



**DELECTABLE RESTAURANTS, EATERIES AND BARS BECKON RESORT
GUESTS AND THE PUBLIC TO WILDERNESS AT THE SMOKIES**
*New Director of Culinary Operations, New Menu, New After-Work “Attitude Adjustment” Hour,
and New Kids Eat Free Program*

Sevierville, Tenn. – [Wilderness at the Smokies](#), home to Tennessee’s largest indoor waterpark and a premier destination in the Great Smoky Mountain region, welcomes area residents and tourists to experience uniquely themed dining and ambiance from family-friendly to business happy hours.

Reservation Optional

You don’t have to be a guest at Wilderness at the Smokies to enjoy a great meal with your family or a cold beer after work. ***Hidden Trail Bar and Grill***, located at Stone Hill Lodge, has put a unique twist on what is commonly known as Happy Hour. ***Attitude Adjustment Hour*** invites patrons to relax and unwind every day from 5PM -7PM with \$2 tacos (chicken, steak or pork), \$2 glasses of house wine and \$2 draft beer, and live music on most Saturdays. Whether unwinding after a long day at the office or switching gears after a day of play in the waterpark, Attitude Adjustment Hour is a great way to switch gears in a beautifully appointed restaurant perched on the hill adjacent to Wilderness at the Smokies’ River Lodge building. Hidden Trail Bar and Grill is open for breakfast and dinner daily and offers an extensive breakfast buffet and lunch menu seasonally.

Located at River Lodge overlooking the Wild WaterDome indoor waterpark, the ***Thirsty Miner Restaurant*** serves buffet style breakfast and dinner and seasonal lunch menu dining in a family fun setting. Patrons can enjoy a sprawling buffet in the morning and evening featuring new dishes made with the freshest of ingredients, order a la carte from an extensive menu, or take in a televised sporting event at the bar while munching on an appetizer and enjoying a cold beverage.

Kids Eat Free!

Kids, ages eight and under, eat free seven days a week at both Hidden Trail Bar and Grill and the Thirsty Miner Restaurant with the purchase of an adult breakfast or dinner buffet. When the buffet is not open, a full entrée menu is available, featuring kid-friendly meals and portions. One child may eat free per each adult buffet or entrée purchase.

Resort guests and the public are welcome to enjoy burgers, hot dogs, pizza, fries and more at **Billy Jacks Snack Shack**, or grab a Starbucks® coffee drink, Krispy Kreme Donut®, made-to-order sandwich, ice cream, candy and homemade fudge at **Mountain Marketplace Deli** at River Lodge. **Grizzly's Grill**, **Coyote Cove** and **Bluegill's Cove** are the only eateries exclusive to resort guests due to their waterpark locations, and serve fun food and cool tropical drinks.

A World-Class Resort Requires A World-Class Chef

Newly appointed director of culinary operations Ricardo Rojas has brought fresh perspective to the culinary offerings at Wilderness at the Smokies' two sit-down restaurants, Hidden Trail Bar and Grill and Thirsty Miner Restaurant, and the multiple eateries throughout the resort. Rojas brings more than 25 years of experience in hotel, resort and food and beverage management, and a reputation for innovation.

“Our restaurants are uniquely themed, adding to the fun of going out to dinner with family or enjoying a vacation-inspired tropical drink with your friends,” said Rojas. “A common misconception is that you have to be a guest here to enjoy our many restaurants and eateries. Our restaurants are open to the public and our menu broadly appeals to guests of all ages and palates, from traditional fare that kids crave to steak and seafood that adults love. We also recognize the importance of special dietary needs and offer gluten free options and can further accommodate most menu substitutions when requested.”

Conveniently located just off of Interstate 40 in Sevierville, Tenn., and sprawling across more than 200 acres, Wilderness at the Smokies offers beautifully appointed guest rooms, suites and villas, the largest year-round indoor waterpark in Tenn., two seasonal outdoor waterparks, a family adventure center, daily activities, a championship 36-hole golf course, dining, shopping, and more than 200,000 square-feet of meeting and convention space. For more information about Wilderness at the Smokies visit WildernessattheSmokies.com.

###

Ownership Backgrounder:

Stand Rock Hospitality is a leading hotel and hospitality development and management company, specializing in independently branded and franchised hotels, luxury resorts, indoor waterpark resorts, outdoor waterparks, golf courses, restaurants, conference center, retail and family entertainment venue development and management across the U.S. Headquartered in Wisconsin Dells, Wis. Stand Rock Hospitality developed and operates the 713 key Wilderness at the Smokies, adding hundreds of jobs, attracting tourists, and having a major impact on sales tax and room tax generated for the City of Sevierville. The newly launched Tennessee Jetboat Adventures further positively benefits the area, creating additional tax revenue. Stand Rock Hospitality also owns and operates the 101-room Hampton Inn & Suites Milwaukee West in West Allis, Wis. Their award-winning and distinctive style makes their properties and venues a favorite among a wide spectrum of audiences including guests, investors and partners. For more information visit standrockhospitality.com

Media Contact:

For more information, hi-res photography, or to schedule an interview:
Erin Ruppenthal, erin@savvyowlmarketing.com, 608.206.5796.