



# Script

## “Europe for Foodies” Travel Agent Script

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### Aim

The aim of the project is to create an education-based narration that a high-level travel professional within the company can use to create a web-based seminar for Europe Express' premier travel associates. This series of scripts is used to promote new destinations, introduce upcoming products and identify emerging trends in the industry.

As a provider of upscale and luxury European land tours, Europe Express uses these informational scripts to up-sell additional destinations, to help agents craft sample tour routes throughout the continent and to offer options for interest-based travel such as this culinary-driven itinerary.

### Introduction

Whenever we pull up a seat at the table we're treated to more than just sustenance. On every plate there are hints of our cultural, social and even religious histories. Today, we'll savor the lessons we learn from the great food and wine destinations of the world and take a look at how cuisine shapes travel and enhances experiences. From Spanish tapas to Italian espresso, French pastries to the unmistakable flavors of Catalan, food tells our stories...one bite at a time. Join Michaela Haberer as she shares her culinary journeys and highlights some of the best foodie-inspired sightseeing tours. Just make sure to bring along a snack. You're bound to be hungry by the time this webinar is over!

### ITALY

#### Rome to Tuscany to Florence

**Total drive time: 3-4 hours**

There's no doubt Italy has its share of masterpieces -- from Michelangelo's David to Pisa's leaning tower, but perhaps the country's greatest treasures are its culinary traditions and the heritage of flavors that await you on an Italian holiday.

We begin with traditional Roman cuisine. Built on the fresh, seasonal produce that is gathered from the surrounding countryside, Roman dishes are steeped in the ancient recipes of Italian grandmothers. However, since we believe in enjoying our just desserts, we recommend that every Roman getaway begin with espresso and a scoop of gelato. That's why we highly recommend our optional 2.5 hour walking tour which takes your clients from coffee shops and gelaterias to the most famous spot for tiramisu in the city center.

Next, travelers leave the hustle and bustle of the Eternal City for the Tuscan countryside where they can enjoy a leisurely stay in the heart of wine country. Housed in a 17th century country manor, the Relais Corte dei Papi sits in the heart of a valley surrounded by gentle, rolling hills and vineyards. After touring the grounds and the home's well-appointed cellar, your guests may want to try the villa's Italian cooking class. This 4-hour class uncovers the secrets of fresh bruschetta and handmade pasta, traditional bread soup and Florentine beef followed by a decadent dessert. Yum!

Finally, travelers can wander about the birthplace of the Renaissance and savor the region's cuisine during a night of dinner and music. The hearty comfort food of Florence is the elevation of simplicity where quality ingredients shine and the flavor profiles are perfection. This optional Europe Express tour features dinner in a taverna housed in a 12th century wine cellar. After the meal, guests can walk the cobbled streets to the Anglican Church for a concert of Neapolitan songs and arias from the operas of Puccini, Verdi, Rossini and other great Italian composers.

## **SPAIN**

### **Madrid to San Sebastian to Barcelona**

#### **Total drive time: 10 hours**

Give your travelers a taste of Spain on this legendary foodie itinerary. From fresh-caught seafood to tapas, Spanish food is all about tradition and making the most of the local ingredients.

The history of Madrid can be tasted in the casual gathering known as tapeo. What began as snacks for field workers in the long hours before lunch, tapas are a light appetizer meant to go with stiff drinks and good conversation. From rich, local cheeses and meats to refreshing gazpacho, tapas are humble dishes that are deceptively simple and always tasty. One way your guests can experience the local cuisine is with the optional half-day Authentic Tapas Walking Tour which features native guides and the city's favorite hotspots.

After enjoying the flavors of Madrid, travelers may wish to move on to San Sebastian. Considered by many to be one of the world's great foodie cites, this small Basque town has more Michelin stars per capita than anywhere else in the world. However, beyond its fine cuisine San Sebastian is equally loved for everyday food and the culinary creations of its tapas bars. One way to explore the culture and the hospitality of the residents is with a pintxos tapas tour. This optional experience lets you snack on every temptations, from traditional rustic bites to petite servings of high-end gourmet dishes.

As the journey continues, travelers will discover an ethnic enclave with its own language, traditions and flavors. The Catalans from Barcelona and the surrounding region may eat quite differently from the rest of the country, but they eat very well. Suggest a stay for your clients in a traditional country manor where they can learn about the making of cava and sample the stock from the home's barrel cellar. This optional experience also includes a tour of Oller del Mas Castle where they'll be taught the nuances of fine wine production during an elegant wine and cheese tasting.

## **FRANCE**

### **Paris to the Loire Valley to Bordeaux**

#### **Total drive time: 5 hours**

Fine dining is the birthright of the French. Culinary traditions abound here and few places in the world can rival the pleasure of a good French meal and a fine bottle of wine.

Walk down any street in Paris and you're bound to see the glass cases filled with colorful treats. The City of Lights is known for its pastry shops which tempt passersby with every manner of sweets -- from chocolate croissants and eclairs to napoleons and macarons. The 3-hour cooking class that is offered by Europe Express will teach your clients how to make delicious macarons for themselves under the careful instruction of a French pastry chef.

Amidst castles and fairytale landscapes, the Loire Valley is often called the "Garden of France." Rolling hills give way to fragrant vineyards and lush lawns are peppered with more than a thousand chateaux. You can invite your guests to one of our favorite experiences where they can explore many of the wineries around the valley before settling in for the night at a romantic Chateau noted for its fine French cuisine.

Next, it's the world-renowned vineyards of Bordeaux. There was a time when Bordeaux was not known for welcoming outsiders but today this great wine region is flinging open the doors of its grand chateaux and offering up a fresh take on French hospitality. This optional journey begins on the right bank region for an intimate wine tasting. Afterward, there's a walking tour of a UNESCO World Heritage site where guests explore the Romanesque ruins and local wineries of the Old World town before ending with a wine sampling in one of the village cellars. Bon Appetite!