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Enjoy Local-Focused “Spa and Spirits” with Spa Grand Traverse and Ethanology Distillation

ACME, Mich., January 29, 2018 --- Spa Grand Traverse offers a perfect pairing of 50-minute spa treatments followed by a tour and tasting at Ethanology Distillation of Elk Rapids on Saturday, February 24, 2018.

Friends and couples looking for an evening of relaxation and fun will enjoy a rejuvenating spa treatment followed by an on-site visit to Ethanology, complete with barrel room tour, educational tasting of their handcrafted spirits, and charcuterie and cheese boards for nibbling.

Ethanology is a state-of-the-art distillery owned by husband and wife duo Nick and Geri Lefebre. The Lefebres decided to pursue their passion for distilling after a trip to Scotland in 2014, and in 2017 they opened Ethanology, Elk Rapids’ first distillery.

“Growing up in Northern Michigan was nothing short of whimsical for me,” says Nick of their choice of location. “Simply put, we wanted to give that life to our children. The dream was to carve out a life in this special place, and Ethanology was the solution.”

Ethanology’s grain-to-glass model focuses on crafting the finest spirits sourced from local farms, and even their tasting room décor is reclaimed from Northern Michigan.

“We live on the 45th parallel, and as far as I’m concerned, we have the best fruit and grain right on our doorstep,” Geri explains. “Why would I go anywhere else when I can support the farmers here in my community who are my friends and customers?”

The distillery’s love for all things local is one of the reasons Dawn Olsen, Director of Spa Grand Traverse, was inspired to pursue an event together.

“Many of our treatments at Spa Grand Traverse feature natural products sourced from Northern Michigan,” says Olsen. “I love that Ethanology has a similar local focus. I’m also excited to provide a new offering for our guests. We frequently partner with the area’s wonderful wineries, and this will be our first event with a distillery.”

For \$160 per person, the package includes:

- A complimentary shuttle ride from Grand Traverse Resort and Spa to Ethanology

- A guided tour of the distillery and 15 percent off all cocktails during your visit. If you purchase a bottle, you will receive one cocktail at half off!
- One 50-minute spa treatment (choose from one of the treatments below):
 - 50-minute Relaxation Massage
 - 50-minute Just the Two of Us Massage
 - 50-minute Mother to Be Massage
 - Northern Nature Body Glow
 - Coconut Apricot Sugar Scrub
 - Woodland Wellness Body Buff
 - Stress Relief Wrap
 - Biodynamic Facial
 - Repair & Restore Men's Facial
 - Teen Clean Facial
 - Northern Serenity Manicure & Pedicure

Guests should schedule spa treatments prior to the Ethanology tour, which will run from 4:00–6:00 p.m. The shuttle will depart the Resort with all guests at 3:30 p.m. and arrive back at 6:30 p.m. Please call 800-236-1577 to book.

About Ethanology

Ethanology is an Artisan Distillery and Spirit House located in the harbor town of Elk Rapids, Michigan. Ethanology synthesizes Ultra-Premium whiskey, gin, brandy, vodka, distilled honey, and other unique spirits by hand on site. Ethanology spirits are paired with handcrafted cocktails at the distillery and spirit house. For more information, visit www.ethanologydistillation.com .

About Spa Grand Traverse

Spa Grand Traverse opened at Grand Traverse Resort and Spa near Traverse City in 1999. It is a full-service 7,000-square foot resort spa and salon, and offers a variety of massage, body care, and skin care treatments with natural products that focus on de-stressing, detoxifying, and rebalancing body, mind, and spirit. The spa's two floors encompass a full range of amenities including 23 treatment rooms connected to the Resort's 100,000-square foot Health Club, giving guests access to the indoor pools, dry saunas, and fitness center. For more information, visit www.grandtraverseresort.com/spa .

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