

# *of* **PASSION**

# **HOUSE SNOW H**

**9**

**ISSUE**

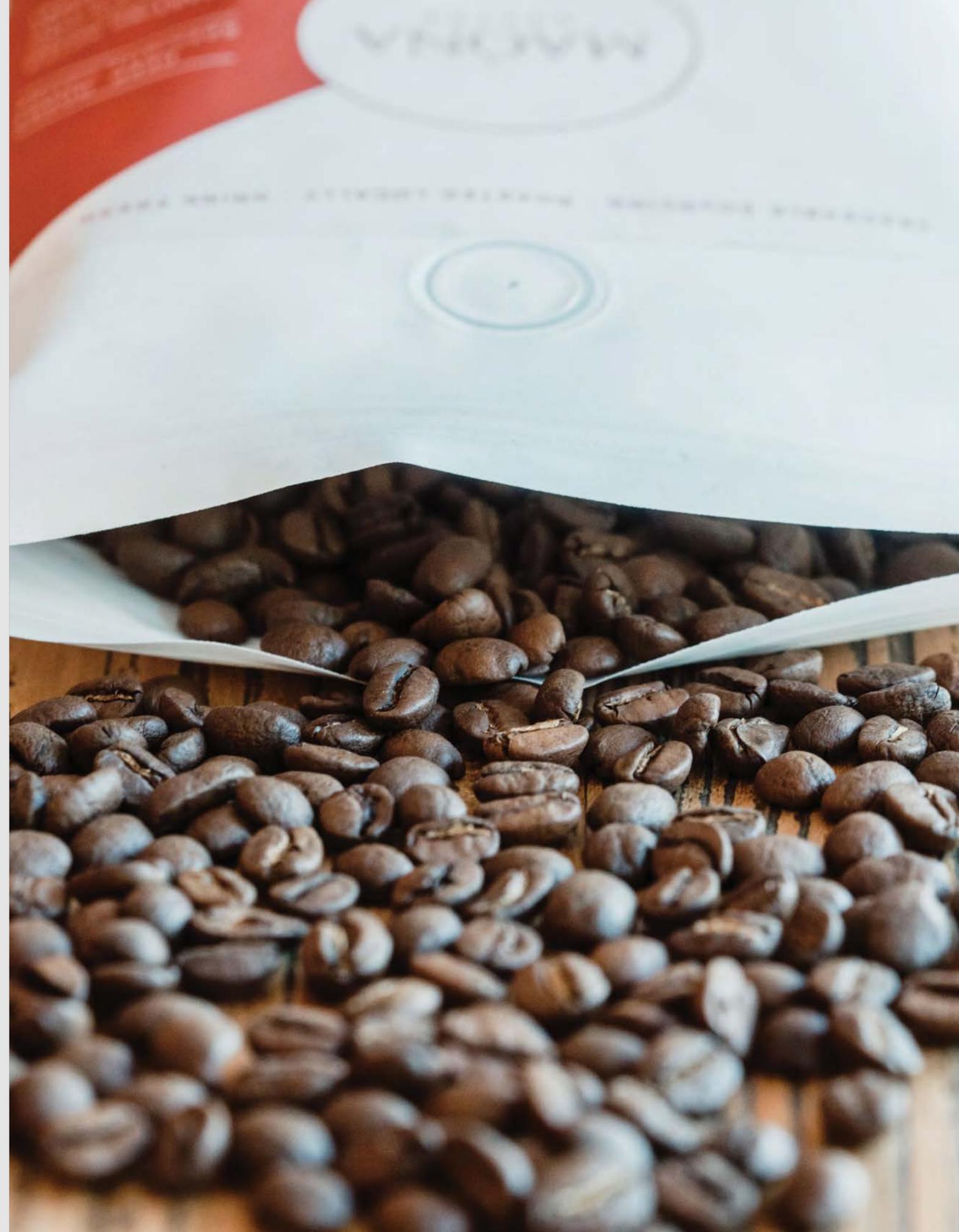
**IBIZA**

A LITTLE  
TASTER OF OUR  
WORLD OF  
HEALTH,  
WELLNESS AND  
LIFESTYLE



# MAÓNA

SPECIALTY COFFEE BLEND ROASTED IN IBIZA





Welcome to

# HOUSE *of* PASSION

We're stopping by to say hi, after a long break since our last magazine, to update you on everything that's going on in our world, and to share our current story with you. Our core values and overall direction remain the same, but as you'll see, they now cross over to include a few different brands.

Lana gets 'bored', but never less passionate. Before she'd even written a single page of this issue, her words were: "I can't wait to do the next issue." Creators, eh! In our next issue, we will be back to our usual content, such as recipes, travel tips, health-inspired articles, interviews and more.

In the meantime, Passion keeps growing as a trusted brand, and with that, our community keeps growing too. Passion remains your favourite breakfast destination, a place to have healthy business lunches, where you can enjoy your latte and our world-famous carrot cake while watching the world go by, the café where you grab your protein shake after a workout, or simply as a delicious snack. Our protein shakes are so damn tasty, we still can't decide if they are a drink to go with your food, an actual meal replacement or a healthy dessert! Passion is your place to pick up a croissant, a matcha, a coffee, a smoothie – it's the place where our staff welcome you back with a smile and a place where you always feel at home.

We see so many of our regulars saying hi to each other over their daily Passion ritual ('same time, same place') as they ask our waiters for their 'usual', waving away the menu since they know it off by heart. Some habits don't change and the habit of making Passion

part of your daily lifestyle is one such thing. Nothing makes us happier than being a part of your everyday life.

The reason we're all here, connected and together right now is because life brought Lana to this incredible island over 22 years ago with a dream – you might be surprised to find out it wasn't to become a hospitality entrepreneur!

When we ask her about it, more than two decades flash before her eyes – the years she dedicated to creating cafés, menus, drink concoctions and magazines, all based around a concept that was so unknown in Ibiza back in 2002. As anyone who runs a business will tell you, there have been many sacrifices along the way, but what keeps her going is seeing what Passion means to our customers, and what an inspiration Passion has been to others.

"I've never been prouder of my business and my team than I am today," says Lana. "This Passion of mine has grown so much and I'm filled with gratitude for everyone who has supported me over the years, and for those who selflessly work alongside me every day. I'm overwhelmed with emotion, pride and love as I introduce House of Passion, a growing concept that incorporates not only the Passion Cafés in Ibiza, but also our new specialty coffee brand, Maóna, our beautiful restaurant, Yalla, and our latest venture, American Bar Menorca."

Flip through these pages and we think you'll agree: whatever we do, wherever we do it – together with Lana, we always do it with the same passion.

## HOUSE *of* PASSION

Passion Café  
Yalla  
Maóna  
American Bar Menorca

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**WITH LOVE FROM MENORCA**

- AMERICAN BAR MENORCA



# PASSION CAFÉS

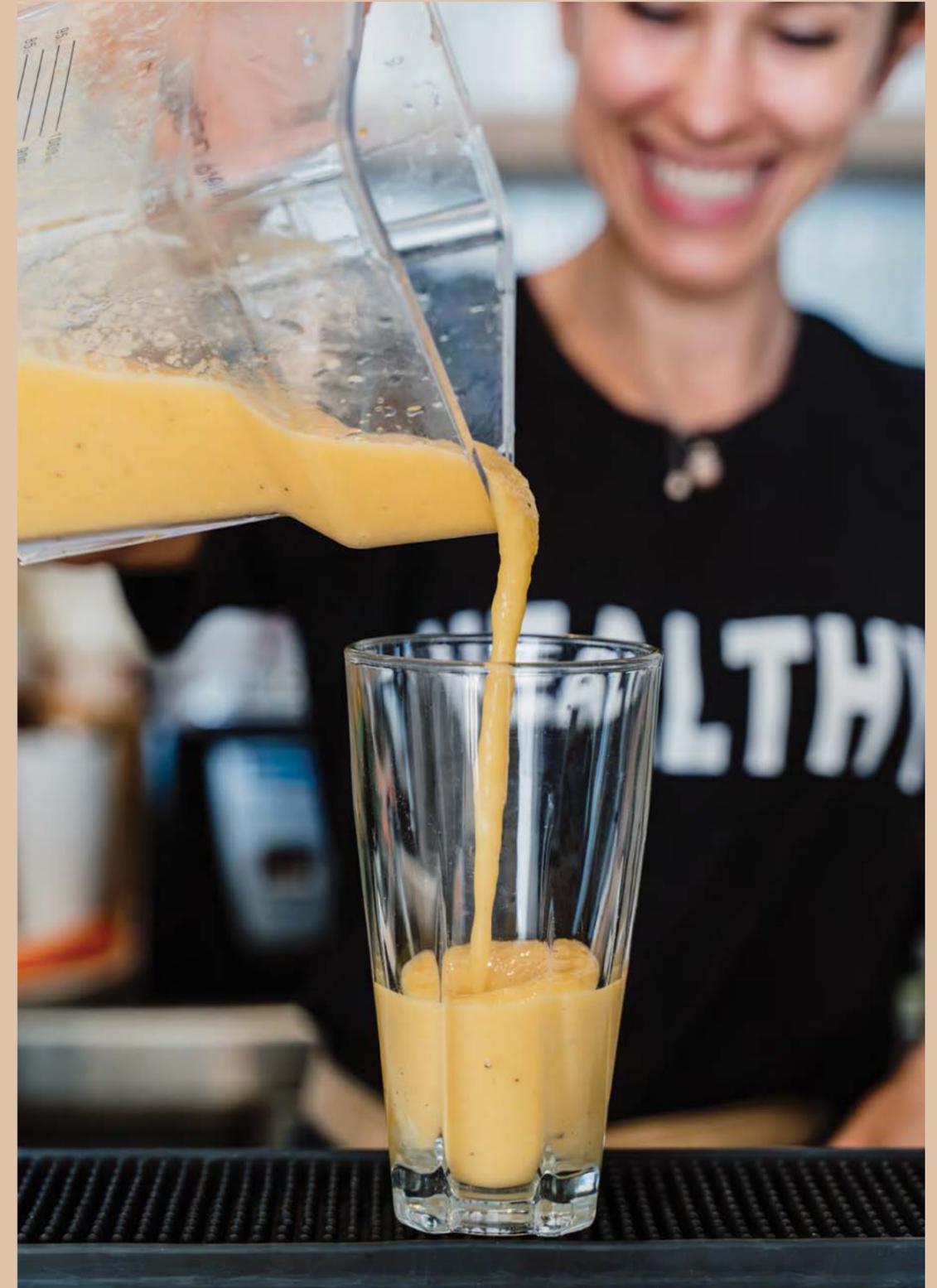
If you're reading this magazine, Passion Café in Ibiza likely needs no introduction, but if today marks your first visit, welcome to our world...

# Building community



Since our inception in 2002, Passion Cafés have epitomised **HEALTHY** on the island, as our t-shirts say.

# home of health



As our brand expanded to the island's prime locations, we introduced our clientele to superfoods and healthy ingredients long before they became mainstream in Ibiza. Superfoods and super-herbs were never buzzwords to us – they were an integral part of our menus from the very early days. Today, our extensive and inclusive menus strike the perfect balance between healthy and delicious. Whether you're craving a light bite or something more substantial, Passion Café offers something to satisfy every palate.





Our commitment to high-quality, locally sourced ingredients, organic where possible, remains. We advocate for moderation, believing it to be the essence of a good life. Operating with integrity, we uphold our founding ethos: love all, serve all. As Ibiza evolves, so does Passion. Our key location – the dynamic flagship in Marina Village – is now open from breakfast to dinner and everything in between, while our other cafés serve you breakfast, brunch and lunch before packing up for the night. Passion Café has transcended beyond a mere dining destination; it's a lifestyle.



We're grateful for the incredible community of like-minded individuals we've built over the past two decades. Our love and passion for what we do is unwavering, and we take immense pleasure in sharing it with you – and for many of you, that's on a daily basis.



home *of* happiness





Our philosophy is centred around wholesome and natural food. Be it healthy, hearty or a touch indulgent (soft serve at Marina, anyone?), we invite you to experience Passion Cafés. Our food is unadulterated and unadorned, and indulging your passions is our *raison d'être*.

Aside from our usual take-out options, customers at Passion can also enjoy a range of delicious and nutritious pre-made snacks and drinks to keep them healthy on the go. While we wait for the imminent reopening of our healthy deli and juicery, Passion Pantry, you'll find a small selection of our favourite Pantry items in Passion Marina, from our famous house-made granola, chia pots, overnight oats and power balls to ginger shots, our cold-brew coffee, kombucha and chilled drinks, plus Cosmic Dealer chocolates, teas and herbal coffees and a new addition of medicinal mushrooms, cacao and matcha blends from DIRTEA.



# Healthy & Delicious ON THE GO





# MAÓNA

PLAYA D'EN BOSSA  
IBIZA

## Specialty coffee

Discover our specialty coffee brand,  
now making its mark in all  
the right places.

HOUSE *of*  
PASSION



# locally roasted in Ibiza



At Passion Café, coffee has always been so much more than just a beverage; it's a tradition upheld with the utmost reverence, driven by our passion for the perfect brew. In 2023, we elevated our love for coffee by creating our own specialty brand, Maóna, crafted from ethically traded, organic coffee beans with the profile of a timeless deep roast.



To introduce Maóna to Ibiza, we launched a pop-up specialty coffee house in Playa d'en Bossa – an urban-inspired venue where Maóna beans are freshly ground *à la minute* and your coffee is made in a retro-chic Strada machine. While coffee reigns supreme here, a dedicated matcha bar offers shots, teas, lattes, the 'flat green', a matcha float, ginger matcha lemonade and more. Complement your drink with avocado toast or an açai bowl as you catch up on emails, island gossip, or simply watch the world go by.



## Freshly ground



Beyond Bossa, Maóna is the coffee of choice at all Passion Cafés (naturally), as well as at our restaurant Yalla in Santa Gertrudis. Island-hoppers can also enjoy Maóna on Ibiza's sister island, Menorca in our newest café, American Bar Menorca.



As for what's next? Only time will tell where Maóna will pop up – in Ibiza, Menorca or elsewhere – but rest assured, we'll continue to brew that flavourful cup of coffee for you wherever we may be in the world.



**PASSION**

**DINE** with **with**

HOUSE of  
PASSION



# YALLA

SANTA GERTRUDIS  
IBIZA

## A feast for all the senses

Exotic flavours and a hypnotic open grill take centre stage at our beloved Santa Gertrudis dining destination – now in its second year.

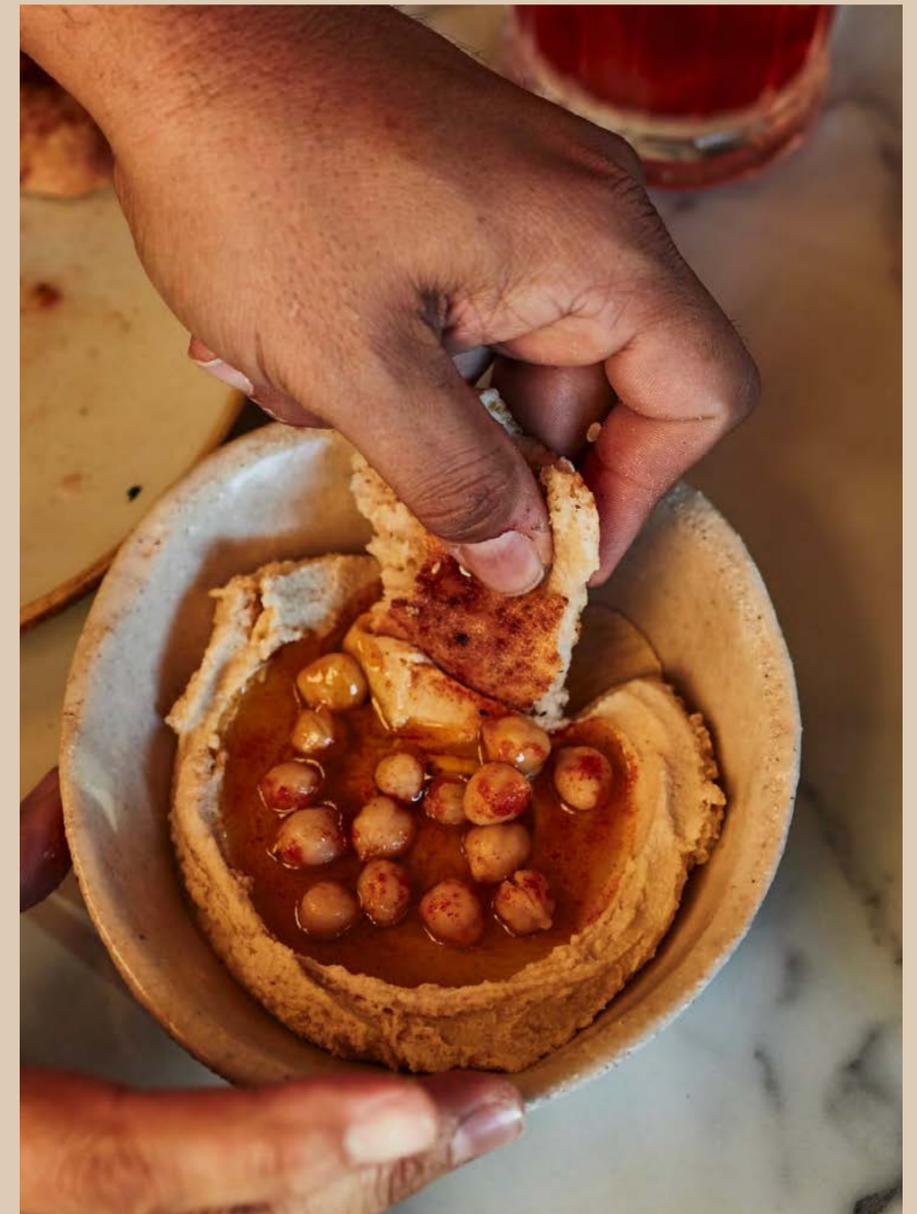


Spicing things up après-dark in the buzzing village of Santa Gertrudis is Yalla, with its chic ambience and culinary inspirations drawn from Middle Eastern, North African and Mediterranean traditions. This restaurant embodies Lana's long-standing fascination with sensorial ingredients like dates, pistachio, rose water, tahini, orange blossom, halva and more, fused with the joy of sharing meals with friends and family.

If you're looking for a place where the standard starter and main course takes a step back, but delicious sharing plates and delectable drinks keep coming while your conversations flow freely, our restaurant Yalla was created with exactly that in mind.

## après dark

### Spicing things up



At Yalla, our dedication to high-quality, wholesome ingredients is unwavering. Our skilled chefs elevate the simplest vegetables and finest cuts of meat into memorable feasts.





Inside the glass-walled kitchen, the open grill is a nightly spectacle, sizzling delights like koftas and skewers, chargrilling aubergine and peppers, finishing off oven-roasted cauliflower or grill-marking asparagus and tomatoes. Equally as enticing are classics like mezze platters, falafel, grilled halloumi, pea and mint croquettes, garlic prawns, perfectly seared, pistachio-crusting salmon steak or lemon butter-drizzled seabass.





Other stars of the show include delicious, fresh, crunchy and hearty salads, from the amazing beetroot salad and a tasty Fattoush, to tabouleh and our summer special, a super refreshing watermelon and feta salad. Our babaganoush, chargrilled aubergine and tahini dips served with our homemade yoghurt flatbreads ensure the crowds keep coming back for more.





For our diners, each night at Yalla is a journey through a series of rich and diverse flavours in the heart of Ibiza, with tantalising aromas wafting through our stylish interior and across our starlit terrace all evening. Despite this, our customers (even those with full bellies) know not to skip dessert, which includes our signature sticky, syrupy homemade baklava served on its own or piled high with scoops of vanilla ice cream.

There's also rose coconut muhallabieh, warm pistachio and tahini brownies, and the super-fun Yalla sundae, which instantly makes you feel like a child again, as you spoon out ice cream from a tall glass with layers of cherry compote, homemade toffee, popping candy and more. Pair these with Turkish coffee or Moroccan fresh mint tea under the starry Balearic skies before heading off into the Ibiza night.





# PASSION CANTINA

MARINA VILLAGE  
IBIZA

A vibrant,  
spicy allure

As the sun sets and night envelops Ibiza, Mexico comes to Passion Marina, transforming it into Passion Cantina, where tacos and spicy margaritas shine.



to gather around a table

A place for friends

Inspired by the Tulum-esque architecture and design of Marina Village, so beautifully illuminated by night, we couldn't miss out on the chance to be a part of that cosy and romantic evening scene. And so, Passion Cantina was conceptualised as our nighttime concept – a place to gather around a table, enjoy our simple (for a change!) menu of tacos, tostadas, quesadillas and nachos, with a cocktail or two before venturing into the Marina or Ibiza town for a night out.

A globally celebrated pre-party meal, tacos shine as the star of our evening menu. Despite their fast-food reputation, our tacos and quesadillas are made with health in mind – featuring gluten-free artisanal corn tortillas, lean proteins, generous portions of homemade guacamole, and ultra-fresh garnishes. The menu at Passion Cantina is concise, perfect for sharing and easy to customise with varying levels of spice.



## A different kind of zing



We've added some twists of course, borrowed from our sister restaurant Yalla, in the shape of tzatziki and lamb kofta tacos sprinkled with pomegranate, alongside our daytime Passion favourite: pulled chicken tacos. Your favourite Mexican chicken salad and Passion guacamole with freshly cooked blue corn chips are on the evening menu too.



# Cocktails

Cocktails are another new addition to our menu. After all, what is a taco without a spicy margarita on the side? If you're in mood for Mexican beer, we've sourced that too. We highly recommended you don't leave Passion Cantina without sampling our cinnamon churros – you might even find yourself wanting to stop by for a late evening sweet snack once you've tried them!



# CREATOR

# PASSION

Lana:

52



## HOUSE *of* PASSION

Lana, House of Passion founder, sits down beneath the trees at her all-new flagship restaurant, Passion Marina, for a one-on-one chat with *White Ibiza* creative director Kristie Rogers to reflect on the news, updates and changes that have taken place since the last issue of Passion Magazine was circulated. As it turns out, there have been quite a few!

**It's been five years since you published the last issue of Passion Magazine. What made you decide to bring it back in 2024?**

There have been a lot of changes since we last published, and for a couple of years after 2020, we were just in survival mode, like everyone else. Afterwards, we were busy launching new brands, cafés and restaurants, but people kept asking me: "When is the new magazine coming out?" I always loved that people felt such a connection with the Passion brand, and that they could take a piece of it home with them, so when we opened the

doors to our beautiful new Passion Marina, I felt like the time was right to breathe new life into the magazine too.

**What's the story behind the magazine's name change?**

It's not just the magazine but also the whole group of businesses we run – there's so much more than Passion now. House of Passion incorporates Yalla, Maóna and American Bar Menorca. It encompasses our day-to-day lifestyle, puts the spotlight on our businesses, introduces our latest concepts, and some of our favourite like-minded companies too. It's

a re-introduction to who we are and what we've been doing since the last issue. We've used the term House of Passion internally for years, and now, we feel like it's time to put it out there.

**Two of the biggest changes this season are that your flagship Passion Marina restaurant has moved – literally just over the fence – and that Passion San José has closed for good. How did this come about?**

So many external factors are completely out of your control when you run a business in Ibiza. Real estate is one of the biggest

It's not just the magazine but also the whole group of businesses we run – there's so much more than Passion now. House of Passion also incorporates Yalla, Maóna and American Bar Menorca.

## A re-introduction

to who we are



challenges, or risks, for business owners in Ibiza. In the case of Passion Marina, our rental contract was expiring and the new landlords had decided not to renew it. I'd known since January 2023, and the uncertainty of it all was hard for me. I'd get tearful whenever I thought about leaving our customers in the Marina without a Passion. When I received the email inviting us to join the exclusive new Marina Village community – right next door – I literally looked to the sky and thanked the universe. We went from almost losing our flagship venue, to moving the entire restaurant to new premises overnight in the middle of a hot, busy July. We experienced the same fate with the landlord of Passion San José, who decided to sell the venue for money we certainly didn't have, but there was no suitable location for us to move to in that area.

**Many people were surprised you didn't create another Passion when you took on a locale in Santa Gertrudis but opened your restaurant Yalla instead. Let's talk about that...**

I didn't want to open another Passion in Ibiza. Don't get me wrong – you know I love my brand, but I get bored easily and always feel the need to create new things. It's just me, I'm totally to blame! Personally, I'd always wanted to have a restaurant inspired by my love of Middle Eastern and North African flavours. As soon as I saw that big open grill and that beautiful kitchen, I knew exactly what I could do with it, and the process and stimulation of creating something new was so inspiring. Yalla is a niche restaurant, we don't shout about it too much, so people don't always know it's owned by Passion. Its reputation has grown via word of mouth – the same as Passion – and I love that.

**Were there any challenges you were faced with when launching this restaurant, compared to opening a Passion Café (which you could do with your eyes closed)?**

I had fun while we were creating Yalla, but finding a good team for a place like this in Ibiza is always a challenge. We got there in the end! I am super proud of our Yalla team and their dedication.

**Around the same time, you were launching Maóna, your specialty coffee brand. How did this idea come to mind?**

I've always been a huge coffee lover, but Maóna came about by chance. I often go to Mahón, or Maó, for some me time and to disconnect from Ibiza and I found myself thinking: *if I ever opened a café here, what could I call it?* So much for my brain being disconnected [laughs]. The name came to me first, then the branding, and the colour scheme came next. I really didn't want to do business on another island, but I loved the name and branding, so instead, I worked on developing



my own Maóna coffee blend with local roastery, Meke. Last season, we opened a pop-up coffee house in Playa d'en Bossa and we're looking for a year-round location now.

**How did you go from not wanting to open a café in Menorca to taking over one of the most iconic places on the island?**

I always saw Menorca as my getaway island, a place where I could be incognito and not work. I'd spotted American Bar the very first day I arrived, and I remember thinking if I was to ever open something there, that it would be the only location I'd want to do it in. I shook the idea out of my head as I really didn't want another business, let alone on another island. But the universe always has different plans for me. I just have to think something, and I get the opposite. I think I should change my thought process [laughs].

**Why did you decide to keep the original name in the end, rather than open a Passion Café?**

As I got to know the island, I knew that I couldn't just go in there as a foreigner – imagine, a Croatian woman, who lives in Ibiza, coming into Menorca and changing the name of an institution! But also, it was interesting for me to create something new again while still respecting the heritage of the venue. With a name like American Bar, I instantly thought of so many fun things



**I often go to Mahón, or Maó, for some me time and to disconnect from Ibiza and I found myself thinking: *if I ever opened a café here, what could I call it?***

we could do, like burgers, cheesy fries, milkshakes and sundaes with cherries on top. It made sense.

**Same question, different location – were there any unique challenges you came up against in Menorca?**

I was a little worried about being accepted, because the locals really support each other and were concerned we wouldn't respect the location, but we've come through that now. We've kept it as it was, the terrace is still a social hub and everyone is happy.

**Now that you run a business there, is Menorca still a place you can relax?**

Yes, in places. I'm still discovering it. Sometimes I'll go for a drive to have lunch on the beach or go on a hike that takes me through a tunnel and down a staircase to discover an amazing little bay, and I fall in love with the island all over again. It's full of surprises. The charm for me is that it's so different from Ibiza. Nothing is easy, nothing is familiar – but that's what makes it interesting.

**On the subject of relaxing, to the outside world (via Instagram!), it looks like you're constantly on the move. What's your schedule like?**

It looks like I travel a lot, but if you compare me to my customers in Marina, I'm probably the least well-travelled. They're all such jetsetters. The thing is, when I'm in Ibiza, it's like groundhog day – not in a bad way, it just is what it is. My brain doesn't shut off – it's 24/7, non-stop. Because I've been this way



for so long, I do find it very hard to relax in general. For 22 years in Ibiza, I still haven't had a 'traditional' summer experience, like waking up, getting breakfast, grabbing a bag and heading to the beach, then coming home, getting changed, going for dinner, going to a club... I've never done that!

**Where do you go, what do you do, and are you able to relax when you're off the island?**

I need to completely change my environment to disconnect – at least a little. I love the connections I make in person when I travel. I'm more open to meeting people on a deeper level as they have no preconceptions about me or what I do. Here in Ibiza, everyone has an opinion, or their own version of a story about you and your business, without even knowing you in person. After I've been away, it resets and re-energises me to carry on. As much as I have my team (without them I couldn't do

what I do), at the end of the day it's just me. I have no business partners and sometimes what I have to deal with is A LOT.

**After 22 years, what does HEALTHY mean to you now?**

Nowadays, what I consider healthy is a high-quality ingredient eaten in peace. Knowing where your food comes from, ideally as local and organic as possible. It's important to educate yourself and listen to your body. I also believe health encompasses more than what we eat. We need to take care of our mental health too. Eating a healthy meal while answering emails that upset you is not a recipe for good health. When we get enough sleep, when we feel well, when we're not stressed, our digestive systems function better. It's what inspired me to create the Passion Wellness Club. I want to help make a difference within our community when it comes to mental health, as well as physical.



**You've seen the island change so much over the years. What do you think about the way it's heading now?**

There are so many positive changes. People are much more interested in health and wellness now, and if they're clubbing, they're often doing it sober. On the other hand, we are facing a much higher cost of living – rent has gone up, property is expensive, and a lot of people can't afford to come here on family holidays, or to come and work here for a season anymore. The charm is still here, I don't think that will ever be lost. We have our nature, our secret beaches and we cherish the earth, but we need to take care of the people.

**Does this affect your businesses?**

Definitely and it's not just the hospitality industry. The cost of living is so expensive, it's not viable for people to work seasonally anymore. Previously, workers could take a job for six months and save money – it's hard and intense work but they made a good salary – but now, rents are swallowing those salaries. Ultimately, the cost of salaries for employers has risen, and this affects the price of your food, your drinks, your coffee, or any services on the island. It's a vicious cycle that can be changed if we sort out the staff accommodation situation. I have taken on two mortgages so we can provide housing for our staff, and I don't even own my own home in Ibiza. It's not getting any easier for a business to survive and thrive in Ibiza.

**What's next for Lana?**

Well, I'm not ready to retire yet. I have given my all to this company, not to mention sacrificed a lot. I didn't get married, I didn't have children, and this business has literally become my life's purpose. Over the years, I've come to the conclusion that it's not my responsibility to open a Passion in every main town in Ibiza. Originally, while I was building the company, I thought that was

what I needed to do, but now I think the future is to minimise what we're doing but maximise the quality of all aspects of the business even more. I want to focus on our strongest locations, where we are celebrated and appreciated, and put energy into the places and people I resonate with. I love my company; I love my staff and I have great management. I respect and value my customers, who come to us from wherever they are staying on the island. My new inspiration is this magazine, so let's see where my creative flow takes me, and what flavours inspire me next.

to maximise  
minimise





## THE NEW MEETING POINT BETWEEN FASHION & GASTRONOMY IN THE HEART OF IBIZA

Marina Village is not just a place; it's quite a unique experience that fuses a privileged location in Ibiza with spaces that redefine the essence of life and the most authentic and vibrant gastronomy.

In the heart of Ibiza's Golden Mile, in front of the prestigious Marina Ibiza Port, you'll find this revolutionary project designed to transform a forgotten space into an urban oasis to go shopping or enjoy world cuisines.

Its exceptional location facilitates access to a world of exclusivity where gastronomy, wellness and sustainable fashion meet. Eight commercial spaces and restaurants offer a unique shopping and tasty experience and reflect the pure essence of the Mediterranean sea.

This new space not only revitalizes the area, but also helps establish a new standard of quality and sustainability in the island.

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PASSION  
**POP-UP**  
AT  
**YALLA**

SANTA GERTRUDIS  
IBIZA

This winter, indulge in a special treat at our Santa Gertrudis sister restaurant with the launch of our pop-up brunches.

As the weather cools – though let's be honest, it's rarely cold enough for a coat – our Santa Gertrudis foodie friends and those who don't mind a drive around the island are in for a flavour-filled surprise. While it's been basking in all-day sun throughout the summer, the front-facing Yalla terrace has only been utilised during dinner, but once the island's mild winter climate returns, we'll be bringing you Pop-Up Passion brunches to make the most of its solar aspect.





Santa Gertrudis is a winter hotspot by day, attracting visitors from across the island (and the world), who love to stroll around the pretty pedestrianised centre for a spot of shopping, eating and drinking. Nestled within the perimeters of this village suntrap, our elevated terrace provides the perfect setting for our new Pop-Up Passion menu, blending Passion's menu with Yalla's specials.

Expect dishes like Shakshuka, classic eggs Benedict and an exotic twist on pancakes, all complemented by our Maóna coffee, strong Turkish coffee, fresh mint tea or sweet Moroccan mint tea – ideal before (or after) a Bloody Mary.

Lunchtime brings some Passion classics accompanied by winter warming grill options, promising a veritable feast for the senses and as always, plentiful plant-based and vegetarian options. And it wouldn't be a Passion Pop-Up without our signature juices, smoothies, protein shakes and health-boosting shots.



Stay tuned. There's more to come when the temps cool down, but we'll leave some surprises for when you visit.



# MATCHA BAR

## An alternative energy boost

It's not a literal venue you can go to, or a place you find on a map, but our Matcha Bar is a highlight on our menus, for an alternative energy boost.

For those seeking a change from their usual caffeine fix or looking to consume matcha for all its health benefits, our Matcha Bar offers an array of matcha-based beverages. Our years of mixing and matching the energy-boosting tea with various ingredients have culminated in a menu brimming with matcha concoctions that see even the most passionate coffee lovers perk up and take note.



From our classic matcha latte and the quick-fix matcha shot to matcha lemonades, matcha smoothies and everyone's favourite iced matcha lattes (that we can perk up with sweet mango or strawberry purée, or add some vanilla syrup for a surprisingly good flavour combo), we've got a matcha-match for everyone. You can even take advantage of a matcha shot by pouring it over the soft serve ice cream in Passion Marina or any ice cream in our other cafés.

Pure and completely natural, matcha packs a powerful punch – not just for energy, but also for boosting your mood, as a potent antioxidant and anti-inflammatory agent, as an effective digestive and a circulation booster. It even boasts anti-ageing properties and enhances your memory. Going green is easy with this many options to choose from.

# Matcha gracias



As with everything at Passion, quality is a priority to us and our friends at Café Couture supply us with high-grade matcha for our creations and concoctions. Only the best for our Passion lovers and health junkies.



**WE BLEND THE BEST FOR THE BEST**

**CAFECOUTURE.EU**

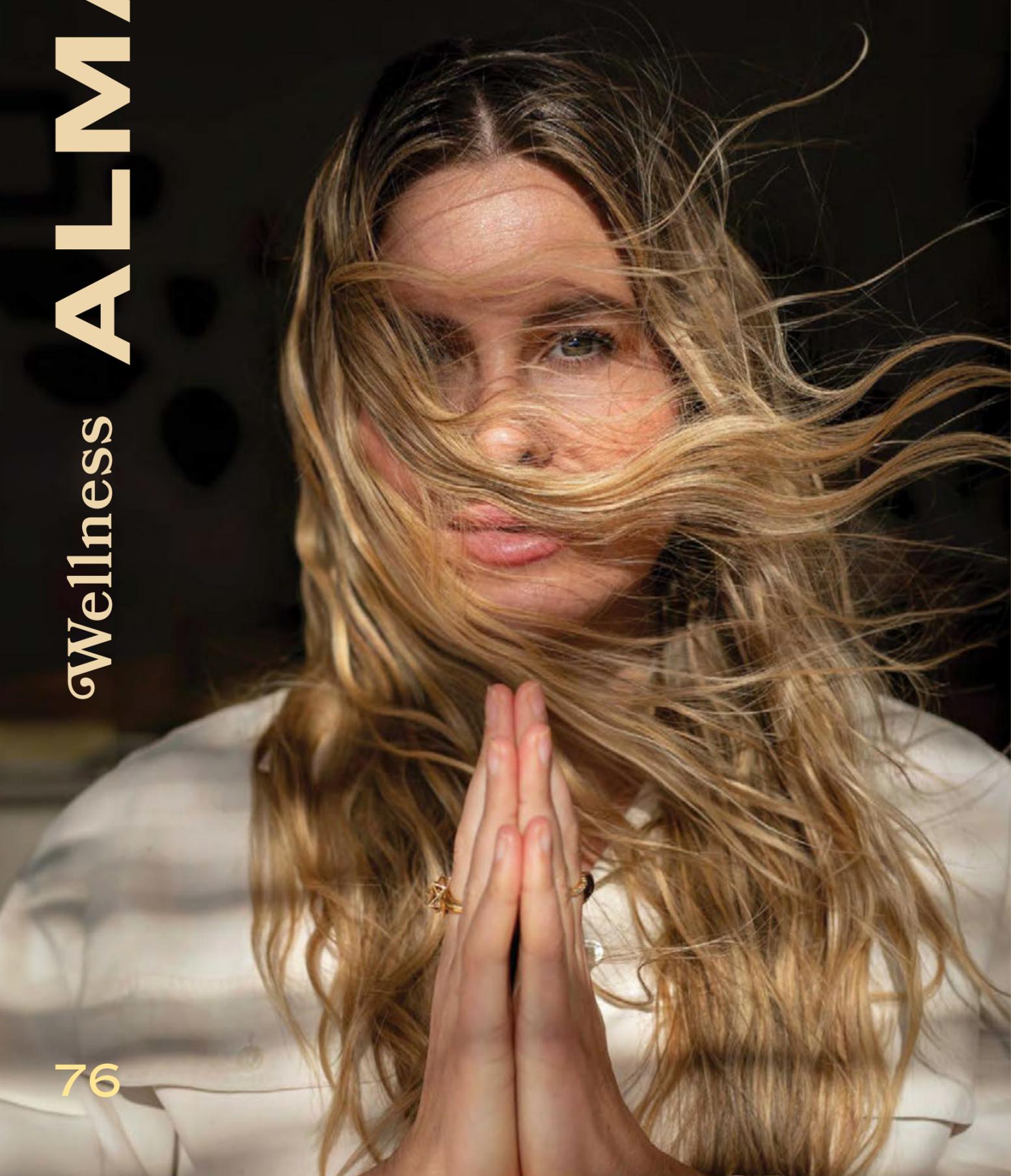
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**WELLNESSES**



# ALMA FESTIVAL

Wellness



76

CALA XARRACA  
IBIZA



## Discover a new dimension

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Find out more at  
[almafrequency.com](https://almafrequency.com)

Bringing a vibrant mix of longevity and wellness experts, mystics, artists, nutritionists, musicians, and philosophers to the north of Ibiza, Alma is a festival like no other. The unique gathering, conceptualised by Talana Bestall, blends diverse disciplines to promise profound transformation. Over just one weekend, minds expand, bodies harmonise and spirits uplift.



The festival's themes of longevity, movement, nutrition and spiritual connection are gateways to a more profound journey. For three days, attendees are propelled out of their comfort zones – physically, with alfresco movement sessions; mentally, through groundbreaking concepts like synarchy and syntropy; and spiritually, via breathwork, meditation, dance and music.

Imagine a dynamic global gathering that feels part futuristic think tank, part exclusive dinner party, all set against the stunning backdrop of Ibiza's crystalline coast at the stunning Six Senses Ibiza. Participants find themselves questioning deeply held beliefs, only to emerge with new perspectives. Activities range from scenic clifftop hikes and ice bath plunges to transformative breathwork, fascinating talks and community dinners, complemented by progressive wellness workshops, insightful talks, healing sessions and sunset ceremonies.

# mind,

"Alma is about illuminating practices that allow you to push beyond your boundaries, leading to a more fulfilled, happier and balanced existence," explains Talana. "The experience helps you regenerate your approach to life, rethink your method to health, bring new perspectives to your mind, and harness the power of music and celebration to elevate your spirit. By pursuing personal growth, you can experience the joy of being truly alive."

For those sceptical of phrases like 'spiritual wellbeing', Alma – taking place at Six Senses Ibiza from November 6 to 9, 2024 – is poised to change your mind.



# body & soul



"If there is one event in Ibiza I look forward to attending year after year, it is Alma festival."

Lana, Passion Café



Camí de Sa Torre, 71  
07810 Sant Joan de Labritja  
Illes Balears. Ibiza





# A new era of wellness at RoseBar longevity

Step into the future of pioneering science to prevent and reverse ageing.



Biohacking technologies are no longer just a trend – they're validated methods for slowing down ageing. A decade ago, only dedicated pioneers embraced practices like cold showers and fasting. Today, these techniques are highly esteemed and backed by solid science.

RoseBar Longevity in Ibiza, led by the expertise of Dr. Mark Hyman, is at the forefront of this evolution, championing a concept they prefer to call Bio-Harmonising. These innovative methods focus on gradual improvements for both body and mind, allowing ample time for repair and regeneration.

So, what are some of their strategies for outsmarting ageing?

Cryotherapy uses extreme cold in a controlled chamber with a myriad of

benefits that tackle skin issues, reduce inflammation and burn fat by targeting brown adipose tissue.

Hyperbaric Oxygen Therapy (HBOT) creates an optimal recovery environment with elevated oxygen levels on a cellular level, speeding up repair and healing for various health issues such as injuries. It revitalises cells, enhances mental clarity and supports longevity by promoting cellular health and reducing inflammation.

For advanced recovery, Normatec Acupressure Boots use electric pulses to relieve muscle tension, reduce inflammation and boost circulation.

A widely adopted practice, Hot and Cold Therapy utilises hormesis to detoxify the body and support mental health. By alternating between sauna and cold plunge

sessions, this method applies beneficial stress to the body, enhancing cellular repair, boosting the immune system and improving circulation.

And finally, Photobiomodulation, or Red Light Therapy, enhances mood, cognitive function and skin health. It stimulates collagen production, crucial for maintaining skin elasticity and reducing wrinkles, which supports a youthful appearance. By improving cellular energy and reducing inflammation, this promotes longevity and health.

Want to experience the world of longevity? Visit RoseBar Longevity, a one-of-a-kind destination at Six Senses Ibiza, for transformative bio-harmonising treatments.

[www.rosebarlongevity.com](http://www.rosebarlongevity.com)  
[@rosebarlongevity](https://www.instagram.com/rosebarlongevity)



# AGORA

This heavenly boutique, set within the majestic grounds of Six Senses Ibiza in Cala Xarraca, is a true pioneer when it comes to conscious and sustainable fashion.



AGORA in Ibiza is a store that tells a story of luxury and sustainability. Tiffanie Darke and Daniela Agnelli carefully curate brands through the decisions they make to move consciously through the world, through their sustainability story chapters: Recycle, Reduce, Restore and Rent.

About 40% of the brands available at AGORA are local, sourced from the

amazing Ibiza community, including Of Origin, A Perfect Nomad and Chai Shop. Another 40% of new, future-facing brands with sustainability at their hearts, such as Pangaia, CDLP and Another Tomorrow, can be found within the beautiful boutique, and there's also a handful of 'super brands' who are doing the hard work to be more conscious, with Stella McCartney and Chloé at the forefront of the movement.

**recycle,  
reduce,  
restore  
& rent.**



# WELLNESS Club

PASSION



**RUN**  
**WALK**  
**YOGA**  
**MEDITATE**  
**NOURISH**  
*with*  
**PASSION**

**Introducing our latest initiative: Passion Wellness Club  
– a community-driven wellness experience designed  
to invigorate both body and spirit, and connect  
with other humans.**

At Passion, everything we do is fuelled by a deep commitment to well-being, and it's clear our customers share this ethos. Over the past 22 years, we've built more than just a brand; we've fostered a vibrant community that brings us daily joy. Recognising the truth in the oft-quoted saying 'your vibe attracts your tribe', we've seen firsthand how meaningful connections enhance our lives. This inspired us to ask: How can we deepen these relationships and support one another's journeys?



# PASSION

with  
**RUN**

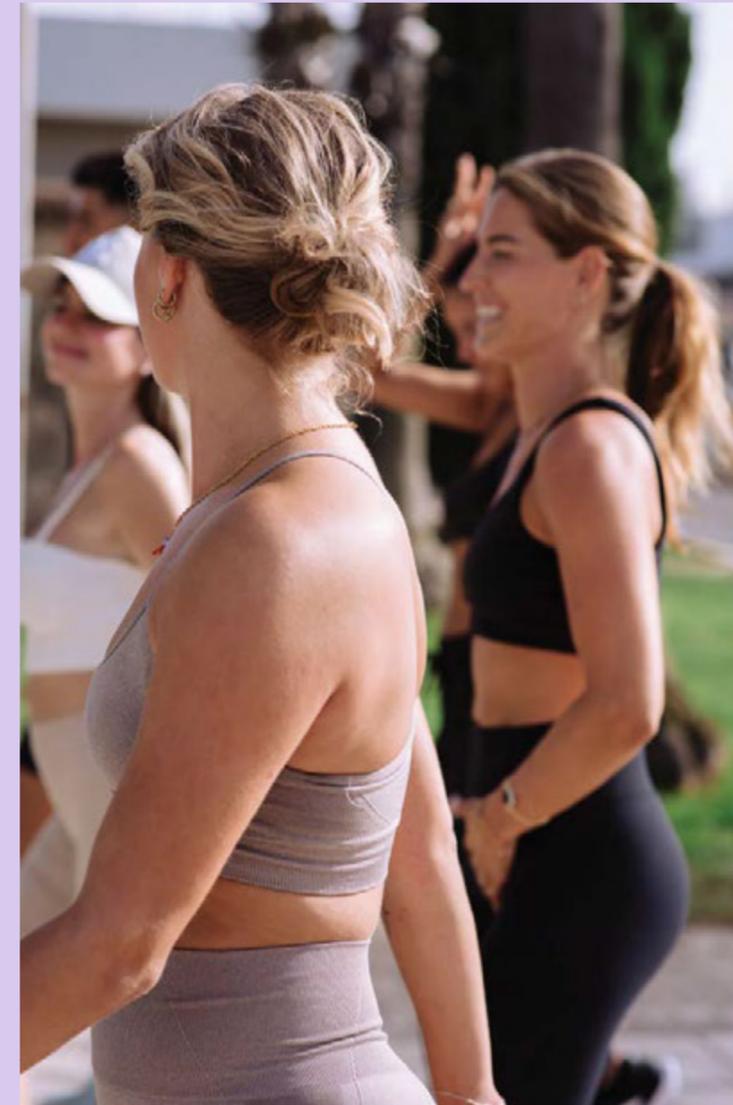


Enter Passion Wellness Club, our newest concept. This social wellness initiative is designed to unite like-minded Passion enthusiasts through a variety of activities that promote movement and well-being. Whether you're looking to Run With Passion, Walk With Passion, Yoga With Passion, Meditate With Passion, or Nourish With Passion, our club welcomes all levels of experience.



# PASSION

WALK with



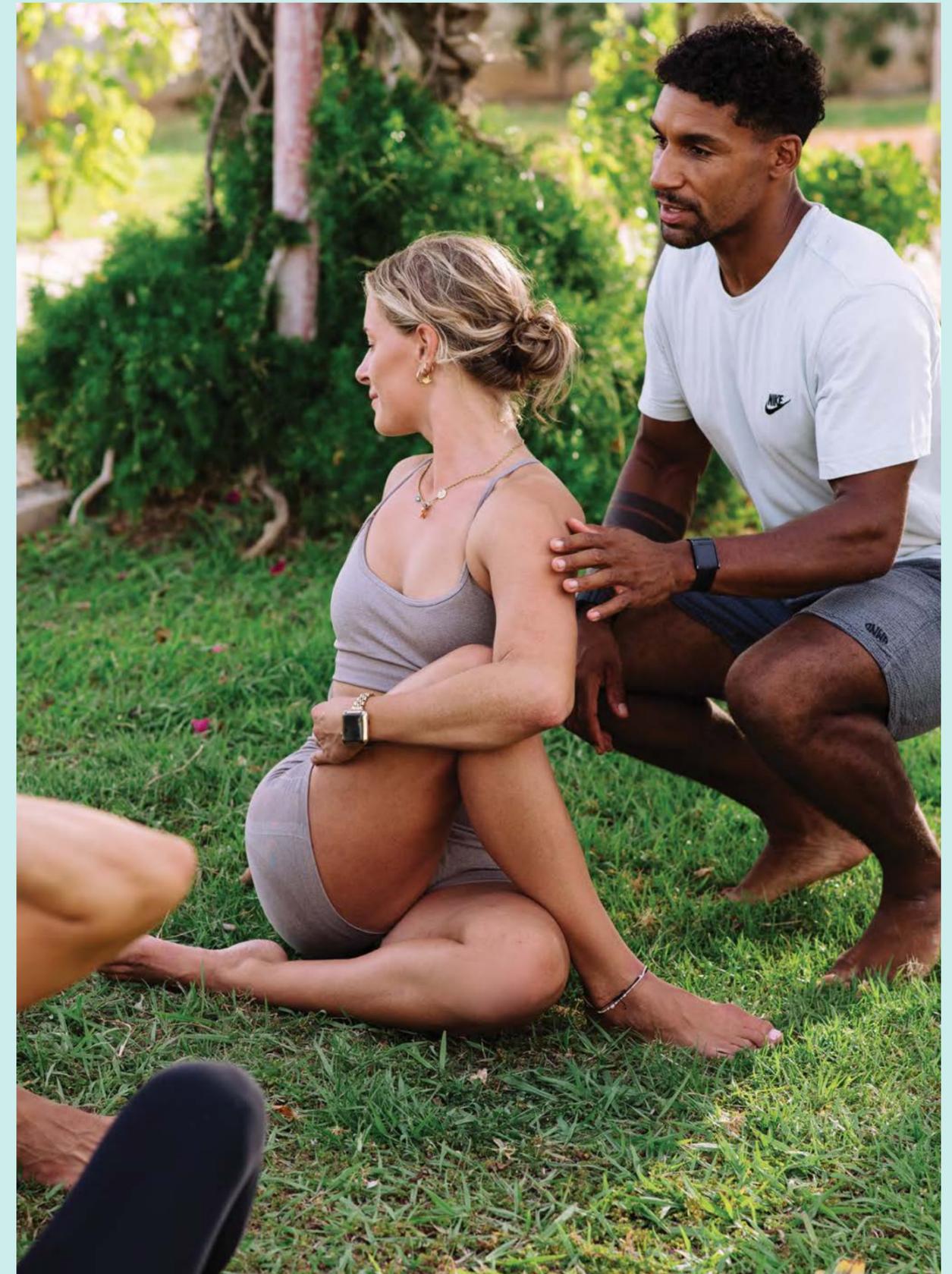
Join us for regular gatherings where you can connect with others, enjoy the fresh air and perhaps even make lasting friendships – or more. Let's get up out of our usual seats, together, and engage in some different passions.



Whether you're bringing friends, flying solo or joining with a furry companion, all sessions are inclusive and supportive. You can participate at your own pace, whether you prefer to stay at the back with your headphones on or engage with the group. Afterwards (or before), of course, there's plenty of time to indulge in your favourite Passion snacks when we return to home base.

# PASSION

## YOGA with



**MEDITATE** with

**PASSION**



Stay updated with our schedules through newsletters, WhatsApp groups and our social media channels. We're excited to take our Passion on the road and hope you'll join us on this new journey towards a healthier, more connected lifestyle.



**PASSION**  
**NOURISH** with



**Don't do it alone.  
Do it with Passion!**



# DIRTEA

# Introducing DIRTEA

Founders Andrew and Simon Salter are pioneers in the field of functional mushrooms – a truly hot topic in wellness as of late.



increase resilience to stress, enhance energy levels, regulate mood...

For the uninitiated, functional mushrooms are fabulous fungi with therapeutic properties that have been used in traditional medicine for thousands of years. Natural and nutrient-loaded, functional mushrooms contain beneficial compounds that can increase resilience to stress, enhance energy levels, regulate mood, improve sleep, sharpen focus and much more.

DIRTEA's journey began when founders Andrew and Simon Salter discovered the transformative benefits of functional mushrooms while battling fatigue, brain fog and lack of sleep. Their exploration of natural healing methods led to these mushrooms, known for their healing properties. Incorporating dual-extract mushroom powders into their routines improved their

sleep, focus, energy and productivity. Encouraged by these results and positive feedback, they partnered with leading mycologists to develop quality products. The DIRTEA goal is to share these benefits worldwide, leading the functional mushroom movement to revive natural healing.

# The DIRTEA guide to functional mushrooms

All with different, powerful, functional properties, here are the mushrooms which could naturally level up your health.

## Chaga

Native to forests throughout Northern Europe, Chaga has long been a staple remedy in many cultures, particularly for its benefits for digestion, immunity, skin health and energy levels. It is one of the richest sources of antioxidants, with more found in one cup than in 600 blueberries. In Scandinavia, it is a popular replacement for coffee due to its ability to improve energy levels without the crash associated with stimulants like caffeine.

## Reishi

Dubbed the 'queen of mushrooms', Reishi boasts fantastic advantages for sleep quality and brings a sense of calm. It's an adaptogen, which means it improves the body's ability to arrive to a balanced state. It's also abundant in triterpenes. Despite its bitter taste (an indication of potency), these are vital in promoting immune health and supporting the nervous system. This unique combination of benefits supports the restful night's sleep you deserve.

## Cordyceps

Often used to provide a smooth, sustained, caffeine-free energy lift and boost athletic performance, Cordyceps contains a compound called cordycepin, shown to upregulate our energy levels. Some studies indicate that taking Cordyceps pre-workout provides more vigour during exercise and delays fatigue, while taking it post-workout supports recovery. Historically, it's also been used to boost libido.

## Tremella

Used for centuries in Traditional Chinese Medicine to beautify skin and hair, Tremella contains unique compounds that cause the skin to retain more moisture and replenish collagen, and it can hold over 500 times its weight in water. Its hydrating substances are smaller than those of hyaluronic acid, so they penetrate the skin faster and more effectively, leading to improvements in skin elasticity, tone and appearance. It's also rich in antioxidants, which protect the skin from environmental damage and its perks extend to immune support, cognition and beyond.

## Lion's Mane

A fascinating mushroom with incredible brain-health benefits, the special compounds in Lion's Mane support brain health. Studies have demonstrated its capacity to improve cognitive function, and many find it enhances focus. Other studies have shown it to benefit emotional health as well.



Drink daily for a sharper mind,  
natural energy and less stress.

Your healthy habit starts now.



# BEN'S BIO MARKET

IBIZA

## MORE THAN FOOD, THIS IS NOURISHMENT.

Welcome to our Bio Market, where freshness meets sustainability on our island's doorstep.

Dive into a treasure trove of locally sourced organic produce, harvested just kilometers away. Savor the tang of artisanal sourdough bread, crafted with care.

Stock your pantry with essentials that support local farmers and artisans, all while treating yourself to natural personal care products.

*Join us in embracing the bounty of our island community, one wholesome choice at a time.*



# BEN'S GYM

IBIZA

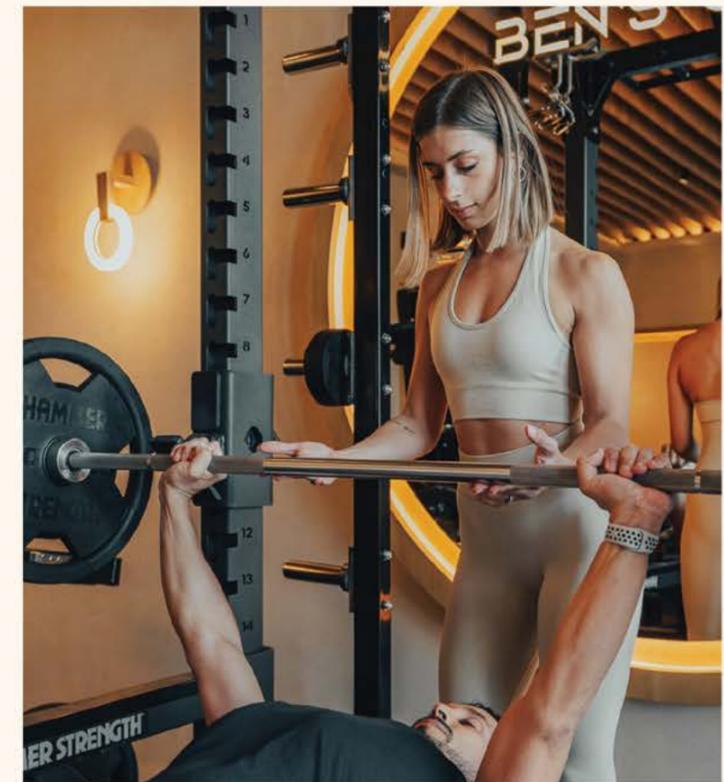


## MOVE, GROOVE, IMPROVE.

Discover our gym, equipped with the highest quality gear by Hammer Strength. Located in the heart of Marina Botafoch, Ben's Gym Ibiza aims to redefine the world of fitness in an elegant and exclusive environment.

We provide top-notch weightlifting and cardio equipment to ensure a comprehensive workout experience tailored to your needs. Our offerings also include a variety of guided classes such as HIIT Functional, Cross Training, Mobility & Core, Yoga, and Pilates.

*What are you waiting for? Join our fitness community and start your transformation today!*





# AMERICAN BAR

MAHÓN  
MENORCA

Greetings  
from another fair  
Balearic isle

After two decades of weaving culinary and community magic in Ibiza, House of Passion founder Lana has embarked on a new venture that beautifully bridges her love for the islands with a piece of Menorca's storied past. Despite her initial reluctance to bring work to her 'getaway island', fate had other plans. In 2024, the iconic American Bar Menorca – located in the heart of Maó – is poised for a remarkable revival, having recently reopened under our stewardship in time to celebrate its centennial year.

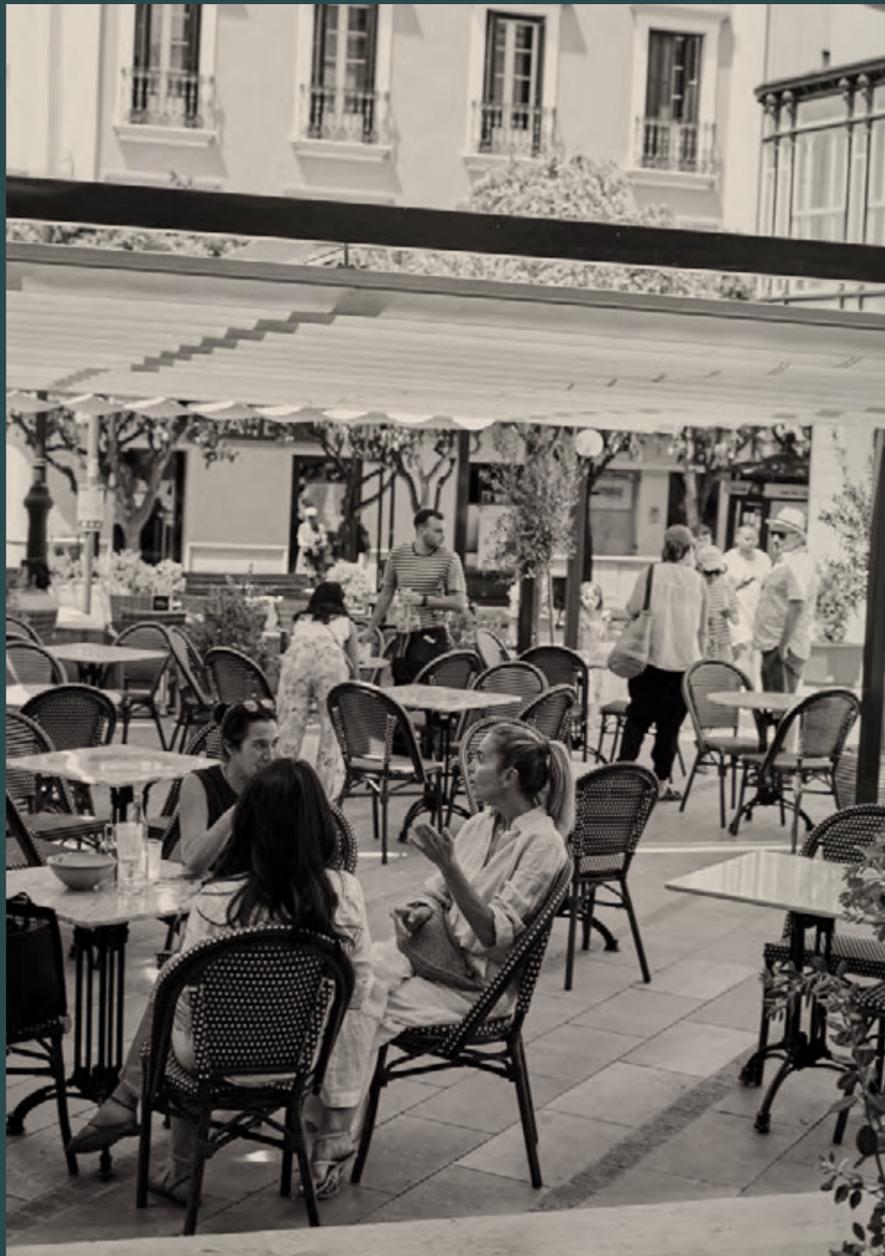
## Located in the heart of Maó



Founded in 1924 by brothers Pepe and Xavi Pons, American Bar Menorca has long been a cornerstone of the Maó social scene. Its name and design – reminiscent of an American diner with a central bar – contrasted with the Spanish architecture of the era, and the venue became a melting pot of local culture, where friendships were forged, secrets shared and celebrations held, all while enjoying home-cooked cuisine.

## of the Maó social scene

A cornerstone



FOUNDED  
IN  
1924

After an incredible 97-year run, the Pons family decided it was time to shutter its doors in April 2021, leaving a void within the local community.





Its long-standing legacy, along with its highly sought-after location at the junction of Carrer Nou and S'Arravaleta made American Bar Menorca a prime candidate for a fresh start and we are excited to breathe new life into this cherished Menorcan institution, without losing sight of its heritage. This isn't an island-hopping, copy/paste version of our Ibiza venues but rather, a unique new addition to the House of Passion group, blending the location's rich heritage with our own contemporary flair.



Naturally, our new menu draws inspiration from our experience – juices, smoothies and artisanal coffee. We'll serve sandwiches and tostadas alongside classics like burgers, pancakes and milkshakes, and as you'd expect, we'll also introduce some new dishes with a healthy and delicious leaning. This island moves at a much slower pace, so we encourage our guests to take their time. Our stylish and spacious terrace is perfect for people-watching at a leisurely pace, so grab a newspaper, slowly sip your (Maóna) specialty coffee, and take your sweet time. We're not going anywhere!



## WRITING THE NEXT CHAPTER

Our vision is for American Bar Menorca to remain a haven for storytelling, friendship and special occasions, and of course, fantastic food and drinks on our sister island. As we approach its 100<sup>th</sup> anniversary, we look forward to welcoming both old friends and new faces, as we write the next chapter in the restaurant's history together.



Until  
Next  
Time!

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THE ISLAND GUIDE



The Ibiza you love,  
from the insiders you trust.

**WHITE IBIZA**

[www.white-ibiza.com](http://www.white-ibiza.com)