

THE FISHWRAPPER



WINTER 2025-2026 EDITION

IN THIS ISSUE

PAGE 2 // Chasing Winter Magic on the North Shore

PAGE 3 // Letter from the General Manager

PAGE 4 // Winter Fun at Bluefin Bay

PAGE 4 // Gear Up for Winter Fun

PAGE 5 // The Way We See it

PAGE 5 // Featured Event: John Beargrease Sled Dog Marathon

PAGE 6 // The Ultimate Winter Recovery

PAGE 6 // Local Business Feature: Charlie's Alpine Bistro at Lusten Mountains

PAGE 6 // Winter Dining at Bluefin Bay and Surfside

PAGE 7 // New Accommodation Styles

PAGE 7 // Winter Offers

PAGE 7 // Give the Gift of Bluefin Bay Resorts

PAGE 8 // Great Waves, Great People


Bluefin Bay
FAMILY OF RESORTS

BLUEFIN BAY • SURFSIDE • TEMPERANCE LANDING

On the shores of Lake Superior in Tofte, Minnesota

CHASING

WINTER MAGIC

on the North Shore



Winter on Minnesota's North Shore is more than a season — it's an experience. As snow blankets the shoreline and Lake Superior glistens with ice, our corner of the world transforms into something truly magical.

At Bluefin Bay Family of Resorts, winter fun begins right outside your door. Skating on our outdoor rinks, strolling the frosted lakeshore trail, or gathering around a glowing bonfire — each day offers its own bit of enchantment.

For adventure seekers, Lutsen Mountains delivers some of the Midwest's best skiing and snowboarding, while nearby state parks invite you to snowshoe or hike to frozen waterfalls. And when it's time to warm up, our heated outdoor pool and hot tub overlooking Lake Superior offer the perfect ending to a day in the snow.

Whether you're planning a romantic retreat, a family getaway, or a solo escape, winter here has a way of capturing your heart. Cozy fires, crisp air, and unforgettable views — this is the North Shore at its most magical.



Dear Guests,

I want to begin by thanking each of you who visited the Bluefin Bay Family of Resorts in 2025. Whether it was your first stay or a return visit, it means a great deal to us to share this very special place on the North Shore with you. **We are grateful that you continue to choose us** as the backdrop for your getaways, celebrations, and family traditions.

Looking back, 2025 has been a year of growth and transition. Our teams at Bluefin Bay, Surfside, Temperance Landing, and Thomsonite Inn have worked hard to provide warm hospitality, memorable experiences, and the kind of connection with Lake Superior that makes this place truly unique. This fall, we are especially excited to be adding the Poplar River Condos in Lutsen to our management portfolio beginning in November. We look forward to welcoming PRC owners and guests into the Bluefin Bay family and extending the same **high standards of care** across all of our properties.

As we look ahead to 2026, we have several exciting projects and improvements on the horizon. While I can't share details just yet, I can say that **our focus remains on enhancing the guest experience and ensuring that every visit feels even more memorable than the last.**

On behalf of our entire team, thank you again for your trust, your loyalty, and your feedback.

We are honored to host you and look forward to welcoming you back to the shore of Lake Superior in the year ahead.

With gratitude,

James Taylor

GENERAL MANAGER

WINTER FUN

at Bluefin Bay

From skating under the stars to cozy craft classes and snowy adventures, winter at Bluefin Bay is full of ways to play, create, and explore. Guests can also join **guided snowshoe and cross-country ski tours**, or hop on one of our **complimentary shuttles to Lutsen Mountains and North Shore Winery**. However you spend your day, you'll find plenty of ways to make the most of this magical season on the North Shore.

SKATING UNDER THE STARS

There's something special about skating under the northern sky. Our two outdoor ice rinks, one right here at Bluefin Bay and another at Surfside resort, are a favorite gathering spot all season long. Guests love lacing up their skates, gliding under the lights, and warming up by the bonfire with complimentary s'mores.

All of the gear you need is included in your stay—**ice skates for all ages, hockey and broomball equipment, and skate trainers** are available for guest use. Whether you're teaching your kids to skate for the first time or playing a friendly game of hockey, it's one of those simple North Shore moments that make winter here so memorable.

WINTER CRAFT CLASSES

When it's time to warm up indoors, our winter craft classes are a guest favorite. Led by our friendly staff, these hands-on sessions are a fun way to get creative and bring home a little piece of your North Shore getaway.

This season's classes include:

- **Painting** – Capture the beauty of the North Shore in your own artwork.
- **Woodburning** – Create a personalized keepsake with rustic charm.
- **Candle Making** – Pour, scent, and decorate your own custom candle.
- **Clay Crafting** – Shape and paint your own North Shore-inspired creation.

Classes rotate throughout the week, and all materials are included. Check the activities schedule for times and sign up early—these fill fast!

GEAR UP FOR WINTER FUN

Make the most of your North Shore adventure with all the winter gear you need—**included with your stay**. From a quiet snowshoe through the forest to an afternoon on the ice rink, it's easy to step right into the season.

AVAILABLE EQUIPMENT INCLUDES:



ICE SKATES

Enjoy a spin on the outdoor rink at Bluefin Bay or Surfside.



CROSS-COUNTRY SKIS

Hit the groomed trails right from the resort.



SNOWSHOES

Explore snowy forests and frozen shoreline paths.



ICE TREKKERS

Add traction for those crisp, icy walks and waterfall hikes.

Adult and kids' sizes available

The Way We See It

This winter, we asked a few members of our Bluefin Bay team to share their favorite ways to slow down and reconnect on Minnesota's North Shore. Whether it's with a partner, a friend, or simply with the beauty of Lake Superior, these are the moments that remind us why we love it here.



"There's nothing quite like watching the moonrise over Lake Superior. The reflection stretches across the water, and for a few minutes, everything feels still and glowing. It's peaceful and unforgettable."

— CASEY, BLUEFIN GRILLE



"I always tell guests to skate under the lights at Surfside, then warm up by the bonfire with s'mores. There's nothing more North Shore than that — simple, cozy, and a little bit magical."

— JUSTINE, ACTIVITIES TEAM



"Watching the sunset from the outdoor hot tub never gets old. When the sky turns pink and the steam rises against the cold, it's the best kind of quiet."

— EMILY, GUEST SERVICES



"There's something special about ending the night by a wood-burning fireplace. The crackle, the warmth, the way it fills the room — it's the perfect way to unwind after a day in the snow."

— CORY, MAINTENANCE

HOWEVER YOU SPEND YOUR TIME HERE, WE HOPE YOU FIND YOUR OWN NORTH SHORE MOMENT TO SHARE.

FEATURED EVENT JOHN BEARGREASE SLED DOG MARATHON

Each winter, the **John Beargrease Sled Dog Marathon** brings the excitement of Minnesota's most legendary sled dog race to the North Shore. Teams of mushers and dogs set out from Duluth and race hundreds of miles through the snowy wilderness, following the historic mail route of John Beargrease.

Guests of Bluefin Bay can experience this incredible event up close and spectate along the Sawbill Trail, one of the race's most scenic checkpoints. Bundle up, cheer on the teams, and feel the energy and tradition of this iconic North Shore event.



The race begins **SUNDAY, JANUARY 25**, with checkpoints and viewing opportunities throughout Cook County.



UNWIND & RESET

The Ultimate Winter Recovery

After a day in the snow, there's no better way to warm up than with the **Waves of Superior Spa's signature warming rituals**. Slip into deep relaxation with a **hot stone massage**, designed to melt away tension and restore tired muscles after your winter adventures. Or rejuvenate in the **private sauna**, where soothing heat helps you unwind and reset.

Between treatments, take a moment in the spa's **relaxation room**, now refreshed with new furniture and an even cozier atmosphere. It's the perfect spot to sip tea, watch the snow fall outside, and let the warmth sink in.

Whether you're seeking recovery after a day on the trails or simply craving quiet time by the fire, the Waves of Superior Spa offers the ultimate winter escape.



LOCAL BUSINESS FEATURE

Charlie's Alpine Bistro at Lutsen Mountains

A new chapter has begun at Lutsen Mountains with the opening of **Charlie's Alpine Bistro**—a welcoming new restaurant that's already become a favorite of both guests and staff at Bluefin Bay.

Charlie's replaces the beloved **Papa Charlie's**, which was tragically lost to a fire in June 2023. The new space offers a warm, mountain-lodge atmosphere with incredible views of Moose Mountain and a menu filled with North Shore-inspired flavors.

From après-ski cocktails to hearty entrées and live music nights, it's the perfect spot to unwind after a day on the slopes, or simply relax and take in the view.



Sap Run Old Fashioned

Bluefin Grille

A guest and staff favorite, the Sap Run Old Fashioned has been a signature cocktail at the Bluefin Grille for years. It's the perfect mix of local flavor and North Shore spirit.

INGREDIENTS

- 2 oz Tattersall Aged Rum
- ½ oz Caribou Cream Maple Syrup
- 4 Dashes Orange Bitters
- 1 Black Cocktail Cherry

INSTRUCTIONS

Combine ingredients, stir, and strain over ice. Sip slowly and savor the flavor of the North Shore.

SAVOR THE FLAVORS

Winter Dining at Bluefin Bay and Surfside

From an elegant lakeside dinner to a cozy coffee by the fire, dining at Bluefin Bay Family of Resorts is as much about the experience as it is the food. Each of our restaurants offers something special—delicious dishes, friendly faces, and, of course, those incredible Lake Superior views.

BLUEFIN GRILLE

Indulge in signature North Shore flavors and breathtaking views of the lake. Open daily from 12–9 p.m., with the bar open until 10 p.m., the Bluefin Grille is the perfect place to linger over dinner or enjoy a cocktail by the window.

COHO CAFÉ & BAKERY

A long-time favorite for guests and locals alike, Coho Café serves up fresh pastries, hearty breakfasts, and casual lunch and dinner options in a warm, relaxed setting. Open 8 a.m.–3 p.m. Sunday through Thursday and 8 a.m.–8 p.m. on Fridays and Saturdays.

WAVES CAFÉ

Located at Surfside on Lake Superior, Waves Café is your go-to for a quick bite or a refreshing drink between adventures.

NEW ACCOMMODATION STYLES

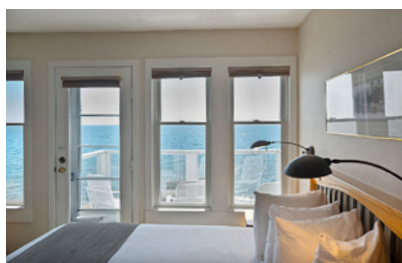
at Bluefin Bay

We're excited to share a handful of new lodging options now available through Bluefin Bay Family of Resorts. The Two Bedroom Elite Townhomes are simply being recategorized, but the Grand Northwoods and Northwoods collections are brand new to the resort, and we are excited to share them with you.



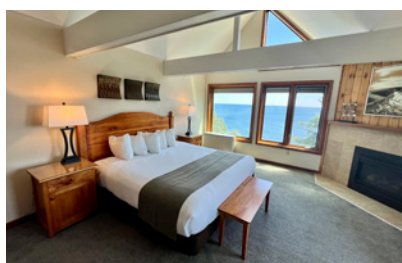
GRAND NORTHWOODS ONE BEDROOM CONDO, TWO BEDROOM SUITE, AND THREE BEDROOM TOWNHOME - #56 & #57

Similar to the Grand Superior Townhomes but with a touch of Northwoods charm, featuring a spacious open-concept kitchen and living area, gas fireplaces, whirlpool tubs, and decks overlooking Lake Superior. This accommodation is located near the Outdoor Pool and Coho Café and can be rented as a Grand Northwoods One Bedroom Condo, Grand Northwoods Two Bedroom Suite (think of a Grand Superior Master Suite + Hillside Guestroom) or a Grand Northwoods Three Bedroom Townhome. Pet friendly option (56) available.



NORTHWOODS STUDIO WITH LOFT, TWO BEDROOM SUITE, AND TWO BEDROOM WITH LOFT - #14

Those that are familiar with our lodging styles can think of this accommodation as an upper-level Dockside Guestroom, combined with a Studio with Loft. A cozy and efficient layout with two bedrooms, two decks overlooking historic Tofte Dock, a lofted sleeping space, full kitchen, and comfortable living area with gas fireplace. This end unit is perfect for couples or families seeking a quiet North Shore escape. This accommodation can be rented as a Northwoods Studio with Loft, Northwoods Two Bedroom Suite, or Northwoods Two Bedroom with Loft.



TWO BEDROOM ELITE TOWNHOME - #18 & #19

An elevated version of a guest favorite. The Two Bedroom Elite offers spectacular views of Lake Superior from the living area and primary bedroom, cozy fireplace, large lakeside deck, and a spacious layout—ideal for families or couples traveling together. These accommodations are located near the Indoor Pool at Bluefin Bay.



To explore these new accommodations or book your next stay, visit bluefinbay.com. You can also find tours of these new accommodations on our Facebook page.

Winter Offers

January 3 for 2

Valid January 1-February 1, 2026

Begin your winter with a Lake Superior adventure! Stay two nights during the month of January and we'll give you a third night FREE!

Winter Senior Weeks

Valid January 1-February 28, 2026

Seniors (age 60 and older) can enjoy a 20% discount midweek during January and February.

Winter 4 for 3 Special

Valid February 1-April 4, 2026

This is winter at its best! Stay four nights during winter peak and receive one of those nights completely FREE!

Ski & Stay Packages

Valid All Winter

If you love to ski and stay lakeside at Bluefin Bay Resorts, these packages offer the best deal on lodging and skiing at Lutsen Mountains.

Explore All Offers at [BluefinBay.com/Offers](https://bluefinbay.com/offers)

GIVE THE GIFT of
**Bluefin Bay
Resorts**

Gift cards are
available in
digital or paper
format

This holiday, gift a gift that will keep on giving long after it is unwrapped. A Lake Superior vacation, a romantic dinner, or a deep-tissue massage; the possibilities are endless. Gift cards can be purchased in any dollar amount and used for lodging, restaurants, gift shops, and the Waves of Superior Spa.

Order yours today at [BluefinBay.com/Gifts](https://bluefinbay.com/gifts)

BLACK FRIDAY GIFT CARD SALE

The exclusive Black Friday gift card sale is happening from November 28-December 8th!

Purchase a **\$300** gift card >> Receive a **\$50** lodging certificate*

Purchase a **\$500** gift card >> Receive a **\$100** lodging certificate*

Purchase a **\$1,000** gift card >> Receive a **\$250** lodging certificate*

*Lodging certificates will only be valid to use during the following dates: January 4-May 14, 2026 & November 8-December 20, 2026, excluding holidays. Gift cards can be used anytime. Promotion will run from November 28-December 8, 2025. Limit 2 lodging certificates per family.

Great Waves, Great People

We're thrilled to provide our guests with warm and friendly hospitality, something we couldn't do without a great staff. This column features some of the faces behind the great service at the Bluefin Bay Family of Resorts.

Eric Frost // Operations Director

Hometown: Hinsdale, Illinois

How long have you worked for Bluefin Bay Family of Resorts?

I'm starting my 15th year at Bluefin Bay.

In your opinion, what distinguishes the Bluefin Bay area from other destinations in Minnesota and beyond?

The easy answer is the Big Lake and how it's always showing us something different. I've spent a lot of time on Lake Superior, and I remind myself every day how fortunate I am that I get to witness its changes throughout the season, months, days, and even hours. The Bluefin Bay Family of Resorts gives visitors a front row to all of it. Whether you're watching thunderous waves or sitting on the shore on the calmest of mornings, it's an incredible opportunity to be humbled and inspired.

If you could recommend one unique experience or amenity to a first-time guest, what would it be and why? Get out and ski on the amazing Sugar Bush Trails. If you're new to skiing, join our Activities staff where you'll learn the basics. If you're experienced, make a day of it and ski the Picnic Loop. Cross country skiing allows you to get deep into the boreal forest and witness winter landscapes that are quiet and untouched by humans. The grooming is excellent, and there is a lifetime of trails to explore.

Please share a memorable interaction you've had with a guest during your time at Bluefin Bay Family of Resorts. Every day, I hear stories from guests about what makes this place so special and why it occupies such a big part of their hearts. The scenery is amazing of course, but it's the moments spent with loved ones that last the longest. I passed a family on the lake walk one evening in June when the sun was setting and the sky was dramatically colorful with pinks and purples. They asked me if I could take their picture. When they all got together for the photo, I asked them if this was their first time visiting Bluefin, and they replied, "we are five generations of Bluefin guests!" The eldest of the group was in her 90s and started visiting when it was the Edgewater Motel in the 1960s. The youngest member of the family was only a few weeks old, and they wanted to dip her toes in Lake Superior just like her mom had when she was a baby. I never get tired of seeing the moments that I know are going to stay with guests forever.

Which dish from our resort restaurants is your personal favorite? Just one? That's nearly impossible. But I will say that there is nothing better than a Breakers Burger with fries from the Grille after a day spent in the woods or on the water.



Trish Williams // Waves of Superior Spa Director

Hometown: Jupiter, Florida

How long have you worked for Bluefin Bay Family of Resorts? I've been part of the Bluefin Bay Family of Resorts team for 6 years.

In your opinion, what distinguishes the Bluefin Bay area from other destinations in Minnesota and beyond? What makes this place truly special is the breathtaking lake view from every room and the wide range of activities for all ages. Whether guests are looking to relax or explore, there's something for everyone. Add in our full-amenity spa and a friendly, conscientious staff, and it's easy to see why people fall in love with the Bluefin Bay experience.

If you could recommend one unique experience or amenity to a first-time guest, what would it be and why? I might be a little biased, but I always recommend a visit to the Spa. From the moment you arrive, we want you to feel relaxed and cared for. We provide robes and sandals in the changing rooms, where guests can enjoy the dry sauna and showers before or after their treatment. Our newly renovated relaxation room features a cozy fireplace — a perfect place to unwind with a good book or simply enjoy the quiet. Guests receiving any spa service also have access to the pool, hot tub, and coed sauna, which make the experience even more rejuvenating.

Please share a memorable interaction you've had with a guest during your time at Bluefin Bay Family of Resorts. One of my favorite parts of this job is seeing familiar faces year after year. There's a group of women — a grandmother, her daughters, and grandchildren — who visit annually. I've watched the kids grow from grade schoolers to college students, and over the years, our relationship has gone from friendly hellos to big hugs and happy reunions. It's wonderful to feel like part of their family tradition.

Which dish from our resort restaurants is your personal favorite?

My favorite dish has to be the Steak Oscar at the Bluefin Grille — it's absolutely delicious!



Follow Along!

