



CASA DE SIERRA NEVADA

**CASA DE SIERRA NEVADA**  
**SAN MIGUEL DE ALLENDE, MEXICO**  
**FACT SHEET**

**HOTEL DESCRIPTION:**

A few blocks from the cathedral and main city square of San Miguel de Allende, the boutique hotel of Casa De Sierra Nevada is a mixture of 16<sup>th</sup> to 18<sup>th</sup> century Spanish colonial buildings. Its 32 rooms and suites are spread amongst nine Colonial mansions, including: Casa del Parque, a fort in the 17<sup>th</sup> century and later a customs house catering to the silver trade; and Casa Principal, the former residence of San Miguel de Allende's Archbishop in 1580 and an official historical landmark.

Each casona, or mansion, which features two to six guest rooms or suites, is unique. Many feature outdoor courtyards with fountains, small gardens and al fresco corridors. Guests do not have the feeling of being in a hotel at all. Rather, they are integrated into the town itself, making for a true cultural immersion. The experience is akin to living in a beautiful, historic apartment, where each building has an inner courtyard where one can sit and enjoy the evening, with candles creating a romantic ambience. All this is mixed with the fresh, new amenities provided by Casa de Sierra Nevada.

Centuries old architecture and individually designed buildings and guest rooms combined with award winning service are just some of the reasons that Casa de Sierra Nevada was named as one of the "Top 10 hotels in all of Mexico and Central America" in *Condé Nast Traveler's* World's Best Awards and *Travel + Leisure* magazine's coveted T+L 500.

**LOCATION:**

San Miguel de Allende sits at an altitude of 6,400 feet above sea level. Founded in 1542, the cobblestoned streets of this colonial city are lined with palacios (dating from the 16<sup>th</sup>, 17<sup>th</sup> and 18<sup>th</sup> centuries) that today are a mixture of personal residences, galleries, restaurants and boutiques. Many palacios have adobe walls and enclosed patios lush with jacaranda trees and bougainvillea. Said to capture the "real Mexico," the main plaza is still the social pulse of a city where bullfighting season is awaited with much anticipation, Siesta takes place from 2 p.m. to 4 p.m. daily, firewood is delivered by burros, and most mornings you can see ladies gather by a spring fed lavage in front of the Casa de Parque to wash clothing and exchange the latest news.

During colonial days, San Miguel, then called San Miguel El Grande, was the wealthiest town in silver-rich new Spain. Today, its authenticity, architecture and temperate high desert climate continue to draw visitors and new residents – San Miguel boasts more than 2,000 resident artists and over 12,000 expatriates from the United States, Canada, and Europe who now call this charming colonial town home. This blend of cultures has resulted in a veritable thriving educational campus for visitors. On an average day, one can take in a foreign film, a reading by a visiting author, a guided trip to the market followed by a lesson with a chef on cooking, or an almost limitless list of courses offered at the Institute Allende or Belles Artes, including: Spanish, painting, photography, etching, jewelry making, and history courses. In addition, there

are fiestas, which seem to be celebrated almost every day, numerous historic sites, galleries and boutiques for treasure hunting and the simple pleasure of strolling the streets and discovering the town's more than 42 public fountains and hidden courtyards.

Named a National Monument in 1926 by the Mexican National Institute of Anthropology and History, is it any wonder that San Miguel de Allende has been lauded in numerous publications, including: *Architectural Digest*, *The New York Times*, *Newsweek*, *Washington Post*, *Condé Nast Traveler*, *Travel + Leisure*, and *Departures*, to name a few.

## **ROOMS:**

Each of the hotel's 32 rooms are individually designed, and many feature private patios or secluded entrances. Colonial stucco walls, bovedas (curved ceilings), dark wood and wrought iron accents, Talavera tile baths, polished copper sinks, wood burning fireplaces and lush gardens evoke the rich architectural history of San Miguel, while original paintings and stenciling by local artists accent walls, and hand woven textile throws and rugs provide warmth and texture.

Deluxe Rooms (15)

Junior Suites (9)

Colonial Junior Suite (1)

One-bedroom Suites (4)

Colonial one-bedroom Suites(2)

Two-bedroom Villa (1)

## **RESTAURANTS:**

The hotel features two full service restaurants with bars.

Andanza – This lively, smart restaurant in Casa Principal opens in August 2007. The cuisine celebrates Mexican tradition with a modern flair, There are regular-portion plate and small-plate choices, all made from seasonal local produce, and served in fresh and sophisticated style. Diners can choose the four-season courtyard with its orange trees and cascading wall fountain, or one of six different indoor rooms, including the Art Room with its fireplace and oversized leather chairs, the cozy and decadent Wine Room & Cava, or the elegant private Dining Room. For unwinding after a glorious day spent in San Miguel, there is a Game Room with snug chairs and board games and the Blue Bar with its stylish wooden interior, antique hand-stenciled walls, knowledgeable bartenders and tantalizing beverage experience, including a vast Tequila and beer selection, and house-made sangritas. Live modern Latin music in the evenings mixes with background music with Latin, jazz and world touches.

Parque Restaurant - Nestled beneath the colonnades of the Casa Parque mansion, this restaurant is known for live music at both comida and dinner, lush garden views, and a relaxed, informal atmosphere. The menu features traditional Mexican dishes with an elegant twist, created by executive chef and San Miguel native Gonzalo Martinez. Specialties include a rich sopa Azteca, poured at your table, and Caesar salad served in a paper-thin crouton shell. The space is divided into four sections: bar, main dining room, patio overlooking the garden of the house, and the private Salón - Del Obispo.

Both restaurants are open 7 days per week:

Breakfast 7.30 to 11.00 Hrs

Lunch 11.00 to 17.00 Hrs

Evening Meals 17.00 to 23.00 Hrs

## **EVENT & MEETING SPACE:**

The hotel's conference center, located near the swimming pool, can host groups of up to 30 people, while private dining rooms at Casa de Parque and Casa Principal provide intimate meeting or dinner settings.

Just 10 minutes from the hotel is the La Loma ranch, which can be used for meetings, events and special programming including horseback riding, carriage rides/instruction, Spanish dressage exhibitions and bull fighting exhibits.

**GUEST SERVICES:**

A dedicated staff is committed to the anticipation and fulfillment of guests' needs, including:

- Room service, including hospitality services
- Laundry/dry cleaning
- Multi-lingual staff
- Full-time aficionado staff for customized sight-seeing tours, art or language lessons, adventure activities, etc.
- Nightly turn-down service
- Complimentary Internet service, with wi-fi in restaurants

**ADDITIONAL AMENITIES:**

- Library with Internet
- 60 foot swimming pool
- Spa services available in suite (destination spa in development for late 2008)

**2007 PUBLISHED RATES:**

<u>Room Category</u>	<u>Rates</u>
Deluxe (17)	\$290.00
Junior suite (11)	\$349.00
One-bedroom suite (5)	\$425.00

High season is October through May.

**GETTING THERE:**

Guests may fly into Mexico City, Queretaro or the Guanajuato-Leon Airport. The Guanajuato-Leon Airport (BJX) has direct flights from Dallas, Los Angeles, Houston, San Jose and Oakland (California), and Mexico City. It is served by American Airlines, Continental, Mexicana, Aeromexico and is a scenic 45 minute drive away. Transportation from the hotel can be arranged.

The recently opened Aeropuerto Internacional de Queretaro (QRO) is about 40 miles from San Miguel, and is served by Continental Airlines, Aeromar and Aeromexico with once daily direct non-stop flights from Los Angeles and Houston.

The Mexico City airport is served by most major airlines including Aeromexico, Mexicana, KLM, US Airways, Air Canada, Delta, Lan Chile, Continental, American, Alitalia, AirFrance, Alaska, Japan Airlines, Taca, Swissair, Lufthansa, United, Varig, Iberia and is a 3 1/2 hour drive away.

**ADDRESS:**

Casa de Sierra Nevada  
Hospicio 35, Col. Centro  
San Miguel de Allende, GTO, Mexico C.P. 37700

Phone: (415) 152 70 40 (country code: 52)

Fax: (415) 152 1436

[www.casadesierranevada.com](http://www.casadesierranevada.com)

Reservations: (415) 152 70 40

Toll Free: 800-701-1561 from North America, in Mexico call 800-509-0745

E-MAIL: [mail@casadesierranevada.com](mailto:mail@casadesierranevada.com)

GENERAL MANAGER: Marc Rodriguez

OWNERS/MANAGEMENT: Orient-Express Hotels, Trains & Cruises

# # #

**Media Contact:**

Kristen Vigrass / Julia Barnes | The Brandman Agency | 212.683.2442 | [firstname@brandmanpr.com](mailto:firstname@brandmanpr.com)



**SAZÓN**  
**MEXICAN COOKING SCHOOL AND TABLETOP STORE**  
**San Miguel De Allende, Mexico**

**FACT SHEET**

**Sazón—el arte de la mesa** (Sazón—the Art of the Table. Sazón is from the verb Sazonar which means to season, to flavor, to give relish to.)

Sazón is San Miguel de Allende's premier tabletop store and cooking school, housed in a magnificent 18th century casa in the heart of this charming colonial town in the highlands of central Mexico. Sazón is the cooking school of Hotel Casa de Sierra Nevada, and is open to everyone, not only guests of the hotel.

Owned and operated by Orient-Express Hotels, Trains and Cruises, Sazón's mission is to continuously search for the best Mexico has to offer and inspire our clients to celebrate the art, culture and taste of the Mexican table.

Sazón has three distinct areas: a gallery style tabletop store, a state-of-the-art cooking school, and a picturesque and romantic central courtyard, available for private events. Sazón is located one block South of Hotel Casa de Sierra Nevada and one block East of *el Jardín*, the main city square.

**COOKING SCHOOL:**

The Sazón cooking school is a light-filled room with a domed ceiling and open courtyard. The classroom space is equipped with state-of-the-art appliances, TV monitors and overhead mirrors. The programs offered range from two-hour cooking classes, featuring local and regional specialties, to week-long culinary packages which include luxury accommodations at Orient-Express's Casa de Sierra Nevada, captivating tours into the history and culture of central Mexico, trips to the local produce market and exclusive candlelit dinners in historic buildings. Focusing on celebrating all regions of Mexican cuisine, students have learned how to make: *Tortilla Soup Gorky*, a family recipe from our local famous potter; *Arroz a la Tumbada*, an incredibly tasty paella-style seafood dish from Veracruz; and *Dark Chocolate Ice Cream Laced with a Touch of Chile*, a luscious ending to any class.

The Sazón cooking school is managed by internationally-trained chef Montserrat (Montse) Castro, who also teaches the classes on a regular basis. Montse was born and raised in Mexico City and as a little girl helped her grandmother prepare meals. Her interest in food never faded and when it came time for a career choice, the decision was easy for Montse, who went on to study her craft not only in Mexico City, but in Monte Carlo. Montse has a passion for inspiring students to explore Mexico's amazing and diverse culinary heritage. Other teachers include local and regional Mexican chefs and home cooks, who share their expertise, special cooking tips and family recipes with the students. Current and future class schedules can be found at [www.sazon.com](http://www.sazon.com).

In addition to these programs, Sazón invites world-renowned guest chefs to come and teach classes, such as Patricia Quintana, Diana Kennedy and Rick Bayless. Gonzalo Martinez, Executive Chef at Hotel Casa de Sierra Nevada, and other talented Executive Chefs from Orient-Express Hotels around the world also come to teach special classes.

Maximum class size is 20 students; all classes are taught in English, and in Spanish by request.

#### **TABLETOP STORE:**

Sazón – el arte de la mesa, truly lives up to its name. Flanking the grand entry doors, the two airy, gallery style retail areas offer a wealth of the most beautifully handcrafted Mexican tableware and accessories and gifts. Museum quality work includes: ceramics by renowned award winning artists Jesús Guerrero Santos and Gorky Gonzales; unique and whimsical original paintings by Juan Carlos Breceda; earthenware *cazuelas* (casseroles) crafted by Esteban Valdez, whose work is on display in the Smithsonian Institute collection; volcanic stone *molcajetes* (mortar and pestle); ceramic spice jars; colonial style hand dipped candles; and vivid table textiles.

Also featured are handmade tableware and glass collections crafted exclusively for Sazón by regional artisans. This includes Mesa Blanca, a collection of dinner ware with its signature white Alcatraz glaze and scalloped edges, as well as Piña Glass hand blown glassware with elegant etched designs.

#### **COURTYARD:**

Sazón's central courtyard joins the retail store and the cooking school and provides an alfresco area for shoppers and students to enjoy as well as a venue for private parties for up to 90 people reception style (30 sit-down). In the colonial tradition, the courtyard features many flowering plants and herbs in containers, nestled around a soothing fountain. A massive fireplace carved from local stone provides warmth during the chillier winter month, while a retractable cloth roof provides additional ambience or shade when need.

#### **LOCATION:**

Voted one of the best three best cities in the Americas by the readers of Condé Nast Traveler, San Miguel de Allende is a 450-year-old colonial town steeped in rich history, and long-known as a spirited hub for indigenous and ex-pat artists, writers and musicians. Founded in 1542, it is considered one of the best preserved Mexican colonial towns, and is a National Monument of Mexico. It was one of the wealthiest cities in "New Spain" due to its location along the "silver route." Today, its cobble-stoned streets are lined with centuries-old *palacios* that are a blend of family residences, galleries, restaurants and boutiques.

San Miguel de Allende sits at an altitude of 6,400 feet above sea level, and is located in the *Bajío*, the fertile heartland of Central Mexico, where the finest vegetables, fruits, poultry and meats are produced and arrive fresh daily to local *mercados*. It is easily reached from Mexico City, 171 miles away, or the nearby León Airport which is 1 hour and 30 minutes from the hotel, or Querétaro Airport just 1 hour from the hotel.

#### **SAMPLE CLASS SCHEDULE:**

##### **Tuesday – Market Tour**

Guests experience the colorful San Miguel Market guided by one of our chefs, learn pointers for selecting the best of the seasonal products, and bring unfamiliar items back to the Sazón kitchen (10:30 a.m. – 12:30 p.m.)

##### **Wednesday – Regional Cuisines of Mexico Series**

Instruction in the varied regional cuisines of Mexico, ranging from Oaxaca to the Yucatán. (11 a.m. to 1 p.m.)

**Thursday – San Miguel de Allende Traditional Home Cooking**

Features heirloom recipes from talented local chefs and cooks, with pointers to the history of Spanish colonial influence on the cuisine (11 a.m. to 1 p.m.)

**Friday – Entertaining**

Topics change week to week, including “picnics” and “Frieda and Diego’s Wedding.” (11 a.m. to 1 p.m.)

**COOKING PACKAGES:**

Culinary packages combine cooking classes, tours that immerse guests into the history, culture and food of central Mexico, and accommodations at Casa de Sierra Nevada, an Orient-Express boutique hotel housed in 16<sup>th</sup>, 17<sup>th</sup> and 18<sup>th</sup> century Colonial mansions.

**Spice of Life Culinary Package**

This 4-night package is available with an arrival on any Monday and departure on Friday and includes:

- Cooking classes on Tuesday, Wednesday and Thursday
- Luxurious accommodations at the historical Hotel Casa de Sierra Nevada
- Culinary amenities packet on arrival
- Full daily breakfast
- Three-course menu du jour dinner at one of Hotel Casa de Sierra Nevada's restaurants
- Thursday night wine tasting hour with local experts (6 p.m. to 7 p.m.)

Prices (in pesos) start at approximately \$14,605 per person/single occupancy or \$16,840 per couple/double occupancy through September 28, 2007. Taxes additional.

**Culinary Adventures Package**

This 4-night package includes:

- Luxurious accommodations (for two) at the historical Hotel Casa de Sierra Nevada
- A class at Sazón cooking school, with choice of one of the following options:
  - Tuesday market tour, class and tasting with the Chef de Sazón
  - Wednesday regional cuisine of Mexico
  - Thursday introduction to traditional San Miguel de Allende home cooking
- A guided tour covering the local lore and history of this romantic city nestled in Mexico's highlands.
- Full daily breakfast.

Prices (in pesos) start at \$12,800 for travel through September 29, 2007. Taxes additional.

**Custom Packages**

Sazón can customize culinary experiences for groups of 10 or more, based on the special interest of the customer. Package inclusions can range from trips to the local market to dinners in private homes, and wine and tequila tastings.

## **GETTING THERE:**

Guests may fly into either Mexico City, Querétaro Airport or the Guanajuato-Leon Airport.

The Querétaro Airport has direct flights from Houston and is served by Continental and Aeromar and is an hour drive away.

Guanajuato-Leon Airport has direct flights from Dallas, Los Angeles, Houston, San Jose and Oakland (California), and Mexico City, and is served by American Airlines, Continental, Mexicana, and Aeromexico and is a scenic one and a half hour drive away. Transportation from the hotel can be arranged (see below.)

Mexico City Airport is served by most major airlines including Aeromexico, Mexicana, KLM, US Airways, Air Canada, Delta, Lan Chile, Continental, American, Alitalia, Air France, Alaska Air, Japan Airlines, Taca, Swissair, Lufthansa, United, Varig, and Iberia and is a three hour drive away.

**Casa de Sierra Nevada**, can arrange for guest transportation from the airport to the hotel.. For more information [www.casadesierranevada.com](http://www.casadesierranevada.com) or (415) 152 70 40 (country code: 52) or 1-800 701-1561.

## **ADDRESS:**

Sazón Cooking School

Correo #22

San Miguel de Allende, GTO, Mexico C.P. 37700

[www.sazon.com](http://www.sazon.com)

Phone: 415-154-7671 (Country code 52)

Toll-free: 1-800-701-1561 for culinary packages that include accommodations, in Mexico call:

EMAIL: [sazon@sazonsanmiguel.com](mailto:sazon@sazonsanmiguel.com)

**DIRECTOR:** Kirsten West

**COOKING SCHOOL MANAGER:** Montserrat Castro

**RETAIL STORE MANAGER:** Rhonda Roberts

**OWNERS/MANAGEMENT:** Orient-Express Hotels, Trains & Cruises

###

## **Media Contact:**

Kristen Vigrass / Julia Barnes | The Brandman Agency | 212.683.2442 | [firstname@brandmanpr.com](mailto:firstname@brandmanpr.com)



CASA DE SIERRA NEVADA

## SAN MIGUEL DE ALLENDE, MEXICO HISTORY AND BACKGROUND

How does a little hillside town in Mexico – with no airport and more than four hundred miles from the nearest beach, beat - out destinations like Hong Kong, Vienna and Paris in the coveted *Condé Nast Traveler* Reader's Choice “Best in the World” awards and *Travel + Leisure*'s “World's Best Awards” ?

It begins nearly 25 years after the Conquest of Mexico and continually gains momentum, through name changes and local color.

**1540's** – A Franciscan friar, who has taken the name of Juan de San Miguel, in honor of one of the archangels, arrives in the area and establishes a mission with a goal to convert the Chichimica Indians to Christianity. The settlement is named San Miguel de las Chichimecas. The settlement is destroyed in 1551.

**1552** - Friar Bernard Cossin, successor to Juan de San Miguel, moves the settlement a few kilometers to the east, where it is more secure and enjoys a reliable water source from El Chorro, a natural spring.

**1600's** – The town is renamed San Miguel el Grande. Its location along the Aniqua Camino Real, the route from the silver mines of Guanajuato, Zacatecas, and San Louis Potosi to Mexico City, spurs tremendous growth and wealth among land owners, ranchers and businessmen.

**1750** – San Miguel el Grande gains the reputation as one of wealthiest and largest settlements in “New Spain,” due largely to the impact of the silver trade.

**1810** – The town earns the moniker “Birthplace of Mexican Independence” when Father Miguel Hidalgo, the parish priest of the nearby town of Dolores Hidalgo, joins forces with Ignacio Allende, the captain of the San Miguel militia, and leads many victories.

**1821**- San Miguel el Grande becomes the first town to be freed from Spanish Rule

**1826** – The town is officially renamed San Miguel de Allende after General Ignacio Allende, born in Sang Miguel - he is revered as a hero of the Mexico War of Independence.

**1890** – Following the War of Independence, San Miguel de Allende falls into an economic lull for nearly 50 years, until 1890 when it enjoys a short period of economic recovery engendered by the dictatorship of Porfirio Díaz, until the Revolution.

**1900's** – Silver output from the mines begins a drastic decline.

**1910** – The Revolutionary War begins.

**1921** – The Revolutionary War ends.

**1926** – San Miguel is declared a National Monument and “Historic and Protected Town” by Mexico's

National Institute of Anthropology and History, and thereby establishes strict guidelines for architecture and development within the historic district.

**1940's** – San Miguel begins to attract artists; Bellas Artes and the Instituto Allende, two local schools offering classes in art, history and culture, are established. They still operate today.

**1950's** - La Gruta, a mineral spring known for its healing qualities, positions San Miguel as a popular tourist destination. Adding to the draw of San Miguel are famous Mexican entertainers like Cantinflas that frequent the town.

Today, San Miguel's 400 year-old history, exquisite Spanish Colonial architecture, fountains and hidden courtyards combined with true Mexican traditions make it a rare treasure. Sitting at 6,400 feet above sea level in the Sierra Madre mountains, the town enjoys a mild climate year-round. The population of over 110,000 is made up of approximately five percent of expatriates from the United States, Canada and Europe.

And while the multi-cultural population has added to the breadth of offerings in the city, which includes over 100 restaurants, countless galleries, and even a weekly English newspaper, life is still wholeheartedly Mexican. Siesta still takes place from 2 to 4 p.m, bullfighting season is awaited with much anticipation and the main square is where the locals gather to exchange news and socialize.

San Miguel's recognition as a National Monument has ensured that there are no traffic lights, franchise restaurants or billboards in historic San Miguel, and that the colonial architecture is protected and courtyards are left lush with Bougainvillea and Jasmine.

On any given day, visitors and locals can visit ranches, vineyards, thermal baths, and numerous historic sites, including: the Santuario De Atotonilco; the soaring spires of La Parroquia Church, designed by a self-taught Indian mason inspired by postcards of European cathedrals; or the Baroque-inspired home of Ignacio Allende, local hero of San Miguel and Mexico's fight for independence.

Those with a green thumb can stroll Juarez Park, the Orchid Garden or the Botanica de Jardin, with hundreds of species of succulents and cacti, while budding artist might opt for a private tour of galleries or spend the afternoon at the Fabrica La Aurora, an old textile mill that is now a collection of artist studios. For the culinary aficionado, no trip would be complete without a stop at the market to buy chilies, cacti and fresh queso followed by a cooking class with a local chef.

Then, of course, there are the fiestas which seem to be happening almost every week, and almost always include fireworks and dance.

# # #

**Media Contact:**

Kristen Vigrass / Julia Barnes | The Brandman Agency | 212.683.2442 | [firstname@brandmanpr.com](mailto:firstname@brandmanpr.com)



CASA DE SIERRA NEVADA

## **CASA DE SIERRA NEVADA**

**San Miguel de Allende, Mexico**

### **ACTIVITIES**

With six patron saints, dozens of churches, two cultural institutes, and a population of artists, writers and musicians, San Miguel has no shortage of happenings – from religious celebrations to film festivals and guitar recitals to the running of the bulls – whatever one’s interest, there is sure to be a class, tour or celebration to suit, and Casa de Sierra Nevada can customize a package for you.

#### **Year-Round**

##### **City Tours**

Meet colonial Mexico by walking its streets and visiting its historical building, churches, museums and art shops (1- 2 hours)

##### **Gallery Tours**

A thriving artist community provides opportunities for art gallery tours customized to any medium. Guests can choose private tours that focus on painting, sculpting, ceramics, jewelry, or multimedia with stops that include the Fabrica Aurora and other hidden studios.

##### **House and Garden Tours**

Sponsored by the library, these weekly tours take visitors behind the doors of some of the most beautiful private haciendas and gardens in San Miguel. Every Sunday at noon (2 hours).

##### **Bellas Artes (El Centro cultural “El Nigromante”)**

One of the major cultural institutes, Bellas Artes offers a variety of classes and workshops, including: ceramics, silver work, Spanish language, photography, glass blowing, copper and silver artistry. In addition, the historic buildings and beautiful courtyard is the site for regularly scheduled foreign films and music recitals.

##### **Instituto Allende**

With exquisite inner patios, a lovely chapel and beautifully proportioned arches, this former residence of Don Manuel Tomas de La Canal dates to 1735. Today, it is the home of the Instituto Allende, which offers history, language and numerous art classes throughout the year as well as a coffee and gift shop ([www.instituto-allende.edu.mx](http://www.instituto-allende.edu.mx))

##### **El Charco del Ingenio (Jardin Botánico)**

A great location for nature walks this 220 acre botanical garden is located only a few minutes from the center of San Miguel and features an extensive collection of cacti and succulents distributed in three zones: the dry chaparral, the canyon and the wetlands. Panoramic lookouts, picnic and camping areas and a temazcal (traditional herbal steam bath) and special programming during the full moon. Open daily.

[www.laneta.apc.org/charco](http://www.laneta.apc.org/charco)

### **Academia Hispano-Americana**

For Spanish at all levels as well as lectures on Mexican history and literature.

[www.mexonline.com/academia](http://www.mexonline.com/academia)

### **Horseback Riding**

Enjoy an unforgettable day of beauty above the city while you explore beautiful canyons, the Mexican country side and Old San Miguel de Allende or at a nearby ranch.

### **Regional Tours**

San Miguel's central location perfectly situates guest's for exploration of nearby cities and towns of cultural and historical interest, including: Guanajuato's underground streets, mansions, colonial monuments and museums; the nearby town of Atotonilco and The Santuario De Atotonilco, an 18<sup>th</sup> century church with centuries old frescos and the location where father Miguel Hidalgo took the flag of the revered Virgin Guadalupe; Mindera de Pozos, a ghost town, known through colonial Mexico for its mining industry; Queretaro, a place of opals, Mexican art, churches and baroque architecture. The town of Dolores Hidalgo, founded in 1610, is known as the "Cradle of Mexican Independence" and Our Lady of Sorrows church where Father Hidalgo first uttered, "viva Mexico," the cry of Mexico's independence. Today, Dolores Hidalgo is noted for its creative artisans, the Talavera style pottery and the best ice cream.

<b>Spring</b>
---------------

**Bullfighting Season (December to April)**

**Feast of our Lord of the Conquest (March 1)**

**Easter Week Celebrations (March)**

**Benito Juarez Birthday (March 21)**

**Labor Day Parade (May 1)**

**Holy Cross Day (May 3)**

**Cinco de Mayo (May 5)**

<b>Summer</b>
---------------

**Dia de Los Locos (1<sup>st</sup> Sunday after June 13<sup>th</sup>)**

City wide costume party and parade

**Anniversary of General Ignacios Allende's Death (June 26)**

**International Guitar Festival (July)**

**Fiesta de la Virgen del Carmen (July 16)**

**Fiesta at Atotonilco (3<sup>rd</sup> Sunday in July)**

**Anniversary of Father Hidalgo's Death (July 30)**

**Chamber Music festival (August)**

<b>Fall</b>
-------------

**Death of Child Heros celebrated (Sept 13)**

**Independence Day (September 16)**

Festivities, fireworks begin at 11 p. on the 15

**St. Michaels Day (Last weekend in September)**

**Fiesta de San Miguel Archangel & Running of the Bulls (Last weekend in September)**

One of the major celebrations is for San Miguel Archangel, the chief patron saint. Held the last Saturday of every September, it includes the running of the bulls Pamplona style through town and traditional dancers, foods and music.

**Fiesta de San Francisco (October 8)**

**Columbus Day (October 12)**

**Cervantino's International Festival (October)**

Fireworks, parades, dances and bull fights

**Jazz Festival (November)**

**Andalucia Horse Festival (November)**

**Day of the Dead (early November 2)**

**Anniversary of 1910 Revolution (November 20)**

<b>Winter</b>
---------------

**Christmas Posadas**

**Start of Bullfighting Season (December to April)**

**Feast Virgin of Guadalupe (December 12)**

**Semana Santa , "Holy Week"**

The largest religious holiday on the Mexican calendar

**New Years Even at Jardin (December 31)**

**Three Kings Day (January 6)**

**St. Anthony's Day (January 16)**

Blessing of the Animals

**General Allende's Birthday (January 21)**

Parades and fireworks

**Constitution Day (February 5)**

**Flag Day (February 24)**

**Insider tip:** ATENCIÓN – published by the Biblioteca Publica is an English newspaper that comes out every Friday and includes a comprehensive “What’s Going On,” pullout that is the quintessential guide to San Miguel activities, art and cultural events.

# # #

**Media Contact:**

Kristen Vigrass / Julia Barnes | The Brandman Agency | 212.683.2442 | [firstname@brandmanpr.com](mailto:firstname@brandmanpr.com)



CASA DE SIERRA NEVADA

**AWARD-WINNING HISTORY OF CASA DE SIERRA NEVADA  
AND SAN MIGUEL DE ALLENDE**

In addition to receiving accolades in numerous leading publications, including *The New York Times*, *Wall Street Journal*, *Architectural Digest*, and the *Robb Report*, Casa de Sierra Nevada and the Colonial city of San Miguel de Allende have also been honored with the following recognition:

**Condé Nast Traveler**

**“World’s Best Awards” Top 10 Mexico and Central and South America (2004, 2005, 2006)  
Condé Nast Gold List (2006)**

In *Condé Nast Travelers’* World’s Best Awards, Casa de Sierra Nevada ranked as one of the top 10 hotels in all of Mexico and Central and South America and was also honored in the coveted *Condé Nast* Gold List in January of 2006. *Condé Nast Traveler*, whose credo is “Truth in Travel”, is a monthly publication that caters to the experienced, discerning and frequent traveler, with a circulation of over 800,000 readers.

In addition to the hotel being recognized, the destination of San Miguel De Allende took an impressive third place ranking as one of the “top cities – the America’s” in the magazine’s annual Readers’ Choice Awards 2006.

**Travel + Leisure**

**T + L 500 (2006)**

**World’s Best Survey, Top 25 Hotels in Mexico and South America, Top (2005, 2006)**

In the January 2006 issue of *Travel + Leisure* magazine, Casa De Sierra Nevada was selected as one of The T+L 500. Each year *Travel + Leisure* magazine publishes their T+L 500, a compendium of the greatest hotels around the globe as chosen by their readers in the annual **World’s Best Survey**, which honored Casa De Sierra Nevada as one of the Top 25 Hotels in Mexico and South America. For over a decade, *Travel + Leisure* readers have identified their favorite hotels, cities, islands, airlines and more. “The World’s Best Awards is the ultimate travel planner: our rankings identify the cream of the crop around the globe”, said Nathan Lump, *Travel + Leisure* editor. *Travel + Leisure* is the authority, setting trends, and motivating readers and is a leading source of information on travel, hotels, resorts, dining and entertainment. The magazine reaches the sophisticated travelers with a circulation of nearly one million.

The magazine also honored the city of San Miguel De Allende by ranking it at # 3, in the Top 5 cities in Mexico, Central and South America.

**Andrew Harper’s Hideaway Report**

**Recommended Hotel**

*Andrew Harper's Hideaway Report* is the ultimate travel guide seeking candid reviews of enchanting luxury hotels, resorts and hideaways in the United States and around the world. To assure your wholly independent observations, noted travel authority Andrew Harper travels incognito - booking into hotels and paying his own way as would any typical guest. Hotels don't know his real name, or what he looks like because he refuses to introduce himself during inspections. So while you may have seen *Hideaway Report* favorably mentioned in *Forbes*, *Fortune*, *Mirabella*, *Vogue*, *The New York Times* and other such publications, his identity has never been revealed.

**AAA Awards**  
***Four Diamond (1986 - 2006)***

The Four Diamond Award is AAA's second-highest award level, behind the Five Diamond Award. AAA bases hotels ratings on the quality of the surroundings, service and food. AAA inspectors conducted unannounced checks of each hotel and restaurant that received the award. Travelers rely on Diamond ratings in the AAA TourBooks to guide them in choosing an establishment. Four Diamond properties offer luxurious accommodations as well as above-average staff and housekeeping, and other quality amenities. AAA's Diamond rating program is the only hotel and restaurant review system in the nation that uses specially trained, full-time field representatives. Inspections of Four- and Five-Diamond hotels include at least two unannounced overnight visits each year. Inspectors review and rate exterior grounds, public areas, guest-room decor and ambience, bathrooms, housekeeping and maintenance. Once the inspection process is complete, the properties that meet all requirements are awarded a rating of one to five Diamonds.

**ZAGAT'S 2006 TOP INTERNATIONAL HOTELS, RESORTS & SPAS SURVEY**

*Zagat's* said of Casa de Sierra Nevada, "Wow!" – what a "treat"; "by far the best hotel" "right in the centro" of a historic mountain town; "European-style inn", comprised of five renovated Colonial houses, is a "favorite" for "luxury galore and endless pampering" by a "warm staff" ' fireplaces in several of its "lovely" rooms stoke many an evening's "romance", "and wait till you see the breakfast" put out by the "divine restaurant" the next morning. The results of this survey is created from the shared experiences of nearly 10,000 people and are based on roughly 380,000 nights at hotels per year. On average, to be included in the survey one or more surveyors per night, every night, all year long. Considered the candid, no punches-pulled guide to where to stay and eat, *Zagat Surveys* have been called "a necessity second only to a valid credit card" by the *New York Times*. *Zagat* rates room, service, dining and public/spaces/facilities.

# # #

**Media Contact:**

Kristen Vigrass / Julia Barnes | The Brandman Agency | 212.683.2442 | [firstname@brandmanpr.com](mailto:firstname@brandmanpr.com)