

ROCKY MOUNTAIN

wine & food festival

BANFF
May 7 – 8, 2010



News Release

For Immediate Release

Rocky Mountain Wine & Food Festival Announces Highlights of 3rd Annual Spring Celebration of Wine & Food in Banff

March 1, 2010, Calgary, AB... With buzz still lingering from last year's delicious line up of events, the 3rd Annual Rocky Mountain Wine & Food Festival will return to Banff May 7-8, 2010 even bigger and better than ever. Over 3,000 people are anticipated to make their way to the mountain resort, all with one common goal – to experience and enjoy fine wine and gourmet food in one of the most beautiful locations in the world. Building on last year's line-up, the Rocky Mountain Wine & Food Festival will feature three tasting sessions over two days in the Grand Tasting Hall to provide Festival attendees even more flexibility in building their wine weekend in Banff. Various wine and food themed events as well as late night celebrations around town will complement the Grand Tasting Hall experience over the weekend.

"This is the third year Banff National Park will be hosting the Rocky Mountain Wine & Food Festival and what a party it is," says Julie Canning, president and CEO of Banff Lake Louise Tourism. "Each year the festival gets bigger and better. With such a diverse group of restaurants and bars participating this year, we are sure to please every palette. We look forward to another successful weekend showcasing our world-class cuisine paired with fine wine from around the world."

With hotels providing discounted accommodation packages, restaurants hosting a variety of enticing events, and the Grand Tasting Hall hosting three sessions over two days, the Festival is sure to be one of the most popular wine and food events of the year. Here's a taste of what this year's Festival has in store.

Grand Tasting Hall

The Rocky Mountain Wine & Food Festival's Grand Tasting Hall will showcase a wide selection of wine, import beer, scotch, port and premium spirits from around the globe. Delectable food samples will be prepared by some of Banff's best restaurants, including Baker Creek Bistro, Nourish Café, The Eddie Burger + Bar, The Elk & Oarsman, St. James Gate Olde Irish Pub, Giorgio's Trattoria, The Maple Leaf Grille & Lounge, Saltlik Steakhouse, The Meatball, Coyotes, Charlton Resorts, Sunshine Mountain Lodge, and sweet treats from The Fudgery.

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. Early bird tickets to the Grand Tasting Hall are now available online for \$17. After April 1st, tickets will be sold for \$22 online 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

- **The Fairmont Banff Springs** (1-800-441-1414) - One night accommodation and Grand Tasting Hall tickets. Packages start at \$189.00 per person (taxes not included).
- **Banff Aspen Lodge** (1-800-661-0227) - Two night's accommodation, continental breakfast, Hot Springs and Grand Tasting Hall tickets. Packages start at \$353.00 for two (taxes included).
- **Delta Banff Royal Canadian Lodge** (1-800-661-1379) - Two night's accommodation, Grand Tasting Hall tickets and a three course sampling meal with wine pairings at the Evergreen Restaurant. Packages start at \$162.00 (per person, per night, taxes included).
- **Sunshine Mountain Lodge** (1-87-SKI-BANFF) - One night accommodation, complimentary shuttles, Grand Tasting Hall tickets, dinner with wine pairings and Sunday lift tickets. Packages start at \$289.00 per person (taxes not included).

Weekend Wine Events

- **Tour de France Dinner** at La Beaujolais (403-762-2712) – A five course gourmet dinner with seven wine pairings from France. Friday, May 7th at 6:00pm. Tickets \$120.00 plus tax and gratuities.
- **Winemaker's Dinner** at The Maple Leaf Grill & Lounge (403-760-5088) - Rustic Canadian cuisine four course dinner paired with wine. Friday, May 7th. Details TBA.
- **Winemaker's Dinner** at Giorgio's Trattoria (403-760-5088) – Gourmet Italian four course dinner accompanied by wine pairings. Friday, May 7th. Details TBA.
- **Saltlik 'r' Mixer** at Saltlik Steakhouse (banffpromotions@saltlik.com) – Mouth watering food samples accompanied by cocktails, martinis, wine and Kamloops Brewery beer. Friday, May 7th at 8:30pm. Tickets \$25 including taxes, plus gratuities.
- **Banff Restaurant Baby Back Rib Cook Off** at Elk & Oarsman Pub (403-762-4616) – Sample baby back ribs prepared by Banff restaurants paired with Big Rock beers. Saturday, May 8th at 3pm. Tickets \$25 plus tax.
- **Great Canadian Lobster Boil** at St James's Gate (403-762-9355) – Choose a live lobster and enjoy with sides and special wine offers. Saturday, Mar 8th at 6pm. Tickets \$25 plus tax.
- **Sunday Brunch** at Saltlik Steakhouse (banffpromotions@saltlik.com) – Two course brunch with signature mimosas. Sunday, May 9th at 10am. Tickets \$20 plus tax and gratuities.

Late Night Celebrations

- **Stoli Stir-up** at Hoodoo Lounge (joe@siding29.com) – Private room in featuring a selection of Stoli cocktails. Friday, May 7th. Tickets \$10.
- **Swill & Shuck** at Wild Bills Legendary Saloon & Cookhouse (403-762-0333) – Creemore Springs and other beer samples, oysters from the shucking station, and live music. Saturday, May 8th. Free tickets at Grand Tasting Hall.
- **Absolut After Party** at Aurora Nightclub (joe@siding29.com) – Private room in featuring swanky decor and Absolut cocktail bar. Saturday, May 8th. Tickets \$10.

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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