Travel Advisor Guidelines

SOCIAL MEDIA PACKET USES

This social media packet is for you to have more assets to utilize when promoting Blackberry Farm to potential clients. Our Blackberry Year 2027 events are listed below with a description, Instagram story slides and photos for each event. Our hope is for you to share this with your clients and help us gain more traction for events.

EVENT AGENDA

Welcome to the year of Beyond — 12 months of inspiring traditions and taste at Blackberry Farm. This year's mix of events celebrates the moments that take us somewhere new, from inspiring conversations and culture to thrilling wine and food. Anchored by a fascinating lineup of chefs, winemakers, thought leaders, experts and more, this Blackberry Year is designed to go beyond the ordinary and into the sublime.

SOCIAL MEDIA GUIDELINES

Tag @blackberryfarm on Instagram, Blackberry Farm on Facebook

If you use a link in bio, link to **https://blackberryyear.com/**

Hashtags to use: #BlackberryYear #BlackberryFarm

IMAGES FOR SOCIAL MEDIA

This **link** includes photos that you can share on your social channels.

BEYOND 2027



A BLACKBERRY YEAR THAT GOES BEYOND 2027

LATE WINTER

Wine Geek

JANUARY 3 – 6, 2027

Andy Chabot, Blackberry's Senior Vice President of Food and Beverage, will curate three days of in-depth programming featuring thoughtful wine pairings and epic tastings. Andy is teaming up with celebrated wine importer and Founder of DNS Wines Todd Mathis to lead guests on a unique and intimate journey through their esteemed collection. With four individual wine seminars and three group meals prepared by the Blackberry Farm Culinary team, you'll be challenged to find another event anywhere that offers the same level of connection to what's in your glass or satisfies the palate like Wine Geek.

Link to Relevant Images

Sisterhood Summit with Jenna and Barbara

JANUARY 21 – 24, 2027

Jenna Bush Hager, Barbara Bush and the Blackberry Farm team invite you to an event centered around meaningful connection and inspiring discussions on family, purpose and personal growth. Enjoy thoughtful programming, shared experiences and opportunities to build lasting relationships surrounded by the peaceful setting of the Farm. This special event shares Jenna and Barbara's commitment to fostering authentic dialogue and empowering women to support one another across every stage of life.

Link to Relevant Images

The Joy of Well-Being

JANUARY 31 – FEBRUARY 3, 2027

Let bestselling author Kate Bowler and Blackberry's own Meghan Henley guide you through introspective exercises, yoga sessions and meditative practices to discover your personal pathway to joy. Kate will lead vulnerable conversation about how she finds happiness, even through the toughest of times, and share ideas for what to add to your own wellness rituals to help center positivity in your everyday. Each day is fueled by meals from the Blackberry Farm Culinary team for an event experience that invites you to connect on the mat, at the table and beyond.

Link to Relevant Images



A BLACKBERRY YEAR THAT GOES BEYOND 2027

LATE WINTER

Excellence in Residence

FEBRUARY 7 – 10, 2027

For decades, Chef Frank Stitt has helped define Southern cuisine, while Gregory Castells of Martine's Wines has built enduring relationships with many of the world's most celebrated and sought-after wine estates. Both longtime friends of Blackberry, these two will come together for an extraordinary event celebrating the timeless partnership of exceptional food and remarkable wine. Chef Stitt's thoughtful, ingredient-driven menu will be paired with an extraordinary collection of wines curated by Gregory Castells, including the legendary Château Rayas alongside other rare and highly allocated selections from the Martine's portfolio. Together, they invite guests to experience an event defined by friendship, craftsmanship and an unwavering pursuit of excellence.

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Valentines Day

FEBRUARY 14, 2027

Make this Valentine's Day one to remember with an idyllic getaway to Blackberry Farm. Spend the day relaxing, exploring the property or savoring quiet moments by the fire. Enjoy an intimate dinner featuring thoughtfully crafted cuisine and exceptional wine pairings and relish in time to simply be together. From luxurious accommodations to personalized experiences, every detail sets the stage for a memorable weekend.

Link to Relevant Images

Design Summit

FEBRUARY 21 – 24, 2027

Blackberry Farm's Design Summit fosters collaboration, creativity and a deeper appreciation for thoughtful interiors. This year, join designers Peter Dunham and Miles Redd, journalist Sarah Medford and public relations expert Elizabeth Blitzer for insightful and inspired conversation about what it means to create a space designed for both functionality and style. Each day will feature a group meal in a setting designed by the Blackberry Farm Design team, illuminating the impact of the intersection between hospitality and great design.

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A BLACKBERRY YEAR THAT GOES BEYOND 2027

LATE WINTER

La Paulée

FEBRUARY 28 – MARCH 3, 2027

Specially curated for lovers of Burgundy wines, La Paulée brings together legendary winemakers for an unparalleled gathering of discovery and indulgence. Inspired by Burgundy's revered harvest tradition, La Paulée unfolds through exquisite tastings, unforgettable dining experiences, and rare bottles shared in an atmosphere of warmth and elegance. Every moment is thoughtfully curated to honor the artistry of wine, the beauty of the table, and the enduring connections forged over extraordinary experiences

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Hospice du Rhône

MARCH 7 – 10, 2027

One of our favorite traditions returns as this annual gathering brings together celebrated Rhône variety producers and wine enthusiasts. Experience exceptional wine tastings, educational seminars, and thoughtfully curated culinary experiences that showcase the balance between Rhône variety wines and seasonal cuisine. The event offers a unique opportunity to discover new vintages and deepen appreciation for the twenty-two Rhône varieties.

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A BLACKBERRY YEAR THAT GOES BEYOND 2027

SPRING

Easter

MARCH 26 – 28, 2027

Gather with family and friends to welcome the season and experience Easter in the Great Smoky Mountains. Join us for a weekend of joyful celebrations, warm hospitality and Springtime charm, complete with your favorite Easter activities. The peaceful pastures of the Farm create the perfect setting for making lasting memories this Spring.

Link to Relevant Images

Breaking Bread and Spilling Wine

APRIL 4 – 7, 2027

Wine expert and storyteller Anthony Giglio is bringing his wealth of knowledge, passion for exceptional bottles, and gift for sharing the stories behind them to Blackberry Farm for an unforgettable gathering. He'll be joined by his friend Tom Papa, comedian, actor and writer, whose signature wit and warmth are the perfect complement to a Blackberry getaway. Guided by Anthony, Tom and the Blackberry Farm team, you'll explore unforgettable wines and uncover what makes each bottle special. Expect a little wine education, a lot of great conversation and an experience that is as approachable and fun as it is memorable.

Link to Relevant Images

Cheese Geek

APRIL 25 – 28, 2027

Discover how place, craftsmanship, aging and technique shape the character of cheese with an event experience that is as fun as it is delicious. Acclaimed cheese expert and author Laura Werlin will guide you through an exploration of remarkable cheeses and the stories behind them with plenty of opportunity to enjoy all that Blackberry Farm has to offer between each memorable tasting. With Laura's engaging expertise, the event promises thoughtful pairings, lively conversation and plenty of tasty discoveries. Celebrate artistry, flavor and tradition at this indulgent Blackberry Farm event.

Link to Relevant Images



A BLACKBERRY YEAR THAT GOES BEYOND 2027

SPRING

Deep Healing Woods Month

MAY 1 – 31, 2027

Deep Healing Woods Month is a meaningful opportunity to connect with nature and return home feeling refreshed. Surrounded by the peaceful scenery of the forest, guests can enjoy thoughtful wellness experiences designed to encourage relaxation and reflection throughout the month. Time spent outdoors offers an opportunity to step away from everyday routines and reconnect with a deeper sense of calm. From mindful activities to quiet moments, each experience encourages balance and renewal.

Link to Relevant Images

Memorial Day

MAY 28 – 31, 2027

As we pause to honor the service and sacrifice at the heart of Memorial Day, we invite you to enjoy meaningful time with family and friends at Blackberry Farm. Spend your days exploring the property, enjoying outdoor activities or simply unwinding in the peaceful setting of the Great Smoky Mountains. Whether you're relaxing poolside or gathering for a festive Summer barbecue, it's a weekend dedicated to gratitude and lasting memories.

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A BLACKBERRY YEAR THAT GOES BEYOND 2027

SUMMER

Fourth of July

JULY 3 – 5, 2027

Experience the Fourth of July in the spectacular setting of Blackberry Farm. From our annual golf cart parade to festive Summer dinners, join us for a holiday that evokes a simpler time. The celebration culminates on the iconic Main House lawn, where a spectacular fireworks display lights up the Smoky Mountain ridgeline to end a perfect holiday weekend.

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Smoky Mountain Table

JULY 18 – 21, 2027

Smoky Mountain Table is an annual celebration of the land, the people and the traditions that make Blackberry Farm so special. Over the course of a few unforgettable days, guests will connect with our Farmstead team and artisans, discovering the time-honored techniques, exceptional ingredients and thoughtful craftsmanship behind the food we share. From the Garden to the table, each experience offers a deeper appreciation for place, paired with wonderful wines and meals meant to be savored together. It's an invitation to slow down, raise a glass and experience the spirit of Blackberry Farm.

Link to Relevant Images

Garden Month

AUGUST 1 – 31, 2027

Garden Month at Blackberry Farm celebrates the bounty and joy of the Summer growing season. Guests are invited to experience the Garden through seasonal flavors, hands-on activities and inspiring connections to the land. From fresh-picked ingredients to garden-inspired meals, each moment highlights the Farm's commitment to nature and sustainable living. It's a time to slow down, explore and discover the simple pleasures that flourish at Blackberry Farm.

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A BLACKBERRY YEAR THAT GOES BEYOND 2027

SUMMER

Passing the Torch

AUGUST 29 – SEPTEMBER 1, 2027

Passing the Torch is an intimate celebration of the way that shared knowledge and craft connect one generation to the next. Bringing together the culinary legacy of Blackberry Farm and generations of winemaking excellence of the Antinori family, this annual gathering offers guests an opportunity to explore what it means to preserve tradition while continuing to evolve. Through exceptional food and wine, engaging conversation and stories of passion and perseverance, Passing the Torch celebrates the people and ideas that shape a legacy. This event also supports the Sam Fellows Program, helping to carry that spirit forward to the next generation.

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Labor Day

SEPTEMBER 3 – 6, 2027

Serving as Summer's final exhale, Labor Day at Blackberry Farm is the ultimate pause button before the busyness of Fall. Escape to the peaceful backdrop of the Great Smoky Mountains for a fun and memorable long weekend. Here, you can soak up the last of the Summer sun by day, and roast s'mores beneath a vast canopy of stars by night.

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A BLACKBERRY YEAR THAT GOES BEYOND 2027

FALL

Tour de Smokies

SEPTEMBER 26 – 29, 2027

Join fellow cyclists and Cycling Coach Robbie Ventura for memorable days of exploration and connection at Blackberry Farm, and experience the splendor of Fall in the Great Smoky Mountains. Whether you're an avid rider or simply enjoy an active escape, Tour de Smokies offers the opportunity to explore scenic routes, challenge yourself and share the experience in great company. After the rides, gather to relax, refuel and celebrate the day with exceptional food, warm hospitality and plenty of stories from the road – all perfectly paired with wines from Todd Mathis. This annual event is a chance to get outside, reconnect and experience the very best of Blackberry Farm from a different perspective.

Link to Relevant Images

Halloween

OCTOBER 31, 2027

Experience Halloween at Blackberry Farm with a weekend filled with Autumn charm and family-friendly fun. Enjoy seasonal dishes and cozy gatherings inspired by the spirit of the season. Take part in festive activities and beloved Halloween traditions, and embrace the comfort of crisp mountain air, warm fires and Fall flavors.

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Autumn Wellness with Leigh Mallis

NOVEMBER 7 – 10, 2027

Join us at Blackberry Farm for an inspiring Autumn wellness experience with yoga, pranayama and movement guide Leigh Mallis. This gathering is designed to nurture the body, mind and spirit and offer meaningful practices and perspectives to support a more balanced and intentional life. Surrounded by the natural beauty and serenity of Blackberry Farm and the Great Smoky Mountains, guests will have the opportunity to slow down, reconnect and recharge. The event will blend thoughtful conversation, mindful movement and time for personal reflection in an intimate and welcoming setting.

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A BLACKBERRY YEAR THAT GOES BEYOND 2027

FALL

Thanksgiving

NOVEMBER 23 – 28, 2027

Enjoy thoughtfully prepared seasonal dishes, unhurried time together and the beauty of the Farm in late autumn. Cozy fires, festive gatherings and beloved holiday traditions, Thanksgiving at Blackberry offers a wonderful way to slow down, reconnect and give thanks.

Link to Relevant Images



A BLACKBERRY YEAR THAT GOES BEYOND 2027

EARLY WINTER

With Love, From California

DECEMBER 5 – 8, 2027

Escape to Blackberry Farm this December as Daisy Ryan, executive chef and co-owner of Bell's in Los Angeles, and Jeff Mangahas of Williams Selyem Winery bring together thoughtful, ingredient-driven cooking, exceptional wines and a shared passion for gathering at the table. Chef Daisy Ryan will showcase her distinctive culinary style in collaboration with the Blackberry Farm Culinary team, and Jeff Mangahas will guide guests through a selection of Williams Selyem wines, sharing the stories behind each bottle. Together, they'll curate an event experience that is engaging, approachable and full of discovery, with plenty of great conversation and even better flavor.

Link to Relevant Images

Christmas

DECEMBER 23 – 26, 2027

Savor the traditions that make the Christmas season feel so special at Blackberry Farm. From visits with Santa, to cookie decorating and candlelight caroling, each moment invites a little more wonder and a lot more togetherness. With the beauty of the season all around, we invite you to make Blackberry your home for the holidays.

Link to Relevant Images

New Year's Eve

DECEMBER 31, 2027 – JANUARY 1, 2028

Say farewell to 2027 and hello to 2028 in a way that perfectly aligns with your intentions for the new year. Enjoy an elegant evening filled with exceptional food, dancing and live entertainment as midnight approaches, or greet the year with a peaceful evening enjoying all the comforts that Blackberry Farm has to offer. When the sun comes up, our morning wellness classes will help you clear your mind, set your focus and step into 2028 completely renewed.

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