Asti ~ Parma ~ Cinque Terre

Prime Tours

SEPTEMBER 12-22, 2027

ITALY FOR FOOD & WINE LOVERS







Cook ~ Taste ~ Sip ~ Enjoy

SMALL GROUP ~ ITALIAN FOOD & WINE EXPERIENCE TOUR

Embark on an unforgettable culinary and cultural journey through Northern Italy, beginning with your arrival in Milan and a warm welcome in the medieval city of Asti. Explore the heart of Piedmont with truffle hunts, hands-on cooking classes, winery visits, and a unique rice-field-to-table experience before savoring the gourmet delights of elegant Turin. Continue to Parma, famed for its world-renowned prosciutto, cheese, and vibrant cultural heritage, where you'll enjoy producer visits, tastings, and another immersive cooking class. Discover the breathtaking landscapes and artisan traditions of Cinque Terre, stroll its charming coastal villages, and indulge in local specialties from olive oil to pesto. With daily regional meals, expert-led experiences, and time to relax and wander Italy's most flavorful destinations, this tour offers an extraordinary taste of authentic Italian life.

Per Person Price

Land Tour Only

$5,998 Double Occupancy

$6,538 Single Occupancy

Tour Inclusions

- Private shuttle and luxury motorcoach transportation in Italy
- 9 nights in 4-star hotels (Asti and Parma) with regional day trips
- 24 Meals: 9 breakfasts, 8 lunches, 7 dinners and wine pairings
- Local Italian Guide
- Cooking classes in Piedmont and Parma, wine tastings, visits to local vineyards
- Gastronomic and cultural tours: Turin, Parma, Cinque Terre (food stops, olive oil/pesto lab), Italian Rice Experience with risotto demonstration, specialty tastings, truffle region tour, free time for shopping, relaxing, and exploring.

Not Included

- Airfare
- Prime Tours Host
- Meals not listed on itinerary
- Travel insurance
- Tips & Gratuities
- Porterage

REGISTER WITH A $500 DEPOSIT

614-766-5553 info@goprimetours.com www.goprimetours.com

Tentative Itinerary - Itinerary subject to adjustment based on timed tickets, admissions, etc.

Sunday 12 September 2027
Depart USA for overnight flight to Milan in Northern Italy.
Monday 13 September 2027
Arrive in Italy and meet our shuttle bus at the Milan airport for transfer to the hotel in Asti. **Asti is a historic city in Italy's Piedmont region,** renowned for its ancient wine heritage, particularly Asti Spumante. The city is characterized by its well-preserved medieval architecture, including towers, palaces, and churches, such as the 13th-century Torre Troiana. Checkin at Asti 4 star Hotel Palio or similar.After check in you will enjoy a welcome aperitif and relas. Group dinner at the restaurant. (D)
Tuesday 14 September 2027
Breakfast at the hotel. This morning you will depart for a tour of the Truffle Region. Lunch at a fine traditional local restaurant. In the afternoon there will be a truffle lecture and labs visit, followed by truffle hunting (weather dependent). At dinner, the sommelier will join us for to pair wines with the food. (B,L,D) Hotel Asti.
Wednesday 15 September 2027
After breakfast it is off to a **cooking class featuring local and traditional Piedmontese menu**. Lunch at the cooking school. After lunch you will depart to Bersano winery for a visit and wine tasting. This evening enjoy dinner in a typical Farm-to-Table Restaurant. (B,L,D) Hotel Asti
Thursday 16 September 2027
Breakfast at the hotel. This morning is the Italian Rice Experience. Risotto from puddy field to the table. Enjoy your lunch at the private farmyard of rice producers and a demonstration of Risotto Cooking. Return to the hotel and have the afternoon free to explore the town and have dinner on your own. (B,L) Hotel Asti
Friday 17 September 2027
After breakfast depart for a **Gastronomic Gourmet Tour in Turin.** Turin is a sophisticated city in northwest Italy, the capital of Piedmont, known for its elegant Baroque architecture, grand boulevards, and aristocratic atmosphere, famously home to the Fiat and Lancia automotive industries. Historically a royal city and Italy's first capital, it now boasts a rich cultural scene with numerous museums, art galleries, historic cafes, and palaces, and is a significant tourist destination, especially after hosting the 2006 Winter Olympics and its status as World Book Capital. Taste a variety of traditional foods at the Top Five Traditional Food Stops. Dinner Pizza in Asti. (B, L, D) Hotel Asti
Saturday 18 September 2027
Breakfast at the hotel. This morning you are off to Parma to visit Prosciutto di Parma Ham Producer. Lunch at a fine traditional local restaurant followed by a Cultural and Gastronomic Tour of Parma. Check in at your hotel in Parma. Parma is the second largest city in Emilia Romagna and a rare pearl: with its prestigious history, young nightlife, and its many characteristic cultural points of interest, it is also a popular destination for savouring its ancient culinary tradition that is recognised the world over. Dinner at a fine traditional local restaurant. (B, L, D) Parma Hotel Button or Villa Fiorita or similar 4 star hotel.
Sunday 19 September 2027
Breakfast at the hotel. Depart for a tour of Cinque Terra olive oil producer or pesto lab. Cinque Terre, meaning "Five Lands," is a string of five ancient, picturesque fishing villages—Monterosso al Mare, Vernazza, Corniglia, Manarola, and Riomaggiore—on the rugged Ligurian coast of northwestern Italy. Renowned for its stunning beauty, the region features colorful houses built into steep cliffs, connected by scenic hiking trails and accessible by train or ferry. The landscape includes ancient stone-walled terraces, a product of human endeavor over centuries to cultivate grapes and olives, which are now protected by the UNESCO-recognized Cinque Terre National Park. Lunch at a fine traditional local restaurant followed by free time for shopping and beach time. Return to Parma for dinner at a local restaurant. (B, L, D) Hotel Parma
Monday 20 September 2027
Breakfast at the hotel. This morning is a visit and taste at Parmigiano Reggiano Cheese Dairy, followed by traditional balsamic vinegar of Modena. Modena is a vibrant city in Italy's Emilia-Romagna region, famed for its rich history, UNESCO World Heritage site-listed historic center, and its status as a global capital for luxury sports cars like Ferrari and Maserati. It's also a culinary paradise, particularly known for its traditional balsamic vinegar, cheeses, and wines, with the Albinelli Market offering local flavors. Lunch at a restaurant in Modena. The afternoon activity is a visit to a Lambrusco Producer and Tasting or Ferrari Museum. Dinner at a restaurant in Parma. (B, L, D) Hotel Parma
Tuesday 21 September 2027
Breakfast at the hotel. This morning will be a cooking class for a local and traditional Parma Menu. Lunch at the school. Time to relax and explore Parma before the Farewell Dinner. (B, L, D) Hotel Parma.
Wednesday 22 September 2027
Breakfast at the hotel. Transfer by shuttle bus to Milan Airport. Return flights to USA. (B)

Terms and Conditions

Cancellations and Refunds

Cancellation fees apply to the entire booking, including tour fare, air add-ons, ground transfers, pre- and post- hotel and tour packages. If any components are canceled, you will be responsible for any cancellation fees imposed by the airlines, other transportation carriers, other tour and ground operators, and other hotel properties. You are not entitled to any refund, payment, compensation, or credit except as otherwise provided in this Section. Any refunds will be made directly to the method of payment you used at the time of booking or your travel agent and you must receive your refund directly from these sources. Guests who cancel in writing as set forth below within the dates shown below for any reason, including medical or family reasons, are subject to the following per-person cancellation fees, as applicable.

You hereby agree that losses sustained by Prime Tours in the event of your cancellation would be very difficult or impossible to quantify and that the fees set forth in the below cancellation schedule represent a fair and reasonable assessment as liquidated damages. Since a cancellation likely means a diminished opportunity to sell the same space on other cruises or trips, the cancellation fees below apply regardless of a name change or stateroom resale.

All requests for cancellation must be received in writing. Cancellations cannot be made online. Cancellations received 180 days or more prior to departure, or as stated in your trip flyer, are refundable less an administrative fee of a minimum US $50 per person, or as stated in your trip flyer. If cancellation occurs after the non-refundable date, all payments are forfeited, unless otherwise stated in your trip flyer. If full payment has not yet been received, the full penalty will still apply and any unpaid balance is due immediately.

Liability Statement

Prime Tours of Dublin, Ohio serves as an independent agent for tour passengers, arranging transportation, hotels, meals and sightseeing for the benefit of its customers. Prime Tours, nor the organizing party, is responsible for any loss or damages of property or for injuries or illness incurred by passengers, nor for delays caused by situations beyond our control, including natural disasters, pandemics including COVID-19, riots, strikes, airline delays, inclement weather, non-participation or other events that could affect the tour. The exact scheduling and scope of events, hotels, meals, etc. during any tour is subject to change due to circumstances beyond our control, and additional personal expenses could be incurred, such as added hotel nights, added meals, transportation costs, etc. Persons registering for the tour agree to these terms. Travel insurance might offer coverage for some or all of additional incurred expenses depending on the circumstances. Prime Tours recommends travel insurance.

Itinerary Changes

Tours are usually planned months or even a year or more in advance. Between planning time and operation, we constantly strive to improve each itinerary and add to your convenience and enjoyment. However, should improvements be made and/or unforeseen conditions beyond our control deem change necessary; we reserve the right to do so. This may result in varying itineraries and substitute facilities or attractions of equivalent or better value. In the event of national or local holidays, certain listed features i.e. museums, attractions, etc., may be affected or unavailable. If the cancellation of a scheduled activity is encountered, we will endeavor to provide a suitable substitute if at all possible.

Disabilities and Special Needs

Prime Tours makes every effort to contract with providers of transportation which fully comply with the Americans with Disabilities Act. If you have special travel or accommodation needs, you must notify us in writing as to the nature of any special accommodations or needs you may require. Prime Tours nor any of the providers of transportation, lodging, or entertainment can ensure special accommodations without advance notice. Passengers requiring special assistance, including without limitation those who permanently or periodically use a wheelchair, must be accompanied by someone who is fit and able to assist them, and who will be completely responsible for providing all required assistance. The right is reserved to decline to accept or retain any person as a member of this trip who, in the opinion of Prime Tours, is unfit for travel or whose physical or mental condition may constitute a danger to themselves or to others on the trip.

Changes Due to External Events Beyond Prime Tours Control

For this reservation, I/we requested that Prime Tours, an independently owned and operated travel business, book travel arrangements on my/our behalf. I acknowledge and fully understand that these travel arrangements may be interrupted or canceled by the associated travel supplier, a government entity, or another third party outside of Prime Tours control for reasons that are unforeseeable at this time. I/we also understand and acknowledge that travel involves the risk of a variety of hazards to health and/or safety, including but not limited to, injury, illness, disease, epidemics, and/or pandemics. I/we expressly understand and agree that I/we assume all such risks and financial costs, and quarantines associated with travel whether or not specified herein. I/we further understand and acknowledge that Prime Tours has no control over the associated supplier's policies which, in addition to applicable law, will solely govern any cancellation, re-booking, and refund related to these travel arrangements.

Travel Insurance

Prime Tours recommends purchasing travel insurance to protect your financial investment. If you have a pre-existing condition or wish to purchase Cancel for Any Reason insurance you have 21 days from the date of your first payment toward the trip to purchase insurance.

Prime Tours is not an insurance company, but can, upon your request, purchase a policy on your behalf which you pay for. All terms and conditions of said insurance policy are stated within the policy paperwork which is sent to you electronically upon purchase. Prime Tours recommends that you review the policy completely. In most cases you have at least 14 days to change your mind on the policy. After that, if you or Prime Tours cancels the trip, your premium will be non-refundable, but can be transferred to another trip within 12 or more months depending on the insurance company. Prime Tours is not responsible for requesting or providing refunds or transferring your policy to a new trip.

Photo & Media Release

By participating in a Prime Tours trip, you grant Prime Tours of Dublin, Ohio and its representatives permission to photograph, film, and/or record your likeness, image, voice, and/or appearance. You acknowledge and agree that such materials may be used by Prime Tours for promotional and marketing purposes, including but not limited to use on websites, social media platforms, digital and print advertising, and other marketing materials, without compensation to you.

You further agree that Prime Tours shall have full rights to use, reproduce, and distribute such media in any format now known or hereafter developed, without restriction or additional approval.

If you prefer not to be photographed or included in such materials, you must notify Prime Tours in writing prior to the start of your tour.

Tour Activity

Level 4: To truly experience the program and destination, you need to be able to participate in physical activities such as longer walking tours, walking over uneven terrain, walking through large airports, climbing stairs and periods of standing. Some of the touring days may be longer, with select included activities occurring later in the evening.

Registration and Payment

- Pricing: $5,998 per person based on double occupancy. Single occupancy: $6,538.
- Save your spot with a $500 deposit per person of which $100 is non-refundable per person. Final payment due May 21, 2027. After May 21, 2027 the tour is non-refundable. Registration after May 21, 2027 based on availability.
- Register and pay online with your credit card (fee applies) or bank draft (no fee) at www.GoPrimeTours.com, or fill out and mail the registration form with a check.
    - Mailing address: Prime Tours ~ 565 Metro Place South, Suite 300, Dublin, OH 43017
- Prime Tours recommends protecting your trip by purchasing travel insurance. You can purchase trip insurance at www.GoPrimeTours.com. Use the link to compare rates and plans from Travelex. Any questions? Give us a call 614-766-5553 or email info@GoPrimeTours.com.

Name of Trip	**How did you hear about this tour?**
Italy for Food and Wine Lovers	
Guest 1 Name as it appears on passport	
First Middle	Last DOB
Passport Number:	**Passport Expiration Date:**
***Guest 2 Name as it appears on passport**	
First Middle	Last DOB
Passport Number:	**Passport Expiration Date**:
Guest 1 Preferred Name (for name tag)	**Guest 2 Preferred Name (for name tag)**
Guest 1 Email	**Guest 2 Email**
Guest 1 Phone (cell is preferred)	**Guest 2 Phone (cell is preferred)**
Guest 1 Mailing Address	**Guest 2 Mailing Address**
Emergency Contact Name and Phone	**Emergency Contact Name and Phone**
Room Occupancy (circle choice)	**Bedding (circle choice)**
Single Room Double Room	One Bed Two Beds
Other Important Information	**Other Important Information**
All persons registering for this tour agree to the Cancellation, Refunds and Liability Statement as stated.	
Signature Guest 1	Signature Guest 2