



FOR MORE INFORMATION

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GREAT WOLF LODGE'S MASTER S'MORELIER BRINGS S'MORE FUN TO THE TRADITIONAL CAMPFIRE TREAT DURING FIRST-EVER SUMMER CAMP-IN EVENT

CHICAGO (May 23, 2019) –Great Wolf Lodge is putting a unique twist on s'mores, the ooey-goey, beloved summertime treat, during its Summer Camp-In celebration. The indoor waterpark resort's Master S'morelier, Chef Grant Baker, is creating a collection of graham cracker and marshmallow treats that are sure to delight guests of all ages.

Similar to a sommelier, Great Wolf Lodge's Master S'morelier will perfectly pair flavored marshmallows with toppings and accompaniments to tantalize the taste buds. The exquisitely-paired marshmallow and graham cracker treats will accompany more traditional marshmallow and chocolate s'mores at a decadent s'mores dessert bar displayed during the Summer Camp-In Jamboree, a nightly event for families with sing-along songs, silly stories, character shows and a dance party all by the fire.

The three handcrafted s'mores created by the Master S'morelier will feature flavored artisanal marshmallows from acclaimed Brooklyn bakery, Whimsy & Spice – which Saveur credited with "having perfected the handmade marshmallow." The marshmallows are sandwiched between graham crackers and finished off with a drizzle of white chocolate, milk chocolate, or caramel sauce. The bespoke flavors will include:

- **Passionfruit S'more:** A passionfruit flavored marshmallow combined with velvety, melted milk chocolate, tangy lemon curd and a touch of honey.
- **Bacon Infused S'more:** An oven-baked caramel flavored marshmallow accompanied by bits of smoky bacon, sea salt and sweet applesauce.
- **Dulce de Leche S'more:** A marshmallow made with vanilla bean and extract, and covered with caramel-like dulce de leche, cinnamon and sticky fig compote.

"Just as we're redefining the concept of a summer camp experience for families, we wanted to put a gourmet spin on one of summer's most iconic treats," shared Chef Grant Baker, Great Wolf Lodge's Master S'morelier. "You're not going to find these s'mores at your typical campfire. We hope our guests will be pleased and surprised with how well the flavors come together using an array of sweet and savory ingredients."

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In addition to the Master S'morelier's creations, guests can build their own s'more using Whimsy & Spice's handmade passionfruit, vanilla, or caramel marshmallows as a base and enhancing with toppings of their choice. The eleven toppings offered are milk chocolate, white chocolate, bacon, sea salt, lemon curd, honey, caramel, applesauce, cinnamon, dulce de leche and fig compote.

The s'mores dessert bar is only available during the Summer Camp-In celebration, which will run from Memorial Day weekend to Labor Day weekend. Guests can purchase a s'more from the dessert bar starting at \$1.99, with the Master S'morelier creations starting at \$2.99.

For more information about Great Wolf Lodge or to book a stay during Summer Camp-In, guests are encouraged to visit <https://promo.greatwolf.com/summercampin/>.

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About Great Wolf Resorts, Inc.

Great Wolf Resorts, Inc. is North America's largest family of indoor waterpark resorts, and through its subsidiaries and affiliates, owns and operates family resorts under the Great Wolf Lodge brand. Great Wolf Resorts is a fully integrated resort company with Great Wolf Lodge locations in: Wisconsin Dells, Wis.; Sandusky, Ohio; Traverse City, Mich.; Kansas City, Kan.; Williamsburg, Va.; Pocono Mountains, Pa.; Niagara Falls, Ontario, Canada; Mason, Ohio; Grapevine, Texas; Grand Mound, Wash., Fitchburg, Mass., Charlotte, N.C.; Garden Grove, Calif., Colorado Springs, Colo., Bloomington, Minn., LaGrange, Ga., and Gurnee, Ill. Additional resorts planned include Scottsdale, Ariz. (late 2019) and Manteca, Calif. (mid 2020).

Additional information may be found on the company's [online media center](#).

About Whimsy & Spice

Whimsy & Spice was founded in Brooklyn, New York by the husband and wife team of Mark Sopchak and Jenna Park who combine their skills and more than 20 years of experience in culinary arts, branding and graphic design to produce a distinctive line of handmade cookies, marshmallows and other sweets. In April 2008, Whimsy & Spice launched their business at the first ever Brooklyn Flea in Fort Greene with just 3 shortbread flavors, 2 different kinds of marshmallows, 2 biscotti, a brownie, and a sampler gift box. Three weeks later they began shipping their products beyond the NYC area. Now in business for over 11 years, they have shipped cookies and other sweets to every state in the US. They have been featured on national television on the Martha Stewart Show, The Rachel Ray Show, the Cooking Channel and have been covered by the Wall Street Journal, New York Magazine, Real Simple, Food & Wine, Bon Appetit, Saveur, and The New York Times.