

# AUBERGE RESORTS

## **AUBERGE RESORTS INVITES GUESTS OFF THE BEATEN PATH WITH 'AUBERGE ADVENTURES,' A COLLECTION OF EXCLUSIVE AND ENRICHING GUEST EXPERIENCES**

**MILL VALLEY, CALIF** – [Auberge Resorts](#), owners and operators of award-winning small luxury resorts and clubs in some of the most desirable destinations in North America, have added another dimension to the guest experience with the introduction of “**Auberge Adventures**,” an extensive collection of programs offering exploration, enrichment and discovery.

Auberge Adventures were inspired by the culture, natural environment and history of each Auberge property’s iconic setting, from verdant Napa Valley to the sweeping landscapes of Aspen’s Rocky Mountains to Coastal Baja. Programs range from culinary experiences to fitness and cultural explorations. Created exclusively for Auberge guests, many of the programs are led by local experts and leaders in their field.

“Our guests are active, inquisitive and eager to explore,” said Mark Harmon, CEO, Auberge Resorts. “Auberge Adventures go beyond the conventional to offer new and different ways to experience a destination. When added to the idyllic settings, world-class dining and spas at our resorts, we believe a little adventure or exploration makes for the perfect resort getaway.”

### **Highlights of the Auberge Adventures program include cultural explorations, such as:**

- **Calistoga Ranch’s Wine Country Photography Excursion:** Custom four- or seven-hour workshops with a master photographer on location in the scenic vineyards of Napa County
- **The Estate Gardens of Napa Valley:** Auberge du Soleil’s insider’s exploration of the extensive gardens at several leading Valley estate wineries, followed by private wine-tasting sessions and lunch
- **An Art-Lover’s Tour of Todos Santos:** Esperanza’s tour of the historic Baja town’s leading studios and galleries under guidance of a local artist and curator

**Adventure programs include:**

- **Twilight Dog-Sledding in Aspen:** On Hotel Jerome’s breathtaking adventure, guests are whisked through a still, snowy wonderland by powerful huskies guided by an expertly trained musher. The experience begins at dusk and ends with a four-course dinner
- **Performance Driving:** For guests with a need for speed, Calistoga Ranch offers guests a variety of driving adventures from open wheel racing (Formula 3) to Karting at 80 mph
- **Surfing with the Locals in Baja:** An adventure to the surfing hot spot of Los Cerritos, where a local will teach guests how to ride the northern swells

**Inspired by Auberge Resorts’ Napa Valley roots, Auberge Adventures culinary programs include:**

- **Artisan Workshops** curated by Auberge du Soleil, offering hands-on classes in Cheese-Making, Sausage and Salami-Making and Bread Making
- Calistoga Ranch’s **Wine and Food Sensory Exploration:** A day-long epicurean immersion featuring a private class at Napa Valley’s Culinary Institute of America, a private session in wine-blending at Constant Diamond Mountain Winery, culminating with a private master class with Executive Chef Christian Ojeda and dinner
- **Clamming and Bonfire Grilling on the Beach:** Under the guidance of Esperanza’s executive chef, a lesson in harvesting Baja’s indigenous *chocolata* clams, preparing *ceviche* and grilling a bonfire fish feast on the beach

**For the active guest, sport and fitness Adventures include:**

- **Stand-Up Paddle Boarding** in a protected bay at Esperanza on Baja’s Sea of Cortez

Auberge Adventures programs last from two hours to one full day, depending on the experience. Prices vary, and some activities are complimentary to guests, while others range up to \$2,000 per person. All programs can be arranged directly through the concierges at each Auberge resort. For more information about each property's collection of Auberge Adventures, please visit the resort's Web site:

- Auberge du Soleil: [www.aubergedusoleil.com](http://www.aubergedusoleil.com)
- Calistoga Ranch: [www.calistogaranch.com](http://www.calistogaranch.com)
- Esperanza: [www.esperanzaresort.com](http://www.esperanzaresort.com)
- Hotel Jerome: [www.hoteljerome.com](http://www.hoteljerome.com)

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### **About Auberge Resorts**

Auberge Resorts is a collection of exceptional hotels, resorts and private clubs, each with a unique personality that assures a memorable guest experience. While Auberge Resorts nurtures the individuality of each establishment, all are characterized by a set of communal elements: intimate, understated elegance; captivating locations that inspire exceptional cuisine and spa experiences; and gracious yet unobtrusive service. Among the Auberge collection of distinctive properties are: Auberge du Soleil, Napa Valley, Calif.; Calistoga Ranch, Napa Valley, Calif.; Esperanza, Cabo San Lucas, Mexico; Hotel Jerome, Aspen, Colo.; the Malliouhana Hotel & Spa, Anguilla; and The Auberge Residences at Element 52, Telluride, Colo., and Pronghorn Resort, Bend, Ore., with several others currently in development. For more information about Auberge Resorts, please visit <http://www.aubegeresorts.com/>. Follow Auberge Resorts on Facebook at [facebook.com/AubergeResorts](https://www.facebook.com/AubergeResorts) and on Twitter at [@AubergeResorts](https://twitter.com/AubergeResorts).

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## **AUBERGE RESORTS' SIGNATURE IN-ROOM BATH AMENITIES**

*A Commitment to Caring Naturally*

Auberge Resorts, the family-run company behind some of the most acclaimed small luxury resorts and inns, has built a reputation during the past 30 years by providing each guest with a complete sensory experience. Auberge's commitment to wellness through multi-sensory encounters begins with each resort's natural setting and extends to the spa, the dining room, and into every guest room. With a collection of distinct properties that includes Napa Valley's Auberge du Soleil and Calistoga Ranch, Esperanza on the sun-drenched shore of Los Cabos, Mexico, Hotel Jerome in Aspen's Rocky Mountains on the banks of a tidal estuary in South Carolina, Auberge's approach to each resort's signature in-room product line is equally distinct.

The belief at Auberge Resorts is that a connection to nature is vital to mind, body and soul. In that spirit, the company created its own artisan blends of potent, natural essential oils. Each resort inspired a signature aromatic blend that reflects the natural environment and healing traditions of the property's setting and lends each collection a distinct character. Every ingredient in the products is scrupulously vetted to be as natural as possible. To further ensure the highest quality, Auberge formulated all its bath products without sulfates and parabens and instead chose all-natural alternatives. The products are also completely biodegradable, so they're not only good for the body and spirit, they're also gentle on the environment.

"At Auberge Resorts, we are very mindful of all of the opportunities where our guests will interact with scents, sounds and textures," says Tracy Lee, the company's Vice President of Spa Development who oversees the formulation of all in-room bath products. "For each resort, we consider the setting, climate, water, indigenous plants and especially to how you want to feel when you are there. Our in-room products are not there as an afterthought or as a compulsory function of a hotel – they are there to heighten the guest experience and create lasting sensory memories."

### ***Auberge du Soleil***

Amid the Mediterranean climate, spectacular natural beauty and Provencal atmosphere in the heart of California Wine Country, Auberge du Soleil, "the Inn of the Sun," epitomizes the qualities of an environment that inspire relaxation, tranquility and a feast for the senses. The in-room bath products at the Auberge were created focusing on these factors and the very thing that binds them ultimately with the French Provencal region – scent. The products include ingredients that the French incorporated during their colonial rule over many exotic regions of

the world. Moroccan lemon verbena comes from a family-owned business located in the north central region near Meknes. Its bright, clearing aroma focuses the mind and restores energy. Ingredient jasmine sambac from the former French colony of Pondicherry in Tamil Nadu, India, is widely regarded for stabilizing emotional extremes with its therapeutic essence. Thyme linalool, sourced from a producer in Grasse, France, has a pleasing antiseptic fragrance.

### ***Calistoga Ranch***

Calistoga Ranch's aromatic, wooded setting inspires the resort's signature earthy scent, which helps restore vital energy. The bath amenities contain a specially created oil blend of bay laurel, eucalyptus, silver fir, pine, fennel and lavadin, reflecting the uplifting and refreshing sensation of the outdoors. Artisan lavadin has been steam distilled in the heart of Auvergne, France's herb farming region, by a master distiller renowned for his expertise in producing the highest, therapeutic-grade essential oils. Medicinal-quality eucalyptus, a known antiseptic, decongestant and immune booster, helps detoxify. The resort's signature bar soap is a combination of essential oils and Calistoga mud, a key natural healing ingredient that put the town of Calistoga on the health and spa map more than one hundred years ago.

### ***Esperanza***

Overlooking two secluded coves on the Sea of Cortez, Esperanza's desert-meets-the-sea setting inspires the signature bath products that speak to the indigenous Baja region and nourish sun-kissed skin. Its lively blend is created from the perfect combination of tart Mexican lime squeezed fresh from the rind; uplifting vanilla, imported from one of the first Malagasy-owned master distillers in Madagascar; a note of calming litsea cubeba; and a playful hint of coconut massoia for the sweet aroma. Soothing aloe vera reduces inflammation and is a natural oxygenator. The in-room bath products at Esperanza boast a cool, refreshing sensation perfect for guests of the beach resort and were crafted to be both energizing and restorative.

### ***Hotel Jerome***

The historic Hotel Jerome has defined the true character of Aspen with a natural mix of graceful elegance and authentic mountain spirit for more than 120 years. Celebrating its Rocky Mountain setting, the bath products created for Hotel Jerome embody the region's pure elements of nature. Citrus, sage, lavender, and the harmonious floral note of ylang ylang are intertwined with the strong scents of Douglas fir, black spruce and the floral, fruity Owyhee, which is an anti-inflammatory. Lavender soothes sore muscles, strains, fatigue, and headaches associated with

active mountain pursuits. The tropical ylang ylang's euphoric properties ease the mind as well as physical pain. In addition to custom SPF 15 lip balm, an artemisia and black spruce refresher mist cools and comforts parched skin. Black spruce reinvigorates active outdoor adventure aficionados with its anti-inflammatory and respiratory benefits.

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## TRAVERSING TASTES AT AUBERGE RESORTS: INTRODUCING FOOD OF PLACE

*Auberge Adventures Series Invites Guests to Explore Regional Flavors and Culinary Traditions*

**MILL VALLEY, CALIF** (May 28, 2013) – [Auberge Resorts](#) announced the debut of culinary experiences, as the group’s **Food of Place** collection of culinary adventures kicks off at each of its luxury properties across North America. Each resort will offer a series of one-of-a-kind culinary experiences inspired by the culture, flavors and culinary traditions of the resort’s regional setting.

“A core pillar of our brand is to celebrate the essence of place in each resort location and enable our guests to experience a cultural connection with each destination – from Napa Valley to the Rocky Mountains and the beach in Baja,” said Mark Harmon, CEO of Auberge Resorts. “Our Food of Place experiences elevate that message in a tangible way that our guests will certainly appreciate.”

Each resort – [Auberge du Soleil](#), the [Auberge Residences at Pronghorn](#), [Calistoga Ranch](#), [Esperanza](#), and [Hotel Jerome](#), has outlined monthly programming throughout 2013. Highlights include:

### **JUNE:**

Calistoga Ranch:     **“Sweet Summer Time”** – Summer cocktails and teas will incorporate delicious fruit from their own garden paired with light and easy bites

Esperanza:            May 31-June 1: **Executive Chef Mauricio Navarro from Villa Maria Cristina, a Relais & Châteaux Hotel in Guanajuato**, will prepare an eclectic selection of Mexican and international dishes complemented by fine wines selected by Esperanza’s sommelier

Hotel Jerome:        **“Cake Decorating”** – Guests may learn the tricks of the trade to kick off wedding season, hosted by Pastry Chef Aleece Gallagher

**JULY:**

- Calistoga Ranch:     **“Localvor Exploration”** Spend a day in the resort’s Secret Garden with Executive Chef Christian Ojeda, Resident Beekeeper, Steve Ferrini, local food producers and winemaker Kirk Venge. After a full day of collecting delicious ingredients, guests will return to the kitchen to prepare a self-designed multi-course feast using the **gathered ingredients**
- Esperanza:            At the **margarita-making class** with Esperanza’s head bartender, guests will prepare signature margaritas using fresh produce from the organic garden
- Hotel Jerome:        **“Light Reds for Summertime”** class hosted by Wine Director, Jill Zimorski
- Pronghorn:            July 28: Level II Sommelier Corey Friesen will present an educational **overview of the wines of Oregon**

**AUGUST:**

- Esperanza:            Learn about the ocean life found in the Sea of Cortez while preparing a refreshing **oyster and local “chocolata” clam ceviche** with Executive Chef Gonzalo Cerda
- Hotel Jerome:        **“Rosé & Garden Party”**- A late afternoon gathering on Prospect’s terrace featuring what is fresh from local gardens, complemented by the ultimate summer sipping wine: rosé
- Pronghorn:            August 9: **Progressive Wine Dinner** - In conjunction with VaPiano winery, Executive Chef Kevin Linde and Sommelier Corey Friesen will prepare a multi-course progressive menu served throughout the club grounds

**SEPTEMBER:**

- Auberge du Soleil:    **“Local and Fresh”** - locally sourced and focused on seasonality, Auberge Chefs share their best **secrets and tricks for selecting produce** to create everything from simple salads to hors d’oeuvres and side dishes
- Esperanza:            Executive Chef Gonzalo Cerda offers a **seafood paella cooking class** inspired by Esperanza’s coastal setting
- Hotel Jerome:        **“Foraging & Cooking”** – A class from Executive Chef Rob Zack on how to clean, prepare, cook and enjoy the **bounty of local mushrooms**

Pronghorn: Level II Sommelier Corey Friesen will lead guests on a tasting exploration of the **wines of Walla Walla, Washington**

**OCTOBER:**

Auberge du Soleil: **“All About Meat”** – From quail, veal, squab and venison to the simplest short rib recipe, Chef Robert Curry will share techniques and recipes to use in everyday cooking

Calistoga Ranch: **Early Morning Harvest:** Harvest Breakfast in the Vineyards followed by a one-of-a-kind opportunity to join winemaker Kirk Venge and help harvest the resort’s own Sotero Vineyard Cabernet Grapes

Esperanza: **Pumpkin carving tournament** hosted by the culinary team at Esperanza Oct. 25-26: Local **acclaimed chef Margarita Carrillo** will share her passion for protecting the country’s culinary traditions and countryside with guests during special dinners at Cocina del Mar oceanfront restaurant

Hotel Jerome: Classes: **“One-Pot Wonders”** hosted by Chef Zack; **“Ravioli From Scratch”** hosted by Jessica Chalk, Executive Sous Chef

Pronghorn: Oct. 4: **“Wine Crush”** – Event to celebrate the wine harvest; Pronghorn will **tap an actual cask of wine** that will flow throughout the evening

**NOVEMBER:**

Auberge du Soleil: Nov. 14: Executive Chef Curry shares techniques for making **perfect hors d’oeuvres**, while guests sip holiday cocktails that feature local and seasonal ingredients

Calistoga Ranch: **“Wine Blending”** – Guests will add a bottle to their collections during this exclusive **wine blending experience in the Wine Cave**. Advice and bottling techniques will be taught by winemaker Kirk Venge

Esperanza: Guests may join Esperanza’s culinary team at sunset for a **Mexican-style clambake on the resort’s private beach**. Guests will prepare and enjoy shellfish unique to Esperanza’s seaside location including Pacific clams, chocolata clams, black mussels and scallops accented with chorizo

Hotel Jerome: Classes – **“PPP”** or **“The Perfect Pumpkin Pie”** hosted by Aleece Gallagher, Pastry Chef and **“Thanksgiving Made Easy”** hosted by Chef Zack and Wine Director Jill Zimorski

**DECEMBER:**

- Auberge du Soleil:    **“Mediterranean Journeys”** – From simple seafood to elaborate shellfish dishes, this class will cover everything that swims in the glorious oceans and rivers
- Calistoga Ranch:     **“Olive Harvest Party” – The 3rd Annual Olive Harvest Party** will be enjoyed by all in the Wine Cave and will feature an olive-curing demonstration by Steve Ferrini followed by a four-course dinner created by Chef Ojeda
- Esperanza:            Esperanza’s Master Tequilero will lead guests on a **journey into the origins of tequila** and the complex and meticulous process of its creation. Guests will sample six of the more than 100 varieties of Mexico’s most sophisticated tequilas served at Esperanza
- Hotel Jerome:        **“Gingerbread Decorating for Adults”** – class hosted by Aleece Gallagher, Pastry Chef

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For more information on Auberge Resorts’ Food of Place program, please contact:

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**MARK HARMON**  
FOUNDER AND MANAGING PARTNER  
AUBERGE RESORTS

As Managing Partner of Auberge Resorts, Mark oversees all aspects of the company's growth and strategy, including the concept, design and development of hotels, resorts, residence clubs and branded residences. Named after its Napa Valley flagship, the renowned Auberge du Soleil, the company owns and operates a distinguished collection of exceptional properties, among them: Esperanza in Los Cabos, Mexico; Calistoga Ranch in Napa Valley, Calif.; Hotel Jerome, Aspen, Colo.; the Auberge Residences at Element 52 in Telluride, Colo., and Pronghorn in Bend, Ore. Several other projects are currently in development.

While Auberge Resorts nurtures the individuality of the establishments it owns and manages, all are characterized by a set of communal elements: intimate, understated luxury based on timeless design; magnificent natural settings in some of the world's most desirable destinations; captivating spas; superb cuisine utilizing the very best regional ingredients; and unparalleled service.

Mark formed Auberge Resorts in 1998 to consolidate the management, development and financial expertise of its various hospitality ventures. Since then, he has led the company's growth to encompass ventures not only in resort management, but also in branded real estate and residence clubs. Under his leadership, Auberge Resorts properties have garnered industry accolades and high honors from the readers of *Andrew Harper's Hideaway*, *Condé Nast Traveler*, *Travel + Leisure*, *Town & Country* and *Departures*.

Mark has been a regular speaker at hospitality industry events at Cornell University Hotel School, the New York University Hospitality Conference and at the annual conference of the International Spa Association (ISPA). He is a graduate of Princeton University and University of California, Hastings College of the Law.