

Be Slow Umbria

THE SUMMER SOLSTICE

June 19th through June 26th, 2027

In the hills between Gubbio and Perugia
Umbria, Italia



BE HERE
FARM + NATURE

BE HERE

F A R M + N A T U R E

On the Summer Solstice, gathering June 19 through June 26, we meet again in Italy for our most beloved, highly rated, and most-repeated experience of all time.

Being Slow is not merely a trip, nor is it merely a vacation, although it contains both within it. Being Slow is an experience of living at the intersection of nature connection, holistic health, regenerative principles, luxury service, and hospitality. Being Slow is a remembrance of what it means to be truly human.

Rolling hills, dotted with blankets of olive groves, wineries, and small farmsteads in every direction as far as the eye can see. Step back in time to taste with your eyes, heart, mouth, and hands, the true lifeblood of what flows through Italy since the beginning of time: food, culture, people, wine, land, and leisure.

Drop the hustle and bustle, taste with your whole body, laugh with every cell, and listen to the ancient songs of mother Italy. And do all this while being cared for in ways long-forgotten.

What we have learned is this:
Sometimes you need to slow down, in order to be here.
And that is where we come in.



Every image in this document was taken by us at Be Slow. These are not random images from the internet. This is us, what we did, and what we ate, captured by our wonderful photographer Kelly.

A Slow History Lesson

Enjoying Italy to its fullest often comes with a history lesson, and I think the origins of this trip are interesting to elaborate on.

Slow Food is a term coined by Carlo Petrini, a man who protested the opening of Italy's first McDonald's location in 1986 by throwing a huge pasta feed for the public at the base of Rome's famous Spanish Steps. This gave rise to Slow Food, the antidote to Fast Food. Slow Food ideology bubbled and churned as a grassroots movement throughout Italy, and slowly (no pun intended) sent its tentacles out around the world. Today there are Slow Food chapters in many countries, cities, and towns, including entire cities dedicated to the philosophy who have earned the accreditation of "Citta Slow," the Slow City. Slow Food preserves and protects traditional food cultures, including the plants, people, farmers, and artisans that keep healing human traditions alive. I consider myself a lifelong advocate of these values.

The idea of Slow Food can naturally expand into a Slow Lifestyle. Everywhere we look, the conveniences of modern life often come at a hidden cost to both people and planet. Though these industrialized systems have become ubiquitous, we still have the ability to opt out through more mindful engagement with nature.

In 2011, while acting as a farmer's apprentice outside Athens, GA, I was selected alongside a small team to be a delegate at Terra Madre, Slow Food's biennial global conference. It was wonderful in every way imaginable, including headline speeches from Carlo Petrini and Vandana Shiva that I recall to this day.

Whilst there, burning a hole in my pocket, was an engagement ring for my now-wife Velisa. After the conference I flew to Rome to meet up with her and (shh!) propose. She said yes, of course, and we spent the next seven days touring Italian agriturismos, experiencing a way of life we barely dreamed existed, and seeking early inspiration for what would become Be Here Farm + Nature.

One of the properties we stayed at on this trip was a 12th century stone chateau, located in the hills between Gubbio and Perugia, with a master chef, underground Moorish spa, chlorine-free pool, olive trees in every direction, and a "vibe" beyond words.

And now it is your chance to discover the magic.

This way of life leaves a mark on people.

You will consider it home for the rest of your life.

On behalf of my wife Velisa and myself, it is my sincere joy and pleasure to be returning with you to experience the wonders of Umbria together.

Jared
Be Here Farm + Nature

A photograph of two men standing in front of a large window. The man on the left has a beard, glasses, and is wearing a black button-down shirt over a black t-shirt and patterned shorts. The man on the right has a beard and is wearing a dark polo shirt and khaki pants. A wind chime hangs from the ceiling. The background shows greenery outside the window.

Be Slow Umbria

Be Here Team

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This was the best trip of my life. My partner Chase said the same thing. Jared and his team planned everything down to the last detail. I cannot speak any more highly about them.

— Mimi, guest at Be Slow

**Jared Pickard**

Jared Pickard is the founder of Be Here Farm + Nature, a biodynamic farm and experiential wellness brand located between Saint Helena, CA and Wimberley, TX. Be Here produces artisanal self care offerings and LIVE wellness experiences around the world, inspired by the seasons.

Jared is known for curating deeply thoughtful experiences and creating an atmosphere where people feel both grounded and fully at ease. With a rare ability to hold space, he brings people together in a way that allows them to relax, connect, express themselves authentically, and feel genuinely cared for.

**Eben Britton**

Eben is one of the most compelling voices speaking on health and wellness today. Formerly an NFL starting lineman, Eben is now a yogi, teacher, and author who is most well known for his spiritually uplifting and critically acclaimed podcast, The Eben Flow, as well as his potent and precise book by the same name. Eben inspires thousands of people around the World on a daily basis.

Eben is known for the largesse of his heart and character, which shine through as palpably authentic. Time and again, people report that his movement and mindfulness practices are the most easily accessible and impactful they have ever encountered.

A group of people are sitting around a campfire at night in a wooded area. The fire is bright and warm, illuminating the scene. The background is dark with some trees visible. The overall mood is cozy and intimate.

Be Slow Umbria

Program Highlights

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This was hands down the best trip I have ever taken. Jared is all heart, and he's passionate about making sure that everyone in his space has an amazing time. And he has executed that to a "T".

— Mike G, guest at Be Slow

**Unlimited concierge service prior to your trip.
Work with us to customize or enhance your
experience in any way imaginable.**

Contact via email, text, or phone. We are here for all pre-travel support.

**Group transportation from Rome International
Airport to our estate and back.**

Pending final confirmation, transportation will leave Rome between 1:00-2:00pm local time and will leave Umbria at 10:30am on our final day.



Unbelievable Umbrian Estate

Stunningly maintained property. Rooms are well appointed and have a unique character. The property is operated by an incredible family who you will likely ask to adopt you.

Slow Food Ark of Taste

Endangered heirloom varieties and local delicacies with cultural significance will be featured throughout the week.

Cooking at Chef Donatella's Country House

This experience was rated by nearly every guest who attended last year as their top activity of the week. Words will not do justice to describe the magic of Chef Donatella. You will have to come and hug her yourself.



Breakfast, Lunch, Dinner, Snacks, Desserts

Organic and biodynamic foods, top to bottom. Regionally sourced artisan produce, regenerative proteins and wild game. Local, biodynamic, natural wines available always.



Italy Like You've Never Seen It

Far from the crowds, in the ancient hills of Umbria, food, land, and leisure come together to create one of the most nourishing and enjoyable experiences of a lifetime.



The Eben Flow

Eben Britton's signature flow of yoga, breathwork, and meditation offered throughout the week.

Working Out and Working In

Primal, functional movement and work-outs as well various "working-in" exercises from around the world, all of which you can continue unguided at home.

World Class Amenity Program

Those who have been with us now know that we stock a communal pantry abundantly with treats, supplements, electrolytes, enzymes, tinctures, teas, coffees, snacks, and other self-care items for you to luxuriate with.

Solo and Group Time

The program allows for a gentle flow between meals and group activities offering plenty of windows for you to explore the grounds, relax in a variety of locations, book private spa treatments, and more.

Self-care Rituals

Detoxifying, moisturizing body oilings, self-massage, mind-body guided visualizations, face and body masking, all with the Be Here product collection.



Hiking the Sacred Hills

Hike the steep hills overlooking Assisi and St. Francis' hermitage, picnic in the woods, and tour the historical city.

Closing Ceremony

June 25th. The last supper.

and more... as you read this we are working on more ways to delight you, more artisans to connect with, more experiences to share...

Be Slow Umbria

Questions and Answers

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Unforgettable.

— Shari, guest at Be Slow 2025

Highly recommend for anyone seeking connection to yourself, others and nature on a most beautiful property bursting with delicious foods and natural beauty.

— Liz, guest at Be Slow 2025

By far the best vacation I have ever been on. This experience was a beautiful mixture of self/spiritual/physical development, all while vacationing with people that feel like family. I could not recommend this more.

— Chase, guest at Be Slow

How do I reserve a spot?

50% of total fees are due to reserve your spot. All fees are due in full by January 15th, 2027.

Room selections are allocated on a first-come-first-serve basis at the time of payment in full.

What does it cost per person?

Solo traveler
in a private room

\$8,497
per person



Traveling pair
in a private room

\$7,997
per person



Traveling quad in a private
2 bedroom + 1 bathroom suite

\$6,497
per person

All fees are non-refundable.

What is included in the fee?

This is an all-inclusive experience from the time you step on the bus in Rome on June 19th until the time you leave on June 26th.

All accommodations, transportation within Italy, activities, experiences, food and beverages are included, including biodynamic natural wines daily.

Should I bring Euros?

Yes, you should bring some personal Euros. Many guests choose to make purchases outside the program offering, such as laundry service, personal spa treatments, personal tips, or special purchases during our day trips. If you do not order Euros from your bank ahead of time, the last easy spot to get Euros is the ATM at the Rome airport.



How many participants will be on the trip?

This is a small, exclusive gathering of 15-20 people, including the Be Here team.

What sort of access will I have to the facilitators?

We will be together all week, breakfast, lunch, dinner, and everything in between.

Your itinerary starts and ends in Rome, how do I get there?

Getting to Rome is the only aspect of our time together that is left up to you. We will coordinate group transportation from the airport in Rome and also provide group transportation back. It will be a hoot.

Do I need to bring anything?

All guests will receive a complete “personal packing list” once they have been accepted to the event. All items on the list will most likely be in your possession or can easily and affordably be acquired.

How do I sign up?

The only way to sign up is by emailing love@beherefarm.com to express your interest and to schedule a discovery call.



Cancellation, Discount and Refund Policy

Our retreats require extensive advance coordination of housing, meals, facilitators, and other program elements; therefore, flexibility or discounts are not possible. In the event of guest cancellation, refunds will not be granted under any circumstances.

Guests who have paid in full may submit a transfer request to assign their ticket to another attendee, and the transfer must be fully completed within 30 days of the request. All transfers require prior approval following a brief discovery call with the proposed attendee to ensure alignment with the group dynamic. This call must take place within the 30-day window, and we reserve the right to deny the transfer, in which case the guest may propose another attendee; if no replacement is approved, the booking will be forfeited.

After May 30, no changes, transfers, or refunds are possible, and any incomplete or late transfers will result in full forfeiture of the booking. All guests must also complete and return their event waiver and pre-trip intake form prior to May 30; failure to do so will result in forfeiture of the reservation.

Are the facilitators guaranteed to be there?

All facilitators are confirmed for this event, however, in the unlikely event any of the facilitators must be replaced due to reasons outside of our control, the facilitator will be substituted without diminishing the overall quality of the event.

What is the drive like from Rome to the property?

It is a 2.5 hour drive from the airport in Rome, through the countryside, to our destination in Umbria. We will have ample snacks.

What happens when we arrive to Rome on June 19th?

Guests will arrive to Rome according to their own schedule on or before June 19th at 12:30 pm. We will have a chartered bus transport the entire group from Rome to Umbria where we will spend the week together.



What happens when we arrive to the property?

You will enter through a portal of somekind. Welcome to the good life. Everything here is a little more nourishing, a little sweeter, a little more special...somehow, it just is. Upon checking in we will have plenty of time to settle before gathering for our opening meal.

What amenities does the property have?

70 acres of abundant Nature, including onsite garden and Olive orchard. Chlorine-free pool with picture-perfect views, spectacular sunrises and sunsets, an underground Moorish-inspired spa, onsite yoga studio nestled in the treetops, Nature trails, a beautiful dining room, world-class cuisine, and many intimate nooks to relax and enjoy the wonderful week.



What if my question is not on this list?

You are inquisitive. Please reach out to us directly at love@beherefarm.com. We can speak over email, phone, text, or zoom.