



An unforgettable week  
playing golf  
in the heart of Tuscany



Discover Italy while playing golf!

# An unforgettable week playing golf in the heart of Tuscany

Come and play golf on three of the best historic courses in Italy while taking the opportunity to discover the real Tuscany. A unique golfing experience that poses the international golfer a challenge and, at the same time, the possibility to immerse himself among the hillsides in the Chianti area, incredible views of the hamlets in the cradle of the Renaissance as well as coming into direct contact with the aspects of local beauty relating to art, food, culture and nature. This is an Experience to really get to know the rich heritage of Tuscany: the centre of Florence, the contrada of Siena, exclusive locations, wine tasting sessions savouring fine local wines in old wineries, dinners in selected restaurants that serve local dishes prepared using traditional methods and zero-mile products. All of this provided in an all-inclusive solution that includes organised local transfers as well as a unique 4-star hotel, situated right in the heart of Florence, in a strategic position to easily reach these 3 golf courses.

## Experiences

The demand for high-quality, exclusive experiences integrated into all-inclusive solutions perfectly fits into a complete, customised tourist offer, that not only means being able to practice golf in select, splendid golf clubs, but it also includes activities and proposals capable of making Italy4golf experiences unforgettable. All the I4G Experiences have been conceived by Italy4golf yet are developed and managed by selected local tour operators to make sure you get the most out of your golfing holiday.



## Who we are

Italy4golf is an innovative start-up business that is establishing a network of golf clubs, hotel facilities, wine and food companies and Italian cultural-touristic enterprises in order to propose a varied, complete and appealing tourist offer to foreign golfers.

Therefore, Italy4golf's aim is to promote Italy overseas by proposing solutions and integrated pathways linking the Golf, Hospitality, Wine and Food, Entertainment and Culture sectors.





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Play golf on courses, designed by prestigious architects, that have hosted major international tournaments.



# Day 1

Arrival at the Hotel in Florence\*

Dinner and overnight stay at the Hotel in Florence

## Hotel Mulino in Florence

A breath-taking location surrounded by greenery, only a stone's throw from the historic city centre of Florence. A skilled, knowledgeable renovation has brought new life to an old 15th-century mill transforming it into a unique, exclusive 4-star superior hotel. The features of and history behind this building have been left unchanged and today, it is one-of-a-kind in the Tuscany region. This rare, beautiful gem is an experience awaiting you, thanks also to its luxurious indoor spa.

## Hotel Villa Olmi in Florence

Located in a setting characterised by age-old trees and Italian gardens, visitors can experience the peaceful atmosphere of past eras, while benefitting from the endless stimuli provided by the city centre. Villa Olmi has undergone extensive restoration that has respected the original styles and materials. Various features have been brought to light: old frescoes, elegant stuccoes and vaulted brick ceilings. The furnishings include a selection of antiques, fine wall tapestries and Murano chandeliers. In the green areas, the Italian garden has been recreated with its elegant geometries of hedges and flowers, along with the more intimate, contained medieval garden.



# Day 2

Playing golf at Poggio dei Medici Golf Club

Dinner at Boccanegra Restaurant situated in the city centre of Florence

## Poggio Dei Medici Golf Club

The UNA Poggio dei Medici golf club which was opened in 1992, with 18 holes par 73, and a 6,468 metre-long championship course, is one of the finest in Italy. It was designed by architect Alvise Rossi Fioravanti and the golfer Baldovino Dassù and it was built to comply with USGA standards. Poggio dei Medici was immediately acknowledged as "The Best New Golf Course" in Italy. Recently, it has been nominated by "Condè Nast Traveller" for its "Hot List" as "The best Golf Club", higher-ranked compared to golf clubs of the calibre of the K Club in Ireland and the Greebrier in the USA. The Golf Course, set deep in the Mugello valley, sheltered by the Apennines, provides 5 different starting tees for an exciting game for all levels of golfing expertise. Poggio dei Medici has been home to the Ladies Italian Open from 1999 to 2003, on the professional European Ladies European Tour.

## Boccanegra Restaurant

Situated right in the heart of Florence, in the 14th century Palazzo Salviati-Quaratesi, this is a comfortable, refined starting place. Excellent wines alongside attentive, qualified staff and attention paid to detail make Boccanegra one of the most pleasurable, appreciated restaurants in the city. The chefs' creativity and expertise are expressed in many traditional Tuscany-style dishes as well as innovative combinations and presentations.





Discover Italy while playing golf!

Enter the last-remaining workshops  
of the age-old artisanal tradition that  
has made the craftsmanship of the  
Tuscan artists famous worldwide.

# Day 3

Playing golf at Le Pavoniere Golf & Country Club

A guided tour of the Oltrarno area in the city centre of Florence including visits to the Mario Bemer craftsman and shoemaker's workshop - and to the Ponziani antique furniture restoration workshop

Dinner at Olio Restaurant

## Le Pavoniere Golf Club & Country Club

This is a 19th century villa situated on one of Leopoldo dei Medici's estates. Twenty years ago, the club was founded thanks to the passion of a number of golfers wishing to create their own course. Since then, it has been painstakingly restored and many services have been added. Today, in order to enrich and beautify the surroundings, we have planted 1,800 native tree species and created flower beds around the water obstacles, greens and tees. In this way, when you are playing, you will feel as if you are in a real natural oasis!

## Mario Bemer

The surname Bemer is inextricably linked to the finest expertise in men's footwear. The "ars sutoria" transformed the name into a synonym of the finest quality made-to-measure shoes. A history that began in 1982 with Stefano Bemer in a small workshop in Greve in Chianti, and continues today with Mario Bemer, who joined his brother in 1999 in their new workshop situated in the historic centre of Florence. A luxury start-up enterprise, but which has well-established foundations together with a corporate history that focuses first and foremost on good taste and elegance. A shoe bearing the "Mario Bemer Firenze" brand is anything but ordinary, as this is a shoe that is stylish yet distinguished, an accessory that stands out for its flair and absolute timelessness.

## The Ponziani workshop

In the 19th century, the Ponzianis were renowned as artisans specialised in the art of gilding, yet it was Giovanni Ponziani who actually started this traditional artistic craftsmanship, handing down values and passion to his sons who worked alongside him in the same workshop. In the 1940s, Mario Ponziani, one of Giovanni's sons, decided to move to the artists' district of San Frediano and establish his own restoration workshop. This is how the Ponziani establishment was founded, on the ground floor of Palazzo Graziosi, a historic building dating back to the 16th century. Over the years, Mario Ponziani has distinguished himself from among the many gilder's workshops in Florence due to his particular expertise in the use of ancient techniques used to restore a wide range of gilded and lacquered furniture dating back to various periods.

## Olio Restaurant

Founded in the 1980s on the premises of the historical Palazzo Capponi, situated right in the heart of the ancient Oltrarno district, the Olio Restaurant proposes itself as an innovative, refined "workshop place of bottega" dedicated to the wine and oil production and gastronomic research sectors.

Strengthened by its sector-related expertise, the tradition continues with the innovative formula of this gastronomic workshop with its line of fresh produce.

The particular atmosphere of the environment is enhanced by the old furnishings and frescoed ceilings dating back to the late Renaissance period. Refined dishes perfectly combine with the wide selection of wines - consisting of over 250 labels coming from 45 high-ranking producers on the regional, national and global winemaking scene.





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Visit wonderful historical places  
and secret ancient locations far  
from major tourist routes.



## Day 4

Transfer to the town centre of Siena for a guided tour of the Chiocciola and Nicchio contrada as well as a visit to the museum

A visiting to the Poggio Amorelli winery to enjoying a wine tasting session and dinner in the vineyard\*

### The contrada of Siena

In the Tuscan city of Siena, each of the seventeen historical subdivisions of the city is defined as a district – known locally as a contrada – situated within the walls of this medieval town. For centuries, each contrada has maintained its own representative in charge of the civil management of the territory covered by the contrada as well as the organisational management of the famous “Palio di Siena”. Therefore, each contrada is characterised by its own specific characteristics, traditions, organisations and institutions that have been handed down from one generation to the next.

The locally-born tour guide, will accompany you to discover the spirit, history and distinctive uniqueness that even today, enlivens each contrada all year round.

### Poggio Amorelli Winery

A small family-run company situated in the heart of the Chianti Classico area. For over 10 years now, it has been specialized in wine tasting and light lunches and dinners accompanied by wine tasting sessions, Poggio Amorelli boasts experienced staff who speak excellent English and take very good care of guests. All the products served at Poggio Amorelli have been especially selected and are of a high quality; all the wines, extra virgin olive oil and balsamic vinegars are produced by the Company itself (last year they became the first Tuscan producers of Balsamic Vinegar in Modena bearing the IGP and PDO brands). The dinner featuring typical regional food will be hosted directly in the winery vineyard, if weather conditions are suitable.



## Day 5

Playing golf at Ugolino Golf Club

Dinner at the Buca San Giovanni Restaurant in the city centre of Florence

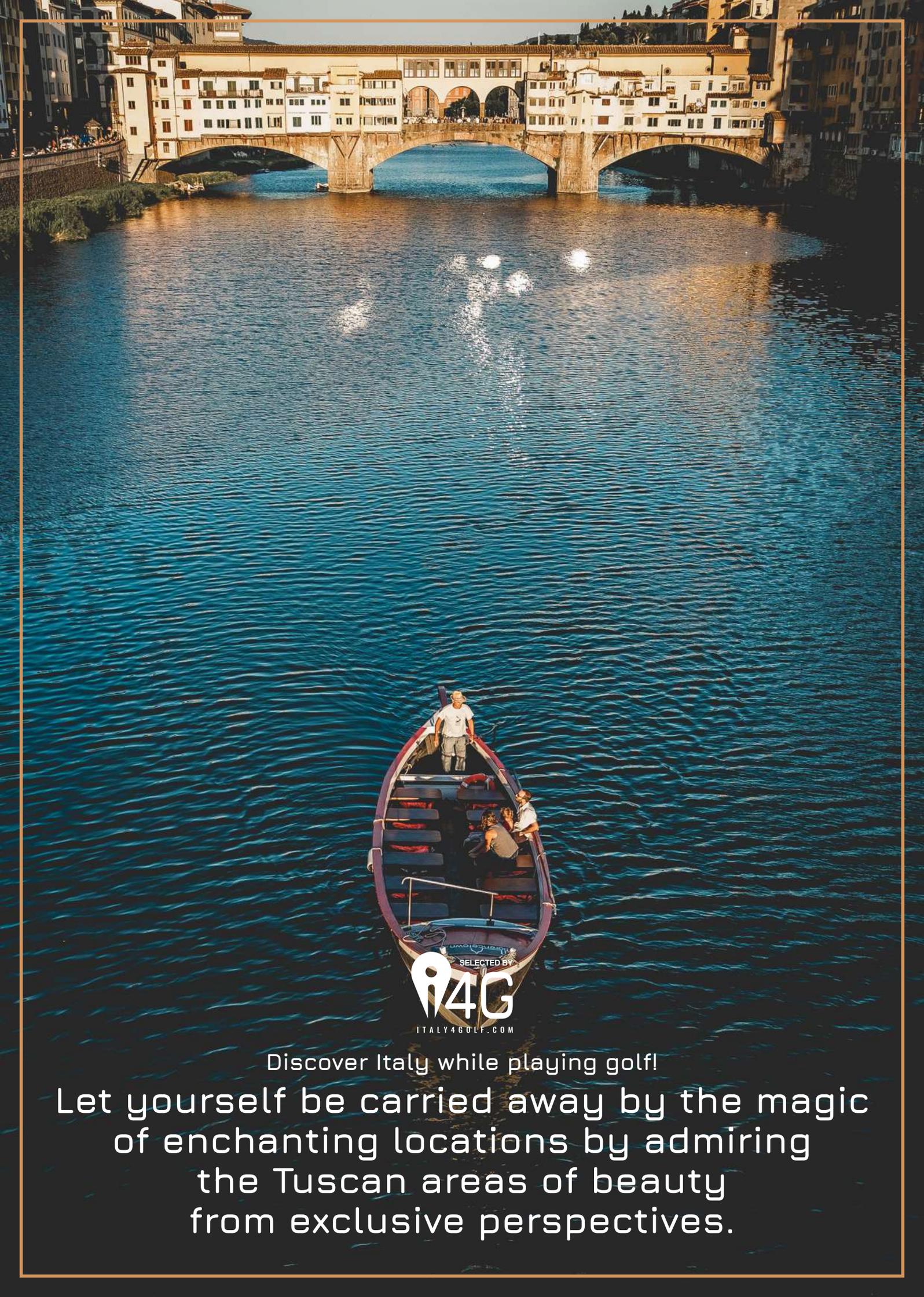
### Ugolino Golf Club

The new course was designed by an Englishman and an Irishman, Cecil Blandford and Peter Gannon. They used the natural contours of the Chianti hillsides to produce an outstanding golf course, that winds through the vineyards of autochthonous grape varieties, olive groves, maritime pine trees and broom shrubs. The course is not very long, yet it demands a high degree of golfing expertise. The greens are small and well defended by bunkers. The sloping fairways also present a great challenge. To play on the Ugolino course does not mean simply indulging in a game of golf, it means wandering through a landscape of great natural beauty, surrounded by olive groves and orchards. It is an unforgettable, uplifting experience.

### Buca San Giovanni Restaurant

The restaurant, founded in 1882, is now a proud member of the Association of Historical Enterprises situated within this city proclaimed a Unesco World Heritage Site. In its early days, the Buca San Giovanni was the former Sacristy of the St. John's Baptistry, before becoming the building of the Santa Reparata Cathedral and later, it was a secret meeting place where the Rosacroce Freemasons started their activities. Many important people have visited the “Buca”, such as the Prince of Bulgaria who celebrated his bachelor party here in the 1930s as well as US President John F. Kennedy. Even now, under the ancient vaults you may have the pleasure to sit next to celebrities from the world of cinema and sport, while enjoying the warm atmosphere and savouring excellent Tuscan-style food.





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Let yourself be carried away by the magic  
of enchanting locations by admiring  
the Tuscan areas of beauty  
from exclusive perspectives.

# Day 6

Playing golf at Ugolino Golf Club

A guided tour in an ancient boat along the river Arno \*

Dinner held in the garden of the private Villa Pianigiani located in the hillside overlooking Florence.

## I Renaioli

I Renaioli is an association that aims to keep the tradition of the "Barchetti d'Arno" (ancient river boats) alive through their recovery, conservation and maintenance. I Renaioli's mission also focuses on the promotion of navigation along the river Arno in the Barchetti, the diffusion of pole-rowing, the development of historical research into the Renaioli as an ancient trade as well as the heritage of acquaintances linked both to the river Arno and the city of Florence and, last but not least, the defence and conservation of the river environment. During the boat trip you will be able to enjoy spectacular view of Florence from a different yet fascinating perspective, especially of the Palazzo della Signoria and Ponte Vecchio, which stand out from the crowd. This tour will enable you to take a trip back in time, to experience life of the inhabitants who lived their daily life in in this area.



## Villa Pianigiani

This is a beautiful historic villa perched on top of Colle Ginevra and which provides a breath-taking view of the city of Florence.

It dates back to the 16th century and has been handed down from generation to generation by various noble families and it was finally restructured and expanded in the 19th century by the Pianigiani family.

Today, it is a private villa, still occupied by descendants of the Pianigiani family: this is a unique, unrepeatability opportunity because the villa is usually closed to the public but will be opened especially for this event.

You will have the opportunity to bring this Experience to an end with a dinner reserved only for a few choice guests in this terraced Italian garden that directly overlooks and completely embraces Florence, from its cupolas to its hillside environments.



# Day 7

Greetings and Transfer to the Airport

# Holiday package cost

## Includes:

- Overnight stay in double room and breakfast in hotel facilities as stated in the brochure
- Entrance fee to the spa (where present)
- All transfers
- 4 x 18-hole green fees including electric golfing trolley hire fee
- Health insurance
- All admissions, guided tours, tastings and dinners at restaurants, locations and hotels indicated in this brochure

## Does NOT include:

- Flight
- Tips
- Visitors' tax to be paid on-site
- Entrance fees to museums
- Insurance cancellation
- Customised beauty treatments in the spa
- Sun lotions

\*The choice of the locations and any variations to the programme are made by the management/organisation depending on the relative availability and/or in the event of bad weather conditions.

The holiday package proposed in this brochure always starts on a Sunday and ends on a Saturday. The programme may be subject to change due to organisational logistics.

Please let us know if you suffer from allergies, intolerances or any other major medical conditions or follow any particular dietary regimes (vegetarian, vegan, etc.)

All the I4G Experiences have been conceived by Italy4golf yet are developed and managed by selected local tour operators to make sure you get the most out of your golfing holiday.

**Sense5stars** by BTS Group Italy s.r.l.

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