BEER Lake Como — 24-28 July 2027

DATE	ORARIO	LUOGO
24 July 2027	From the afternoon of day one to the morning of day five	Lake Como, Italy

L'ESPERIENZA

> Five days between Lake Como's shoreline, climbs towards the Alpine horizon and scenic roads that change pace from one day to the next. The experience alternates longer drives, borderland landscapes, considered stops and quieter moments to enjoy the hotel and destination. Exact directions and the roadbook remain reserved for confirmed guests.

PROGRAMMA

Day 1	Arrival in Cadenabbia, hotel welcome, time to settle in, a BEER aperitivo and opening dinner with the group.
Day 2	Team briefing and a first substantial drive through lake, valley and borderland scenery. Considered lunch, panoramic stops and a return to the hotel for the evening.
Day 3	A more unhurried route to discover the territory around the lake, with time for the table and for enjoying the destination at your own pace.
Day 4	A longer driving day towards the Alpine arc, with highland scenery, a shared rhythm and a return to the lake for aperitivo and farewell dinner.
Day 5	Breakfast, final farewells and individual departures.

INFORMAZIONI UTILI

PARTICIPATION	By request and with personal confirmation from the BEER team.
CARS AND GUESTS	A limited number to preserve the quality and rhythm of the experience.
ITINERARY	Operational details are shared with participants in the dedicated material.