

FOR IMMEDIATE RELEASE
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Pursuit Launches Farm & Fire in Banff

-New wood-fired, slow-roasted craft kitchen opens on iconic Banff Avenue-

BANFF, Alberta – (June 10, 2020) – Pursuit introduced today its Farm & Fire dining experience located in the heart of downtown Banff. Set within the Elk + Avenue Hotel in Canada’s oldest national park, the warm and inviting eatery features slow-roasted, wood-fired fare centred around sustainable and locally sourced ingredients.

“It has been a challenging few months for the hospitality and tourism industry across Canada and here in Banff. Given that, I am incredibly proud to welcome guests to the newest addition to Pursuit’s collection of extraordinary culinary experiences, starting with the local community and extending to our out-of-town visitors,” said Dave McKenna, President, Banff Jasper Collection by Pursuit.

The fresh and approachable interior design, developed by Calgary’s Frank Architecture, unveils an open and airy space that connects diners with the restaurant kitchen and culinary team. A stunning Forno oven, a unique rotisserie imported from France and an urban cultivator are a few of the signature items displayed in full view.

Additional highlights include expansive windows designed to connect the interior space to the outdoors and the integration of cozy fireplaces and intimate lounge areas to incite conversation and connection between family and friends. Use of natural materials throughout the restaurant, including wood, stone, and tile, provide a calm and welcoming environment that pays tribute to Farm & Fire’s location in the national park.

The menu, designed by Chef Scott Hergott, recognized for his award-winning culinary innovation at the Banff Gondola’s Sky Bistro, pays homage to wood-fired and slow-roasted staples. Hergott’s farm-to-table philosophy is evident throughout the menu with each dish punctuating his simple and fresh approach.

“At Farm & Fire we want to deliver a culinary experience that is both unassuming and welcoming, that centres around quality-driven ingredients. Our emphasis on both fire-based and slow-roasted cooking techniques provides guests with simple, yet flavourful dishes,” said Scott Hergott, Executive Chef of Pursuit Properties, Banff.

Another integral part of Farm & Fire’s culinary offerings include an emphasis on the restaurant’s takeout options.

“Visitors to the park are often looking for delicious and locally-inspired food to eat at a picnic spot in Banff or in their hotel suite at the end of a long day,” finishes Hergott.

The launch of Farm & Fire coincides with the reopening of the Elk + Avenue Hotel and follows the provincial government’s approach on implementing rigorous cleaning, physical distancing, and training protocols. These protocols are further outlined in the company’s recently announced [Safety Promise program](#).

“Farm & Fire complements Pursuit’s growing portfolio of signature dining experiences which include the notable Sky Bistro at the top of the Banff Gondola along with the smokehouse-inspired Maligne Canyon Wilderness Kitchen in Jasper,” said McKenna. “Today’s opening is a testament to our team’s resilience and passion that has been exhibited over these past few months.”

For more information visit banffjaspercollection.com/dining/farm-fire/ or follow us on social at [@farmandfirebanff](https://www.instagram.com/farmandfirebanff)

View photos of [Farm & Fire here](#). | Photo credit: Farm & Fire by Pursuit

For information on the new Safety Promise by Pursuit visit banffjaspercollection.com/safety-promise

About Pursuit

Pursuit is an attractions and hospitality company that provides a collection of inspiring and unforgettable experiences in iconic destinations. From world-class attractions, distinctive lodges and engaging tours in stunning national parks and renowned global travel locations, to our growing collection of FlyOver flight ride experiences in the vibrant cities of Vancouver, Reykjavik, Las Vegas (expected opening 2021), and Toronto (expected opening 2023), Pursuit's elevated hospitality experiences enable visitors to discover and connect with these iconic destinations. With a strategic direction to build an expanding portfolio of extraordinary travel experiences, Pursuit remains focused on delivering unforgettable and inspiring experiences in iconic locations worldwide. Pursuit is part of Viad Corp (NYSE: VVI). For more information visit pursuitcollection.com.

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