

GROUPS

corporate · family · weddings

BLACKBERRY FARM

GROUPS

Whether you're planning a family celebration, meeting or incentive program, wedding or other special gathering, Blackberry Farm offers an idyllic stage for memorable occasions. From small, intimate gatherings to incentive programs and executive retreats, our award-winning staff will assist you in every aspect of creating a successful event.

Blackberry Farm is a 4,200 acre estate with 57 luxurious estate rooms, cottage suites and cottages as well as multiple three to five bedroom homes. Events requiring eight or more rooms may be eligible for preferred pricing.

For our more information about group rates, please call 844.718.5034 or email our Group Sales team at salesgroup@blackberryfarm.com.



FAMILY CELEBRATIONS

From anniversaries to birthday celebrations and family reunions, Blackberry Farm's Great Smoky Mountains setting is perfect for your next gathering of family and friends. Enjoy spending time with your loved ones, while also finding time to explore the Farm on your own. Many of our accommodations are great for families, including our Guest House, Multi-Bedroom Homes and Singing Brook Cottage Suites. Children of all ages are always welcome at Blackberry Farm. Entertain your little ones with fun and adventurous supervised activities in our Camp Blackberry program, which is hosted over holidays and during the summer from Memorial Day to Labor Day.

MEETINGS & INCENTIVES

Successful businesses from across the world have used our breathtaking resort and myriad of activities for planning sessions, creative think tanks and as a reward for outstanding performance. Blackberry Farm not only offers an inspiring environment, but also opportunities for team building, education, and motivation. Our expert staff ranks amongst the top in luxury properties and will create a one of a kind stay for each of your guests.



GROUP DINING

Your attendees will enjoy some of America's finest cuisine. Our Culinary team prepares beautiful, multi-course menus of our signature Foothills Cuisine®, inspired by seasonal farm-fresh ingredients and produce grown just a few feet away in our gardens. Our unrivaled wine cellar consists of 180,000 bottles of some of the world's most unique and exclusive collections. Blackberry Farm is committed to creating the ultimate epicurean experience.

Your nightly rate includes dinner on your day of arrival through lunch (or brunch, Sundays only) on your day of departure in one of our restaurants during traditional dining hours (7:30am – 10:30am, 12:00 noon – 2:30pm, and 6:00pm – 10:00pm), along with all pantry snacks, pantry non-alcoholic beverages and non-guided activities. Wine and spirits are available and will be charged based on consumption.

Groups with 15 or more guests require a preset dinner menu in a private dining space. Our team will work with you to develop personalized menus and thoughtful wine selections for each event.



THE MAIN HOUSE

The breakfast and lunch experience takes place in the Main House Dining Room, the original home on property which captures the warmth and pleasure of family and friends gathered around the table to share their favorite foods. The cuisine is Southern in every way. Discover the same commitment to local, fresh ingredients and the customs of the foothills, but enjoy in a more relaxed setting.

Mountain Dining Room

- 1,120 square feet (32' x 35')
- Maximum capacity of 60 guests

Azalea Dining Room

- 540 square feet (19' x 29')
- Maximum capacity of 28 guests

Laurel Dining Room

- 570 square feet (19' x 30')
- Maximum capacity of 20 guests

Rhododendron Dining Room

- 540 square feet (19' x 29')
- Maximum capacity of 28 guests

THE BARN

James Beard Foundation Award winner and Wine Spectator Grand Award winner, The Barn is the quintessential dining experience at Blackberry Farm. The Barn at Blackberry Farm® offers guests a facility that has been designed with the most unique dining setting in mind.

Harvest Dining Room

- 41' x 40' / 1640 sq ft
- Maximum capacity of 100 guests

Tack Dining Room

- 16' x 38' / 632 sq ft
- Maximum capacity of 40 guests

Barn Wine Cellar

- 57' x 18' / 1088 sq ft
- Maximum capacity of 48 guests

Gambrel

- 38' x 29' / 1,129 sq ft
- Maximum capacity of 50 guests



OUTDOOR DINING

Let the most spectacular views of the Great Smoky Mountains serve as the backdrop for a casual outdoor dining experience. Your Event Manager will help customize your event with thoughtful and unique ideas, including design and décor, live entertainment and transportation.

Yallarhammer

- Maximum capacity of 40 guests under pavilion and 150 guests outside on lawn of pavilion
- Creekside, beautiful mountain view

Main House Lawn

- Maximum capacity 150 guests
- Mountain vista view

Garden

- Maximum capacity of 150 guests
- Beautiful garden setting



GROUP ACTIVITIES

Regardless of the season, Blackberry Farm offers countless activities and adventures for your group.

Imagine your guests...

- Fly fishing while surrounded by the pristine tranquility of Hesse Creek.
- Pampering their mind and body at our Wellhouse® Spa.
- Freewheeling down mountain byways and down country roads on custom USA made ALLIED Cycle Works Alfa Allroad Carbon Bikes

Be as active as your heart desires. Preferred pricing may be available for groups depending on the type of activity and number of participants.



TEAM BUILDING

Natural Horsemanship

Join Blackberry Farm's equestrian team to learn the power and art of communication. Our team will pick a horse to connect with, and will guide your group through the steps necessary to get the horse to "join up" with the trainer. This activity stresses the importance of non verbal communication and its power to build or break relationships.

Kayak Trips

Your group can explore the hidden corners of the Great Smoky Mountains National Park with Blackberry Farm's Adventure team. A leisurely trip, many times paired with a picnic lunch, allows your group to get the most out of East Tennessee and the beautiful Great Smoky Mountains. It's the perfect trip to unwind after a long meeting, or a demanding year at the office.

Guided Hiking

Our experienced guides offer special hikes for all skill levels. Your group can choose to hike one of Blackberry Farm's scenic and well-maintained trails or venture off property and explore the Great Smoky Mountains National Park.

Yoga

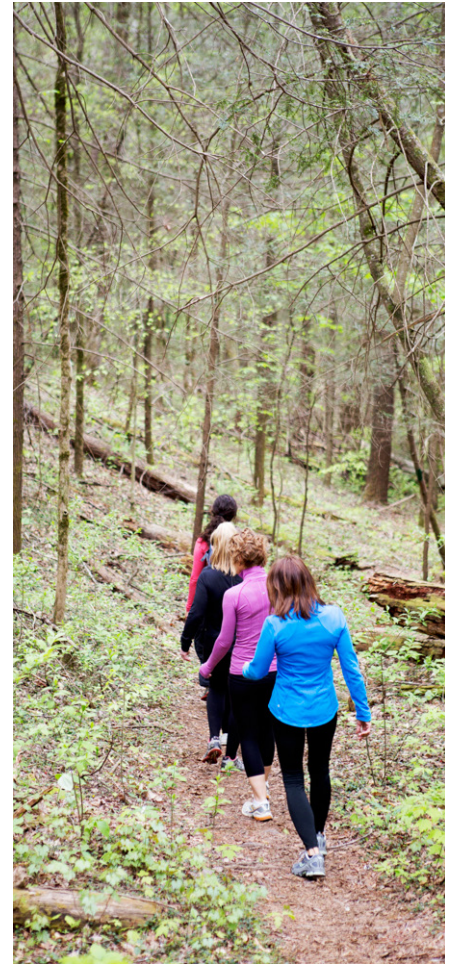
Stretch and flex your way to outer and inner strength with a private yoga session or our Deep Healing Woods® Immersion. An instructor will customize your experience outdoors in a secluded setting for optimum tranquility.

Wagon Rides to Dinner

A great way to get to a private dinner at Blackberry Farm is by wagon. Along the route, enjoy the stories and history of the Farm while partaking in a signature cocktail, made specifically for your group.

Bonfire

After dinner, your guests can enjoy a private bonfire complete with s'mores, hot cocoa and entertainment. We will be happy to arrange for a cordials bar and recommend storytellers and musicians to help bring a close to the perfect day.



COMPETITIVE

Sporting Clays Tournament

Take your group out to Smoky Mountain Sports Club, Blackberry Farm's private shooting grounds, to participate in a once in a lifetime experience. Our shooting instructors will teach you the safety and skills needed to break clays using a shotgun. Once comfortable, your group will break out for a series of games and challenges. To quote our instructors, "it's the most fun you can have legally with a shotgun in Tennessee."

Fly Fishing Tournament

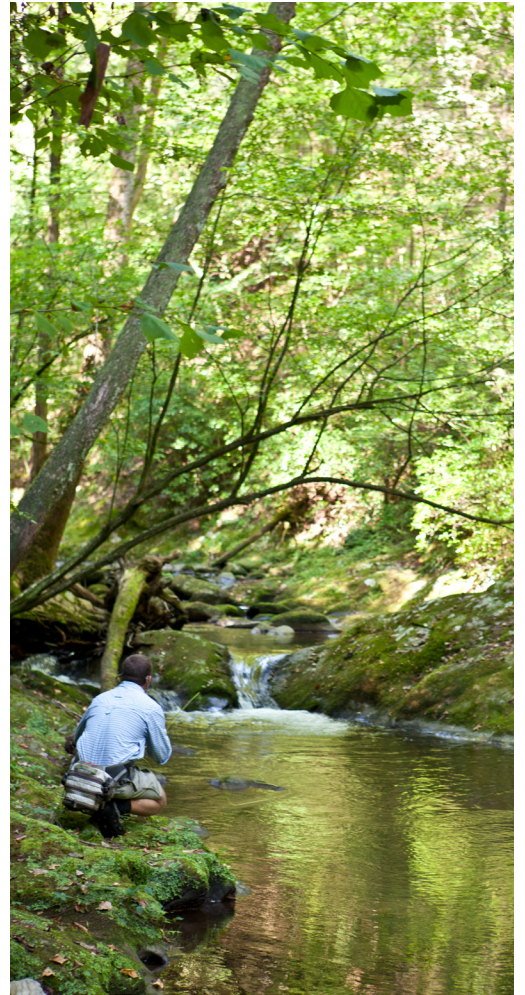
Join the guides of the Grey Drake, home to our fly fishing program on property at Blackberry Farm, to learn the skills necessary to find success fishing with a fly. Once trained, we will outfit you with boots, waders, and all the gear, break into small groups, and step into Hesse Creek, a private freestone stream that flows right through property. The stream is privately managed and full of trophy size rainbow and brown trout. It is simply the perfect setting to reconnect with nature and challenge your coworkers.

Paintball

Lose all of your office rules and let formalities go on Blackberry Farm's paintball field. Our referees will split your group up into teams, and will facilitate game after game of high action, and adrenaline filled fun. In addition to just cutting loose, we will also test your teamwork, strategy, and tactics to see who will win. To keep things interesting, the boss gets a T-shirt with a bullseye on it!

Blackberry Adventure Race

Broken down into activities and challenges, the Blackberry Farm Adventure Race requires both brawn and brains. The group is split up into small teams, which then work together to be the first to the finish. The experience is completely customizable, based on the group's desires and abilities.





FOOD & BEVERAGE

Cooking Demonstrations

Join the award-winning chefs of Blackberry Farm's culinary team to indulge in the cuisine that sets us apart. Whether it is hands on or demonstration style, it's a great activity for a group to learn a new technique or experience a lunch they prepared.

Beverage Tastings

The goal of Blackberry Farm's Beverage program is simply to offer the most exciting wine, beer and spirits to each of our guests. We are confident that guests with the most refined palates will be overjoyed with the opportunity to experience the wine they have always heard about but never seen, or maybe just revisit an old favorite.





MEETING SPACES

Blackberry Farm offers a variety of private meeting spaces as well as several inviting and informal outdoor locations. One meeting space is complimentary when you reserve eight or more guest rooms. Your group rate includes complimentary wireless internet access and audio-visual equipment, including a LCD projector and screen, podiums and flip charts. Coffee and tea stations, packaged snacks and non-alcoholic beverages are also included.

Birch Boardroom

- 432 square feet (18' x 24')
- Natural light with windows, pantry area in foyer, leather chairs

White Pine

- 1,056 square feet (32' x 33')
- Natural light with windows, pantry area, attached outdoor/deck area, leather chairs

Hickory Club Room

- 1,248 square feet (32' x 39')
- Natural light with windows, pantry area, attached outdoor/deck area, comfortable furniture

Bristol

- 768 square feet (24' x 32')
- Natural light with windows, patio and wood-burning fireplace

Tented Meeting Space

- Size varies
- Additional fee will always apply for a tent and groups must rent the entire property

BRAMBLE HALL

Bramble Hall was inspired by the timber-framed barns and rural halls that once hosted everything from harvests to weddings. Just as those farm structures were distinguished by their versatility, Bramble Hall was designed to accommodate a range of events and activities.

Cumberland

- 3,192 square feet (76' x 42')
- Includes a fireplace between the main event room and the cooking demonstration room
- Glass exterior wall doors

Bristol

- 768 square feet (24' x 32')
- Includes a fireplace
- Glass exterior doors to patio

Black Cap

- 864 square feet (24' x 36')
- Includes a fireplace between the main event room and the cooking demonstration room
- Glass exterior doors to patio

Wildwood Flower

- 120 square feet (10' x 12')

Covered Pavilion

- 1,520 square feet (76' x 20')
- View toward the outdoor amphitheater

The Keep

- 432 square feet (24' x 18')
- Custom steel and glass walls and doors to showcase the wine cellar on each side of the tasting room

The Grain Bin

- 408 square feet (17' x 24')
- Skylight panels above the room



A FARM WEDDING

Weddings at Blackberry Farm deserve the full attention of our team. Therefore, all weddings at the Farm are required to book the entire property for exclusive guest use to enjoy this special celebration.

- Luxurious guest accommodations
- Farm-driven Meals
Beginning with dinner on the day of arrival and continuing through brunch on the day of departure
- Rehearsal Dinner
Ceremony and Reception Venues Indoor and Outdoor Options Available
- Passed Canapé Reception for each evening (Friday and Saturday)
Three Seasonal Selections
- Menu Customization
Customized menus for all wedding events. Family style and coursed menu options available
- Welcome Amenity
The Blackberry Farm Cookbook (1st Edition) – One per room
- Outdoor and Indoor Recreational Activities
Swimming (seasonal), hiking, biking, tennis, lawn games, billiards, puzzles, club room
- Event Coordination
By the Blackberry Farm Events Team
- Guidance for Local Resources and Vendors
Beauty, Décor, Design, Logistics, Guest Welcome Amenities, Florist, Photographer, Pastry Chef, Entertainment, Rentals, Tenting, Minister

We can curate a perfect, personalized amenity and book additional activities to enhance your guests' experience. Additional guests staying off property are welcome to join the weekend events. Inquire with the Group Sales team for more information on the wedding package and the maximum number of guests we can accommodate.



CLIENT TESTIMONIALS

“The corporate guest experience at Blackberry Farm is exceptional. The accommodations are luxurious and the service ethic is outstanding. Staying at Blackberry can turn work into a pleasure.”

-Peggy White, Independent Meeting Planner

“I have been in the business for nearly forty years and I must say that our meeting at Blackberry Farm was truly the best experience. The staff is the best I have ever worked with and the Blackberry experience is truly unique!”

-Evelyn Laxgang, CMP and President, Laxgang Consulting Inc.

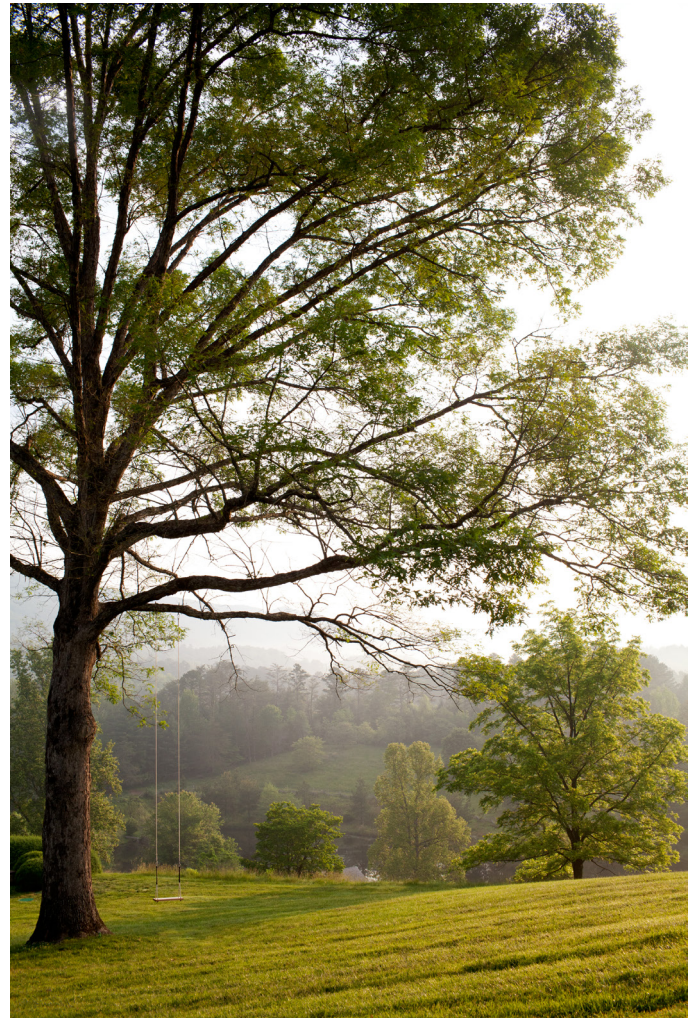
“Blackberry is the epitome of hospitality. The attention to detail, the unsolicited gestures of hospitality and the uncompromising level of quality are truly unmatched. We cannot wait to return.”

-Cathy Kochan, Outback Steakhouse/ Carrabba's



CURATED EXPERIENCES

We understand working within a budget, and we want to help you find the best way to make the most of your stay at Blackberry Farm. In select seasons, we provide group offerings that may better suit your meeting, special event or gathering needs.



ACCOLADES

2019

THE MANUAL

The Best Lodges in the U.S. for
Drinking and Relaxing

MEN'S JOURNAL

One of the Top Fly-Fishing Lodges in
the World

RELAIS & CHATEAUX

One of Five Properties Featured as a
Delicious Journey

2018

SOUTHERN LIVING SOUTH'S BEST
South's Best Resort

The Barn at Blackberry Farm®, #3
Best Restaurant in the South and
number 1 restaurant in Tennessee
The Barn at Blackberry Farm®, #4
for South's Best Desserts

CONDÉ NAST TRAVELER GOLD LIST

FATHOM TRAVEL AWARD

World's 15 Best Foodie Escapes

2017

THE FOOD & WINE HOTEL AWARD

CONDÉ NAST TRAVELER GOLD LIST

WINE SPECTATOR GRAND AWARD

2016

CONDÉ NAST TRAVELER GOLD LIST

WINE SPECTATOR GRAND AWARD

WINE INTERNATIONAL MAGAZINE

Best Hotel Wine List

ANDREW HARPER'S HIDEAWAY
REPORT

#2 Family Resort

#4 Food & Wine Hotel

BEER WORLD CUP

Gold for Classic Saison

2015

SPAFINDER WELLNESS 365

WELLNESS TRAVEL AWARDS

Best for Families, Best for Mind &
Spirit, and Best for Outdoor Adventure
& Activities

JAMES BEARD AWARDS FOUNDATION

The Barn at Blackberry Farm
Outstanding Service

SHAPE MAGAZINE

Best Wellness All Inclusive

2014

ANDREW HARPER'S HIDEAWAY
REPORT

#1 Food and Wine Resort

#4 Family Resort

#11 Spa Resort

SAVEUR CULINARY TRAVEL AWARD

Expert's Choice: All-Inclusive Resort

JAMES BEARD FOUNDATION

Outstanding Wine Program -
The Barn at Blackberry Farm

2013

ANDREW HARPER'S HIDEAWAY REPORT

Reader's Choice #2 Hideaway in the U.S.

Reader's Choice #2 Food & Wine Resort

BON APPÉTIT

#1 Hotel for Food Lovers

JAMES BEARD FOUNDATION

Won Best Chef Southeast - Chef
Joseph Lenn

FOODIE

Foodie Top 100 Restaurants

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