

## NEWS

### Auberge culinary series highlights 'food of place'



By [Ann Bagel Storck](#) on 5/27/2013

Auberge Resorts, Mill Valley, California, has debuted a new “Food of Place” series of culinary events at its properties in North America in an effort to offer unique culinary experiences inspired by the culture, flavors and culinary traditions of each resort’s regional setting.

**At Pronghorn, renowned brewmaster Larry Sidor of Crux Fermentation Project hosted a dinner guiding guests through the craft beers that define central Oregon.**

about food and beverage and are searching for more. We want to keep enhancing what they know and maybe help them learn a skill or something about food and bring it back home.”

“In the luxury market there are wonderful opportunities to attend cooking schools or dine with celebrity chefs, but we’re trying to take it up a notch,” said John Washko, vice president of operations for Auberge Resorts. “Our clients know a lot

Specific events through the end of this year include a session on “Puttin’ Up” at The Inn at Palmetto Bluff to teach guests the art of making fresh jams, preserves, pickles and relishes; “Localvor Exploration” at Calistoga Ranch in which participants will spend a day in the resort’s garden gathering ingredients before preparing a self-designed meal with their bounty; and a June cake-decorating session at Hotel Jerome with Pastry Chef Aleece Gallagher to kick off the wedding season.

Washko said events are designed to attract both guests and locals, and early on that is proving to be the case. Participants for a culinary weekend hosted by Joanne Weir at Esperanza were only half hotel guests, according to Washko.

Of course, Auberge did not want to lose money on the series, Washko explained, but he added that the program is not primarily driven by the revenue it might generate. “This was created so we could enhance the guest experience and, most important, build on our loyalty,” Washko said. “We have learned the more unique opportunities you give guests, the more they tend to want to come back and have more.”