



## VILLA LA MASSA REOPENS

*Announces news for a transformative season*

**Candeli (FI), 5 April 2023** – Five-star Florentine hotel, Villa La Massa, which is part of the Villa d'Este Hotels group, is ready to reopen.

The traditional flag-raising on the terrace on the Arno River will take place tomorrow, Thursday 6th April 2023, marking a season of exciting new offerings at the property whilst paying tribute to the history and beauty of Villa La Massa and its parkland.

In the first instance, the hotel is delighted to announce the appointment of Elisa Peroli as the **new General Manager**. With years of experience working in the events and food and beverage sector for big-name international luxury hotels, Elisa is well-equipped to manage and lead the property into the future.

The reopening also marks an important moment in the hotel's restoration. Areas of the **Villino**, a building dating back to the early 20th century that's home to four-poster wrought iron beds, frescoed ceilings and boiserie, have undergone renovation, including the exterior, facades and some of the rooms. The Villino, which boasts seven rooms and suites, can be used for exclusive buyouts hosting families and groups of friends who will be sure to enjoy the privacy and location on the Arno River thanks to its large outdoor space. Villa La Massa is also home to another private residence, Casa Colonica, which guests can rent out in its entirety. Dating back to the mid-nineteenth century, the recently resorted farmhouse is immersed in the hotel's parkland and comes complete with four suites, a kitchen and an internal courtyard lovingly referred to as a 'villa inside the villa'.

Another important initiative that the hotel is pleased to announce is the transition to a **fully electric shuttle** service connecting Villa La Massa with the centre of Florence, in recognition of guests' desire to engage in sustainable initiatives. Available to guests free of charge and with several rides available throughout the day, the 15-minute drive will find them in the centre of the historic and romantic city or returning to Villa La Massa's bucolic oasis with olive trees, vines and cypresses dotting the landscape.



This season, Villa La Massa's **Bar Mediceo** is offering new drinks and convivial snacks under the guidance of a **new mixologist**, Alessio Baneschi. With its frescoes dating back to the 19th century, the bar is the ideal place to sip an aperitif or one of the signature cocktails that tell the story of Villa La Massa. For example, new to the menu is the 'Like a Virgin', a cocktail dedicated to Madonna who was a past guest of the hotel. The cocktail is a Cosmopolitan revisited but faithful to the tipple's traditional pink hue thanks to the infusion of hibiscus.

The hotel's culinary offerings have further been elevated by **Chef Stefano Ballarino** at the Il Verrocchio restaurant which offers classic-contemporary Italian cuisine and a focus on local produce, and at Bistrot L'Oliveto, a Tuscan-focused gastronomic destination. Menu meeting points are the vegan dishes which include celeriac steak, chicory, grilled beet al Verrocchio, spelt salad, vegetables from the garden and crunchy lentils.

For **Easter**, in the name of Tuscan hospitality and its infamous cuisine, Villa La Massa is offering a wonderful lineup of culinary adventures, from breakfast to Easter Mass to traditional lunch and a plethora of chocolate eggs and delicacies made by Chef Ballarini.

Meanwhile, May will be the month dedicate to the iris, the flower of Tuscany, Florence and Villa La Massa, which boasts a beautiful garden full of high-blooming iris, medium iris and dwarf iris. It opens onto the Arno, providing breathtaking views over the water. To celebrate **Iris Month**, Bar Mediceo will offer a special Iris cocktail made with vodka, iris liquor and orange bitter, dedicated to Countess Bierliska (one of the property's former owners in 1856). Further inspired by the iris, the hotel's Arno SPA will offer two bespoke treatments - a relaxing massage with floral notes and an anti-ageing facial treatment based on olive oil and iris petals.



## **Villa La Massa**

*Villa La Massa is part of Villa d'Este Hotels group, which also includes Villa d'Este, the iconic five-star luxury hotel located in Cernobbio, on Lake Como, and the two four-star Palace Hotel and Hotel Barchetta Excelsior, in the center of Como and overlooking the lake. The property, dating from the thirteenth century, is surrounded by 10 hectares of park and is located on the banks of the Arno, a few kilometres from Florence. It offers 51 rooms and suites divided between five villas and three private apartments. It has two restaurants, Il Verrocchio, with its traditional kitchen and Tuscan Oliveto Bistrot & Pool Bar, open in the summer months, with a casual atmosphere. The Bar Mediceo, with its 19th-century frescoes, is the ideal place for an aperitif. The hotel also includes a beautiful outdoor heated pool, immersed in the beautiful panorama of Chianti, and the Arno SPA, built in the ancient cellars of the hotel, with a relaxation area, sauna, Turkish bath, emotional showers, Roman whirlpool bath, gym and treatment cabins. The Group's CEO is Davide Bertilaccio.*

## **FCOMM**

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