

Elevate your Palate **Taste of Vail**
April 3-6, 2024



Our Mission

To curate an unrivaled food and wine festival by gathering the most talented chefs, winemakers, brewers, distillers and culinary industry leaders & immerse attendees in the Vail lifestyle through unique experiences that can only be possible with Vail's epic landscape.



Our
Secret
Recipe

1

Iconic
festival

\$650
K

85%
attendee's
average HHI

8K+

Foodies & lifestyle
enthusiasts
per year

630M+

Media impressions

58+

Wineries per
event

8,150

Feet above sea
level



Media and Press 2023

Robb Report

5280
MAGAZINE

Total PR Coverage Reach: 97 million

Estimated Views: 109,000

77,000 Followers

Total PR Coverage Ad Value:
\$897,250.00

Year over year top-tier national media
attend and cover Taste of Vail

Outside

colorado
company &

THRILLIST

WINE ENTHUSIAST

Forbes

FOOD & WINE

303 MAGAZINE .COM[®]

TRAVEL +
LEISURE

VAIL
BEAVER CREEK

Fodor's Travel

Vail Daily

9 NEWS 

THE BEST OF COLORADO LIVING
COLORADO
expression

MOUNTAIN
LIVING

YOGA+life[®]

HAUTE LIVING
SAN FRANCISCO

Decanter



April 3-6, 2024

The event will include more than 58 wineries, 25 guest chefs, restaurateurs and sommeliers, and multiple beers and spirits. “The Taste of Vail showcases the best in the Vail Valley and beyond. Top chefs, restaurants, wine and sommeliers, and beers and spirits” said Angela Mueller, Executive Director of the Taste of Vail.

In 2024, The **Taste of Vail** will include The Celebration of Rosé, the opening Gala Dinner, The Après Tasting on the Streets, The Mountaintop Picnic, The Grand Tasting, the closing celebration gala dinner, wine dinners, seminars, VIP experiences and more.

The Spring Festival



Ranging from culinary seminars to cook-offs to mountain-top parties, the Taste of Vail's Spring Festival is an immersive four-day food, wine, beer and spirits festival in picturesque Vail, Colorado.

From April 3-6th 2024, roughly 8,000 food, wine, beer and spirit lovers, over 58 wineries and 26 of Vail's top restaurants will gather in the iconic Vail Valley to celebrate food, wine, beer, spirits, skiing and the Vail lifestyle.

We invite you to join us while we taste gourmet bites, sip drinks in our ski boots and enjoy panoramic views of the Rockies.

Taste of Vail 2024

Say Hello



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