

Be More Dolce

The 30-Day Challenge



The Be More Dolce 30-Day Challenge is your invitation to introduce more Italian pleasure, colour and connection to your everyday life. Try one experience a day and discover which little additions make your life feel oh so much sweeter.

Follow the suggested order or mix it up to suit your plans. Tick off each experience in this PDF as you go, and share your dolce discoveries in the group whenever you feel the urge.

Find your own version of la dolce vita - and keep enjoying it long after the challenge ends.

ONE EXPERIENCE A DAY. YOUR ORDER. YOUR OWN LA DOLCE VITA.



01



Change up your coffee game

Give your morning brew a lift. Try an authentic Italian moka pot, experiment with a different roast or learn to get a richer brew from your current setup. We love our Aeropress! Feel free to share your discoveries - from supermarket favourites to local roasteries.



02



Take an evening passeggiata

Head out for a leisurely stroll as the afternoon turns into evening. Walk through a lively neighbourhood, along the waterfront or around your local park. Dress with attention, notice the people around you and enjoy being part of your community.

03



Dress like you're going 'out'

Put together an Italian-inspired outfit for an ordinary day. Think linen, a beautiful neckline, a silk scarf, striking earrings or sunglasses with personality. Wear it out - even if you're only meeting your bestie or your daughter for lunch. Optional: share a flat-lay of the items or the outfit on you.

04



Set a table worthy of Sunday lunch

Bring some Italian flair to a weeknight table: a tablecloth, proper napkins, your favourite plates and a jug of iced water. Add lemons, flowers or a sprig of rosemary. Enjoy dinner and feel the satisfaction. Optional: share a shot of the table.

05



Introduce aperitivo hour

Put together a little spread of olives, nuts and crostini. Pour a spritz or sparkling water with citrus. Add some Eros Ramazzotti (or alternative) musical accompaniment and settle in for a relaxed evening. Invite someone special to join.

06



Shop with an Italian chef's eye

Research what's in season. Visit a market or greengrocer and let the best-looking seasonal produce decide dinner. Look up a recipe in advance, bring home your star ingredient and delight your taste buds with the result. Optional: share a shot of the dish and/or the recipe - we'll be adding it to the group recipe book for everyone to enjoy!

07



Find your Italian soundtrack

Explore Mina, Paolo Conte, Lucio Dalla, Ornella Vanoni or other contemporary Italian artists on Spotify or YouTube. Find a few songs that make you want to sing in the kitchen or book a flight to Rome. Share your favourites and help build the group's playlist.

08



Master a pasta

Choose an Italian classic you'd love to have in your repertoire: spaghetti al pomodoro, cacio e pepe, pasta alla Norma or something else. Follow the recipe, pay attention to the details and feel the satisfaction of a job well done. Optional: share a shot of your masterpiece and/or the recipe – to add to the group's recipe book.

09



Catch-up coffee date

Choose a café with character and invite someone you haven't seen for a while, for a real catch-up. Enjoy a coffee, sweet treats and give the conversation room to wander.

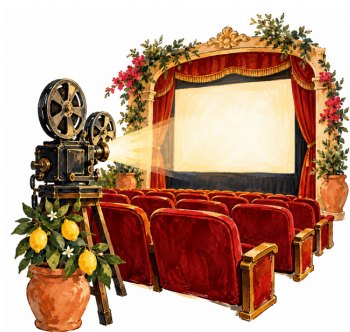
10



Grow Italian

Plant basil, rosemary or a geranium in a terracotta pot. Give it a spot on your balcony, windowsill or doorstep. Enjoy the scent, the colour and the pleasure of tending something. Share a pic with the group, if you fancy.

11



Italian movie night

Pick a film that takes you to Italy: Cinema Paradiso, Roman Holiday, Il Postino or another group recommendation.

12



Make special things become the norm

Bring out the ceramic bowl, embroidered linen, favourite perfume or glasses you save for guests. Give something beautiful a place in your daily routine. Tell the group.

13



Granita/Brioche or Cornetto/Cappuccino

Seek out an Italian café or bakery and treat yourself to one of these typically Italian sweet breakfasts. You know where to post the drool-worthy pics...

14



Lose yourself in Italian beauty

Spend some time with Italian art, architecture or design. Explore a museum collection, leaf through a book or take a virtual wander through an Italian palazzo. Just because.

15



Italian speaking basics

Learn to order coffee, book a table for two or compliment a delicious meal. Listen, practise aloud and get comfortable saying the words.

16



Priority Lunch

Make a lunch you're genuinely looking forward to: perhaps a caprese, a bowl of minestrone or a good panino. Set a place, sit down and step away from work. Let lunch become a meal you enjoy rather than something you fit between tasks.

17



Italian details

Start with a simple outfit and experiment with a scarf, cute earrings, a belt, a beautiful bag, bold sunglasses or some other standout accessory. Optional: Photograph your favourite combo to inspire the rest of us.

18



Find your local Italy

Seek out an Italian deli, neighbourhood trattoria, gelateria, cultural institute or specialist bookshop. Visit, browse and strike up a conversation.

19



Make something an Italian nonna would savour

Spend a little time making pesto, slow-cooked tomato sauce, focaccia or another Italian staple from scratch. Optional: Share the recipe and/or a pic.

20



Discover the story behind an Italian dish

Choose a dish you love and find out where it comes from, who makes it and what distinguishes the regional version. Ask an Italian friend (or GPT!), consult an Italian cookbook or follow a regional cook on Insta/Facebook. Make the dish and tell the story. In the group.

21



Cook with someone

Invite a friend or loved one to your kitchen, to cook an Italian meal together. Split the tasks, put on some background music and chat while you prep. Drink a glass of red, a beer or a spritz and let your taste buds enjoy the results.

22



Practise dolce far niente

Claim a little time for the sweetness of doing nothing. Sit in the sun, people-watch from a café, or stretch out in the park. Let your mind wander.

23



Explore an Italian deli

Choose something you've never tried: a new pecorino, marinated artichokes, taralli, pistachio cream or a regional salume. Ask the staff how best to serve it. We'd love to see a pic of your score if you care to share in the group...



24



Send a handwritten cartolina

Send a postcard to someone. Recall a shared holiday, describe a lovely moment or invite them on a future adventure. Old school. Show us the card you chose.



25



Create a home piazza

Create a cosy spot at home that feels appealing and inviting to sit and chat. Inaugurate it with something delicious and someone whose company you enjoy.



26



Devour great gelato

Visit a good local gelateria. Sample some flavours. Enjoy the best one. Pro Tip: It's always pistachio! Share a pic! We never get tired of living vicariously through other people's gelato joy.



27



Guilt-free Leisure time

Inject a little la dolce vita into your day by taking an hour of leisure while the to-do list is still unfinished. Leaf through a magazine, lounge in the sunshine or indulge in a favourite pastime. Resist turning your break into something productive. Let us know if/how you manage to tune out the nagging task-list in your head. It's not for everyone 🤖

28



Follow a group member's lead

Choose something another group member has shared and try it yourself: a pasta recipe, Italian song, aperitivo combination or some other recommendation. Drop a comment on their post to show your appreciation and how your experience went!

29



Host a little Italian supper

Invite a few people over and serve a simple Italian menu: aperitivi, antipasti to share, one good pasta and something sweet to finish. Set the table, put on your Italian playlist and leave room for a long conversation. Let us know how it went.

30



Live your own Dolce Day

Bring your favourites together into one Italian-inspired afternoon or evening. Dress beautifully, take a passeggiata, stop for aperitivo or cook for friends. Share your personal recipe for la dolce vita – and start planning how to incorporate your favourite aspects into your everyday life.