

# sundance

MOUNTAIN RESORT

## Sundance Resort Launches Slopeside Snowbar Pop-Up Events

*Limited-time Snowbar magnifies Sundance's core values of nature, art and community.*

(SUNDANCE, UTAH) February 22, 2024— Sundance Mountain Resort has announced the launch of a new limited-time slopeside bar, titled “The Outlaw Hideout Snowbar.” Located above the top of the beginner terrain area near the resort’s summer amphitheater, the Snowbar will be open for operation from 2-8 pm on Saturday, February 28th and Saturday, March 9th. Premium liquors, wines, beers, signature mocktails and cocktails will be available for purchase along with light bites.

“The Snowbar was designed with the intention to offer skiers, snowboarders and nature-lovers a unique new way to recreate in the mountains and experience our brand,” explains Czar Johnson, Chief Operations Officer. “Sundance’s core values have always been, and will always be, nature, art and community. We felt like this was a terrific opportunity to magnify those values in a way that would be fun, inviting and engaging for our guests.”

The Snowbar resembles a mini colosseum-shaped structure with a 40-foot diameter and 8-foot-tall walls made of ice and snow. It is accessible by skiing or snowboarding, and also by foot (via the magic carpets of our beginner area). Designed to build upon Sundance’s rustic elegance, the Snowbar aims to immerse guests in a unique mountain setting suggestive of a log cabin-type hideout. The space will be furnished with tables, chairs, benches sculpted out of snow, firepits and will feature western-style decor.

“The creativity and collaboration on this project have been something to behold,” says Manny Rozehnal, Senior Director of Food and Beverage. “It has been eye-opening to see so many different departments eagerly come together to transform this once-dream into a reality. The Outlaw Hideout Snowbar encompasses the spirit of our resort, and we look forward to welcoming guests in the coming Saturdays. Who knows ... maybe the Snowbar will become a longstanding tradition at Sundance if our guests end up being as enthusiastic as our staff is about it.”

Space is limited and IDs are required for guests 21 and over.

### **About Sundance Mountain Resort**

Sundance Mountain Resort, founded by Robert Redford in 1969, is a premier four-season destination nestled at the base of Utah’s iconic Mount Timpanogos. Offering a unique blend of outdoor recreation, arts, and culture, Sundance is committed to environmental sustainability and artistic expression.

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