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HOCKLEY VALLEY RESORT TURNS 25 WITH RETURN TO ITS OLD WORLD ROOTS

\$5 million transformation includes a two-acre fruit and vegetable garden, two new restaurants and a continued commitment to local fare

TORONTO, ON, October 1, 2010 – <u>Hockley Valley Resort</u>, the iconic hotel, golf and ski destination located one hour from downtown Toronto, is unveiling a major transformation that celebrates traditional Old World elegance and a home-grown philosophy that sees 95 per cent of restaurant menu ingredients sourced on-site or from local farmers and food merchants, purveyors and suppliers.

Hockley Valley Resort's transformation has taken place over the past year under the stewardship of President and General Manager <u>John Paul Adamo</u>, who was previously the resort's Executive Chef. The transformation includes a two-acre fruit and vegetable garden, under the care of a full-time gardener, which supplies almost all the produce for the resort's restaurants during the growing season.

"Authenticity and a traditional, home-grown approach to our food define the guest experience at Hockley Valley Resort," said Adamo, a graduate of the famed New York <u>Culinary Institute of America</u> and a former apprentice in hotel kitchens in Florence, Italy and Berne, Switzerland. "Our menus embrace locally grown fare with strict attention to Old World values that come directly from my family."

Turning Hockley Valley Resort into the ultimate culinary destination, Adamo's garden-to-table philosophy sees the on-site garden provide more than 80 per cent of the produce for the constantly evolving fresh fare of the resort's restaurants, including its two newest: Babbo and Tavola.

With seating for up to 14 people, Tavola offers a unique private dining experience with a full view of the kitchen as guests' meals are prepared. The menu for each seating is prepared on the spot after guests are informed about the day's choices available from the garden and kitchen pantry.

The menu at Babbo, a wine, cheese and tasting bar, changes weekly based on what is in season in the garden, reinforcing the resort's local and fresh approach to food.

Hockley Valley Resort sources many of its additional menu items from local farmers and food producers, with efforts made to offer fresh fruit and vegetables between the harvest in late fall and planting in early spring. Off-season greens, mushrooms, tomatoes and potatoes are supplied by nearby farmers such as Caledon Farms, Deerfield Greens, Reid's Farms and Van Hart Greenhouses. Big Tusk Wild Boar Reserve, located north of Guelph, supplies the resort with wild boar, while lamb is supplied from Shelburne Farm. Organic beef and chicken are supplied by Beretta Organic Farms.

"Our hard work and commitment to offering a truly local menu has paid off with something very special," said Adamo. "We work very closely with local suppliers and nearby greenhouses to provide fresh ingredients well into what is considered the off-season in Ontario."

Hockley Valley Resort further supports local farmers, producers and artisans by hosting an openair farmers' market every Sunday between June and October.

This year marks the 25th anniversary of the Adamo family's purchase of the 300-acre Hockley Valley Resort, located in the <u>Hills of Headwaters</u>, in the heart of some of Ontario's most picturesque countryside.

The Hills of Headwaters, the highest elevation in Southern Ontario, encompasses the communities of Caledon, Erin, Orangeville and Dufferin County. The region is the birthplace of four major river systems: the Nottawasaga, the Credit, the Humber, and the Grand. The river systems have made the Hills of Headwaters a rich and bountiful agritourism destination.

About Hockley Valley Resort

Hockley Valley Resort is a year-round resort destination located in the heart of some of Ontario's most picturesque countryside, one hour from downtown Toronto. First opening its doors in 1985, the 300-acre Hockley Valley Resort features 104 luxury rooms and suites, 14 meeting rooms and an 8,000 square foot European-inspired, full-service spa. The resort is home to a championship 18-hole, Scottish links-style golf course designed by renowned Canadian golf course architect Thomas McBroom, as well as 15 scenic ski and snowboard runs for all levels, including an upper and lower freestyle terrain park. For more information please visit www.hockley.com.

Follow John Paul Adamo on Twitter: http://twitter.com/JohnPaulAdamo

Hockley Valley Resort's YouTube channel: http://www.youtube.com/hockleyvalleyresort

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