

ROCKY MOUNTAIN

wine & food festival

BANFF
May 7 & 8, 2010



News Release

For Immediate Release

Banff Rocky Mountain Wine & Food Festival Offers Mini-Getaway Packages to Sip & Savour in the Mountains May 7th – 9th, 2010

April 15, 2010...Culinary travel continues to be a top trend in 2010 with many Canadians sticking a little closer to home and taking mini-getaways packed full of memorable adventures and activities. On the weekend of May 7th to 9th, the Banff Rocky Mountain Wine & Food Festival fits the bill perfectly, offering an affordable opportunity to enjoy a mini culinary vacation, with a multitude of distinct activities to choose from.

“Banff is a quick drive from Calgary so people can escape the city without traveling far – throw the bags in the car on Friday, and make it up in time for the Festival’s evening session,” say Cathy Miller, Festival Director.

Festival hotel packages offer discounted accommodation rates in the popular mountain town, offering options for both couples and groups of friends. An appealing itinerary can be built by choosing from three Grand Tasting Hall sessions, six wine and food themed side events and three late night celebrations. This, coupled with the long list of regular activities in Banff (such as shopping on Banff Ave, taking a dip in the hot springs or skiing at Sunshine Village), is the perfect recipe for an incredible mini-getaway in the beautiful Canadian Rocky Mountains.

Grand Tasting Hall

The Banff Rocky Mountain Wine & Food Festival is a celebration of the finest local restaurants in Banff paired with an impressive selection of wine, premium spirits, and import beer from around the globe. Held at the Fairmont Banff Springs, consumers can choose from one of three tasting sessions – Friday 7- 10pm, Saturday 2-5pm, or Saturday 7-10pm. Tickets for each of the tasting session are sold online for \$22 or \$27 at the door (based on availability). Sampling coupons are available for purchase upon arrival, allowing consumers to customize what they try and how much they spend.

Hotel Packages

Banff hotels are offering special hotel packages, which include great accommodation rates, Grand Tasting Hall tickets and more!

The Fairmont Banff Springs Hotel & Conference Centre

Experience an unforgettable weekend at an iconic hotel in the heart of the Rocky Mountains, The Fairmont Banff Springs Hotel & Conference Center. Enjoy one night accommodation and two entrance tickets to any one of the three Rocky Mountain Wine & Food Festival tasting sessions, starting at just \$189.00 for two people. Enjoy a short stroll through the hotel to reach the Grand Tasting Hall.

Sunshine Mountain Lodge

Take in the Grand Tasting Hall, a day of skiing and an incredible wine and food pairing dinner at Sunshine Mountain Lodge. Arrive at the mountain on Saturday afternoon and take the complimentary shuttle bus to the Saturday afternoon Grand Tasting Hall session. After being picked up and brought back to the resort, freshen up and head to *A Taste of Sunshine - an incredible five course dinner complete with wine pairings* at the Eagle's Nest fine dining restaurant. Enjoy sitting family style and making new friends, or request the privacy of your own table. Relax overnight and then ski or ride on Sunday, enjoying first tracks in the morning. Package starts at \$289 per person.

Banff Aspen Lodge

Indulge in one night's accommodation on Saturday evening at the Banff Aspen Lodge. This package includes a Canadian Rockies Continental Breakfast, passes to the Banff Upper Hot Springs and tickets to the Saturday afternoon or Saturday evening Festival tasting session. Starting at \$205.00 for two people.

Delta Banff Royal Canadian Lodge

Treat yourself to the *Culinary & Wine Lovers Getaway* package for just \$162.00 per person at the luxury Delta Banff Royal Canadian Lodge. This romantic package includes a two night stay, complimentary parking, Grand Tasting Hall tickets, and an exquisite three course meal featuring Canadian Cuisine complete with a flight of wine pairings in the Evergreen restaurant. Can also be enjoyed with a friend!

Weekend Events & Other Celebrations

Select Banff and Lake Louise restaurants and hotels are busy planning some sensational wine and food inspired events as well as other celebrations to take place on Friday, Saturday, and Sunday of the Festival weekend. Please note a limited number of tickets are available for each event. Some events are already sold out!

Friday, May 7th

Tour de France Dinner at Le Beaujolais - **Sold Out**

Winemaker's Dinner at The Maple Leaf Grill & Lounge

Saltlik 'r' Mixer at Saltlik Steakhouse

Stoli Stir-Up at Hoodoo Lounge & Nightclub

Saturday, May 8th

Banff Restaurant Baby Back Rib Cook Off at Elk & Oarsman Pub

Great Canadian Lobster Boil at St James's Gate

Swill & Shuck at Wild Bills Legendary Saloon & Cookhouse

Absolut After Party at Aurora Nightclub

Sunday, May 9th

Sunday Brunch at Saltlik Steakhouse

Enjoy the journey of wine and food nestled in the majestic Rocky Mountains of Banff, Alberta. The Banff Rocky Mountain Wine & Food Festival is an annual event, sponsored by Banff Lake Louise Tourism. For tickets and more information on the Grand Tasting Hall, weekend wine events and hotel packages, visit www.rockymountainwine.com.

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Media Inquiries

Sarah Geddes, Media Relations

Ph: 403-802-0200

E: sarah@sasscommunications.com

General Festival Inquiries

Cathy Miller, Festival Director

Ph: 403-228-0777

E: cathy@rockymountainwine.com