

Silversea Introduces New Land Programme with Focus on Slow Food



(9 January 2012) Silversea Cruises has created a new "Slow Food Adventure in Tuscany" land option that will debut on three Mediterranean voyages in 2012.

In collaboration with Slow Food Italy, the ultra-luxury cruise company has designed an exclusive three-night programme that will highlight the culinary and cultural traditions of Tuscany and introduce participants to local wine producers and products that adhere to the Slow Food philosophy of preserving biodiversity and gastronomic traditions.

The programme will be conducted with one or more members of Silversea's own culinary team on hand to provide participants with expert guidance and exclusive access to local producers committed to responsible and sustainable food production, as recommended by Slow Food. Participants might visit a dairy farm or stroll through olive groves and vineyards to learn the secrets of traditional food production. Guided by Silversea's culinary team, guests will gain a greater understanding of the region's wines as well as the ingredients carefully selected for the dishes served in La Terrazza, Silversea's Italian speciality restaurant -- the only restaurant at sea that partners with Slow Food Italy to showcase products reflecting the standards of Slow Food.

Darius Mehta, Silversea's vice president of air and land programmes, said: "This is a new concept, and probably the first in the industry, where the ship's culinary team accompanies and interacts with guests on a pre- or post-cruise land programme. It's an excellent opportunity for foodies and travellers alike to discover the beauty, food, tradition and culture of Tuscany, while also gaining greater insight into the principles of the Slow Food movement."

From Rome, travellers will enjoy a scenic drive into the heart of the Brunello region of Tuscany, leading to the vineyard estate of Castello Banfi, producer of some of the region's best-known wines, including several selected for La Banca del Vino, the Slow Food-inspired wine bank of the University of Gastronomy in Pollenzo (Bra), Italy. The programme includes three nights at Il Borgo, Castello Banfi's elegant hotel nestled amid the vineyards and olive groves of Montalcino. Highlights include a cooking class, where participants will learn to prepare typical Tuscan specialities with the help of Silversea's own culinary team and the estate's professional staff; an in-depth tour of the Castello Banfi winery; and a full-day tour of Slow Food-recommended vineyards, olive groves, farms or other traditional food-producing operations in and around Bolgheri, escorted by Silversea's culinary team, giving participants insider access to producers whose operations normally are not open to the public.

This three-night sojourn, priced from US\$3,599 per guest (based on double occupancy), is offered as a pre-cruise option on *Silver Wind's* 30 April voyage (#2212), Rome to Venice, and *Silver Spirit's* 22 October sailing (#5233) from Rome to Barcelona. It's also available as a post-cruise option on *Silver Wind's* 17 April voyage (#2210), Barcelona to Rome.

In addition to accommodation at Il Borgo for three nights, the price includes all transportation, transfers, guided sightseeing and some meals. Visit www.silversea.com for complete details.

About Silversea Cruises

Silversea Cruises is recognised as an innovator in the luxury cruise line industry, offering guests large-ship amenities aboard its intimate, all-suite vessels: *Silver Cloud*, *Silver Wind*, *Silver Shadow*, *Silver Whisper* and *Silver Spirit* -- all designed to offer an atmosphere of conviviality and casual elegance. With the inclusion of *Silver Explorer*, Silversea Cruises' itineraries encompass all seven continents and feature worldwide luxury cruises to the Mediterranean, Caribbean, both polar regions and over 400 fascinating destinations in between.

In the US, Silversea has been voted "World's Best" by the readers of *Condé Nast Traveler* (nine times) and *Travel + Leisure* (seven times), and rated Number-One luxury cruise line by high-net-worth consumers in the 2008 Luxury Brand Status Index (LBSI). International awards include "Best Innovation in Products and Services" from the Italian Innovazione Marketing Oggi Awards (2009); "World's Leading Small Ships Cruise Line" from World Travel Awards (2009); "Five Star Diamond Award" from the American Academy of Hospitality Sciences (2010); "Number One" small-ship line in the Readers' Choice survey conducted by Britain's *Condé Nast Traveller* magazine (2010); "Best Luxury Cruise Line" Excellence Award by Spain's Cruise News Media Group (2009); "Best Luxury Cruise Line" by Australia's *Luxury Travel & Style Magazine* (2011); and "Best Luxury Cruise Operator" according to *Travel Weekly China* (2010).

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For more information on Silversea Cruises, please contact a travel agent.

For a complimentary brochure, please call toll-free (US) 877.215.9986 or visit www.silversea.com.

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