Sunday Funday Brunch at The Sebastian-Vail

Food & Beverage | Integrated Social

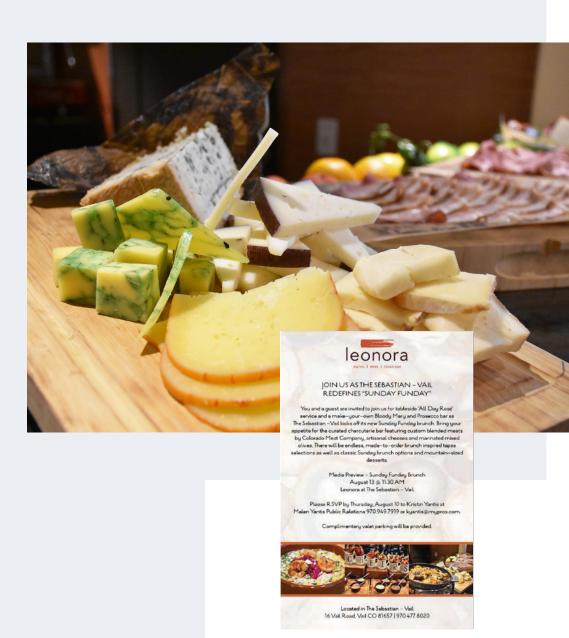
Brunch has been a hot trend in cities for several years, but mountain restaurants only recently took note. The Sebastian-Vail has always been known for doing things a little more creatively than its competitors, so when they launched Sunday brunch, the property went over-the-top with its concept. Sunday Fundy launched in July 2017 to drive weekend covers at Leonora restaurant.

Reference: Annie Lynch, Former Corporate Director of Sales & Marketing, Timbers Resorts, (303) 887-6160



Tactics

- Creative Sunday Funday food deliveries to select Denver media
- Hosted Front Range and local media to Sunday Funday launch
- Aggressive visiting journalists program
- Sunday Funday invitation sent to all Vail area concierge
- Social media focused on highly Instagrammable images
- Encouraged visitors to post on social media through chalkboard frame at Sunday Funday



Media Coverage

COLORADO

SP & SM/08

Leonora in The Sebastian Vail

By Marge () Harrier

Leonora's Funday brunch packed with delicious seasonal tapas-sized dishes

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"Bunday Funday brunch is presented in small tapes abor to inside thating and sampling very "capables Tyson Princeson, countries chair." "It like to use flaves profiles and impredicting you would find in many faith countries. Our menu is approachable, locally sourced and simple in us.

Food for All Seasons

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Their own own great statum, such our and haston in our own, we not be been making connections? Polices on ones. "Users owners because the region famile, bothler early released the statument has a belone the silventer to go a best of the statument of the statume

While should have for consist and Benedist Insultine are on the week, the unbased characteristic has in a unique addition; to the selections as offer. To ope off the testing, theory One Laws provides an error of descent designed for should please on course have been because to drive an error, evide the search during an error to relate that with Haware that are related.

Cheers! Brunch Beverages

"It could get a timelog off, i small les sitting nest to you with. Messas in hand, 'laught Privates. It is applied to the terminal t



advertissies. These is given and horsered in test and a revised up train. The Proseco list stocks energy piece for following a fielder, first proposed by Garage Christian, the propiette of theory after in Senior March Interest Rates are not add and assessed first rearrange.

Sure of the potentiate controller in You's Yangay, Incomes offers during a "aware and large writing, extending to Networn, who instead of the act listeration in Sala Line Copy, (Sala), worked more) Prime Congress on the St. Rights in Netw Yorkey and has agreed a detailer in the Industry." The active pipers in lighthearted and fun. Our new beam is developing two a family," for earlier, "and exchange family and it is make prever questioned gent."

VAIL

The Sebastian's Brunch Is the Toast of the Village

With all-day rosé and full spread of breakfast goodies, Leonora puts a decadent twist on Sunday brunch.

The s'mores dessert might be worth a visit on its own.

Redefining R&R is rosé and refreshments, the Sebastian's "Sunday Funday" brunch might become your new weekly respite. The luxury hotel's signature restaurant, Leonora, boastsa weekly Sunday brunch that includes a liquid medley of tableside "all day rosé," a Prosecco bar where patrons can customize their dream mimosas, and a build-your-own-Bloody-Mary-bar. The food menu offers a similarly indulgent spread — a charcuterie bar curated by Avon's Colorado Meat Company and a selection of traditional brunch dishes that are served tapas-sized for guests to sample as many as their palates desire, followed by a cornucopia of desserts, including jumbo-sized s'more cake — as seen above — key lime pie, and a candy-coated ice cream sundae. Adults can enjoy all that their hearts — and stomaches — desire off the food menu for \$32 per person, with a ticket to the bottomless drink buffet costing an addition \$24 per person. Reservations are a must. *thesebastianvail.com*, 970-477-8000

Restaurants to Try Now – In Good Taste



In Good Taste Denver August 17, 2018

People are always asking us for our restaurant recommendations. Rather than just say "check out our site," which everyone still should by the way, we wanted to be able to provide a cohesive, asy-to-peruse guide of the restaurants we're currently finding to be, you guessed it, In Good Tastel Keep returning to this article because we're going to keep updating it ever month as we find something new you just have to try. It might be a brand new restaurant, or one that's been around but deserves a closer look, or one that's doing something new. We hope you'll enjoy using it as an easy resource for Denver restaurants to try now (and destinations beyond Denver

Restaurants to Try Now: Leonora in The Sebastian Vail for their Sunday Funday 16 Vail Board Vail The Sebastian Vail

16 Vail Road, Vail. The Sebastian Vail

What's In Good Taste about it: Rather than moseying up to the trough, Leonora has thought of a better way to offer an all-you-can-eat brunch. There's a menu of tapas to order from, including Qulinoa Pancakes to Short Rib Hash to the Strawberry + Manchego Salad. They suggest ordering 4-5 for a couple of people, to start with. You can order more things or order more of something vou



It's like the best kind of science experiment! What will you add to your Bloody Mary at Leonara?

particularly loved. Those items are delicious. But what's super-smart is that, while you're waiting, there is a buffet of some immediate items you can have like sausages, potatoes, groupings of various avocado toats, charcuterie and fruit. So you can eat immediately but you don't have to fee like you have to load up your plate. Take it at your leisure. Enjoy the Bloody Mary or Prosecco Bar (add O) or Peach nectar), between course.

IGTD Must: The French Toast is to die for, and is unlike any other you've had.



Onn't miss the French Treet (or enuthing else). Order it all it's akey

Happy eating! Stay tuned for our November recommendations of Restaurants to Try Now!

Social Media









COVERAGE

in outlets such as:









OUTPERFORMED

SUNDAY FUNDAY POSTS OUTPERFORMED OTHER SOCIAL MEDIA CONTENT FOR THE FIRST FIVE WEEKS

MEDIA OUTLETS WERE HOSTED FOR SUNDAY FUNDAY LAUNCH

Media represented outlets such as:

















SOCIAL MEDIA

coverage of Denver food deliveries on feeds such as Mountain Living

REVENUE SPIKE

from July to September and Sunday breakfast covers were up approximately 5%

VOTED "BEST BRUNCH"

by Vail Daily