

THE FISHWRAPPER



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BLUEFIN BAY • SURFSIDE • TEMPERANCE LANDING

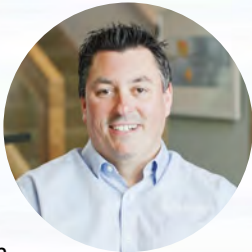
On the shores of Lake Superior in Tofte, Minnesota

BluefinBay.com | 800.BLUEFIN (258-3346)

“We believe it is so vital to take time to relax, experience nature, and connect with one another.”



Dear Guests,



The waterfalls are rushing, the wildflowers are blooming, and Lake Superior is beckoning. The spectacular summer season is nearly here. We look forward to welcoming many of you to Bluefin Bay, Surfside and Temperance Landing.

In today’s world, the art of hospitality is becoming more and more elusive. It’s also becoming more important than ever. We believe it is so vital to take time to relax, experience nature, and connect with one another.

Here at Bluefin Bay Family of Resorts, we have worked hard to grow and reward our incredible team of staff members. We may be biased, but we truly feel our employees are among the friendliest on the North Shore. That’s where great hospitality begins and ends – with kind and thoughtful employees.

We have also worked to improve the overall guest experience. On your next visit, we hope you will enjoy the added amenities, unit upgrades, new activities, and modernized technology. Whether you are looking for a relaxing retreat or a North Shore adventure, you will find it here at Bluefin Bay Family of Resorts.

We’ll see you soon.

Cheers!

James Taylor, General Manager

Adventure with our Activities Team

At Bluefin Bay Family of Resorts, we are proud to offer the most expansive complimentary activities program of any resort in the area. When you stay at Bluefin Bay, Surfside or Temperance Landing, we strive to help our guests experience everything the area has to offer. We do this by offering a variety of activities and including them all in your stay.

Let our trained and energetic Activities Team lead you on a calm day sea kayaking on Lake Superior. We recognize that kayaking on the big lake is a unique opportunity for many of our guests. To get as many people out on the water as possible, our sea kayaking tours go out three times per day, every day. Other guided tours include wilderness canoeing, bike & hikes, inland kayaking plus varying types of hikes.

Prefer a more relaxed vacation? We get it. Sample a yoga class with our certified yoga instructor while gazing out at Lake Superior. Try one of our painting classes in the Waves of Superior Ballroom. Might we suggest accompanying it with a glass of wine from nearby Waves Café?

If you’d like an outing, let us shuttle you to the North Shore Winery and back. Take our road bikes out for a ride. Listen to a naturalist speak at our Lake Superior bonfire pit. Other complimentary activities include tennis, basketball, soccer, and yard games.

More Live Music Than Ever

There’s nothing quite like walking back to your room on the lakewalk, only to find live music happening at the bonfire pit. Or, finishing your dinner at the Bluefin Grille, only to find a fun musician in the bar. This summer, we are offering more live music than ever.

Music at the Bluefin Grille will be on Mondays, Wednesdays and Fridays from 7 - 9 p.m. Music by the bonfire will be every Tuesday and Saturday night from 5 - 8 p.m. Either way, you will find lovely views and great tunes.

New Tour: Guided Hike at Tettegouche State Park

We recognize that many of our guests return each year and want to try something new. That’s why we mix it up with our guided hikes, taking our guests to more than 15 different destinations from waterfall hikes to scenic forest loops to sweeping overlooks. There is something for everyone.

This year we added a new location to that list: High Falls at Tettegouche State Park. The hike begins with an easy stroll through a stunning pine forest. It then takes you across the Baptism River via a swinging bridge before bringing you to a stunning waterfall overlook. It’s a beautiful spot that we can’t wait to show you!

Upcoming Summer Events

MAY
27-29
Memorial Day
Weekend

Launch of Bluefin Bay
Summer Activities
(Kids Program, Sea
Kayaking + More)

MAY
28

Le Grand Du Nord
Gravel Cycling
Classic

JUNE
25

Lutsen 99er
Mountain
Bike Race

JULY
4

Annual Tofte
Fourth of July
Celebration

JULY
9-10

Grand Marais
Arts Festival

AUG
4-7

Festival of Sail,
Tall Ships Festival in
Two Harbors

AUG
4-7

Fisherman’s Picnic
in Grand Marais






Introducing ...The Bluefin Bay Summer Kids Program!

At Bluefin Bay Family of Resorts, we have always been proud to offer entertainment for all ages. From playgrounds to pools to naturalist programming, kids have no problem staying busy here.

However, we are always looking for ways to improve the guest experience and one suggestion we heard repeatedly was to offer activities that kids could attend alone. This would allow parents to enjoy a few hours to themselves. Perhaps they could use the alone time to go on a more adventurous hike or enjoy a romantic lunch together at the Bluefin Grille.

We love the idea of being able to provide our guests with romance and family time, all in one trip. Our activities team, led by Sean Henkenius, worked diligently to create a fun and creative program. Today we are thrilled to announce the launch of the Bluefin Bay Summer Kids Program.

This program will be offered complimentary for all guests of Bluefin Bay, Surfside and Temperance Landing from Memorial Day weekend through mid-August. The kids' program will take place Tuesdays-Saturdays and will be split into two age groups: 6-8 year-olds (mornings) and 9+ year-olds (afternoons). Children under 5 can attend the morning session with a parent present. Each day will have a different entertaining theme:

				
TUESDAYS	WEDNESDAYS	THURSDAYS	FRIDAYS	SATURDAYS
Crafts & Games Day	Rotation between North Shore Plants and North Shore Rocks Day	Rotation between Lake Superior Fish and Fire 101	North Shore Animals Day	Rotation between Camping 101 and Becoming a Voyageur

From meeting a firefighter to dressing up as a voyageur to seeing an owl up close, the daily events will be not only entertaining, but educational. If you already have your summer vacation booked, you can [browse the calendar](#) and sign-up for the Kids Program today!



If you have any questions about the Kids Program, please reach out to our activities department by calling 218-663-7860, ext. 2306 or by emailing activities@bluefinbay.com.

Outdoor Dining Experiences

The last two years have reinvigorated a desire for outdoor dining and here at Bluefin Bay Family of Resorts, we are proud to offer outside options at all three of our restaurants.



The Bluefin Grille features our largest outdoor seating area just steps away from Lake Superior. We even expanded the outdoor deck late last summer to allow for more tables.

Enjoy a late lunch or a cocktail from our new summer drink menu. You really can't beat that view!

Open daily from 12–9 pm
(bar open later)



Coho Café & Bakery recently launched a new menu which can be enjoyed on the outdoor covered patio or our seating area in front of the café. Coho Café Manager, Brehmer Harris, is originally from Kingston, Jamaica and has included some Jamaican inspired dishes.

Coho Café also offers an expansive pastry selection including gluten-free and vegan items.

Open daily from 8 am–8 pm



Waves of Superior Café will be open this summer for grab and go items including baked goods, sandwiches and salads plus beverages including beer and wine.

The deck at Waves of Superior Café offers sweeping views of Surfside resort and Lake Superior. It's a great spot to enjoy a cool beverage on a summer day!

Open daily from 10 am–6 pm



Local Business Features

The North Shore is full of spectacular small businesses. In this section, we introduce you to a couple of our favorites!

Local Wine & Local Music

The North Shore Winery is located about ten minutes from Bluefin Bay and it is a treasure. The winery features a gorgeous tasting room and an enchanting outdoor area with hiking trails, bonfire pits, and a music pavilion. On Sundays throughout the summer, the winery hosts local musicians from 4-6 p.m. Combine delicious wine, a fun atmosphere, and live music and you've got yourself a perfect summer afternoon.

Treat Yourself at Gunflint Mercantile in Grand Marais

In the sweet harbor town of Grand Marais, you will find a small shop called Gunflint Mercantile. The Gunflint Mercantile has long been a favorite of locals and visitors alike. It's the perfect addition to your day trip to Grand Marais.

Gunflint Mercantile is owned and operated by Chelsea Pusc. Chelsea uses real butter, milk, sugar, and chocolate to make fudge, truffles, turtles and more. The truffles, in particular, are famous among Bluefin Bay staff members.

Be sure to add this to your itinerary next time you're in Grand Marais and tell them Bluefin Bay sent you!

[View the Gunflint Mercantile menu here.](#)



Fall Food & Wine Lovers Weekend November 4-5, 2022

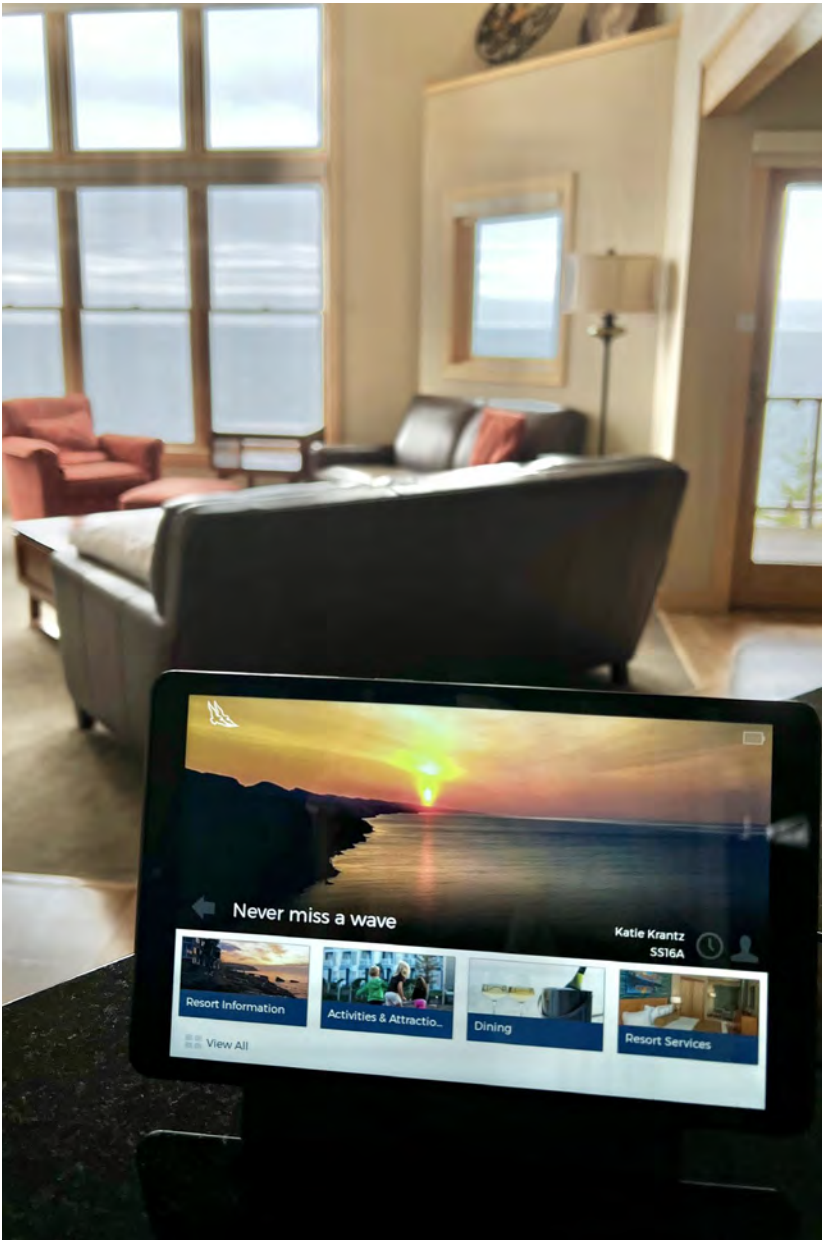
Food and Wine Lovers Weekends are back and oh, did we miss them! Join us for a weekend of savory food, delectable wine and fun entertainment. Not only do you get a unique food and wine experience, but all of our events are set against the backdrop of breathtaking Lake Superior. Save the date for the fall event taking place on November 4-5th. It's not too early to book your lodging and we will reach out as soon as event sign-ups are available.



Waves & Wellness Weekend November 11-12, 2022

Join us for a relaxing and rejuvenating weekend combining two of our favorite things: self-care and Lake Superior. During Waves & Wellness weekend, we host free events including yoga, craft classes, and guided hikes. We always include a Signature Event on Saturday that promises to be exciting and entertaining. All you need to do is book your lodging for the weekend of November 11-12th and we will let you know as soon as event sign-ups become available.

SAVE THE DATE!



New Tablets & Streaming Devices for Bluefin Bay & Surfside Resorts



Can I order in-room dining from Coho Cafe?

How do I operate the air conditioning in my unit?

Where is the closest place to buy groceries?

The answers to these frequently asked questions and many more can now be found on the in-room tablets at Bluefin Bay and Surfside! Guests can also use the tablets to book a massage, check the weather, request items from Guest Services and the list goes on!

Coming in June, each unit at Bluefin Bay and Surfside will also be equipped with a Chromecast streaming device. These devices allow for easier streaming from your device to the television in the unit.

These two technology upgrades will help to streamline communication and improve the guest experience.



Waves Café & Surfside Guest Services

Surfside Guest Services has a new location! We have combined Waves Café and Surfside Guest Services into one building. This means that guests of Surfside Resort can now check-in and check-out from the Waves Café building. Additionally, we'll have Guest Services amenities here including complimentary coffee, newspapers, s'mores kits, DVD rentals, and board games. Waves Café will offer grab and go items including sandwiches, salads, pastries, plus beer and wine. The combined Waves Café and Surfside Guest Services will be open daily from 10 a.m. to 6 p.m.

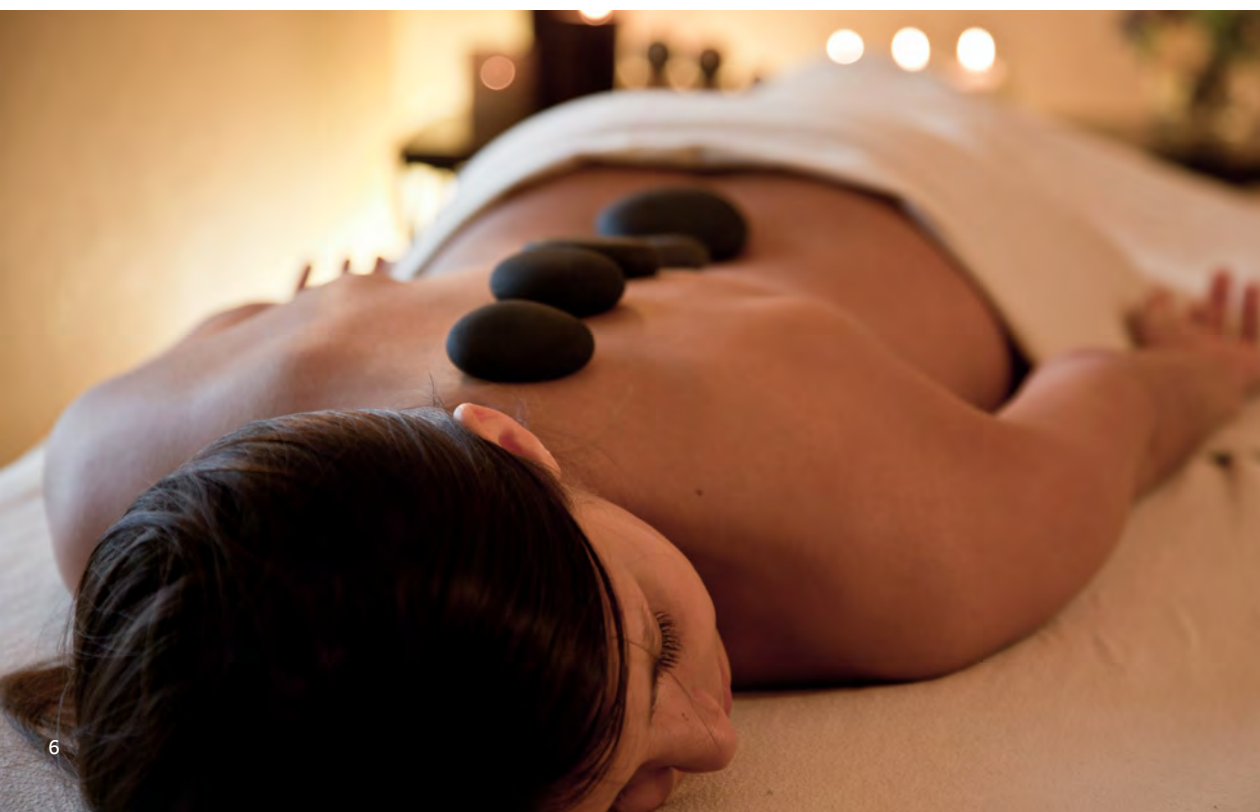
The lower level of the former Surfside Guest Services building will still have activities equipment including bikes, tennis equipment, and yard games. Surfside guests can access this equipment daily from 8 a.m. to 8 p.m.



We ♥ our
employees!

To show our appreciation for our Bluefin Bay staff, we recently gave every employee a \$50 gift card to a local business. Additionally, one employee was randomly selected to receive a \$1000 shopping spree to Bucks Hardware. The winner was one of our Bluefin Grille Managers, Evan Dunn.

But there was a catch! The shopping spree had to be done Supermarket Sweep style. Evan had three minutes to fill his cart with as many items as possible, up to \$1000. He did a fabulous job and ended up with a brand-new grill, a couple of hammocks, some turf, a panini maker and more! Thanks to Bucks Hardware in Grand Marais for helping us to host this wild event. You can [see the video of the event here](#) and [listen to the WTIP interview here](#).



Relax & Unwind at Waves of Superior Spa

Waves of Superior Spa is a 3,800 square foot coastal oasis designed to relax the mind, relieve the body, and rejuvenate the spirit. Waves offers a full menu of services including massage, body treatments, and skin care. Our professionally trained staff are highly attuned to your needs and will open the natural pathways that allow nature and science to pamper you. We invite you to enhance your spa experience by arriving early or staying late. You can take the time to read, journal, swim, or sauna. At Waves of Superior Spa, nurturing you is our second nature.

Great Waves, *Great People*

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



Tiffany Raymond
Assistant Front Desk Manager

Hometown: Kingston, Jamaica

How long have you worked for Bluefin Bay Family of Resorts? April of 2017

What brought you here? I came to Bluefin Bay based on a recommendation and

my love for new adventures and I have loved it ever since. Hence why I keep coming back.

My favorite thing about working at Bluefin Bay Family of Resorts is...

The sense of family. Every family has its ups and downs but no matter the circumstances we all work together to achieve a common goal and flourish individually and collectively.

What is your favorite spot at the Bluefin Bay Family of Resorts? Sitting by the lake at Tofte Park, especially when the waves are in full effect or at night. Listening to the waves is truly calming and peaceful.

My favorite thing to do when I am not working is... watching medical or crime tv series and just resting at home.

I want readers to know.... Me! We are all individuals living in a small world and I love to hear and share stories about life and our experiences. So, stop in the Front desk and let's have a chat, you'd be surprised how much we may have in common.



Ana Koch,
Director of Human Resources

Hometown: Mentor, MN

How long have you worked for Bluefin Bay Family of Resorts? Since Sept. 2020

What brought you here? I worked at Sawbill Canoe Outfitters in college and decided to

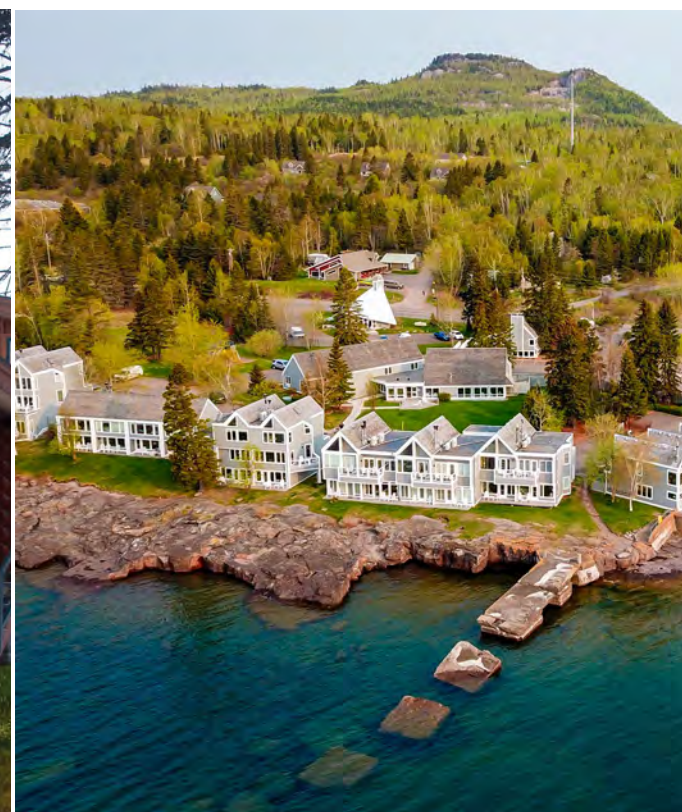
stay! I love all of the outdoor activities the area offers.

My favorite thing about working at Bluefin Bay Family of Resorts is...The family atmosphere and collaborative environment. We've got a great team here, with incredibly delightful employees which is what makes Bluefin so great.

What is your favorite spot at the Bluefin Bay Family of Resorts? The picnic tables right outside the grille toward the lakewalk. It's my favorite lunch spot with friends who are coworkers and you can sit and gaze at that amazing lake forever.

My favorite thing to do when I am not working is... XC skiing in the winter and mountain biking in the summer. I also love going into the BWCAW over a few days off.

I want readers to know.... How much Bluefin owners and management care about both guests and their employees. It is a truly beautiful thing. Most managers will go above and beyond for anyone who walks through the resort "door." Bluefin's willingness to recognize great employees is also something to be admired.



THE WAY WE SEE IT

Favorite Waterfall Hikes

Don't go chasing waterfalls! At Bluefin Bay, we disagree with that statement. In fact, you can find us chasing waterfalls from about mid-April into June. Here are a few of our favorite spots:

Temperance River State Park

Marketing Manager, Katie Krantz

I love being able to see the river from a bird's eye view. Temperance River has many overlooks that allow for this and you can also get a little closer to the river as you head upstream.

High Falls at Grand Portage State Park

Maintenance, Nyle Grant

High Falls is the tallest waterfall in Minnesota plus it makes up the border with Canada! What more can I say?

Cascade River State Park

Lodging Director, Ross Sherman

Cascade River State Park features multiple overlooks offering many different viewpoints. I especially love the spot where the river flows into Lake Superior.



Left: Temperance River State Park, Top Right: High Falls at Grand Portage State Park;
Bottom Right: Cascade River State Park

Summer Deals

June 4 for 3 Special

Valid June 1-30, 2022

Early Summer is one of the best times to experience the North Shore of Lake Superior and we've got the perfect incentive. Stay four nights at any of our Bluefin Bay Resorts in June and receive one of those (midweek) nights completely FREE!

Extended Stay Special

Valid all year

With this progressive savings deal, the longer you stay at any of our Bluefin Bay Family of Resorts, the more you save! Stays of four nights receive 5% off, five nights 10% off, six nights 15% off and seven nights receive 20% off, stay 10 or more nights and receive 25% off. This offer is valid any time of year – yes, even peak seasons!

Senior Weeks Special

Valid August 28-September 1,
September 5-8, September 11-15

The Senior Weeks Special includes 10% off midweek stays (Sunday – Thursday) of two nights or more. This year's Summer Senior Weeks are August 8-September 1, September 5-8 and September 11-15, 2022.

Romance Package

Valid all year

Come experience why Bluefin Bay is consistently named Minnesota's Most Romantic Resort with our exclusive Honeymoon and Romantic Retreat packages. Visit BluefinBay.com/offers for package details and special add-ons to make your getaway as unique as your love.

Visit BluefinBay.com/offers for current deals and packages.

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