

For Immediate Release
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Chili Pepper & Brew Fest kicks off summer with record-setting attendance, microbrews, chili and music June 8-10, 2007

(Snowmass Village, CO) Snowmass kicked off its summer of smokin' festival fun this past weekend with a Chili Pepper & Brew Fest that surpassed previous attendance records for a fourth straight year.

"It was an unbelievable event and an incredible start to the summer," says Marketing & Special Events Director Susan Hamley. "We had record crowds this year, and I'm not going out on a limb to say that it was the biggest crowd ever on Fanny Hill, and probably the biggest to hit Snowmass Village outside of Jazz Aspen Snowmass."

While final ticket numbers aren't in, Hamley estimates that about 1,800 visitors and locals attended Friday's festivities, while Saturday easily was right around 5,000 attendees, surpassing the one-day records set by the Nitty Gritty Dirt Band at the free July 4th weekend in 2004 and Jonny Lang at last year's Chili Pepper & Brew Fest. Sunday's local day was well attended with over 400 festival-goers voting in the locals' chili and homebrew competitions. The over-7,000 total for the weekend is up from approximately 5,000 attendees in 2006, 3,000 in 2005 and 1,200 in its first year in 2004.

"This weekend was epic," says event director Josh Behrman.

"From the microbrews & chili to the music, it was a simply amazing vibe. David Grisman's and Del McCoury's encore was one of the best music moments ever in Snowmass, while I've never seen Ziggy Marley perform with more energy than he did Saturday night and it came right back from the crowds."

Behrman estimates that the festival went through at least 200-300 kegs and 200 gallons of chili. Aggressive print, radio and online advertising; sponsorships with the Denver Post, Related WestPac, Harley Davidson, CME, The Silvertree Hotel and others who contributed to getting the word out; and promotional efforts which started months ago drew attendees from the Front Range, Summit County, Crested Butte and other mountain towns in record numbers. Businesses were thrilled by the event's draw as well.

"I sold a week's worth of food in two days and it was my biggest two days ever," says Joe McMenimen, owner of Taqueria 85. "Friday's sales broke all my previous records, and Saturday broke even that record. "It was a great weekend, and I look forward to being open for the free concerts in a few more weeks as well."

Snowmass's free music scene kicks off on June 23 when ukulele superstar Jake Shimabukuro and the Greencards head to town for the Parrothead Block Party. The free weekly Snowmass Summer of Free Music Series kicks off on June 28 featuring original

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street band phenomenon War, followed by spectacular free concerts by Son Volt and Keller Williams and a laser light show on June 30. For more information on these and other upcoming Snowmass summer events, please visit www.snowmassvillage.com.

Chili Pepper & Brew Fest Competition Results.

Twenty four breweries and 34 International Chili Society cooks participated in this weekend's competitions, while seven local home brewers and 14 local cooks faced off on Sunday.

Friday:

Chili Red: First Place (\$1,000) George Lott, Pueblo Chernobyl Chili

Chili Verde: First Place (\$500) Priscilla Lichon, Priscilla's Chili

Chili Salsa: First Place (\$100) Chuck Burdick, Charlie's Fire in a Bowl

Best Summer Ale: Palisade Brewery for Palisade Peach

Saturday:

Chili Red: First Place, (\$1,000) Chuck Burdick

Chili Verde: First Place, (\$500) Mike Gatscet

Chili Salsa: First Place, (\$100) George Lott

Best Booth: The Duck Blind Chili Company (\$100)

Sunday:

People's Choice Locals Chili Cook-Off Winner:

First Place: Dan Beach, Dirty Little Piggy

Second Place: Steven Rodriguez, Simply Delicious

Third Place: Nicole & Ellen Hammes, Damn Good Chili

Winner of the Locals Homebrew Competition

First Place: Jeff Dahl, Lemon Wheat

Second Place: Marty Swanson, Smoked Out Stout

Third Place: Tie: Griffin Spit and Unicloud Pale Ale, Eric Cree

Snowmass Village, Colorado, is located in the heart of the Elk Mountains 9 miles from Aspen, Colorado. Snowmass is accessible via four regional airports: Aspen, Eagle, Grand Junction, and Denver. For a summer media guide of this popular mountain destination, please visit www.snowmasspress.com.

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