



Stay of R\$ 34,000, up to 1,400 calories/day: refuge for CEOs in NY bet on health

Hotel will offer a mix of luxury accommodation and fitness rigor - plus a curious story



Back in June 2023, when it is opened to the public for the first time since the 1940s the mansion known as the Table Rock Estate (dated 1902 and built by banker J. Pierpont Morgan to his daughter as a wedding present), his visitors must arrive with sports wear, yoga pants and walking sticks.

The property, 45 minutes from **New York City** and occupying 3.7 square kilometers of forest and grass, is being renovated by **wellness tourism** group **The Ranch** and will be **the brand's** third lodging since the company opened in 2010. When completed, **The Ranch Hudson Valley** will have 25 rooms, between 37 and 93 square meters each, whose walls will be adorned by panels originating from the century-old work. In addition, indoor and outdoor swimming pools and jacuzzis await guests. The destination, frequented **in Malibu** and **Italy** by CEOs and executives, **will have in NY plans** of 3 to 4 days, between 3,900 (R\$ 20,600) and 6,500 dollars (R\$ 34.3 thousand). But despite the benefits, the central idea is not quite to rest.

A day in the Hudson Valley, if the most impactful routine is chosen, will involve waking up early, participating in a four-hour morning trail, and two more hours of strength training, a yoga session and an afternoon massage session. A 3-day program, unpublished for the New York address, proposes a more "gentle" routine, summarized **to GQ Brasil** Alex Glasscock, 59, co-founder and CEO of The Ranch. There will be four hours of total exercise and the possibility of staying longer in bed.



Activities are cut by meals based on a menu that prioritizes vegetables, vegetables and fruits - an overflow-free menu that includes granola, oatmeal, soups and salads with oleoginosas. "We approach our dish in terms of density and nutritional weight. There's always going to be a lot of support," alex says. At eating time, as in the physical routine, there are rules: "Our basic rate is 1,400 calories per day, divided between breakfast, lunch and dinner," he explains. A coffee is out of the question and, at least in the group unit in Malibu, even taking pictures (of your dish or surroundings) is forbidden gesture.

The rules don't exist for no reason. "A lot of people are looking for us to break patterns," explains the CEO. "When you leave your environment, especially in the direction of a highly choreographed experience - where there is no alcohol, caffeine, processed sugars, sweeteners, gluten and where we organize activities from the moment you wake up to when you go to sleep - you can make transformations," he concludes.

"Some people are looking for us because they are interested in losing weight and gaining muscle mass. Others have been in need of a mental break," explains Alex, who lists high cholesterol and irregular sleep as common diagnoses among group guests.



Alex, his wife Sue (co-founder of the group) and their team, have been talking about the acquisition of the mansion for about a year with the local congregation **of the Sisters Servants of Mary Immaculate**. The group of nuns originally from Ukraine acquired the property for \$650,000 (in current value at the time) in 1939, in the period between wars. In the new contract, the congregation will continue to be entitled to part of the land, as well as access to the morning trails and nutritional education organized by the staff of The Ranch.