



The Lodge at Woodloch Partners with Dogfish Head Craft Brewery

Luxury destination spa and award-winning craft brewery team together to help guests discover The Art of Ale for a second annual Craft Ale weekend and a new menu of beer-inspired spa treatments

For Immediate Release: Hawley, PA, November 7, 2012- Luxury destination spa resort, The Lodge at Woodloch and award-winning craft brewery, Dogfish Head are at it again. After a successful first year of partnering, the two like-minded companies have put their heads together to awaken the senses in a new way. With the philosophy of Personal Awakening at The Lodge at Woodloch, it is always a goal to show guests ways to discover new hobbies and interests or rediscover interests that they have neglected. It seems like a natural to team with one of the greatest Craft Beer companies in the country to teach guests about the booming Craft Ales industry and the growing following of hobbyists that follow the Craft Ales movement.

The Art of Ale is something that is very much in line with The Lodge at Woodloch's guest's interests such as gourmet cooking, supporting local businesses, knowing the story behind the product and knowing the ingredients within what they are consuming. "We have a lot in common with Dogfish Head and we want to share that with our guests," says Paul Fitzpatrick, managing director of The Lodge at Woodloch. "We both share a philosophy of focusing on the seasons, fresh-grown food and herbs, and artful service." Fitzpatrick continued, "Because of the success of our first year of partnering, we wanted to take it to the next level. We realized that guests are truly interested in unique products, how they are conceived, the work and inspiration that goes into making the product and of course the real benefit is tasting the end product."

The new beer-infused spa treatments will be rolled out during the second annual Craft Ales Weekend, April 26-28. The new treatments will be available throughout 2013 and will include:

Mud and Suds Pedicure, inspired by Dogfish Head's Red & White Brew - A pedicure experience like no other. Guests will soak their feet in a warm bath of sudsy beer while enjoying a cold one! An exfoliation using hops & barley will soften the legs & feet while a gentle massage using citrus notes and spices will come together in this beer-inspired pedicure to leave feet refreshed and senses renewed. The 50 minute treatment is \$95.

The Royal Revival, inspired by Dogfish Head's Midas Touch – Back by popular demand, this smoothing body exfoliation using hops, barley & honey will soften & refine. Following the exfoliation will be a relaxing and sensory soak in a beer bath. The experience ends with a massage using oils infused with papaya & melon. The 100 minute treatment is \$250.

Honey Suds Beer Rinse – Hair will be treated to a beer rinse, a naturally hydrating experience. The treatment will include a shampoo and conditioner to cleanse the hair, followed by a mask and rinse of Dogfish Head Craft Brewed Ale and honey to increase volume and shine. This treatment is offered only during the Craft Ale Weekend. The 25 minute treatment is \$40.

In addition to the new beer-inspired spa treatments, The Lodge at Woodloch will expand its beer and ales menu and add occasional beer-tasting events on the calendar of activities. Examples of some of the new ales that will be added to the select menu will be Midas Touch and Raison D’Etre to be featured throughout the year as well as occasional seasonal brews.

Guests will experience a Craft Beer Awakening in this long weekend of off-centered ales and unpretentious luxury. From April 26-28, Dogfish Head founder Sam Calagione will host beer tastings, a book signing and informal get-togethers at The Lodge at Woodloch. The theme for the 2013 Art of Ale weekend will be “Stop Your Wine-ing” with a special focus on Dogfish Head Craft Ales that use fermented grapes in the ingredients. In addition, guests staying during The Art of Ale weekend can also get a sneak peak of the new beer-infused spa treatments, cooking classes, yoga, kayaking, fly-fishing and host of other activities. Guests who book prior to January 31, 2013 will receive a special VIP amenity.

About Dogfish Head Craft Brewery: Dogfish Head opened as the smallest commercial brewery in America in 1995 brewing in ten-gallon batches on a glorified-modified homebrew system. Even then, our mission was to bring off-centered ales to off-centered people. Our belief was (and still is) that beer can have as much flavor, complexity, diversity, food-compatibility, and age-ability as the world’s finest wines. We have never wavered from this belief. So. We’re a little less small now.

About The Lodge at Woodloch:

The Lodge at Woodloch is one of the finest full-service luxury [destination spas](#) in the U.S., offering complete spa programs, treatments, outdoor adventure activities, golf, classes and packages in a pristine mountain retreat environment. Located on over 150 wooded acres with a private lake in the Lake Region of Northeast Pennsylvania, The Lodge provides an oasis for personal awakening and renewal just 2 ½ hours outside of New York City. The exclusive property features 57 luxury accommodations and a 40,000-square-foot spa. Additional information and reservations are available toll-free at 1-866-953-8500 or on the Web site at thelodgeatwoodloch.com.

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