



Media Contacts:

Sean Layton/Madison Murach
Lou Hammond & Associates
212.308.8880
seanl@louhammond.com
madisonm@louhammond.com

Kris Neilsen
NH Division of Travel and Tourism Development
603.271.2665
kris.neilsen@dred.nh.gov

**“LIVE FREE AND SWEET” DURING MAPLE SUGARING SEASON
IN NEW HAMPSHIRE**

Maple Sugar Themed Events and Offerings Welcome Spring in the Granite State

CONCORD, NEW HAMPSHIRE (March 7, 2016) – March is one of the “sweetest” times of the year in **New Hampshire** (www.visitnh.gov) as maple sugaring season is in full swing throughout state. Maple producers statewide will once again open their doors to the public to share the centuries-old craft of maple sugaring and offer special tours, promotions and events that are available for a limited-time only. Below is a compilation of New Hampshire maple-related events and hotel packages that celebrate the sweetness:

EVENTS:

[Mount Washington Valley's March Maple Madness Event](#) – North Conway, N.H.

March 19, 2016

Visitors looking to shake off those winter blues can join The Bed & Breakfasts Inn Mount Washington Valley as they host their annual March Maple Madness (MMM) Tour on Saturday, March 19, from 10:30 a.m. – 5:00 p.m. Tickets are included as part of every MMM stay and tour package, and are also available for \$20 per person purchased in advance from any of the participating inns. Ticket sales end on March 12.

Participants can partake in “The Maddening Scavenger Hunt” by traveling through the White Mountains and visiting several sugaring locations to experience the maple sugaring process first hand, uncover clues and gather objects in an effort to complete the hunt. The winning ticket holder will receive the grand prize valued at over \$300. March Maple Madness inns include: [Buttonwood Inn](#), [Cranmore Inn Bed and Breakfast](#), [Covered Bridge House](#), [The Farm By The River & Stables](#), [Mt. Washington B&B](#), [The Notchland Inn](#), [Spruce Moose Lodge & Cottages](#), [Glen Oaks Inn](#) and [Inn at Ellis River](#). For more information on the MMM Tour, go to www.bbinnsmwv.com/cgi-bin/inns/march_madness.pl

[Maple Sugaring at the 100 Acre Wood](#) (Believe in Books Literacy Foundation) – Intervale, NH

March 12 – April 2, 2016

This maple sugar season, the Believe in Books Literacy Foundation is offering sugar shack tours and self-guided trails each weekend from 11 a.m. – 4 p.m. This year, they are also including their “Tap Your Own” program, where patrons can collect their own sap and trade it for real maple syrup at the Sugar Shack. Guided wagon rides through the 100 Acre Wood are also available and offer visitors the chance to learn about the history of sugaring, how to identify maple trees and how to ‘tap for sap.’ If there is steam

rolling out of the Sugar Shack, visitors are welcome to step inside for a firsthand look at process of turning sap into maple syrup. The net proceeds from the 100 Acre Wood Maple Syrup goes directly toward the literacy programs. For more information, please visit www.believeinbooks.org.

The Rocks Estate's Maple Experience – Bethlehem, N.H.

March 12, 19, 20, 26 and April 2, 2016

As spring returns this year, so does the New Hampshire Maple Experience at the Rocks Estate on March 12, 19, 20 and April 2. The interactive experience offers visitors a chance to learn about and participate in each step of maple sugaring. The Maple Experience provides guests with a horse-drawn wagon ride through the historic Rocks Estate with a guide on each wagon to share some of the local history and information about sugaring. Tours include a visit to the sugar house, tucked into one of the many renovated buildings at The Rocks. Visitors will also enjoy a maple syrup tasting paired with its traditional partners, a fresh donut and sour pickle. Maple cooking demonstrations by chefs from the Sugar Hill Inn and other local restaurants will be staged each day of the Maple Experience at noon. Onlookers will be invited to sample the finished product, and each recipe will be printed and available for visitors to take home. Kingdom Kernels Kettle Corn will also be onsite, with their delicious fresh popcorn in a variety of flavors including maple. For more information, please visit www.therocks.org.

Mac's Maple Sugaring Tours – Plainfield, N.H.

March 12 – April 2, 2016

Located on a beautiful stretch of the Connecticut River, Mac's Maple is open daily for tours and shopping for locally grown, harvested and handmade maple products. During maple sugaring, the spring sap starts to rise in the maple groves and visitors can watch the operation in action. For more information, please visit www.macsmple.com.

Heritage Farm Pancake House – Sanbornton, NH

March 12 – April 2, 2016

The Heritage Farm Pancake House is famous for making their own delicious maple syrup. This maple sugar season, Heritage Farm will be offering horse-drawn wagon and tractor rides through their orchard, as well as the opportunity for visitors to make their own maple syrup and candy.

For more information, please visit: www.heritagefarm.net.

Charmingfare Farm's Maple Express – Candia, N.H.

March 12 – 13 and March 19, 2016

Charmingfare Farm has created an event for the whole family to experience maple sugaring in New Hampshire on a working farm. The Maple Express, held on March 5, 6, 12, 13 and 19 from 10:30 a.m. – 2:30 p.m., offers horse drawn carriage rides, maple tree tapping, authentic sugar shack tours, taste testing as well as the opportunity to visit with the farm animals. Live entertainment will also be featured. Tickets are \$19 per person. For more information, please visit www.visitthefarm.com.

Fadden's General Store and Maple Sugarhouse Tours – North Woodstock, N.H.

March 12 – April 2, 2016

Set in an authentic 1800's general store, Fadden's General Store and Maple Sugarhouse will offer visitors award-winning maple syrup this March. Throughout maple month, guests are given the opportunity to tour the sugarhouse and learn how maple syrup was made in the past and how sap is harvested today from Fadden's own sugar orchard containing thousands of maple trees. The Maple Sugarhouse Tour offered in groups of 20 or more showcases the Maple Museum and the authentic General Store followed by a maple syrup tasting. For more information, please visit www.nhmaplesyrup.com.

HOTEL PACKAGES:

Bear Mountain Lodge – Bethlehem, NH

Maple Experience Getaway for Two

This maple sugar season, two guests can stay in their choice of room and receive the second night at a discounted rate of 20% off. For only \$49 dollars per couple extra, guests can take a trip to the Rocks Estate to take part in their Maple Experience, receive a goodie bag to take home with local maple syrup and maple treats and receive a special maple themed breakfast each morning. For more information, please visit www.bearmountainlodge.net or call (603) 869-2189.

Woodstock Inn, Station & Brewery – North Woodstock, NH

Maple Sugaring Package – Weekends of March 14, 21 and 28

One of New Hampshire's most enduring rites of spring will be celebrated this year at the historic 1,400 acre Rocks Estate property. Stay two nights and have dinner at the Woodstock Inn one night to receive free admission to the Maple Sugaring Weekend. For more information, please visit www.woodstockinnnh.com or call (603) 745-3951.

Town Square Condos – Waterville Valley Resort, NH

Friday & Saturday nights, Now – April 3, 2016

Guests who visit Benton's Sugar Shack on Route 175 in nearby Thornton for breakfast can stay at the nearby Town Square Condos at a starting rate of \$49 per person, per night. Guests will also receive a container of syrup to take home. For more information, please visit www.waterville.com/summer-village/summer-town-square-condominiums.html or call (603) 286-8175.

Mountain View Grand Resort & Spa – Whitefield, NH

March 12, 19, 20, 26 and April 2

This March and April, travelers can head up to Northern New Hampshire to enjoy luxurious accommodations, breakfast each morning and tickets to the New Hampshire Maple Experience held at The Rocks Estate. For more information, please visit www.mountainviewgrand.com or call (877) 685-9121.

Farm by the River Bed and Breakfast with Stables – North Conway, NH

March Maple Madness Package and Event – March 19, 2016

This Maple Madness package includes a two-night stay at the Farm by the River Bed & B with Stables and two complimentary tickets for the MMM event, a recipe booklet of sampled treats, a fireside breakfast, and discounts for on-site horseback ride or a private sleigh or carriage ride (weather permitting). Rates start at \$285 including nine percent tax for two guests. For more information, please visit www.farmbytheriver.com or call (603) 356-2694.

ABOUT THE DIVISION OF TRAVEL AND TOURISM DEVELOPMENT

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Resources and Economic Development, works with the state's seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment throughout the state. The division is responsible for domestic and international advertising and public relations, literature publication and distribution, www.visitnh.gov administration, grant administration and research to monitor and measure the impact of travel and tourism to the state. For more information about New Hampshire tourism, call 603-271-2665 or visit www.visitnh.gov.

Media can also visit <http://www.facebook.com/louhammondpr> or follow on Twitter [@LouHammondPR](https://twitter.com/LouHammondPR) for the latest client news.

#