

Ski resorts betting big on booze tourism

By Louise Hudson, Dallas Morning News

The bubbly allure of beer and Champagne is being adopted by ski resorts around North America – with an educational twist.

The latest après ski is beer and distillery tours, private in-room liquor tastings, Champagne toasts on the slopes, and beverage and food pairings.

At Aspen, it's Vive La Veuve at the Ajax Tavern's Veuve Clicquot bar. One local throws a 100-bottle Veuve party on the patio on his 100th ski day each season. Dotting the slopes are vibrant Veuve pop-up bars. And at Highlands on sunny afternoons, Cloud Nine is a riot of music, tabletop dancing and Champagne spraying.

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