

FOR IMMEDIATE RELEASE

May 26, 2022

Pursuit Opens Banff's Newest Restaurant and Lounge, Brazen

-Set in the historic Mount Royal Hotel, Brazen honours the past while setting the stage for the future-

BANFF, Alberta – (May 26, 2022) - Brazen, a new and bold dining experience in the heart of the Town of Banff opens June 14. Set in the historic Mount Royal Hotel, Brazen focuses on sharable plates; dinner classics with a modern-day twist and cocktails inspired by Banff's bold characters and days gone by.

"Brazen pays homage to the original lounge and restaurant in the Mount Royal Hotel – The Alberta Bar. In its day, The Alberta Bar was the center of activity and a place where all gathered to share a meal and share their stories," says Executive Chef Scott Hergott, Banff Jasper Collection by Pursuit. "Today we reimagine this classic Banff space, bringing it back to life in a contemporary way with an adventurous Albertan spirit."

Brazen's seasonally inspired menu showcases ingredient-led cuisine firmly anchored in tradition; flavours on the plate that echo the nostalgia with a modern local twist. Standouts like Sherry Creamed Fox Farms Mushrooms on Toast; braised Elk and Cabbage; and Charred Acorn Squash are offered alongside Smoked Mussels, Hangar Steak with Potato Fondant; and Truffle Mac and Cheese.

The cocktail menu is rooted in the classics and celebrates the era of The Alberta Bar. Inspired by famous characters of Banff who frequented the original lounge, drinks are reimaged favourites brought to life using local spirits and house made cordials.

The design of the space is masculine and traditional, inspired by the history of classic hotel lounges. With a nod to old-world service, a little bit of cheek and timeless hospitality of the Mount Royal Hotel, visitors are warmly welcomed to sit and savour the experience as they gather to share stories of the day.

"Brazen honours our history, while looking to the future – setting the stage for past stories to be told and new memories to be made," said Stuart Back, Chief Operating Officer, Banff Jasper Collection by Pursuit. "From dining 7,500 feet on top of the Banff Gondola with our Sky Bistro and Northern Lights Alpine Kitchen to downtown Banff's Farm & Fire, Brazen will add another signature culinary experience to Pursuit's exceptional dining portfolio."

For more information visit brazenbanff.com, call 1-800-808-8068, or follow us on social media @brazenbanff

For images and rendering, click [here](#)

About

Pursuit is an attractions and hospitality company that owns and operates a collection of inspiring and unforgettable experiences in iconic destinations. From world-class attractions, distinctive lodges and engaging tours in stunning national parks and renowned global travel locations, to our growing collection of FlyOver flight ride experiences in the vibrant cities of Vancouver, Reykjavik, Las Vegas, Chicago (expected opening 2024) and Toronto (expected opening 2024), Pursuit's elevated hospitality experiences enable visitors to discover and connect with these iconic destinations. With a strategic direction to build an expanding portfolio of extraordinary travel experiences, Pursuit remains focused on delivering unforgettable and inspiring experiences in iconic locations worldwide. Pursuit is part of Viad Corp (NYSE: VVI). For more information visit pursuitcollection.com.

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