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**AIRPORT CONCESSIONAIRE MISSION YOGURT, INC. LAUNCHES #LIFTYOURSPIRITS
LOCAL WINE, BEER AND SPIRITS TASTING SERIES**

*Travelers Enjoy Complimentary Tastes of Local and Nationally Acclaimed Liquors at Denver International Airport
Every First and Third Wednesday of the Month*

DENVER – November 21, 2014 – Denver-based airport concessionaire [Mission Yogurt, Inc.](#) announces its new, ongoing **#LiftYourSpirits** complimentary wine, beer and spirits tasting series at Timberline Steaks & Grille in Denver International Airport's (DEN) C Concourse. The first tasting took place Wednesday, Nov. 19, and featured complimentary samples of Colorado-based [Leopold Bros.](#) whiskey, with special guest, Scott Leopold, co-founder of Leopold Bros.

Upcoming tastings, offered to travelers ages 21 and older (with valid ID) the first and third Wednesdays of every month, include Palisade, Colo.-based [Colterris Wines](#), Wednesday, Dec. 3; Denver-based [Mile High Spirits](#), Wednesday, Dec. 17; and Denver-based [Infinite Monkey Theorem](#) sparkling wines in celebration of New Year's Eve on Wednesday, Dec. 31. A selection of cigars and cognac will also be available this evening, to be enjoyed in Smokin' Bear Lounge, adjacent to Timberline Steaks & Grille. Live music will be provided at each tasting by local performers Hurtado Hesse Acoustic Duo.

"Mile High Spirits is excited to partner with Mission Yogurt for the #LiftYourSpirits tasting series," said Adam Taylor, Mile High Spirits brand manager. "The Mile High Spirits motto is 'Elevate Your Spirits,' so this pairing makes perfect sense. #LiftYourSpirits is a great opportunity for our distillery to reach travelers during the hectic holiday season, and provide a unique taste of Denver spirits if they are only passing through DIA, and can't visit our new tasting bar in Denver's Ballpark neighborhood."

The tastings will be offered at Timberline Steaks & Grille for the remainder of the year, and may be expanded and offered at other Mission-Yogurt restaurants in Denver, San Jose and San Diego International Airports in the future.

"Travel can be a stressful experience, especially around the holidays," says Mission Yogurt, Inc. president and owner Rod Tafoya. "We hope that Mission's new **#LiftYourSpirits** series will help travelers relax and enjoy their travel a little more. Offering travelers a pleasant food and beverage experience in an appealing environment has always been at the core of our mission as a company. This is just one more way we can accomplish that goal."

Timberline Steaks & Grille, one of 11 concessions Mission operates at DEN, is an American steakhouse, featuring hot-off-the-grill items including hamburgers, steaks and other delicious entrees, sandwiches and salads. The restaurant offers a full bar that includes approximately 30 different wines and 40 beers.

About Mission Yogurt, Inc.

Denver-based Mission Yogurt, Inc. and its subsidiary companies own and operate food and beverage concepts primarily in high traffic airports. Boasting more than 25 years of experience in airport operations, Mission Yogurt, Inc. specializes in full-service dining and bars, fast food, and fast casual dining and bars. With a focus on high-quality food sourcing and environmental sustainability, Mission's restaurant concepts offer travelers natural meats and organic produce, in an appealing environment. Mission Yogurt, Inc. continues to grow, owning and operating restaurants at Denver International Airport, San Jose International Airport and San Diego International Airport. For more information, visit www.dia-food.com.

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