



#### FOR MORE INFORMATION

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## Wine Down Service Launches at Great Wolf Lodge

*Great Wolf curates a wine pairing program to give parents something to howl about this summer*

**MADISON, WI- (May 9, 2017)** – Parents visiting Great Wolf Lodge will enjoy a new indulgence this summer as the resort debuts Wine Down Service, a new signature wine, cheese and dessert pairing program that allows guests to “wine down” after a fun-filled day of play with their children. Great Wolf Lodge is North America’s largest family of indoor water park resorts with 14 destinations that offer an incredible array of family-friendly attractions, entertainment, dining and accommodations.

For this new service Great Wolf Lodge chose to work with The Wine Group to develop a delectable menu that features both sweet and savory culinary treats, perfectly paired with a delicious bottle of wine that parents can savor in the comfort of their suite. The service will launch at the Great Wolf Lodge resorts in Williamsburg, Va. and Grapevine, Texas after Memorial Day weekend, with plans to expand the service to additional resorts later this year.

“Whether it’s zipping down a waterslide, dancing with our lovable characters, or enjoying an incredible meal together, Great Wolf Lodge delivers a unique family experience that is entertaining for both children and parents,” shared Chris Hammond, the Corporate Director of Food and Beverage for Great Wolf Lodge. “The concept for Wine Down Service was developed as a way to provide parents with a wine experience they can savor after their children have fallen asleep. To enhance the program and make it a truly authentic wine experience for parents, we developed a menu that pairs top scoring wines from The Wine Group with tantalizing dishes.”

The Wine Down Service menu features a variety of sommelier curated wine pairings designed to entice taste buds. Guests can order Wine Down Service through guest services at the resort with the ability to select one of four carefully curated pairings, or create their own package from an à la carte menu. Catering to the special needs of parents, guests also select the optimal time for their Wine Down delivery, between the hours of 8-11pm. Instead of knocking on the guest’s door, Great Wolf Lodge will send a text message prior to delivery to avoid waking children mid-slumber.

Guests will have the opportunity to choose from featured Wine Down Service packages including:

- **Rekindle the Bonfire:** A romantic and classic pairing with a Great Wolf Lodge twist. This package includes a bottle of Chloe Prosecco paired with luscious dark chocolate-covered strawberries marked with white chocolate paw prints. The combination brings forward the peach, citrus and green apple flavors of the wine and helps satisfy that late night sweet tooth.

- **While the Pups Sleep, Chardonnay:** This tasty pairing featuring brie, dried apricots and crackers unlocks the apple and citrus flavors found in the Cupcake Chardonnay it is paired alongside. Cupcake Vineyards sources its Chardonnay from Monterey County, Calif., where the cool climate and long growing season mix together perfectly for a well-balanced Chardonnay.
- **It's Been A Fun-Filled Day, Time For Some Cabernet:** A platter of cured meats such as prosciutto and soppressata served with Mediterranean green and black olives comes accompanied by Concannon Cabernet Sauvignon, recognized by the editors of Wine Enthusiast magazine as a top choice. The wine features rich aromas and intense red cherry, ripe plum and black currant flavors, intermingling with hints of cocoa, vanilla and spice.
- **Kids Snoring, More Pinot Noir-ing:** Decadent chocolate truffles served with bite-sized dark chocolate morsels brings to life the luxurious, fruit-forward flavor and velvety texture of Love Noir, a Pinot Noir that has burst onto the wine scene with high acclaim.

Sommelier LeeAnn Kaufman explains her reaction when Great Wolf Lodge reached out, "It was exciting to advise Great Wolf Lodge on the perfect wines to complement the culinary menu for this new service. The Wine Group offers a full portfolio of exceptional wines from esteemed winemaking regions around the globe. The spirit of the wines on this menu, whether it's the soft, subtle elegance of the Pinot Noir or the driving boldness of the Cabernet Sauvignon, will help parents escape to other places in the world without ever leaving their suite...no passport required."

A complete list of Wine Down Service offerings can be found online, or in the welcome packet provided to guests upon check-in. In addition to the four curated wine and food packages, guests also have the option to mix-and-match wine and culinary options to suit individual preferences. Wine Down Service packages start at \$35, with delivery included, and can be ordered through guest services at the resort.

For more information on Great Wolf Resorts and its brands of indoor water park resorts, guests can visit [greatwolf.com](http://greatwolf.com).

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### **About Great Wolf Resorts, Inc.**

Great Wolf Resorts, Inc. is North America's largest family of indoor water park 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. and Colorado Springs, Colo. Additional resorts planned include Bloomington, Minn. (late 2017), LaGrange, Ga. (late spring 2018) and Gurnee, Ill. (summer 2018).

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