

LUXURY TRAVEL MAGAZINE

The Ranch Malibu Announces What's New for 2024



The Ranch offers an award-winning, highly structured luxury fitness and wellness program designed to ignite the spirit, challenge the body, and cultivate meaningful human connection.

These new offerings have been introduced to support and enhance the guest experience, with coffee and Colon Hydrotherapy also being part of The Ranch's highly-anticipated program in Hudson Valley, New York when it opens this Spring.

NOW SERVING COFFEE

Beginning this month, Malibu guests can start their mornings with a distinctly new experience - coffee. The Ranch Roast is a light roast blend, created especially for The Ranch, that not only delivers a boost of caffeine but also boasts antioxidant-rich benefits while being mold-free. Working with SACACLI, a revered Fairtrade-, Regenerative Organic- and Organic-Certified farming cooperative in Nicaragua, The Ranch found a partner who shares its unwavering commitment to environmental conservation, soil health and community well-being. The team selected a low acidic, light roast blend because it is higher in antioxidants, particularly polyphenols, due to its shorter roasting time and provides a more authentic tasting experience for guests.

For those seeking an alternative morning ritual, a selection of caffeinated teas will also be available alongside decaffeinated options. In February, The Ranch Roast will be available for purchase both onsite and online.

"Our foremost objective in adding new elements to our award-winning program is to enrich the guest experience while prioritizing their well-being. Recognizing the widespread love for coffee and its associated health benefits, we sourced a high-quality, regeneratively-farmed blend so that more people are compelled to try our life-changing program, free from any anxiety around giving up their morning cup," said Alex Glasscock, CEO and Co-Founder of The Ranch.

INTRODUCING COLON HYDROTHERAPY

Colon Hydrotherapy (also known as colonics) has been added to The Ranch Malibu's elective offerings to enhance the program's detoxifying benefits and help support healthy digestion. This transformative therapy is safe and effective for a wide range of ages and fitness levels and involves the gentle infusion of water into the colon to delicately eliminate accumulated waste material, gas, mucus, undigested foods, and other toxins lining the folds and crevices of the colon.

Available for guests at both The Ranch Malibu and The Ranch Hudson Valley (upon opening), in Malibu, treatments are performed by Fatima Rivas, holistic nutritionist and instructor for the International Association for Colon Hydrotherapy. With more than 25 years of experience, Rivas works with each guest on a customized treatment plan, incorporating detoxification of organs, pressure point techniques, calming breath work, sound healing, aromatherapy and acupressure on the feet.

Following treatment, guests can experience a sense of inner lightness, improved sleep, heightened energy, glowing skin, and an increase in performance. Those that opt for multiple sessions during their stay may see an overall improvement of their digestive health, immune system, and entire body.

"The addition of Colon Hydrotherapy has been hugely popular, offering numerous health benefits for those looking to enhance the detoxifying and cleansing elements of our program. It has also been an incredibly supportive tool for those entering the program with digestive issues, offering immediate relief for more comfortable stay overall," continued Glasscock.

REGENERATIVE ORGANIC CERTIFIED®

The Ranch's onsite COOF-certified organic garden is now also recognized as Regenerative Organic Certified® by the Regenerative Organic Alliance (ROA). Going above and beyond typical organic production, regenerative farming nurtures and enhances soil health to both improve the quality of the harvest and benefit the surrounding ecosystem.

In order to receive this prestigious honor, The Ranch farm underwent extensive soil testing and a complete audit of its practices over the course of 2023 to ensure compliance with the three key pillars of the ROA; farmers go above and beyond by practicing agricultural techniques that ensure healthy soil; the ethical and humane treatment of animals; fairness for farmers and workers. In practice, The Ranch's farm utilizes a variety of agricultural techniques to meet these rigorous standards including cover cropping, crop rotation, low- or no-till soil cultivation, composting, zero use of chemical pesticides and fertilizers, development of pollinator habitats and the addition of perennials and vegetative barriers – all of which are shown to contribute to the development of soil organic matter.

"A special recognition goes to our dedicated garden team. Our new Regenerative Organic Certified® status reflects the stringent standards we uphold to growing food responsibly - meeting or exceeding the standards set by the ROA. We grow the cleanest and most nutritious, flavorful ingredients for our guests to enjoy all while preserving, enhancing, and regenerating the land," noted Glasscock.

These 2024 updates join the additional enhancements made to the program in late 2023, most notably a more flexible hiking schedule by giving guests the choice of a 2- or 4-hour morning hike. The addition of Energy Healing last year has also emerged as one of the most requested services by guests, offering profound shifts, increasing balance, harmonizing energy flow, promoting a sense of calm, reducing stress, and helping one connect with their true self.

Available year round, a 6-night, 7-day stay at The Ranch Malibu starts at a rate of \$7,600 per person for double occupancy and \$9,200 for a private room and includes accommodations, plant-based meals, and programming. The Ranch Hudson Valley will launch in Spring 2024 and offer 3-night, 4-day and 4-night, 5-day immersive health experiences.