

CME DESTINATIONS WEST

A PUBLICATION OF
COLORADO MOUNTAIN
EXPRESS AND CME PREMIER

2009

Dining in
the Rockies

What to do,
where to go

Maps and area
information



COMPLIMENTARY - TAKE ONE

Vail / Beaver Creek / Breckenridge / Copper Mountain / Keystone / Aspen / Snowmass / Carbondale / Glenwood Springs



REDEFINING THE VILLAGE

New development in the Roaring Fork Valley rejuvenates the area and puts Snowmass on the map.

by Deb Acord

In the 1990s, Snowmass Village residents had to fight to get their small community recognized after a publisher left it off its road maps. Today, a nearly \$1 billion development is putting Snowmass on the map as one of the finest resort experiences in the world.

For decades, Snowmass has built a reputation as a quiet, family-friendly base area for Snowmass Mountain, one of four mountains managed by the Aspen Skiing Company. Snowmass features a 4,406-foot vertical rise, more than 3,000 acres of skiable terrain, and 146 miles of trails. But until recently, its base village has been content to sit in the shadow of Aspen, its sister resort just up the road.

That's all changing as Snowmass transforms into an eclectic mix of ski-in/ski-out residences, shopping, dining and entertainment venues.

The changes at Snowmass are part of a nationwide trend of redefining the ski village, says Maureen Poschman, spokeswoman for Related WestPac, the major developer of the base village. "There's a new generation of ski villages being built," she says. "Related is known for the Time Warner Center in New York, but it brings to Snowmass incredible design and incredible restaurants to enhance the whole experience at what many people consider the finest ski mountain in America."

Bringing big-city experience to a ski area gives its guests a unique ski destination, Poschman says. "Our guests want interesting food. They want good transportation. They want an experience that is memorable."



FROM LEFT TO RIGHT: COURTESY OF DDOX; ASPEN DINING AND BALLOON PHOTOS BY DANIEL BAYER

But the reason guests are drawn to Snowmass in the first place has never been far from the minds of those involved in its reinvention, says Scott DeGraff, co-founder and principal of N9NE Group, responsible for new restaurant and entertainment venues Junk and Liquid Sky.

DeGraff says his company took what they know best and "mountain-sized it. It's a challenge to build in a place like this — it's all about access — but to be able to have all this on the mountain is spectacular."

"All this" comprises quite a list: One hundred new ski-in/ski-out residences as well as new lodging, being developed according to LEED (Leadership in Energy and Environmental Design) principles; four dining and entertainment venues; retailers (including Four Mountain Sports and

Four Mountain Kids); accommodations, including Hayden Lodge and Capitol Peak Lodge; and ownership opportunities at Viceroy Resort Residences at Snowmass, The Little Nell Residences Snowmass, and The Key Collection.

Also on the mountain, the Sheer Bliss lift on Snowmass has been replaced by a \$7 million high-speed quad. The mountain also boasts a new, \$9 million barbecue restaurant, Sam's Smokehouse. Aspen Highlands continues to cater to advanced snow riders, opening 18 acres of gladed terrain in the Deep Temerity section called Canopy Cruiser. An Olympic-sized (22-foot) superpipe dominates Buttermilk.

Downtown Aspen hasn't been left out of the excitement. A second Junk restaurant has taken over the

space of the much-loved Red Onion.

And the Limelight Lodge, a family-owned hotel at the corner of Monarch Street and Cooper Avenue, has been reborn. The Paas/Woolery family owned and operated the former Limelite complex, which included the Deep Powder Lodge, Snowflake Inn, and Ski-Vu Lodge, for more than 50 years. With the debut of the Limelight in November 2008, the family has reinvented its classic ski lodge concept. The contemporary hotel features large windows with Aspen Mountain forming a dramatic backdrop. Some guestrooms offer kitchenettes, balconies, and fireplaces. The cozy lobby, dubbed "the Living Room," provides stunning mountain views and the perfect place for an après-ski cocktail.

Photos left to right:
Viceroy Resort Residences at Snowmass

Dining outside Cache Cache restaurant on a summer evening in Aspen

The color of hot air balloons play starkly against the backdrop of the Capitol Peak and the Elk Mountains near Aspen