

 we're smart.®



# PURE PLANT PERU TOUR

MAY 19<sup>th</sup> – 24<sup>th</sup> 2025

*"Welcome to join the wonderful Pure Plant Peru tour!"*

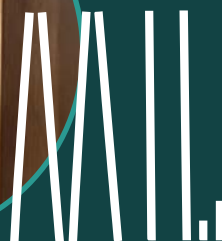
*Virgilio Martinez*



*Virgilio*

*Virgilio*

VIRGILIO



# CONTENTS

<b>INTRODUCTION</b> .....	<b>4</b>
<b>WELCOME</b> .....	<b>4</b>
<b>AGRICULTURAL PRODUCTION IN PERU</b> .....	<b>4</b>
<b>LIMA :</b> .....	<b>5</b>
<b>A CULINARY WORLD CITY</b> .....	<b>5</b>
<b>MIRAFLORES</b> .....	<b>5</b>
<b>YOUR GUIDE: BRUNO ROUFFAER</b> .....	<b>6</b>
<b>CASA REPÚBLICA</b> .....	<b>6</b>
<b>1.PAN DE LA CHOLA &amp; PRODUCTION BAKERY</b> 🍌🍌🍌.....	<b>8</b>
<b>2.LIMANÁ</b> 🍌🍌🍌🍌.....	<b>9</b>
<b>3.CLON</b> 🍌🍌.....	<b>10</b>
<b>4.LA PICANteria</b> .....	<b>11</b>
<b>5.CARNAVAL</b> .....	<b>12</b>
<b>6.TEMPLO DEL FILO</b> .....	<b>13</b>
<b>7.CENTRAL</b> 🍌🍌🍌🍌.....	<b>14</b>
<b>8.KJOLLE</b> 🍌🍌🍌🍌.....	<b>15</b>
<b>9.MAYTA</b> 🍌🍌🍌🍌.....	<b>16</b>
<b>10.FIESTA</b> 🍌🍌🍌.....	<b>17</b>
<b>11.VISIT PÁJARO LOCO STUDIO PABLO FERNANDEZ</b> .....	<b>18</b>
<b>TO KNOW</b> .....	<b>19</b>
<b>PISCO TASTING</b> .....	<b>19</b>
<b>BAR CORDANO</b> .....	<b>19</b>
<b>PROGRAM PURE PLANT PERU TOUR</b> .....	<b>20</b>
<b>WHAT'S IN IT</b> .....	<b>21</b>



Parque Kennedy, Miraflores, Peru

# INTRODUCTION

*Pure Plant Peru tour in  
the fabulous cosmopolitan  
culinary city; Lima!*

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## WELCOME

Welcome to this unique and, a once in a lifetime Pure Plant Peru tour in the fabulous cosmopolitan culinary city; Lima!

The restaurant world in Lima is on fire! On the San Pellegrino's 50 Best of the world ranking, CENTRAL became the number 1! Kjolle, Limaná, Merito, Isolina... more toppers so concentrated in one city! Anyone who wants to be at the forefront of developments in the gastronomic field is therefore visiting us NOW too! Already 40 chefs - colleagues are coming in 2023.

Peru has been named 'best culinary destination in the world' for the eighth (8!) year in a row at the presentation of the prestigious World Travel Awards (WTA). Peru has one of the most varied cuisines in the world, and Lima has developed in recent years into the culinary capital of South America. The country's cooking is characterized by an ancient amalgamation of Indian, Spanish, and African dishes, in combination with more recent Asian influences. The list of ingredients is endless. Countless different types of potatoes (more than 4000 varieties) and chili peppers, maize (more than 400 varieties), fish and shellfish, and lime are used. The ceviche is THE trademark of the Peruvian chef.

During these wonderful 'working days' full of amazing discoveries, you will become acquainted with the delicious cuisine of

Lima. You will visit 11 (yes, eleven!) of the very best restaurants in the world: you get the unique opportunity to experience a true Amazonian experience and tasting and visit one of the best bakeries in the world: Pan De La Chola. Food service minded as we are, we will take you on a culinary journey for the next 6 days where you will be exposed to innovative food service concepts of a spectacular, authentic, trendy, and even romantic nature. Every concept that you will see, smell, feel, taste, and hear on this tour is an ode to our Pure Plant philosophy in a unique way.

Due to Peru's complicated geographical features, the arid coast (2.800 kms long), the rugged Andes mountains (2nd highest after the Himalaya) and the jungle (640.000 km<sup>2</sup>) difficult to access, Peru has a rather small agricultural area with 1.7% of the territory. Comparatively USA and UK have 25%, France 53%.

## AGRICULTURAL PRODUCTION IN PERU

Agriculture has been the traditional activity of prehispanic Peru where several products of primary importance were developed and are found today all over the world. Peru is the country of origin of the potato, tomato, quinoa, bean, and cassava among others. Export of agricultural products is now the third largest economic sector of the country ahead of textiles (cotton and alpaca) and behind the extraction of minerals and industrial fishery. Since the 2000s, Peru is the first world exporter of asparagus with an average of 100.000 annual T (more than US\$500 million), ahead of China and Mexico. The country is also the leading exporter of paprika with about 50.000 t per year (US\$200 million) in competition

with China, as well as organic bananas with 170 million T in 2014 (US\$120 million). Peru is also one of the world's leading exporters of artichokes and quinoa (2nd), mangoes (3rd), citrus and avocado (5th), grapes (7th).

## LIMA : A CULINARY WORLD CITY MIRAFLORES

The Miraflores district is located on the coast, and houses the pyramid Huaca Pucllana, this is a pre-Inca mudstone temple. Many of these temples have been demolished to use the materials for new construction. Many current buildings are therefore built on the foundations of these old Inca temples. Also, the Larcomar shopping center is located here, with many shops and many restaurants. You can also visit the "Malecon", the Parque de Amor, in the middle of the park you will find a large sculpture 'El Beso' which means the kiss and was made by Victor Delfin. The park is not very big, but it has a very nice view over the sea and the walls with mosaic work make it a pleasant place to relax. You can paraglide at the beach and plenty of restaurants to enjoy a nice meal in the evening and bars to enjoy a pisco sour in the evening!

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*You can also visit the "Malecon", the Parque de Amor, in the middle of the park you will find a large sculpture 'El Beso' which means the kiss and was made by Victor Delfin.*



El Beso

# YOUR GUIDE: BRUNO ROUFFAER

Hello, I have lived in Lima Peru since 2014, am married to Fabi and in the meantime have a 7-year-old son, Camilo, and in Belgium 2 grown up daughters Ella and Louise aged 28 and 26. I am convinced, like so many before you, you will experience an unforgettable culinary and cultural journey in the mecca of food! You will be confronted through cuisine with more than 3,000 years of history, which has translated into an exquisite gigantic offer. Did you know that the potato originates from Peru, that there are 4.000, yes, 4.000 varieties here in addition to some 350 varieties of maize, that quinoa has been cultivated high up in the mountains since long before the Incas? That we have 2.800 km of sea loch and are the largest exporter of green asparagus, sardines, and abundant seafood for our rich cuisine? Peru has risen to the highest culinary level in the world, and I will guide you through this wonderful world. Working visits, workshops, lunches, dinners, pisco tastings, and so much more await you. Since a long time, I have had the pleasure and honor to work with Frank and collaborate with him for the criteria of the radish philosophy. I manage the contacts in Peru for WERESMARTWORLD. I mastered the hotel and restaurant management school of Brussels and labor sociology at

the Free University of Brussels. In Lima I co-run an NGO, Children of Lima, and in South Africa the NGO Tomorrow4Isibani. I am the author of books like "No way, Big Bad Boss Era Is Over", "Healthy Altruism as a weapon against extreme poverty" and the children's book "Pim & Pam", among others. In Peru's Amazon, our family has an ecofriendly country retreat for family and friends.

I would love to welcome you personally to the airport. ¡Un gran abrazo a todos ustedes y esperándote con mucha felicidad!

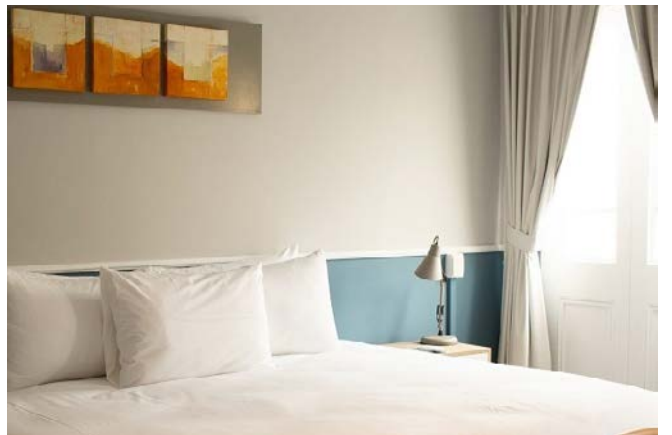
Bruno

## CASA REPÚBLICA BOUTIQUE HOTEL

### **Avenida Saenz Peña 208, Barranco. Lima**

Bohemian Barranco is one of Lima's most vibrant districts and the best area where to stay in Lima. Our hotel, Casa Republica is a Boutique hotel modeled in the style of the glory days of Peru's Republican era. Our unique 1920's mansion has been impeccably maintained and offers some of the best value of any hotel in it's category in Lima. Located in a quiet street close to the district's best restaurants, galleries and nightlife this hotel is perfect for those seeking respite from the hustle and bustle of Lima.

Right: pictures of Casa Republica and Bruno Rouffaer and his family





# 1. PAN DE LA CHOLA & PRODUCTION BAKERY

*Av Mariscal La Mar 918  
Miraflores 15074*

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In London, Peruvian Jonathan Day fell in love with artisan baking. As an engineer, actor and model, Day had it just fine. But blood runs where it cannot go. Without a professional degree, the young baker-to-be realized his dream: El Pan de la Chola. Located on one of Lima's busiest streets, El Pan de la Chola was the game changer in the traditional local bread scene. The refreshing new concept - and refreshing new baker - quickly garnered media attention and a large group of loyal customers. Every day, the place is dotted with people seeking the best bread in town, sandwiches made with homemade focaccia fresh from the oven and even biscuits and the most decadent dark brownies. Coffee, tea, wine, and fresh juices are also served with these incredibly artisanal dishes. If you then wonder what makes this bread so special, the answer is simple. The bread has only three ingredients: flour, water, and yeast. There is nothing artificial in the bread. Pan de La Chola has an electric grinder in the back of the kitchen, where he makes his own whole meal flour with fresh wheat seeds. Seeds, nuts, and dried fruits are some possible additions, depending on the type of bread you choose.



Images Pan de la chola

Meanwhile, five branches already exist across Lima.

Jonathan is an inspiring speaker and is happy to explain what Pan de la Chola means to him, the family and all employees!





## 2. LIMANÁ

*Av. Augusto Pérez  
Araníbar 2011, San Isidro*

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Limaná offers a delicious and natural gastronomy based on Peruvian superfoods. Organic restaurant & café with labeled vegan dishes including risotto, salads, mushroom avocado ceviche and more. Uses mostly coconut or almond milk in creamy dishes and desserts. The beautiful, open air interior brutalism design offers the perfect atmosphere to enjoy exquisite dishes made with ecological and organic ingredients. We have options for all tastes: keto, paleo, vegan, vegetarian, gluten-free and lactose-free. Limaná is the first Peruvian restaurant that has a sustainability certification granted by The Sustainable Restaurant Association and received 4 radishes in the Green SMART guide. Anita Belaunda and her team are upon the top of vegetarian innovation in Peru!



Images Limaná



# 3. CLON

*Almirante grau 203-A,  
Barranco*

Clon became very quickly a reference to a wonderful Panadero-concept with inspirational and creative dishes. It's "THE" place to be seen in Barranco for your brunches and their natural flavored breads, croissants, cakes, ... are among the best, and don't forget the best cappuccino

of Barranco! An experience you will not forget and a great start to a visit around old Barranco.

Juan Luis and Michel make you feel at home and all the team feels like a happy bunch of people were serving is not an obligation, but a gift.



Images Demo

# 4. LA PICANTERIA

*Sta. Rosa 388, Surquillo*

From a converted wooden house, Héctor Solís deals in fabulously fresh and top casual seafood. The no-frills picantería (a lunch-only restaurant usually found in the Arequipa region) lays out daily catches straight from the sea on a bed of ice in front of a blackboard listing what is available and the price per kilo. Simply select your fish and weight then decide how you want the kitchen to prepare it in one of eight ways. Choosing a few different preparations is recommended: a soup to start, followed by a ceviche and then grilled. Best to turn up early as there is a limited number of fish on offer each day, once it's gone, it's gone. The desserts from La Picanteria are fabulous! Bruno and Fabiola had their marriage lunch with family and friends at this wonderful place in 2014 and Hector became good friends after these 10 years! Says enough?



# 5. CARNAVAL BAR

*44 in worlds' 50 best San Pellegrino  
Avenida Pardo y Aliaga 662, San Isidro*

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"Life is a carnival. You wait in long lines to enjoy a short ride but it's that moment that makes you feel alive". The new trendy bar in Lima that dazzles visitors with its innovative and magical offer. This San Isidro bar with a playful personality is staffed with skilled bartenders who take the craft of mixology very seriously.

Carnaval is a high-end cocktail bar located in the heart of Lima's upscale district of San Isidro. Carnaval is the brainchild of Aaron Diaz, whose breadth of experience includes no less than beverage director at Astrid y Gaston as well as bartending stints at The Aviary (Chicago) and other high-end bars in Moscow, Mexico City and Buenos Aires.



Images Carnaval

*“The human being,  
Learned to sharpen first,  
Before he learned to cook!”*

**Mijal Šimko**

# 6. TEMPLO DEL FILO

*Calle Grimaldo Del Solar 105  
Miraflores*



It takes a bit of magic to get the sharpest knife in the world.

Be careful! By crossing the doorstep of Temple de Filo.... there is no return.

“When I ask the Chefs if I can teach them how to sharpen THEIR KNIFE, the logical answer is... “yes I can sharpen” and they look at me with distrust.

When the Chefs try cutting with a knife sharpened by my hand, they simply tell me... “this is from another world”.

“If you’re looking for an expert, a master chief knife sharpener, who loves his profession, who loves your knives like his own children, @templodelfilo is the champion.

Plus he has the best knives in the world. Professional and amateur cooks, a luxury to have it in our city.” quote by Gastón Acurio

“Every lover of good cooking or sibarita of good eating needs yes and yes a good knife, for this reason I recommend @templodelfilo where you will not only find high-end knives of all prices but you will also find sharpening stones, honing rod, knife case and even if need a good maintenance for your knife, for all this and more, this is the place..!! .

Let yourself be advised by Mijal, who will gladly teach you the correct way to maintain a knife and even give you a master class for a flawless sharpening “ quote by Israel Laura





# 7.CENTRAL

*Av. Pedro de Osma 301,  
Barranco*

Virgilio Martinez



Everything from the sea to the top of the Peruvian mountains, that's the credo here. Everything that the vegetable chef Virgilio Martinez finds edible and surprising food is found on the menu of Central. And you can really speak of creativity with vegetables, plants, herbs, fruit, flowers, cresses, seeds, nuts, sea vegetables and many more vegetables in the main role. Virgilio is now a star that is often asked at culinary conferences. But the quality of his dishes remains high. Congratulations to the whole Central team. Chef Virgilio Martinez studied all over the world, then went to his native Peru and built one of the best restaurants in the world with Peruvian cuisine at its heart. From bottling his own water ("filtered, oxidized and purified using reverse osmosis") to cultivate his own urban kitchen garden, to the complex, artful composition of the dishes he serves on his constantly tasting menus, Martinez is a true perfectionist. You will tantalize the senses with this incredible Eco-system Central Experience Menu, this one currently dedicated to Mater. Mater is an initiative of exploration and discovery, where a multidisciplinary team travels throughout Peru in search of new products and new people's stories. An example of what makes Peru a diverse country. MIL in Maras (between Cusco and Machu Picchu) has become THE research Centre of Central and known all over the world. In my eyes: he's the Leonardo Da Vince of the kitchen! Netflix : " Virgilio": <https://www.netflix.com/title/81692185> and <https://milcentro.pe/> and <https://www.instagram.com/milcentro/>



Images Central



## 8. KJOLLE

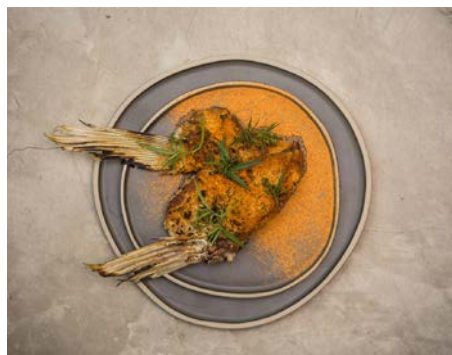
*Av. Pedro de Osma 301,  
Barranco*

Kjolle is Pía León's restaurant, located in Lima, Peru. The restaurant shares its location with Central. Central is world-famous, but Kjolle is a winner. Named after the tree that grows high in the Andes, Kjolle is a restaurant that takes amazing and interesting ingredients from all corners of Peru and blends them together to create truly innovative dishes.

The main reason for the restaurant's success is Pía León. León worked at Central for 12 years and worked her way up to head chef, where she and her husband Martínez achieved the N° 1 position in the 50 best restaurants in Latin America with Central. She also works closely with Martínez's sister, Malena, who heads the restaurant's research arm, Mater Iniciativa, responsible for researching and experimenting with unique dishes from across Peru.

Chef Pia Leon put Kjolle in Barranco-Lima on the world map. She now performs miracles with ingredients from the Peruvian treasury and she immediately had us convinced with a 100% vegetable menu 'Experiencia vegetariana' with greens, sprouts, aromatic herbs and flowers from her own garden, citrus fruits from the Amazon and root vegetables unknown even to Peru...". The knowledge León has

gained from her experiences and hard work at Central, Kjolle and with Mater Iniciativa makes her a widely respected figure in the world of gastronomy. In recognition of this, she won The World's Best Female Chef Award in 2021 and Kjolle serves as a manifestation of her. Kjolle is ranked **N° 8 in the Latin America 50 best**. See Instagram: <https://www.instagram.com/pialeonkjolle/>



Images Kjolle



# 9. MAYTA

*Av. Mariscal La Mar 1285,  
Miraflores*

Jaime Pesaque



Mayta, which means “Noble Land” in Aymara, was born to give an ode to our land. It is Pesaque’s flagship restaurant and is a personal contemporary expression of Peruvian cuisine based on flavors and preparations of memory and history brought to actuality.

In 2019, Mayta entered the list of “Latin America’s 50 Best Restaurants”; in 2020 the restaurant won the “Highest Climber Award”, while in 2022 it entered the list of “The World’s 50 Best” and was also awarded as the best restaurant in the latest edition of “The World Culinary Awards”. Mayta has 4 radishes in our SMART guide.



Images Mayta







# 10. FIESTA

*Av. Reducto 1276,  
Miraflores*

Explore the complexities of Northern Peruvian cuisine

Héctor Solís pays homage to the complex cuisines of northern Peru at his groundbreaking Miraflores establishment. Using native ingredients, including chillis and heritage potatoes, the Lambayacana-born chef produces a menu of classics: arroz con pato a la chichlayana (duck and rice, Chiclayo-style), traditional Chiclayo kid goat stew and fragrant ceviche warmed over hot coals. A highlight is the Monsefu City-style stuffed breads.

Solís studied economics and hospitality management before working under his father at the family's original Fiesta restaurant in the northern city of Chiclayo. In 1996, Solís opened the Lima restaurant to great acclaim. He has since opened two further Fiesta establishments in Tacna, southern Peru, and the northern city of Trujillo, as well as lauded La Picantería in the capital.



Images Fiesta

# 11. VISIT PÁJARO LOCO STUDIO

## PABLO FERNANDEZ

*Av. Perez Roca 203*  
*Barranco*

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PajaroLoco is a design studio committed to its social and environmental surroundings. We focus on a research process fueled by creativity and the search for disruptive proposals for the creation of ceramic and wooden objects.

Pablo is a Master and together with his team, he produces the terra cotta, cutlery amongst other products for Central, Kjolle, Mayta, ... and many other top restaurants.

We will have a personal guided visit with Pablo around the new location in Barranco.



## PISCO TASTING

Pisco is a spirit distilled from grapes.

The word 'pisco' comes from Quechua where it is the name of a bird (pisku, phishgo, pichiu or pisccu, in the modern Quechua alphabet: pisqu'). The valley where this bird was common today is the Pisco Valley in Peru. The inhabitants of this valley were called 'piskos' (singular: 'pisko'). The piskos were good potters and, among other things, they made pots in which liquor was stored, which were also called 'piskos'. Eventually, the drink in the pots was given the same name as the pots and their makers: pisco.

In Peru, the drink is often served as a cocktail called pisco sour. In addition to pisco, this drink contains beaten egg whites, cane sugar syrup, crushed ice cubes and lots of lime or lemon juice.

Bruno will take you through a tasting of some of the top pisco drinks.

Pisco Sour is one of Peru's iconic products. Since the 1920s, this Peruvian cocktail par excellence has been globally recognised as an exquisite apero. The Pisco Sour is a mix of Pisco (a southern rural bourbon-like drink) with fresh lemon juice, cane syrup, egg white and Angostura bitter. Although Pisco Sour is served everywhere in Lima, nowhere does it do better than Hotel Maury.

The legendary story where Pisco Sour and Hotel Maury found each other starts with the death of Vaughen Morris. His apprentice, Mario Bruiget, became the bartender at Hotel Maury and continued his teacher's recipe. He improved it by making

two ingredients that formed the texture of the cocktail: egg white and Angostura bitter. Located in the centre of Lima, Hotel Maury has an old-fashioned wooden bar run by a bartender who has done almost nothing but make Pisco Sours for the last 50 years.

A historic spot for those seeking the origins of Pisco Sour and let that be just the place where you will taste this cocktail in all its glory!

## BAR CORDANO

**Jirón Ancash 202, Cercado de Lima 15001**

Located in the historic center of Lima, Bar Restaurant Cordano is already more than a century

old. When you walk in, it feels like stepping back in time. The modern world is suddenly far away as Bar Restaurant Cordano offers a wonderful and authentic experience for tourists visiting Lima. The absolute classic in Cardano is the Butifarra, a sandwich on a French baguette filled with slices of jamon del pais (pork) and the salsa criolla (onion, lime and pepper). Highly recommended if you have visited Casa Aliaga and San Fransico Abbey in Lima's old town. A classic topper.

# PROGRAM

# PURE PLANT PERU TOUR

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## *Monday :*

Arrival morning or afternoon at Lima international airport.  
Choose taxi Green to go to the hotel.  
Transport Casa República, free afternoon and acclimatisation to Lima & jetlags.  
Some recommendations - suggestions

## *Tuesday :*

Pan de la Chola + organic product chain+ pastry master Jonathan Day  
Visit Lima centre : Casa Aliaga-Cordano bar-choco museum  
La Picanteria + visit artisanal brewery & Hector's pisco & vinegar  
Surquillo market visit of Peruvian products from the sea till the Andes  
Limaná with pairing

## *Wednesday :*

Breakfast hotel  
Larco museum, top Latin American culture  
Concept visits La Lucha Sanducheria  
Kjolle excl. pairing  
Carnaval  
Free evening: optional Merito Barranco

## *Thursday :*

Breakfast hotel or eg. PAKUPAKU in San Isidro  
workshop Templo de Filo  
Visit concept La Granula  
Central excl. pairing  
Visit gastronomic art studio Pajero Loco Pablo Fernandez  
Fiesta incl pairing

## *Friday :*

Visit fish market Chorillos  
Breakfast at Demo in Barranco  
Sinba: Ceo Pipo Reiser, circular recycle economic model  
Mayta experience exc. Pairing 100% VEGGIE EXPERIENCE EXCL PAIRING  
Free evening

## *Saturday :*

Breakfast at Hotel  
Visit Larcomar  
Lunch at Clon, excl. pairing  
debriefing experience with video and pictures from the pure plant journey.  
2 PM departure airport



"Welcome to join the wonderful Pure Plant Peru tour!"

Virgilio Martinez

Mexx Love

Virgilio

MIL

VIRBILID



## WHAT'S IN IT

This complete 6-day top-level study tour costs **3,850 Euro** per person. Exclusive of VAT.

*This price does not include flights, and could be adapted if restaurants change their price-policy or the EURO\_USD exchange rate.*

**This price includes hotel Casa Republica and all 8 restaurant visits, including visits to the top restaurants from We're Smart Green Guide. "Pairing" is not included at Central and Kjolle.**

In all other restaurants we provide "adapted" wine-soft drinks. We are not responsible in case a restaurant might close, but we'll find an equivalent replacement. Hours of visit can change due to occupation (eg switching lunch and diner between restaurants )

You will also receive an invoice that you can account for as a study trip. This is not a tourist program.

You travel exclusively in a small group of 9 - 10 international participants consisting exclusively of colleagues.

The Belgian Bruno Rouffaer is your guide and

supervisor of the entire tour. He has been living in Lima since 2014 and knows all the chefs personally and knows Lima like the back of his hand! He has already accompanied more than 50 chefs on previous tours.

Most participants in the past combine this kitchen trend tour with a marvelous tourism tour in Peru and taking the opportunity to visit also worldwide investigation center MIL of Virgilio Martinez, next to Arequipa-Cusco and the world heritage site Machu Picchu. Don't hesitate watching the Netflix movie "Virgilio" : <https://www.netflix.com/title/81692185> . We will be honored to organize this trip for you too with our local tourism agency.

Most participants arrive a day earlier to adapt to the different time-zone ( Europe +7 hours, Asia +11 hours,... ). We can arrange this extra night at the hotel, which is not included in our price.

This is a culinary experience tour, not a tourist visit. Once booked, all top restaurants are especially blocked for us, full paid largely in advance and are not refundable.

**THANK YOU  
FOR TRAVELLING WITH US**

