oak barrels of various types, Barkan Winery is truly a "paradise for wine".

Barkan's winemakers have already achieved world renown and won assorted prizes, thanks to the quality of their wine and the combinations of their bold grape varieties.

When we arrive at the winery, we will begin with a welcome drink, proceed to a tour and finish with a private wine tasting.



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## The Blue Rooster Restaurant

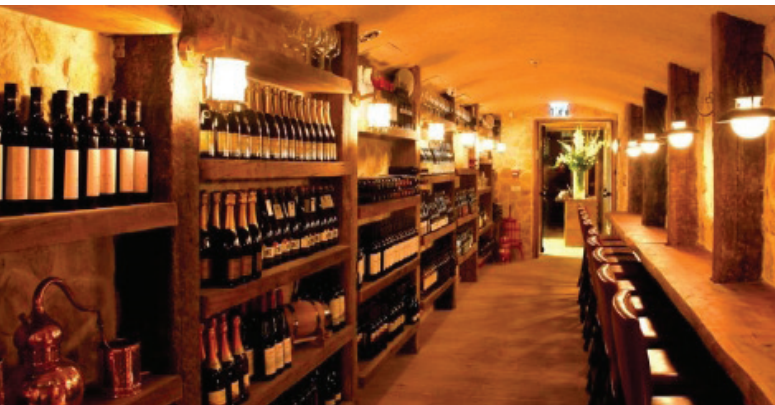
The Blue Rooster Restaurant was established in 2011 by Chef Shaul Ben Aderet. He offers a rich menu and a warm and homely atmosphere in an urban setting among the office towers and many varied entertainment options of central Tel Aviv.

The menu changes daily according to the ingredients available in the local market, and also features the regular dishes that characterize the place, which are composed by Chef Ben Aderet through his personal interpretation based on fresh ingredients.

### ***Chef Shaul Ben Aderet***

Chef Ben Aderet, a Chaine member, was born in Petah Tikva and grew up in Tel Aviv. His love for the kitchen was a gift from his mother and grandmother, who came from Iraq, and was reinforced by his father's Greek side. He is a well-known TV personality in Israel.

He has represented Israel as a chef in collaboration with the Foreign Ministry on trips to Brazil, Uruguay and Japan, where he held large food events, Israeli food festivals, gala dinners and various charitable events. Among other things, Chef Ben Aderet conducts cooking workshops, is a culinary consultant and has a column in the national "Globes" newspaper.



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## Tai Chi with Chef Alfred Jevnisek

We will open the next morning by practicing Tai Chi, which will give us fresh and good energies for the beginning of the day.

The Tai Chi session will be conducted by the fellow Chaine member and well-known Chef Alfred Jevnisek of the David InterContinental Hotel. Chef Jevnisek has been studying Tai Chi for seven years and is an instructor at the Tel Aviv Tai Chi Training Centre.



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## Market Tour with Chef Nurit Goren

We will take a tour filled with flavors around the Carmel Market and the famous Yemeni neighborhood with Chef Nurit Goren.

Carmel Market is not the oldest market in Tel Aviv, but certainly most colorful. It was established in around 1920 by Russian immigrants and borders the alleys of the Yemeni Kerem Hatemanim neighborhood. The Carmel Market features fruits and vegetables, fish and meat, popular local restaurants, housewares, boutique delicatessens and concept stores.



### ***Chef Nurit Goren***

Chef Goren is everything that characterizes the Carmel Market: colorful, frantic, full of passion for food and love of life. Thanks to her charisma and her long and intimate acquaintance with the market, she will take you on a culinary tour between the stalls, the smells and flavors that you do not necessarily know: the coffee vendor singing opera, the spice stand made from celery salt. Chef Goren will combine her stories with lots of tastings.

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### **Restaurant M25**

After the tour we will stop for lunch at the famous restaurant M25, helmed by renowned Chef Yehonatan Borovich.

M25 is a meat restaurant in the alley between the Carmel Market and the Yemeni neighbourhood, 25 meters from the well-known Meat Market butcher which supplies the kitchen. The restaurant itself has a closed indoor area and an open-air courtyard. The atmosphere is informal and the place has a back-yard vibe, with music in the style of the Yemeni neighbourhood which is part of its charm. M25 is a happy and lively place without papers or posing.

### ***Chef Jonathan Borowits***

Since 2015 Chef Borowits has been the proud owner of M25. He first won the respect of customers and colleagues as the chef and owner of the famous Café 48 in Tel Aviv. He graduated from the French Culinary Institute in New York in 2001.



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## Claro Restaurant & Traditional Shabbat Dinner

Meaning "clear" in Spanish, Claro is Chef Ran Shmueli's first restaurant. Claro is not "just" a restaurant, but an entertainment venue and a social meeting place. It has a wonderfully free and warm atmosphere, with good music and a modern, open kitchen. Claro's cuisine travels in the countries of the Mediterranean basin. The menu places special emphasis on seasonal ingredients from the best local produce. It is rich in vegetables and fruits with a "farm to table" approach.

Claro is located in a 1,100 square meter original Templar structure that has been meticulously restored, preserving its unique history. The restaurant was built in 1886 and contained Israel's first industrial winery. The building has a fascinating history: over the years, it has served as the headquarters of the British Army during World War II, and Israel's governmental printing press. In 1950, the Mint of the Bank of Israel began to operate on this site, and the underground Government Library was constructed. Since 1963, the building has also been used by Mossad and the Ministry of Defense.



### ***Chef Ran Shmueli***

Chef Shmueli is an innovative and creative chef. An entrepreneur and visionary, he is a true pioneer in the culinary industry in Israel, bringing the best of the world to the table.

Chef Shmueli began his culinary career at the age of five in the kitchen of his Austrian grandmother. Already at an early age, he became the family chef, taking his mother's place in the kitchen and inviting family and friends to meals around specially designed tables. In 1990, Chef Shmueli and his partner Zohar established Shmueli Catering, which specializes in producing events and developing unique culinary concepts.

### ***Kabbalat Shabbat - "Welcoming the Shabbat"***

On Friday evening we will experience a traditional Kabbalat Shabbat dinner with Rabbi Galit Cohen Kedem. We will begin with candle lighting, kiddush wine and challah bread, and Rabbi Galit will share some traditional blessings. We will also enjoy a live performance of Shabbat songs before a delicious meal of traditional dishes.

### ***Rabbi Galit Cohen Kedem***

Rabbi Galit is a member of the Reform Jewish community in Holon and the leader of the Kodesh and Chol community. She conducts ceremonies, teaches the Torah and Hebrew culture to a diverse audience, works on community development, and promotes social justice as well as mutual support within the community. She is also a spiritual guide and counsellor.



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### **The Library Bar at The Norman**

After dinner we will move to the Library Bar, which is located in the prestigious boutique hotel, The Norman. Here, we have arranged an exclusive evening of cocktails.

The Library Bar is an elegant, colonial-style bar boasting a unique design that includes a library of hand-selected antique books from England. It is a haven of peace from the bustling streets of Tel Aviv an exclusive evening of free-flow, gourmet cocktails made especially for us by The Norman's head bartenders.



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## Walking tour of the "White City"

The "White City" refers to a collection of over 4,000 buildings built in a unique form of the Bauhaus or International Style from the 1930s by German Jewish architects who immigrated to Israel after WWII. Tel Aviv has the largest number of these styles of buildings in the world. Their preservation, documentation and related exhibitions have brought international attention to this neighbourhood.

We will take a guided stroll down one of Tel Aviv's oldest, most fashionable boulevards, see the city's first homes and street lights as well as many other important historic sights. We will hear the history of the "White City" and the stories of the people who live there. Along the way, we will learn about the unique architecture of the buildings and the conversation program that keeps them so beautiful.



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## Restaurant Abraaj

After our visit to the "White City", we will travel to Kedumim Square in picturesque Old Jaffa. Close to the many galleries and near St. Peter's Church is the Abraaj restaurant, where we will enjoy a delightful lunch.

Abraaj is a bistro offering a diverse menu of fish and seafood and paying homage to Mediterranean kitchens. Dishes are fresh and authentic, made from raw materials purchased daily in the bustling Jaffa Market and from the fishermen at Jaffa Port.

Abraaj sits in an ancient Ottoman building, with bare stone walls and turquoise arches. Thanks to the unique location of this restaurant, you can enjoy a cosmopolitan atmosphere and refreshing sea breeze. We will be hosted by Abraaj's owner, Moti, who is a fellow Chaîne member.



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## Induction Ceremony and Gala Dinner

Our Induction Ceremony and Gala Dinner will take place in the prestigious David Intercontinental Tel Aviv Hotel. We will be served from the kitchen of Chef Alfred Jevnisek.

### ***Chef Alfred Jevnisek***

Chef Jevnisek was born and educated in Austria, where he attended the Bad Gleichenberg cooking school after his apprenticeship. He is an avid traveller, which is reflected in his multi-ethnic kitchen. Chef Jevnisek also lived in Australia, before moving to Tel Aviv where he has been cooking up a storm for over 20 years.

Chef Jevnisek currently leads a multinational kitchen brigade at the David InterContinental Hotel under the "Health & Harmony" brand, creating modern Mediterranean cuisine using super-food products for better health and well-being. For our Gala Dinner, he will present a gourmet meal called "A Taste of Israel".



# Program

## Thursday, February 15, 2018

- 15:30 – 18:30 Tour of Barkan Winery  
(Buses will leave the InterContinental and The Norman)  
19:30 – 22:30 Welcome Dinner at the Blue Rooster Restaurant  
*Dress code: Formal (jacket and tie) with Ribbons*

## Friday, February 16, 2018

- 06:30-07:30 Tai Chi with Chef Alfred Jevisek at the David InterContinental Tel Aviv  
(Meet in the InterContinental lobby)  
*Dress code: Sportswear*  
09:00 Walking tour of Carmel Market with Chef Nurit Goren  
13:00 Lunch at the M25 restaurant  
(Departure on foot from the InterContinental lobby)  
*Dress code: Casual*  
19:30-22:00 "Welcoming the Shabbat" traditional dinner at Claro Restaurant  
(Buses will leave the InterContinental at 19:00)  
*Dress code: White with Ribbons*  
22:00 Transport to the Library Bar at the The Norman for cocktails

## Saturday, February 17, 2018

- 10:00-13:00 Walking tour of the "White City"  
(Buses leave the InterContinental at 09:30)  
13:00-14:00 Lunch at Abraaj Restaurant, Old Jaffa  
*Dress code: Casual*  
17:30 - 18:30 Induction Ceremony at the David InterContinental Hotel Ballroom  
18:30 – 19:30 Champagne Reception  
19:30 Gala Dinner  
*Dress code: Black Tie with Ribbons*

# Hotels

## David InterContinental Hotel Tel Aviv

The David InterContinental is set in the Soho area of Tel Aviv. It is located between the city's cultural center of Neve Tzedek, the beach and Old Jaffa, and is the perfect starting point for a tour of the city. It offers views of the Mediterranean Sea and Jaffa. The hotel features gourmet restaurants, and a wellness and spa center with modern fitness equipment.

The hotel's spacious lobby bar is home to an Executive Lounge, which overlooks the Mediterranean Sea, while the Aubergine restaurant serves international cuisine. The hotel's Che cigar bar serves a variety of beverages. The David InterContinental Hotel provides the finest Israeli hospitality.

Address: Professor Yehezkel Kaufman Street 12, Tel Aviv-Jaffa, 61501

Phone: +972-3795-1111



## The Norman Hotel Tel Aviv

Exclusivity and luxury, intimacy and tranquility, the highest professional standard of service, a high-end restaurant and bar with a completely different atmosphere - all of these and much more can be found at The Norman, Tel Aviv's premier boutique hotel. You will find the unique experience of romance from the beginning of the 20th Century here in the White City, meticulous hospitality to the finest detail, pampering beauty treatments, excellent concierge services and other luxuries.

Address: 22 Nahmani Street, Tel Aviv-Jaffa, 6579441

Phone: +972-3543-5555





# Booking of Hotels & Airport Transfers

## David InterContinental Hotel, Tel Aviv

Number of rooms in each hotel/catagory are limited. Prices include breakfast and all taxes.

Check-in date \_\_\_\_\_ February, 2018    Check out date \_\_\_\_\_ February, 2018    Total nights \_\_\_\_\_

A limited number of rooms are available on a first-come-first-served basis.

Room Type	Price per Night in US\$	No. of Rooms	Total
Classic Room Single	\$300		\$
Classic Room Double	\$325		\$
Executive Room	\$358	<input type="checkbox"/> Single <input type="checkbox"/> Double	\$
Executive Premium Room	\$380	<input type="checkbox"/> Single <input type="checkbox"/> Double	\$
Club Room	\$437	<input type="checkbox"/> Single <input type="checkbox"/> Double	\$
Jaffa Suite	\$856	<input type="checkbox"/> Single <input type="checkbox"/> Double	\$
Mediterranean	\$1360	<input type="checkbox"/> Single <input type="checkbox"/> Double	\$
Royal Suite	\$2094	<input type="checkbox"/> Single <input type="checkbox"/> Double	\$
Tel Aviv Suite Single/ Double	\$3528	<input type="checkbox"/> Single <input type="checkbox"/> Double	\$
Car to/from airport (each way)	\$124 (1-4 guests)	<input type="checkbox"/> Arrival <input type="checkbox"/> Departure	\$
VIP service from the plane sleeve to the arrival hall	\$208		\$
VIP service to the plane sleeve (including lounge access)	\$208		\$
<b>Total for hotel and transport</b>			\$

## The Norman Hotel Tel Aviv

Number of rooms in each hotel/category are limited. Prices include breakfast and all taxes.

Check-in date \_\_\_\_\_ February, 2018    Check out date \_\_\_\_\_ February, 2018    Total nights \_\_\_\_\_

A limited number of rooms are available on a first-come-first-served basis.

Room Type	Price per Night in US\$	No. of Rooms	Total
Deluxe Room Single	\$554		\$
Deluxe Room Double	\$577		\$
Grand Deluxe Single	\$622		\$
Grand Deluxe Double	\$644		\$
Loft Suite	\$800	<input type="checkbox"/> Single <input type="checkbox"/> Double	\$
Garden Suite	\$1036	<input type="checkbox"/> Single <input type="checkbox"/> Double	\$
King Albert Suite	\$1142	<input type="checkbox"/> Single <input type="checkbox"/> Double	\$
Corner Suite	\$1428	<input type="checkbox"/> Single <input type="checkbox"/> Double	\$
Car to/from airport (each way)	\$124 (1-4 guests)	<input type="checkbox"/> Arrival <input type="checkbox"/> Departure	\$
VIP service from the plane sleeve to the arrival hall	\$208		\$
VIP service to the plane sleeve (including lounge access)	\$208		\$
<b>Total for hotel and transport</b>			\$



# Registration Form for Induction

## Member

First Name \_\_\_\_\_ Surname \_\_\_\_\_

Telephone \_\_\_\_\_ E-Mail \_\_\_\_\_

Chaîne Rank \_\_\_\_\_ Bailliage \_\_\_\_\_

## Guests

First Name \_\_\_\_\_ Surname \_\_\_\_\_

First Name \_\_\_\_\_ Surname \_\_\_\_\_

Spoken Languages:  Italian  English  French  German  Other

I wish to be inducted as \_\_\_\_\_

I wish to be upgraded to \_\_\_\_\_

Deadline for application: January 15th, 2018



# Booking of Events

Event	Price in US\$	Number of People	Total
Tour of Barkan Winery	\$45		\$
Welcome Dinner at the Blue Rooster Restaurant	\$90		\$
Tai Chi with Chef Alfred Jevnisek	Complimentary		\$
Market Tour with Chef Nurit Goren (with tastings)	\$50		\$
Lunch at M25 Restaurant (limited to 30 participants)	\$90		\$
"Welcoming the Shabbat" Traditional Dinner at Claro Restaurant	\$170		\$
Gourmet Cocktails Evening at the Library Bar	\$60		\$
Walking Tour of the "White City" (Includes bus transfer)	\$30		\$
Lunch at Abraaj Restaurant	\$70		\$
Induction Ceremony, Cocktail Reception & Gala Dinner	\$189		\$
Registration Fee	\$50		\$
<b>Total for Events</b>			\$

For several events and tours there is a minimum and sometimes a maximum number of participants needed. Failure to meet the minimum number of participants, or in case of adverse weather conditions or force majeure, a specific event or events may be cancelled. In this case, the organizer will provide an alternative activity or reimbursement.



# Terms & Conditions

All reservations are only confirmed once full payment has been recieved.

Attention: Shoval Duani

Email: gctlv2018@gmail.com | Fax: +972-3-7733562

## Payment Instructions:

**Credit card:**  Amex  Mastercard  Visa

Card number \_\_\_\_\_

ID or Passport No. \_\_\_\_\_

Payment by credit card will incur a 3% processing fee.

Card holder name \_\_\_\_\_

Expiration date \_\_\_\_\_ CVV \_\_\_\_\_

## Bank transfer:

All bank charges should be assumed by the payer.

Please specify that the money transferred is for the Grand Chapitre and your name.

Account name: Omri Vaknin Design LTD.

Bank Poalim | Branch: 582 (Modiin)

Account Number: 192015

Swift Code: POALILIT

IBAN: IL12 0125 8200 0000 0192 015

**Registration deadline:** January 15th, 2018

Any registration after the deadline will be accepted on basis of available space only.

## Cancellation of Events:

Cancellation before January 15th - Free of charge

Cancellation between January 1st - January 14th - 20% fee

Cancellation after February 1st - No refund

Please note that the US \$50 registration fee is non-refundable.

## Cancelation of Hotels

Cancellation before January 15th - Free of charge

Cancellation between January 1st - January 14th - 20% fee

Cancellation after February 1st - No refund

Signature \_\_\_\_\_