Holiday Valley Resort has long been home to the John Harvard’s Brewery and Ale House—serving real ale and small batch craft beers right from the brewmaster. Years ago, Centerplate and Holiday Valley Resort teamed up with Ellicottville Brewing Company to launch the annual Beer and Wine Festival with independent vineyards and breweries.

A headliner annual event attracting more than 2,000 people, the two days of rollicking good fun on the slopes highlight the resort’s culinary offerings at Friday night’s coveted Brewmaster’s Dinner and Saturday’s Festival. Sampling an enviable collection of New York State’s outstanding beers and wines, meeting the owners, vintners and brewers who produce them, and savoring a wide variety of festival foods makes for a perfect Fall weekend.

Helping the Festival grow is a particular Centerplate strength. Centerplate’s team develops menus and production logistics to grow the Festival’s brand and drive sales, assists in setting the Festival’s theme, identifies breweries and wineries, and schedules fantastic entertainment.

**RESULTS**

1. Year-over-year attendance at the VIP Brewmaster Dinner is growing at a rapid clip
2. Food and beverage sales achieve double-digit increases during the Festival
3. The Festival annually generates a guest room sell-out on-property and a significant room-night up-tick locally

Interested in speaking with an expert about services and solutions for your organization? email us at info@centerplate.com