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FOOD & BEVERAGE NEWS - 2017 HOLIDAY SEASON

Aspen, Colo. (November 14, 2017) - As we look towards the holidays, The Little Nell is pleased to unveil an exciting schedule of <u>special events</u>, food & wine programs and festive celebrations. Please see below for holiday news with more to follow for the winter.

This season, **The Little Nell Wine Club** debuts, created by our **Wine Director, Carlton McCoy, M.S**. With the guest experience in mind, Carlton designed this program for oenophiles interested in ordering wine for preferred pricing and the opportunity to have it stored onsite. The wine wall in the Gallery at element 47 now has dedicated rows for The Little Nell Wine Club members, each marked with a personalized silver plaque, with space for up to 16 bottles at a time. Membership begins with a private consultation with Carlton to determine which wines you'd like. The annual fee is \$8,000, which is applied toward stocking your wine collection onsite and a 10% reduction off all wine purchases. Among the benefits, members will have access to order wines from rare allocated producers from classic regions, as well as from unlisted wines in our attic. For more information, please contact Carlton directly – <u>cmccoy@thelittlenell.com</u>.

Private Cellar Dinners at element 47 offer an even more personalized dining experience in a speakeasy setting with a chef, dedicated sommelier, five courses and premium wines. Available for groups of 4 – 6 guests at \$1,000++ per person. To book a private cellar dinner, please contact Carlton McCoy – cmccoy@thelittlenell.com.

Also, worth noting – The Little Nell now uses Resy for online reservations at our restaurants and for special events. For assistance with this convenience, please contact <u>resy@thelittlenell.com</u>.

NOVEMBER

On Thurs., Nov. 23, after hitting the slopes for Opening Day at Aspen and Snowmass mountains, spend **Thanksgiving dinner at The Nell** with prix fixe menus at element 47 and Ajax Tavern.

Element 47's three-course Thanksgiving menu from **Executive Chef Matt Zubrod and Chef de Cuisine Patrick Dunn** features traditional fare with a roasted organic turkey dinner and family-style sides. Prix fixe menu offered for \$99++/guest with a \$65 wine pairing option. Kid's prix fixe offered for \$47 ++/guest.

<u>Ajax Tavern's</u> existing bistro menu will be complemented for the holiday with a traditional Thanksgiving prix fixe menu by **Chef de Cuisine Oscar Carrasco** for \$34/guest.

The **breakfast buffet at element 47** will reopen Thanksgiving weekend for the winter with our made-toorder omelets prepared by the beloved Fredy, a fixture on the line; freshly baked pastries in-house; huevos rancheros; the popular lemon soufflé pancakes; maple syrup flights; smoothies; healthy, fresh vegetable and fruit juices and much more. Breakfast is offered daily from 7 – 10:30 a.m.

Back by popular demand, Chef Biju Thomas of **<u>Biju's Little Curry Shop</u>**, returns to The Little Nell for his fourth takeover of element 47. Join us for this three-course Indian dinner on Thurs., Nov. 30, from 6 – 9 p.m., which is a great community event, as well as a benefit for the Aspen Homeless Shelter.

DECEMBER

Sporting your most stylish 90s Hip Hop throwback threads, come dressed "to the 9s" for <u>Chair 9's official</u> <u>opening party</u> on Sat., Dec. 9 from 4 – 7 p.m. Get your complimentary Chair 9 koozie from the servers, which gains access to \$3 beer specials all night and all season. Enjoy our new winter bar menu for appetizers and bites. Dance to the beats of DJ Mayfly as ski movies play on the plasma screens. Vie for prizes in our 90s Hip Hop Costume Contest, held at 6 p.m. with winnings like gift certificates to wine and dine at The Nell and Chair 9 swag. Chair 9 will be open through the season daily from 3 – 8 p.m. with DJs daily and football on game days.

On Sun., Dec. 10, <u>The Little Nell's 5th Annual Tree Lighting Ceremony</u> takes place from 5 – 6 p.m. This family-friendly event is open to the community, as well as hotel guests. Count down to the tree lighting, sing along with Aspen Middle School carolers, enjoy complimentary cookies and hot cocoa, pose for photo ops with Santa Claus and play with The Aspen Animal Shelter's "reindeer" pups.

With its festive holiday atmosphere, spend <u>Christmas Eve and Christmas Day Dinner at element 47</u>. The four-course prix fixe menu is sure to please any palate, featuring New American Cuisine. \$247++/guest with a \$125 wine pairing option. Kid's menu available for \$47++. 6 – 10 p.m. Element 47: 970.920.6330. <u>Ajax Tavern</u> will offer a traditional prix fixe menu for Christmas Dinner on Mon., Dec. 25 in a casual, family-friendly environment. \$95++/guest with a \$50 wine pairing option. Kid's menu available for \$35++. 6 – 10 p.m.

Join us for <u>New Year's Eve Dinner at element 47</u>, Aspen's most chic place to dine on December 31. Dom Perignon specials and tableside service will complement a seasonally-inspired four-course prix fixe menu. \$395++/guest.

Secure the best seats in Aspen for the fireworks shows at 8 pm or midnight with <u>New Year's Eve Dinner at</u> <u>Ajax Tavern</u>. This special three-course prix fixe dinner is offered with an early seating at 6 or 6:30 p.m., or the late seating at 8:30 or 9:15 p.m. \$250++/guest including a celebratory glass of Veuve Clicquot per person.

Starting Dec. 26 at **Chair 9, enjoy a VIP package** when booking one of our private chairs at Aspen's hottest après spot, which are \$2500++ for up to eight people. In addition to large format wines, included in this price is a collector's item - Patron Guillermo Del Toro, a special release tequila presented with Patron's orange liquor in a skull bottle. Only 12 bottles were shipped to the U.S. this year – all sent to The Little Nell for this special program.

Ring in 2018 at **The Dom Perignon Party – New Year's at The Nell**, Aspen's "it party" of the holiday season. The exclusive celebration takes place throughout Chair 9, the living room, element 47's bar and outdoor lounge, as well as the Grand Salon. Access includes bottomless Dom Perignon, an open bar and food stations replenished throughout the night with the menu cleverly crafted by Chef Zubrod. "We're serving the same type of food we eat late night with celebrity chefs during the Food & Wine Classic," he added. There will be three musical acts and two entertainment groups for the duration of the evening: DJ Amy Robbins will get the crowd to their feet in The Belvedere Lounge, DJ Cyn will be spinning in The Dom Pérignon Lounge and Steve Peer's All That Jazz Trio will perform in the Hennessy Lounge. Breakdancers from New York City and Samba dancers from Las Vegas will lead the charge on the dance floors. The party goes from 10 p.m. – 1:30 a.m. with a fireworks display over Aspen Mountain at midnight. \$575++/guest. Reserved seating for up to eight guests with private butler service is available for \$12,000++/group with Dom Perignon and Dom Perignon Luminous by the magnum. <u>Tickets are available online</u>.

For an elevated experience on New Year's Eve, **Clicquot Cats** offer the unique opportunity to view the fireworks display from the top of Little Nell ski run. The Little Nell, Veuve Clicquot and Aspen Skiing Company have created a VIP fireworks experience, combining the finest in service and champagne and the ultimate in access and adventure. Three snowcats are available for buy-out (up to 12 guests) for the 8 p.m. or midnight fireworks shows over Aspen Mountain. Your Clicquot Cat will depart from the base of Ajax for a ride up Little Nell run to a private setting on the slopes with seating, blankets and a dedicated server to pour Veuve Clicquot La Grande Dame by the Jeraboam and Ardberg scotch, serve a raw seafood bar, chocolate covered strawberries and The Little Nell's signature hot chocolate, plus Bellinis and caviar for a celebratory toast. Attire: Winter clothing as this is an outdoor experience when not in the heated snowcat. Price: \$10,000 all-inclusive/snowcat for up to 12 people. **Time frame:** 7:15 - 8:45 p.m. or 11:15 p.m. – 12:45 a.m. <u>Tickets: available online</u>.

<u>IANUARY</u>

Join us on Fri., Jan. 1 for our **New Year's Day Brunch** at element 47. For the ultimate hangover cure, enjoy our à la carte menu and the best Bloodies in town. 11:30 a.m. – 2:30 p.m.

Holiday Event Images:

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About The Little Nell

Cosmopolitan yet intimate, contemporary yet timeless, The Little Nell invites guests to experience Aspen's only Forbes Five-Star, AAA Five-Diamond, ski-in/ski-out hotel – a Relais & Châteaux resort. For more information and for reservations, please call 888.The.Nell (888.843.6355) or visit <u>www.thelittlenell.com.</u>

Awards, Accolades and Talent

The Little Nell's culinary team is led by Executive Chef Matt Zubrod, Executive Sous-Chef Keith Theodore, Patrick Dunn as Chef de Cuisine of element 47, and Oscar Carrasco as Chef de Cuisine of Ajax Tavern. Wine Director and Master Sommelier Carlton McCoy oversees the wine program. Element 47 has been acknowledged with <u>numerous awards</u> including The Grand Award from Wine Spectator since 1997, recognition as one of America's 100 Best Wine Restaurants from Wine Enthusiast, nominated for its Outstanding Wine Program by the James Beard Foundation and the recipient of a Forbes Five-Star rating since 2015.

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