

FOR IMMEDIATE RELEASE

**Taos Ski Valley brings together two summertime favorites: Bacon and Beer
with inaugural event on July 22**

July 14, 2017 (Taos Ski Valley, NM) – In a region known for its cuisine, Taos Ski Valley is celebrating America’s favorite eats and drinks with the inaugural Bacon & Brews event on Saturday, July 22, 2017. This foray into a unique food and beverage experience pairs craft beer with bacon snacks nestled high in the Sangre de Cristo Mountains where cooler temperatures and lush green landscapes prevail.

“Sometimes, an event concept comes to life on its own. The concept for Bacon & Brews immediately took off – everyone, from the breweries to local food purveyors to our own staff – believes that this event will be a home-run,” said Kaela Gillum, Taos Ski Valley Events Manager. “Five years from now, I wouldn’t be surprised if this is one of our best-selling events.”

Hosted outside on the Base Village Plaza, Bacon & Brews festivities begin at noon and wrap up at 5:00 PM. The following breweries will be sampling their craft beverages: New Belgium Brewery, Sierra Nevada Brewing, Santa Fe Brewing Co., Upslope Brewing, La Cumbre Brewing Co., Premier Distributing Co., and 4 Peaks.

Farmland and Smithfield sponsored the bacon for the event, which will be showcased by Taos Ski Valley’s own Chef Mark May, the vision behind Rhoda’s and TFK. Additional bacon-themed food will be provided by The Bavarian.

Irish-American band, O’Duffy’s Lament, takes the stage from 1:00 PM to 3:00 PM. The band is known for their distinct sound mixing acoustic folk and punk.

Tickets can be purchased in advance for \$30 at SkiTaos.com/events through July 21 at 11:00 PM. Day-of tickets will be available for \$35. Each Full Entry admission includes a commemorative event tasting glass, beer sampling and food tastings. A Food Only Entry is also available for \$15 in advance online or \$20 day-of-event. This event is a 21 and over event.

For beer and bacon fans from afar, a special Bacon & Brews lodging package is available from \$220 per night. The package includes one-night stay at the all-new The Blake hotel, event admission and scenic lift ride for two adults. To book, please call Taos Central Reservations at 888.569.1756 or visit SkiTaos.com. *Package is based on double occupancy and subject to taxes and fees.*

###

About Taos Ski Valley

Nestled among the pristine peaks of northern New Mexico, Taos Ski Valley is undergoing a \$300 million renaissance making it one of North America’s premier vacation and adventure destinations. With over 300 inches of average annual snowfall, 300 days of sunshine and more than 1,200 skiable acres, Taos Ski Valley offers a relaxed, friendly atmosphere, breathtaking scenery and exhilarating terrain for every ability level for a spirited mountain experience unlike any other. The resort is maintaining its authentic charm while investing in new amenities both on-mountain and in the base area. Taos Ski Valley is proud to participate in the Mountain Collective, a collaboration of iconic, independent ski destinations. To learn more about Taos Ski Valley, and see the future plans for the Ski Valley, please visit SkiTaos.com