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# The Ranch Malibu lands in Italy: luxury fitness programmes in the heart of nature

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The US-based healthy lifestyle company The Ranch will launch its first permanent international programme at Palazzo Fiuggi Wellness Medical Retreat this May.



Renowned luxury fitness and wellness retreat **The Ranch** will launch its first permanent international programme at Palazzo Fiuggi Wellness Medical Retreat this May. The US-based healthy lifestyle company features acclaimed, results-oriented fitness and wellness programmes, with a focus on being in nature. Beginning May 15, the new week-long stay combines The Ranch Malibu's signature programme with the services and knowledge of the team at Palazzo Fiuggi, for a transformational experience around one's health and longevity.

Located on an ancient hilltop in a private 20-acre park, just 50 minutes from Rome, Palazzo Fiuggi is an innovative retreat, set in a historic property, nestled in one of Italy's richest naturalistic towns. Known for the healing powers of its water since the early fourteenth century, the region was often visited by royalty, popes and masters of the Renaissance, including Michelangelo, for its restorative qualities. This history of healing, paired with a state-of-the-art medical facility and incredible hiking trails offers the perfect backdrop for The Ranch's active health programme.

Limited to just 25 guests each week, this 7-night, 8-day stay features a daily schedule that mirrors The Ranch Malibu's signature no-options experience. Each day includes a four-hour morning mountain hike, nap time, afternoon strength and core training classes, yoga and daily massage, complemented by a nutrient-dense, plant-based diet. Guests also have the opportunity to undergo diagnostic and blood testing along with a consultation with one of Palazzo Fiuggi's world-class physicians for a more complete understanding of their current health. This fusion of health programming leaves guests with a greater sense of self, feeling rested and rejuvenated, while having lost fat and inches and gaining muscle and mental clarity.

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Similar to Malibu, hikes will be done for time rather than distance, with a varied trail each day. Guests will scale elevations over 2,000 meters as they hike the Apennine Mountains which surround the Lazio region in which Fiuggi is located. The scenery varies from forested canopies, open meadows, valleys and streams to hilltop hamlets, medieval villages and ancient monasteries. Afternoon fitness and restorative yoga classes are held in a private section of the Palazzo for The Ranch's guests.

The rigorous routine is complemented by a nutritionally-dense, plant-based menu with an Italian flair, created by Palazzo Fiuggi's 3-star Michelin Chef Heinz Beck and prepared by his Palazzo Fiuggi culinary team in accordance with The Ranch's Executive Chef.

During their stay, guests have access to the state-of-the-art 4,300 square-foot fitness centre, complete with Technogym, Pilates, Yoga equipment and Reaxing Training equipment. They can also enjoy the property's panoramic indoor and outdoor pools, that feature views of Fiuggi "old town." A highlight of the experience is Fiuggi's world-class spa, which features a fountain connected directly to the 'miraculous' fountain of Fiuggi waters. Innovative treatments include hydrotherapy and Thalasso pools featuring the ancient healing waters of the area, additional medical services and the Roman Thermae can be experienced during the week for an additional rate.

**Alex Glasscock**, Founder and CEO of The Ranch, has commented:

*"We are long overdue in expanding to another special location outside of California and Palazzo Fiuggi embodies our values and sensibilities in every aspect of their guest experience. It is an extraordinary, private sanctuary, with world-class fitness and spa amenities and easy access to spectacular hiking trails. There's nothing like our programme in the European market and we're excited to introduce The Ranch's philosophy to a new region."*

**Lorenzo Giannuzzi**, founder of Palazzo Fiuggi and CEO of Forte Village, has added:

*"We are thrilled to welcome The Ranch programme to our property. Palazzo Fiuggi and The Ranch are both extraordinary in their own way and this new programme we have created beautifully incorporates the hallmarks of each brand so that guests leave both transformed and informed. We are excited to expand our offerings with this new partnership and bring a new experience to the European market."*

The Ranch Italy at Palazzo Fiuggi is offered at a starting rate of around £6900 (US\$9,100) per person for double occupancy and around £8100 (US\$10,650) for a single room and includes 7 nights and 8 days (Sunday-Sunday) of daily guided hikes, fitness and exercise classes, daily massage, diagnostic testing, blood panel, medical consultation, accommodations, all meals and some evening elective nutrition talks and a return airport transfer at the conclusion of the programme on Sunday morning. Upgrades are available at an increased rate, up to 60 days prior to arrival.

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