

Helvetia & Bristol Firenze - Starhotels Collezione and Cibrèò Firenze celebrate Tour de France's *Grand Départ* in Florence

A week of celebrations: from a tribute to Gino Bartali, and a special yellow menu dedicated to the Tour de France, to an e-bike tour to discover the most unique Florence, and the "Grand Dé-Party," to celebrate the start of the Tour

Florence, 11th June 2024. The highly-anticipated **Grand Départ of the Tour de France is taking place for the first time in Florence on the 29th June** and will transform the city into the perfect stage for one of the most beloved and followed sporting events in the world.

Helvetia & Bristol Firenze – Starhotels Collezione and Cibrèò Firenze, whose outlets inside the hotel will be decorated in yellow for the occasion, are ready to celebrate *La Grande Boucle* with a calendar full of events around the city.

Helvetia & Bristol will be paying tribute to Gino Bartali, the legendary Florentine cyclist winner of two Tour de France, with a special collaboration with the **Gino Bartali Museum of Cycling** in Ponte a Ema, Florence. From the 24th to 30th of June, the hotel will be showcasing a memorabilia of this sport: the original *Bartali Novi Ligure Bicycle*, produced for the Bartali team from 1949 by Gino himself. Alongside this, an official replica of one of the racing jerseys used by the Bartali team, also owned by the Museum of Cycling, will be displayed.

The **Cibrèò Caffè at Helvetia & Bristol** will also be offering ***Le Dé-Jaune-r***, a special edition menu inspired by the colour of the famous Tour jersey. **Guests will be able to taste a "yellow" selection of some of the iconic dishes that have made Cibrèò Caffè famous.** The four-course lunch features Turmeric Gelatin, Tagliolino Cacio e Burro or Passato di Peperoni Gialli, Meatballs with Yellow Tomato Sauce, and Cibrèò's Panna Cotta. Four culinary excellences pay homage to the colour that has always been a symbol of "la Grande Boucle."

Price: Le Dé-Jaune-r, Signature Yellow Lunch €45, wines excluded

Throughout the week, **Cibrèò Caffè at Helvetia & Bristol** will also be offering *Le Tour des Lys*, bike tours inspired by the flower that links Florence and France, the Lily. Starting at the hotel, the **bike tours will offer a guided city route** perfect for exploring Florence and its local gems. First stop is Bellosguardo, at Andrea Battiata's Bioactive Garden where guests can discover the charm of ultra-organic gardens with stunning views of the city. The second stop is in the Sant'Ambrogio district, where the famous Cibrèò adventure began, for a gourmet stop at the historic Cibrèò Caffè. The tour finishes back to the hotel for a relaxing break at **LA SPA of Helvetia & Bristol**. The tour, designed to discover the most unique and local side of Florence, is done with e-bikes to easily cycle around.

Price:

Le Tour des Lys 1: Bike Tour with visit to the Bioactive Garden, lunch at Cibrèò Caffè and access to SPA €320

Le Tour des Lys 2: Bike Tour with visit to the Bioactive Garden and lunch at Cibrèò Caffè €280

Finally, on the 29th of June the **Cibrèo Ristorante & Cocktail Bar at Helvetia & Bristol will host a fabulous Grand Dé-Party to mark the *Grand Départ*** and honour the great champions of the Tour. There will be a special DJ set and a strictly yellow dress-code to go with the theme, together with exclusive drinks for the occasion like the Mary Jaune, a Bloody Mary made with yellow tomato juice, Pol Roger Champagne, Oysters, Tartare and Grand Mère Terrine. The perfect party to welcome the summer season and celebrate the historic sporting event for enthusiasts and visitors.
Price: Grand Dé-Party with Cocktail or Champagne and food tasting €30

For bookings and information:

booking@cibreo.com

Tel. +39 0552665651

Starhotels

Starhotels, the first Italian private hotel company, is a market leader in the hospitality industry within 4 and 5-star hotels. The Group vaunts 30 hotels with more than 4,200 rooms and luxury residences located in the heart of the top Italian destinations, in addition to London, Paris and New York. Starhotels is synonymous with the excellence of Italian hospitality, offering impeccable service that excels at anticipating the guests' wishes and exceeding their expectations.

The prestigious **Starhotels Collezione** – icons of style in the most beautiful destinations in the world – stand out for their strategic positions, sophisticated design and bespoke services. Starhotels Collezione properties are located in Florence, London, Milan, New York, Paris, Rome, Saturnia, Siena, Trieste, Venice and Vicenza.

Starhotels Premium, located in the heart of the most beautiful Italian cities, Bergamo, Bologna, Florence, Genoa, Milan, Naples, Parma, Rome, Saronno and Turin, stand out for their contemporary style, and perfect combination of elegance and comfort, providing an intangible sense of well-being through excellent and welcoming service.

Press Office

Email: pressoffice@starhotels.it

Tel: +39 055 3692251

www.starhotels.com

www.collezione.starhotels.com



[#starhotels](#) [#starhotelscollezione](#)