

THE FISHWRAPPER



SUMMER 2025 EDITION

IN THIS ISSUE

PAGE 2 // Unplug and Discover
Connection at Bluefin Bay

PAGE 2 // Forest Bathing

PAGE 3 // 2026 Calendar Photo Contest

PAGE 4 // New Activities, New Adventures

PAGE 5 // 5 Reasons to go Guided

PAGE 6 // Letter from the General Manager

PAGE 6 // Delicious Dining Options

PAGE 6 // The Way We See It:
Favorite Dining Items

PAGE 7 // With Every Wave, A Memory

PAGE 8 // 2025 Summer & Fall Events

PAGE 8 // Local Feature: World's Best Donuts

PAGE 8 // Bluefin Bay's Second Annual
North Shore Oktoberfest

PAGE 9 // Great Waves, Great People

PAGE 9 // Summer Offers



BLUEFIN BAY • SURFSIDE • TEMPERANCE LANDING

On the shores of Lake Superior in Tofte, Minnesota

UNPLUG AND DISCOVER *Connection* AT BLUEFIN BAY

GET CLOSER TO LAKE SUPERIOR, GET CLOSER TO EACH OTHER

Summer at Bluefin Bay is a symphony of natural beauty: the rhythmic crash of waves against the shore, the crisp, clean air, and the endless expanse of the Superior National Forest. It's a time to slow down, to breathe deeply, and to rediscover the simple joys that often get lost in the hustle of daily life.

In our increasingly digital world, it's easy to feel tethered to our devices. This summer, we invite you to unplug and truly connect – with nature, with yourself, and with your loved ones. Let the gentle lapping of the waves be your soundtrack, a soothing melody that washes away stress and invites tranquility.

Bluefin Bay offers the perfect backdrop for reconnecting with the natural world. Take a hike along the scenic trails, breathe in the fragrant pine-scented air, and let the beauty of the North Shore rejuvenate your spirit. Feel the cool water on your skin as you dip your toes in Lake Superior, or simply sit on the shore and watch the waves dance and play.

This summer, we encourage you to put down your phones and pick up a paintbrush, a hiking stick, or a cup of coffee. Engage in face-to-face conversations, share stories, and create moments that will be cherished for years to come.

Here are a few ways to enhance your Bluefin Bay experience:



EMBRACE THE MORNING RITUAL

Start your day with a quiet moment on the lakefront, enjoying the sunrise and a warm beverage.



EXPLORE THE OUTDOORS

Hike, kayak, or simply relax by the water. Let nature be your guide.



PARTICIPATE IN ACTIVITIES

Join our craft classes or other resort activities to connect with fellow guests and learn something new.



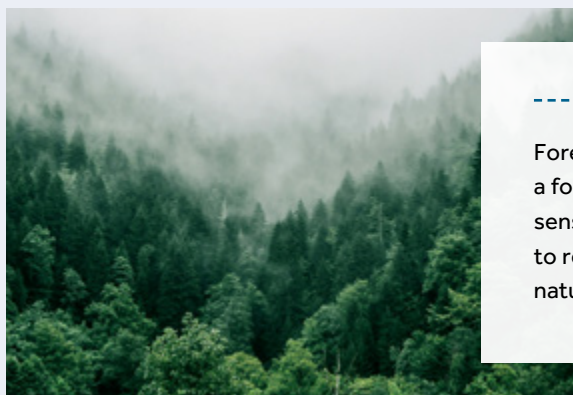
CREATE SHARED MEMORIES

Play board games, tell stories around a bonfire, or simply enjoy each other's company without the distraction of screens.



SAVOR THE SIMPLE MOMENT

Enjoy a leisurely meal, watch the sunset, and appreciate the beauty of the present moment.



What is Forest Bathing?

Forest bathing, or "shinrin-yoku," is a Japanese practice of immersing oneself in nature, particularly within a forest. It's not about hiking or exercise, but rather a slow, mindful experience. Participants engage their senses—sight, sound, smell, touch—to absorb the forest's atmosphere. This therapeutic activity aims to reduce stress, improve mood, and enhance overall well-being by fostering a deep connection with the natural environment.

At Bluefin Bay, we believe that true connection comes from being present in the moment. This summer, let us help you unplug, recharge, and reconnect with what truly matters. We look forward to welcoming you and helping you create unforgettable memories.



----- *Bluefin Bay's 2026 Calendar Photo Contest* -----

The 31st annual Bluefin Bay calendar photo contest is underway to create the 2026 Bluefin Bay calendar! The contest is open to all and we have found that it is often Bluefin Bay guests that are able to capture the most magical moments. Our calendar covers all three Bluefin Bay Family of Resorts — Bluefin Bay, Surfside and Temperance Landing. We're looking for photo entries from all three resorts and our beautiful surrounding area, in all four seasons. Submissions are due August 31, 2025 and can be digitally uploaded [HERE](#).



New Activities, NEW ADVENTURES!

This summer, the Bluefin Bay Activities Team is thrilled to add three new complimentary experiences to the line-up: Historic Hike of Glove Overlook, Agate Adventures, and Bike to the Bakery!

Historic Hike of Glove Overlook

Uncover the secrets of an old processing mill during a 2-mile hike in Lutsen. Our knowledgeable guide will share the history of logging and fishing that occurred in the area as well as some history on Al Capone and his time on the North Shore!

Agate Adventures

Join us for this new activity that is part-educational and part-adventure! Guests will learn how agates are formed, what to look for when searching, and where to find them. Afterward, we'll adventure out together so you can find your own semi-precious gemstones!

Bike to the Bakery



















Is there a better combination than a bike ride and a trip to the bakery? We think not! This guided activity will consist of biking on the Gitchi Gami State Trail with a stop at the Schroeder Baking Company, where you can enjoy pastries, a breakfast sandwich or even a milkshake!



Drop in Activities

We're excited to introduce flexible, drop-in craft classes on Saturdays and Sundays throughout the summer! Stop by anytime during the scheduled period (no sign-up necessary!) and explore your artistic side. Classes will include making candles, painting mushrooms, crafting with clay, and more!

SUMMER ACTIVITIES INCLUDED IN YOUR STAY

-  Kids Program
-  Guided Hikes
-  Nature Programs
-  Craft Classes
-  Wilderness Canoeing
-  Stand-up Paddleboarding
-  Sea Kayaking on Lake Superior
-  Biking
-  Tennis & Pickleball
-  Hike & Paint Tours
-  Views & Brews Tours
-  Inland Kayaking
-  Yoga
-  Campfire & S'mores
-  Live Music
-  Bike & Hike Tours
-  Waterfall & Wine Tours
-  Waves & Watercolors



5 Reasons TO GO GUIDED

“Why would I need someone to show me how to walk in the woods?!” Indeed, this age-old question has plagued hiking guides for many years and will undoubtedly continue to do so. However, tour guides have been around for hundreds of years, exploring and learning with their guests as they traverse the world around them. So, why go guided?



PEACE OF MIND: Let us take the reins! Logistics and planning can be overwhelming and time consuming. Going with a guide minimizes your preparations and allows you to sit back and enjoy yourself! All our guides are certified in First Aid and CPR and carry everything you might need during your trip.



EXPLORE NEW PLACES: The internet is an excellent resource and provides good recommendations for popular hikes or lakes. Yet, we might find ourselves at packed trailheads or doing the same few hikes every visit. We also might miss out on “Hidden Gems” or simply scratch the surface of what the North Shore has to offer. Our guides have excellent insight into where to go or what to do, and their naturalist eyes might catch something others miss. Learn from the locals- we know where to go!



CONNECT WITH OTHERS: Whether with guests, locals, or staff- connecting with others enriches your experience and can provide the best memories! Our guided tours provide opportunities to make new friends and build community during your stay.



RECONNECT WITH NATURE: Our guides are trained in naturalism and are familiar with the North Shore ecology and history. Learn about the trees that shade our hike, or the wildflowers that color the landscape. Disconnect from the hustle and reconnect to what brings you joy while exploring the world around us.



ELEVATE YOUR STAY: There is quite a lot included in your stay, including complimentary activities! Maximize your time here by utilizing all the amenities offered. From hikes and paddle sports to crafts and shuttles, the Activities Department offers a large variety of services, all designed to elevate your experience with us.

-Shaylee Clinton, Assistant Activities Coordinator at Bluefin Bay Family of Resorts

Dear Valued Guests,

As spring arrives on the North Shore, we look forward to welcoming you back to Bluefin Bay Family of Resorts—your premier Lake Superior getaway. Whether you're here to relax by the water, explore the trails, or simply enjoy the fresh air, we are committed to making every stay memorable.

At Bluefin Bay, we believe that adventure should be part of your experience, not an added expense. That's why we offer a wide range of complimentary activities year-round, from guided hikes to equipment rentals, ensuring there's always something to do—at no extra cost.

We are also proud to offer exceptional dining every day of the year at our three restaurants, where consistency and quality remain at the heart of what we do.

Our dedicated staff, with an average tenure of six years—well above the national hospitality average—continue to deliver the warm, welcoming service that makes our resort feel like home.

Most importantly, we appreciate each and every one of you who choose to spend your time with us. Your support and loyalty mean the world, and we can't wait to welcome you back for another unforgettable season on the North Shore.

James Taylor

General Manager



WE ARE COMMITTED TO MAKING EVERY STAY MEMORABLE



Delicious Dining Options AT Bluefin Bay and Surfside Resort

We are proud to offer three restaurants that are open daily for our guests to choose from. Even better, all three restaurants feature delicious food and beautiful outdoor seating spaces for summer.

THE BLUEFIN GRILLE features the largest outdoor seating area just steps away from Lake Superior. You really can't beat that view! The summer hours for the Bluefin Grille are 12 - 10 p.m. with the bar open later.

COHO CAFÉ & BAKERY will be expanding its hours this summer to accommodate the early birds! Beginning May 1st, the café will be open daily from 7 a.m. – 8 p.m. Stop by for a hearty sandwich, a delicious pizza made in-house, or yummy treats from the bakery.

WAVES CAFÉ will also be open daily this summer with a full breakfast menu plus sandwiches, pizzas, and salads. 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! Waves Café will be open daily from 8 a.m. – 2 p.m. with grab and go options available until 5 p.m.

The Way We See It: Favorite Menu Items

BREHMER HARRIS

Bluefin Grille Kitchen Manager

The Salmon Fettuccini is new to the menu at the Bluefin Grille and we have received great feedback on it! Of course, the most popular menu item is the Cookie Skillet dessert.

MICHELLE LEWIS

Surfside & Waves Café Manager

I love starting my day with the Waves Croissant Breakfast Sandwich at Waves Café. I recommend it with sausage for a good filling of protein and carbs!

KENYA SCOTT

Coho Café Manager

The Call of the Wild Pizza is a classic at Coho Café & Bakery. The local, wild rice sausage adds a perfect level of spice and flavor.

With Every Wave, A MEMORY

Here at Bluefin Bay, we cherish the long-standing connections we've built with so many of our guests. This section shares the experiences of just a few members of our Bluefin Bay Family!



Becky and Mark Danberg // *Bluefin Bay Guests since 1999*

My husband and I are from Eagan, MN and have been coming to Bluefin Bay for about 25 years. We come up 3-4 times per year. The staff, the property and the activities are exactly what keeps us coming back.

Some of our favorite activities on the North Shore are Lake Superior, the waterfalls, canoeing out of the Sawbill Outfitters and hiking the incredible trails. Bluefin Bay makes all this possible. We love our Bluefin Bay Family!



Kathy & Jim Hansen // *Bluefin Bay Guests since 1992*

We are from Thunder Bay, Ontario. Our first visit to Bluefin Bay was in 1992 and we have been coming back ever since! It is truly a Family of Resorts. The staff have all become family to us. We enjoy hiking all the area trails throughout the seasons. Oberg Mountain is a favorite. We celebrate birthdays and just spent our 25th wedding anniversary at Bluefin Bay.



Dave & Sallie Thompson // *Bluefin Bay Guests since 1984*

Sallie and I have been coming up to the North Shore since the spring of 1971, when we were married. It started out as tent camping in Cascade and Temperance state parks. We skied in winter, hiked and played in spring and fall. We could eventually afford a long weekend in a resort, and we were drawn to Bluefin Bay because the townhomes are right on the lake. We've been staying at Bluefin Bay for decades.

When we got old enough to have grandchildren, we decided our spring trip would be a lot more fun if our children and grandchildren came with us. The family trip has moved to summer to take advantage of all the activities!

2025 Summer & Fall Events

THERE IS NO SHORTAGE OF EXCITING THINGS TO DO IN THE LUTSEN-TOFTE AREA!

Browse through our list of major summer and fall events and book your vacation to experience these great happenings.

- MAY 17** - Superior Spring Trail Races in Lutsen
- MAY 23-25** - Memorial Day Weekend – Launch of Bluefin Bay Summer Activities including Lake Superior Sea Kayaking + More!"
- MAY 24** - Le Grand Du Nord Gravel Cycling Classic in Grand Marais
- JUNE 17** - Launch of the Bluefin Bay Summer Kids Program
- JUNE 28** - Lutsen 99er Mountain Bike Race
- JULY 4** - Annual Fourth of July Celebration in Tofte
- JULY 10-13** - Lutsong Music Festival in Lutsen
- JULY 12-13** - Grand Marais Arts Festival
- JULY 18-AUGUST 10** - Biggest Blueberry Contest on the Gunflint Trail
- JULY 31-AUGUST 3** - Fisherman's Picnic in Grand Marais
- AUGUST 8-10** - Grand Portage National Monument Rendezvous Days, and Celebration Pow Wow
- SEPTEMBER 5-6** - Superior Fall Trail Races in Lutsen
- SEPTEMBER 5-7** - WTIP's Radio Waves Music Festival in Grand Marais
- SEPTEMBER 19-20** - North House Folk School's Unplugged Music Festival in Grand Marais
- SEPTEMBER 26-OCTOBER 5** - Art Along the Lake: Fall Studio Tour
- OCTOBER 11** - North Shore Oktoberfest at Bluefin Bay (learn more below)

Did you know? You can find live music 5 days a week at Bluefin Bay!



Campfire music is available at the Bluefin Bay campfire on Tuesdays & Saturdays



Live Music with local musicians is available at the Bluefin Grille on Mondays, Wednesdays and Fridays



SWEET STOP IN GRAND MARAIS

World's Best Donuts!

That cute red and white shop in Grand Marais? That's World's Best Donuts, and trust us, they live up to the name! For over 55 years, this family-run spot has been whipping up tasty donuts and pouring hot coffee. They're open daily from Memorial Day Weekend right through MEA weekend, serving yummy treats until they're all gone. Make sure to swing by on your next Bluefin Bay getaway – you won't regret it!

Pssst! Guess What?

You can also find World's Best Donuts at the Circle K right here in Tofte!



Get Ready to Prost!

BLUEFIN BAY'S SECOND ANNUAL
NORTH SHORE OKTOBERFEST IS COMING!

Mark your calendars for Saturday, October 11th, 2025, because Bluefin Bay is bringing the gemütlichkeit back to the North Shore! Join us for our Second Annual North Shore Oktoberfest, a festive celebration of fall flavors and fun.

Enjoy live music, Oktoberfest-themed games and crafts, plus, back by popular request, bingo with Dan! You'll also have the chance to explore artwork from talented local craft vendors.

And, of course, no Oktoberfest is complete without delicious fare! Indulge in mouthwatering German-themed food and beverages that will transport your taste buds straight to Bavaria.

Don't miss out on this fantastic fall event at Bluefin Bay – it's the perfect way to embrace the season and enjoy a day filled with music, crafts, community, and good cheer. We can't wait to say "Prost!" with you!





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.

Shaylee Clinton // Assistant Activities Coordinator

Hometown: Ina, Illinois

How long have you worked for Bluefin Bay Family of Resorts? 2 years

In your opinion, what distinguishes the Bluefin Bay area from other destinations in Minnesota and beyond? The accessibility to nature and various types of recreation truly sets our area apart from others! From sea kayaking to cross-country skiing or backpacking to rock climbing, there are numerous ways to explore the Tofte area and connect with the world around us. Any and every time of the year is a great time to visit. There is something for everyone on the North Shore!

If you could recommend one unique experience or amenity to a first-time guest, what would it be and why? During the summer, our gear rooms are filled with comfort bikes! I always suggest guests borrow a bike from us to enjoy a ride southwest on the Gitchi Gami State Bike Trail. The 3 mile bike ride goes past Temperance River State Park and Temperance Traders Thrift Store, both of which are excellent stops! I prefer to finish my ride south at Schroeder Baking Company, where I enjoy a nice calzone and espresso malt under the shade trees.

Please share a memorable interaction you've had with a guest during your time at Bluefin Bay Family of Resorts. While enjoying a wonderful hike up to the Ted Tofte Overlook and Carlton Peak, I had a beautiful, young couple get engaged! Everyone in our group was very excited for them both, and I was honored to be a part of their special moment.

Which dish from our resort restaurants is your personal favorite? The Bluefin Grille Club Sandwich! It is hearty, fresh, and delicious. I typically eat it twice a month!



Jessica Huppler // Group Sales & Events Manager

Hometown: Onamia, Minnesota

How long have you worked for Bluefin Bay Family of Resorts? I started in June 2017

In your opinion, what distinguishes the Bluefin Bay area from other destinations in Minnesota and beyond? Bluefin Bay Family of Resorts prides itself on the area's many pleasures while giving our visitors a comfortable and friendly home base to watch the waves as well as explore everything that the North Shore has to offer. I have worked with some of the most amazing people who really care about welcoming others to enjoy the area and take as much comfort as they can when they stay with us. As maudlin as it sounds, it does actually feel like family.

If you could recommend one unique experience or amenity to a first-time guest, what would it be and why? I am a huge fan of our unique Bluefin Bay events including the wedding celebrations, our bi-annual Food and Wine Lovers and Waves and Wellness events, our new Oktoberfest, and our regular picnic cookouts. All our events give an opportunity for guests to do something special and to try something different. It also gives the staff another opportunity to meet those who are staying with us, welcome them, and get to interact with new people.

Please share a memorable interaction you've had with a guest during your time at Bluefin Bay Family of Resorts. There are so many stories that I could tell! This February I had the best opportunity to meet a fantastic couple, and it ended up being a running joke that I was everywhere they went. I met them at their dinner on a Friday night and we had a lovely conversation. The next day, I was their shuttle driver for our Candlelit Ski event and got to get to know them further. I then saw them again on their last day for dinner and we all had a great laugh. Having those interactions with such wonderful people are what brings me so much joy in life. I was so honored to be a part of their Bluefin Bay experience.

Which dish from our resort restaurants is your personal favorite? I treat myself once a year, for my birthday, to a nice meal at the Bluefin Grille. This year I tried the Steak Oscar as it had recently been added to the menu. I was blown away by the perfect flavor profile of steak and crab with (my favorite) hollandaise sauce and asparagus. I highly recommend that entree if you are looking for a winner.



Summer Offers

Spring Fever Special (3 for 2)

Valid May 5-May 22 & May 26-June 5, 2025

Stay two nights and receive a third night free

June Moments

Valid June 1-15, 2025

Receive 25% off your stay of two nights or more

June 4 for 3

Valid June 6-30, 2025

Stay four nights at any of our Bluefin Bay Resorts and receive one of those nights completely free

Late Summer 4 for 3

Valid August 17- September 14, 2025

Stay four nights at any of our Bluefin Bay Resorts and receive one of those 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!



Explore All Offers at
BluefinBay.com/Offers

Follow Along!

