

# LOS ANGELES CONFIDENTIAL

## The Ranch Malibu Is Taking Its Beloved Wellness Regime to Italy's Renowned Palazzo Fiuggi



*Located 50 minutes from Rome, The Ranch Italy combines The Ranch Malibu's wellness programming with Palazzo Fiuggi's medical expertise. PHOTO BY TYSON SADLO/HERD REPRESENTED*

Exclusive, intimate and results-oriented, The Ranch Malibu ([theranchmalibu.com](http://theranchmalibu.com)) has been a magnet for celebs and industry execs in the know since it opened in 2010. Now the discreet healthy lifestyle company is branching out beyond the 'Bu, taking its beloved wellness regime to Italy's renowned Palazzo Fiuggi—located 50 minutes outside of Rome—for its first permanent international program. Similar to The Ranch here in California, The Ranch Italy focuses on seven-night, eight-day stays limited to 25 guests at a time, nutritious plant-based cuisine, four-plus-hour hikes and more. Here, Alex Glasscock, founder and CEO of The Ranch, shares everything you need to know about the sure-to-sell-out program, debuting May 15.

**What was the impetus for opening The Ranch Italy?** The Ranch has long been overdue in expanding to another region, and our guests have been eager to travel to new Ranch locations globally. There's nothing like The Ranch in the European market, and Palazzo Fiuggi was the perfect place for our program. It's a private sanctuary, with world-class spa and fitness amenities, and has easy access to spectacular mountain hiking trails.



*The Movement Lab at Palazzo Fuggi PHOTO: BY TYSON  
SADLOW/HERD REPRESENTED*

**How will this program compare to the one in Malibu?** Similar to Malibu, hikes will be done for time (four hours) rather than distance, with varied glorious trails each day. Guests will sometimes scale elevations over 2,000 meters as they hike the Apennine Mountains, surrounded by beautiful scenery like tree-lined canopies, open meadows, verdant valleys and year-round running streams, hilltop hamlets, medieval villages and even ancient monasteries. There will also be afternoon fitness (core and strength training) and restorative yoga classes, held in a private section of Palazzo Fuggi with dramatic scenic views for our guests. Like the program in Malibu, it is all complemented by a nutritionally dense, plant-based menu but with an Italian flair. The menu is created by The Ranch's executive culinary team and meticulously executed by Palazzo Fuggi's three-Michelin-star chef Heinz Beck and his world-class team. The main difference between the Malibu and Italy programs—aside from the location—is that guests of this program also have the opportunity to undergo diagnostic and blood testing, along with a consultation with one of Palazzo Fuggi's world-class physicians.

**What makes this wellness program stand out compared to others in Italy or in Europe at large?** There is nothing quite like our results-oriented program in the European market. Our guests partake in an intimate, immersive and transformative program that generates measurable results including fat loss and muscle gain, while giving guests a more complete picture of their overall health and longevity. They leave with a greater sense of self, rested, rejuvenated and with the famous 'Ranch glow.'



*views from the Roman spa look out toward the Lazio region and the Apennine Mountains. COURTESY OF THE RANCH ITALY*

**What will the accommodations look like?** Palazzo Fiuggi is an extraordinary property and an optimal private environment for our program. Guests are surrounded by nature on a knoll surrounded by tranquil valley views. There is a rich history of healing in this village. Palazzo Fiuggi's five-star service mirrors what is offered at The Ranch as guests will stay in private accommodations with views overlooking the mountains, valleys and the 'old town' of Fiuggi. The Ranch guests will enjoy seven nights and eight days of daily guided hikes, fitness and exercise classes, daily massages, diagnostic testing, blood panels, medical consultations, spa access and plant-based meals. They also have access to the panoramic indoor and outdoor pools, and can partake in additional medical services and spa treatments as well if they choose.

**How do you see The Ranch Italy evolving as time goes on?**

We see it setting a new standard for wellness in Europe where guests know they will leave the week feeling more vibrant, rested, more knowledgeable about the benefits of adding more plants to one's diet, and if it was their goal and desire, having lost unwanted fat and adding muscle. We also look forward to attracting new guests that will make their journey an annual occasion to maintain their youthfulness and aid in creating a younger biological-versus-chronological age.