

Media Contact:  
Jillian Manning  
Public Relations Manager  
Grand Traverse Resort and Spa  
Direct Phone: 231-534-6352  
Toll Free: 800-236-1577, ext. 6352  
publicrelations@gtresort.com  
www.grandtraverseresort.com



## Flavors, Festivities, and Fundraisers of Fall

ACME, Mich., October 30, 2019 — Whoever said November was a slow month hasn't visited Grand Traverse Resort and Spa lately. We're gearing up for a month full of special events, from Traverse City Beer Week to Thanksgiving at Aerie Restaurant & Lounge. Get the scoop on all of our November happenings below.

### Traverse City Beer Week Activities

[TC Beer Week](#) is almost here, and Grand Traverse Resort and Spa is ready to say cheers in style. We'll kick off the week on Saturday, November 9, with the sixth annual [Great Beard Run](#), a 5K run that encourages runners to embrace beer and beards in a fun and funky event. Local breweries—Short's, Right Brain, and Beards—will have on-course tastings, and the race concludes with an after party in the Pavilion tent with live music from the Broom Closet Boys.

Sunday brunch at Aerie follows in the brew theme on November 10. Enjoy beer infused and inspired delicacies—like Chocolate Cherry Porter French toast bites and smoked beef brisket with an IPA Carolina BBQ sauce—alongside traditional and contemporary brunch fare.

We'll wrap up TC Beer Week with the [North vs. South Brewery Battle](#), which pits Short's Brewing Company against Greenbush Brewing of Sawyer, MI, for the ultimate hops showdown. Guests visit six food and beer pairing stations and vote for which brew wore it best.

### Wine. Dine. Spa. Repeat.

Here at the Resort, we have a special relationship with wine...we love it! That's why we're bringing guests and locals three opportunities to enjoy our two other favorite things—food and a trip to the spa—alongside outstanding NoMi wines.

1. *VIP Wine & Spa Weekend / November 15–17 with Black Star Farms*: This package is a perfect getaway for couples and friends looking to experience Traverse City's award-winning wines. Black Star Farms will take guests behind the scenes on a walking tour through the property, and tasting and light snacks are included. A relaxing spa treatment caps off the weekend. Learn more [here](#).
2. *Bowers Harbor Vineyards Wine Dinner / November 16 at Aerie Restaurant & Lounge*: Aerie Chef Bryan Petrick and Bowers Harbor Vineyards present a 5-course strolling wine dinner featuring delicious fall dishes alongside Bowers Harbor wines. Check out the menu and make reservations at [MyNorth Tickets](#).

3. *Mac & Cheese Bake Off / November 30 with Old Mission Peninsula Wine Trail*: This year, Aerie Restaurant and our sister restaurant, Bourbons 72, are teaming up for the [Mac & Cheese Bakeoff](#). This sold-out event features upscale mac & cheese and seasonal wines at 10 stunning wineries along Old Mission Peninsula. Event-goers vote on their favorites for best pairing, cheesiest dish, and best overall. Let the competition begin!

### **Spa Week of Giving**

Week of Giving is back at [Spa Grand Traverse](#), and this year, we're sharing twice the love with a two-week event. November 1 through 16, the spa will donate \$5 from every treatment valued at \$110 or more to [Cherryland Humane Society](#) (CHS). CHS was the recipient of the 2018 Week of Giving, which raised over \$1,000.

Spa director Dawn Olsen is hoping to donate even more this year. "We're all pet lovers here," she says. "Cherryland's mission is near and dear to our hearts, and we look forward to supporting them once again."

### **Thanksgiving Weekend**

Last but not least, we'll celebrate Thanksgiving with a special meal at Aerie, as well as with events around the property.

Aerie's [Thanksgiving Day buffet](#) has become a tradition for families who want to spend less time in the kitchen and more time catching up with loved ones. Join us from 11:00 a.m. to 4:00 p.m. for all your Thanksgiving favorites, from herb roasted turkey to butternut squash bisque to green bean casserole and *plenty* of desserts. This event sells out quickly, so [reservations](#) are encouraged.

Over the holiday weekend, our [Gallery of Shops](#) will have special offers for Black Friday, Small Business Saturday, and beyond. Shopping aficionados should sign up for the [Spa, Shop, and Play package](#), which includes a spa treatment, wine tasting at Bowers Harbor Vineyards, and a shopping spree with champagne, giveaways, and 20% off in the Gallery of Shops. (Or come earlier in the month for the [Traverse City Shop & Sip](#) on Saturday, November 16!)

Come experience all the fun at the Resort this November, and stay tuned for our December event line-up coming soon!

---

*Media images are available here:* [Great Beard Run](#) | [Spa](#) | [Aerie](#)

---

### **About Grand Traverse Resort and Spa**

Nestled among the freshwater beaches and hardwood forests of Traverse City, MI, Grand Traverse Resort and Spa is miles away from ordinary. Featuring over 500 guest rooms and 86,500 square feet of meeting space, the 900-acre property is one of Michigan's premier resort destinations. The Resort is also home to three championship golf courses, the renowned Spa Grand Traverse, and *Wine Spectator* Award of Excellence winner Aerie Restaurant & Lounge. Visit [grandtraverseresort.com](http://grandtraverseresort.com) or call 800-236-1577 to learn more.