



Winter Park Resort Partners with Upslope Brewing Company to Offer Après Aficionados Exclusively Brewed *Mary Jane Ale*

WINTER PARK, Colo. – Nov. 21, 2019 – Winter Park Resort has made a call for skiers, riders and mountain-lovers to #VentureOut, and now it's partnering with Colorado-based Upslope Brewing Company to bring adventurers of all kinds a revamp of the resort's signature craft beer, Mary Jane Ale. Upslope Brewing is now the brewer of Mary Jane Ale, bringing Winter Park guests an exclusive Après Everything beer. Winter Park will offer Mary Jane Ale on all its on-mountain and resort-owned taps beginning Thanksgiving Day, Thursday, November 28.

Winter Park Resort has a long-standing commitment to feature craft beer in its restaurants and dining establishments. The partnership with Upslope Brewing is an ideal match for both the resort and the brewer because of a shared commitment to outdoor adventure. "Our guests seek out and ask for a variety of craft beer after an exhilarating day of mountain exploration. They're unique and want options that match their unique tastes," said Liz Agostin, Winter Park Resort marketing director.

Winter Park Resort and Upslope Brewing collaborated to create a reimagined Mary Jane Ale, wanting the ale to be the beer guests crave first when they get off the mountain – that meant a brew that is refreshing and approachable. Upslope brewers spent months developing a recipe for a sessionable, go-to Pale Ale with notes of citrus. With Colorado-grown and Munich malted barley along with U.S.-grown Azacca and Cascade hops, Mary Jane Ale is a perfect balance of hoppiness and refreshment with a hint of ripe fruit.

"Partnering with Winter Park to create Mary Jane Ale, the quintessential Après Everything beer, has been an ideal alliance," said Matt Cutter, co-founder of Upslope Brewing Company. "It's a great alignment of our two brands, and we're excited to bring our customers and Winter Park guests an exclusive, refreshing beer to top off a day of mountain adventure."

About Winter Park Resort: Located just 67 miles from Denver, Winter Park Resort is Colorado's longest continually-operated ski resort, with more than 3,000 acres of world-class terrain spread out across seven unique territories. Nestled along the Continental Divide, Winter Park boasts more than 325" of annual snowfall, setting up perfect conditions for exploring miles of cruising groomers, six terrain parks, bumps, steeps, trees, and most definitely deeps. For more information, please visit www.winterparkresort.com.