

Contact: Brooke Mattingley
Phone: (805) 773-5000 ext. 618
brooke@cliffsresort.com

FOR IMMEDIATE RELEASE

Making Whoopie Pie

SAN LUIS OBISPO, CA, March 1st, 2011 – Boutique Hotel Collection (BHC) announces its third in a series of local libation inspired desserts. In honor of Wine, Waves & Beyond, a benefit for AmpSurf, the culinary team has created Deconstructed Dark Chocolate Whoopie Pie with bruleed fluff, whoopie cream, and Velvet Merlin Carmel sauce. The dessert will be served in all BHC restaurants beginning April 1st.

Our Whoopie Pie was inspired by Willie Vey, the Executive Pastry Chef at the Apple Farm. The Whoopie was created as the dessert for the Firestone Walker Brew Masters Dinner at The Cliffs Resort on June 4th. The dinner is part of the annual Wine, Waves & Beyond lifestyle event, and is a fundraiser for AmpSurf. “Whoopie Pie is the state dessert of Maine, and the Executive Director of AmpSurf, Dana Cummings, is a Maine native. We wanted to honor him and stay within the confines of our surfer vibe event. It was so good that we decided to feature it in all our restaurants” says Mike Casola, Chief Operating Officer of Boutique Hotel Collection.

Firestone Walker Brewing Co. is sponsoring the benefit Brew Masters Dinner. “We selected Velvet Merlin for its deep color, decadent cocoa and espresso aromas. The beer features a rich dark chocolate and roasted coffee flavor, and makes a wonderful addition to the caramel sauce concocted by Willie” says Jamie Smith, Marketing Manager.

Tickets for the Beer Dinner as well as other events for Wine, Waves & Beyond can be found at www.WineWavesandBeyond.com.

The dessert is available in the restaurants at all four BHC restaurants **Apple Farm, San Luis Obispo – www.applefarm.com, Sea Venture Resort, Pismo Beach – www.seaventure.com The Cliffs Resort, Pismo Beach – www.cliffsresort.com, Sycamore Mineral Springs Resort – www.sycamoresprings.com**

About Boutique Hotels

Boutique Hotel Collection features four distinctive hotels in San Luis Obispo County. Each full service hotel embraces the local color of San Luis Obispo - the Happiest Place on Earth. Contact Brooke Mattingley at 805-773-5000 ext. 618, brooke@cliffsresort.com.

About Firestone Walker Brewing Co.

Out of the vineyards of California's Central Coast, the Firestone Walker Brewing Company has grown to become an authentic Regional Craft Brewer. They integrate traditional brewing discipline, as fascination with wooded barrels and a passion for the craft to create some of the most awarded Pale Ales in the world. They believe their commitment to balanced and unique beers has helped fuel the revolution in taste that is sweeping across America. Contact Mike DiSanto at 805.331.8070, mike@firestonebeer.com.

About AmpSurf

*AmpSurf is a 501(c)(3) Non-Profit Organization, made up of amputees, veterans, friends and families of the disabled and depend on donations for our operation. Our Goal is to **Promote, Inspire, Educate, and Rehabilitate** people with disabilities, especially our veteran heroes through adaptive surfing and fun, safe, outdoor activities that all can participate in. Contact Dana Cummings at 805.441.5271, dcummings@ampsurf.org.*

About Wine Waves and Beyond (WW&B)

This classic surf and wine event celebrates the best of San Luis Obispo County. Combining the fun, laid back atmosphere of our wine country and unique surf culture, enjoy four days of unforgettable events evoking the magic of wine and waves. These events take place at numerous scenic venues throughout San Luis Obispo County. All proceeds go to support the Association of Amputee Surfers (AmpSurf). WW&B was able to raise \$10,000 for AmpSurf in its first year, and continues to help support this amazing organization. Contact Brooke Mattingley at 805.556.3306, brooke@cliffsresort.com.

#####