

Travel Advisor Guidelines

A YEAR OF
GOLDEN HOURS

20 A MILESTONE TO CELEBRATE AND SAVOR 26

SOCIAL MEDIA PACKET USES

This social media packet is for you to have more assets to utilize when promoting Blackberry Farm to potential clients. Our Blackberry Year 2026 events are listed below with a description, Instagram story slides and photos for each event. Our hope is for you to share this with your clients and help us gain more traction for events.

EVENT AGENDA

You're invited to a full-year celebration of our farm's legacy. A look back at all the seeds planted. Friendships cultivated. And a nod to the talks, tastings and incredible times together still to come. Memories, old and new, made golden in the warm light of friends, family and The Farm. Reserve your place at Blackberry Farm for our 50th Anniversary—a celebration of golden friendships, golden flavors, golden times and golden hours.

SOCIAL MEDIA GUIDELINES

- Tag @blackberryfarm
- If you use a link in bio, link to <https://blackberryyear.com/>
- Hashtags to use: #BlackberryYear #BlackberryFarm

IMAGES FOR SOCIAL MEDIA

This [link](#) includes photos that you can share on your social channels.





LATE WINTER

Wine Geek

January 4-7, 2026

We kick off the Farm's 50th anniversary year in classic Blackberry fashion: a celebration of exceptional flavor and exclusive access to our unparalleled wine collection! Guests will enjoy three days of tastings and pairings specially curated by Blackberry's Senior Vice President of Food and Beverage, Andy Chabot. Morgan Twain-Peterson MW of Bedrock Wine Co. will join Andy to guide guests through commentary and critiques of one-of-a-kind tastings, expertly paired with meals created by the Blackberry Farm Culinary team.

[Link to Relevant Images](#)

Sisterhood Summit with Jenna and Barbara

January 22-25, 2026

After 2025's unforgettable inaugural event, Sisterhood Summit returns to Blackberry Farm with even more discussions, connections and intimate experiences. Join Jenna Bush Hager, Barbara Bush, and Blackberry Proprietor Mary Celeste Beall for an impactful conversation. Experience the magic of friendships forged at the Farm with unique group activities with our guest personalities, and gather for intentional time around the table to fuel each day with Blackberry's signature wine and food experience.

[Link to Relevant Images](#)

Hospice du Rhône

February 1-4, 2026

Experience the quiet beauty of Blackberry Farm in the Wintertime as we celebrate our 16th annual event with Hospice du Rhône! This year, we're teaming up with Sara Pérez of Mas Martinet to bring guests exclusive access to the tastes of the Spanish region of Priorat as well as enjoying selections from Stéphane Ogier of Domaine Stéphane Ogier. Alongside Hospice du Rhône's John Alban, guests will dive into tastings and discussions of noteworthy wines that only this special area of the world can produce. This beloved event concludes with an unforgettable finale dinner by Chef Budi Kazali.

[Link to Relevant Images](#)



LATE WINTER

Valentine's Day

February 14, 2026

Cozy up this Winter in the Great Smoky Mountains and cherish time together at Blackberry Farm. Warm up by the fireplace as you escape for a picture-perfect holiday filled with crisp air, romantic moments and comforting meals. Whether you're partaking in a tasting, embarking on a quiet walk through the woods or enjoying soothing treatments in the spa, the romance of Valentine's Day at Blackberry Farm is unmatched.

[Link to Relevant Images](#)

Design Summit

February 22-25, 2026

Design Summit is the perfect experience for interior design professionals and enthusiasts alike to celebrate great design and explore impactful style. Tour spaces curated by the Blackberry Farm Design team, and get a behind-the-scenes look at the merging of timeless details and modern style that make up Blackberry's signature look. Influential industry leaders Dara Caponigro, Nathan Turner, Rita Konig and Elizabeth Blitzer will be on hand for discussions on industry insights and their current projects, as well as to share their opinions on popular movements and emerging trends.

[Link to Relevant Images](#)

Shauna Niequist and Dr. Henry Cloud

March 1-4, 2026

Experience a unique opportunity to connect with acclaimed authors and experts Shauna Niequist and Dr. Henry Cloud as nature begins the transition from Winter to Spring at Blackberry Farm. These three days will consist of intentional workshops and conversations, memorable meals and curated wellness classes designed to support you on your personal journey and offer restoration and nourishment for the mind and body.

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SPRING

Birds of a Feather

March 22-25, 2026

Known for their vibrant, seasonal dishes and laidback yet refined approach to Southern-inspired cuisine, Birdie's is renowned for capturing the essence of Texas with every bite. This special collaboration will showcase the creativity and passion that has made Birdie's a standout in Austin's dynamic food scene, the legendary hospitality and culinary traditions of Blackberry Farm, and curated wine pairings from Christopher Strieter of Senses Wines. Guests will indulge in a thoughtfully crafted menu, featuring fresh, locally sourced ingredients with a distinctive blend of bold flavors and Southern hospitality – all served in the picturesque setting of Blackberry Farm.

[Link to Relevant Images](#)

Il Raduno

March 29-April 1, 2026

One of our most beloved events, Il Raduno, returns for the yearly celebration of all things Lagatto Romagnolo. Blackberry Farm's expert trainer, Jim Sanford, hosts the canine guests, along with their families, for specialized training sessions, a scavenger hunt and even a splash in Walland Pond. In addition to these activities, our guests will enjoy the unmatched food and wine experience that only Blackberry Farm can offer.

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Easter

April 3-5, 2026

April at the Farm means garden rows coming to life, fresh Spring dishes on the menu, longer sunny days and blooming flowers across the fields. It's the perfect setting to enjoy quality time together, relax in the beauty of a new season and celebrate Easter. This special holiday weekend includes all the best traditions and is capped off with an intimate Sunday service followed by our annual Easter Egg Hunt on the lawn.

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SPRING

A Golden Weekend

April 9-12, 2026

We have curated a bucket list agenda filled with cherished traditions and once-in-a-lifetime activities that will make this a truly unforgettable anniversary. Get ready to enjoy days of revelry and exciting surprises from the Blackberry Farm team. Whether you're a longtime guest or new to the Blackberry story, this weekend is your invitation to be part of something truly special. Come experience the warmth and hospitality that has been Blackberry Farm's hallmark for 50 years.

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Deep Healing Woods

May 3-6, 2026

Embrace the serenity of the Great Smoky Mountains during Deep Healing Woods, a transformative wellness experience at Blackberry Farm. Curated to reconnect you with the grounding rhythms of nature, this immersive retreat blends guided forest bathing, mindful movement, nourishing cuisine and intentional rest to support deep renewal of the body, mind and spirit. Led by wellness expert Kristin McGee and Blackberry's Assistant Director of Wellness Meghan Henley, Deep Healing Woods is inspired by the natural beauty surrounding us and invites you to slow down, breathe deeply and awaken your senses. Whether you're seeking inner balance, physical restoration or a deeper connection with the natural world, this unique event offers a path to lasting well-being.

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Soil to Soul

May 10-13, 2026

Join us for an unforgettable culinary gathering at Blackberry Farm as we welcome acclaimed guest chefs Lee Hanson and Riad Nasr, the visionary duo behind New York City's celebrated Frenchette, alongside Paul Lato of Paul Lato Wines from Santa Maria, California. Known for their vibrant take on French cuisine and decades of influence on the American dining scene, Chef Hanson and Chef Nasr will bring their signature style to the Farm for a truly special experience at the table. To complete a perfect food and wine pairing, Paul Lato will share personally curated selections to complement each dish. This exclusive event promises exceptional food, wine and hospitality surrounded by the beautiful blooms of Spring.

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Memorial Day

May 22-25, 2026

Memorial Day weekend at Blackberry Farm is a perfect blend of relaxation and celebration. Enjoy meals at Bramble Hall curated just for this holiday. Throw in Bingo, pool parties, and even a barbecue lunch on the Main House lawn and this stay will soon become your family's newest tradition.

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SUMMER

Masters of Craft

June 28-July 1, 2026

Kick off Summer in the Great Smoky Mountains with acclaimed Chefs John Shields and Karen Urie Shields, the creative forces behind Smyth + The Loyalist in Chicago, and legendary winemaker Bettina Bryant, of Bryant Estate in Napa Valley, as they bring their award-winning talents to Blackberry Farm. Known for their innovative approach to seasonal fine dining and their exceptional culinary artistry, John and Karen will curate an unforgettable event that celebrates the very best in modern gastronomy. Menus will highlight both the rich, local flavors of Tennessee and the refined techniques that have earned Smyth its Michelin star status. In addition to custom pairings complementing each meal throughout the event, Bettina Bryant will guide guests through a thoughtfully curated tasting in Bramble Hall. Indulge in epic flavors and memorable conversations at an event that puts the spotlight on true mastery of craft.

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Fourth of July

July 2-5, 2026

Celebrate classic fun in the sun with pool parties, a patriotic golf cart parade and a barbecue that kicks the Summer season into full gear. Relax the day away at the Wellhouse spa or by the pool, then enjoy evenings of family bingo and our traditional fried chicken buffet. To cap off the Fourth of July holiday, we'll light up the Main House Lawn with our annual fireworks show featuring beautiful bursts of color and scenic mountain views.

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Smoky Mountain Table

July 26-29, 2026

Smoky Mountain Table is an annual celebration of legendary hospitality, seasonal flavors from the Blackberry Farm Garden and exceptional wines by esteemed vintners. This year, Jim and Kathy Barbour will share their passion for sustainable winemaking and guide guests through a curated tasting of renowned selections from Barbour Vineyards. Join us in the Garden for exclusive preservation and artisan demonstrations and gather at the table for vibrant menus showcasing the bounty of the region. As you savor each course, enjoy the intimate stories behind the wines and dishes, making for unforgettable evenings of connection, conversation and culinary delight.

[Link](#) to Relevant Images



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SUMMER

Garden Month

August 1-31, 2026

Meet the team behind the incredible ingredients you enjoy at meals, and dive into ripe flavors and seed demonstrations guided by their expertise. Whether you're looking forward to seeing sunflowers in full bloom or biting into a juicy tomato straight from the vine, the Farm welcomes you to weekly Garden Month fun all month long.

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Passing the Torch

August 9-12, 2026

In celebration of Blackberry Farm's 50th anniversary, our ninth annual Passing the Torch event will honor something that truly hits home for Blackberry Farm: family traditions. Sam Beall's focus on legendary hospitality and generational sustainability led us to the universally recognized Lagasse family. We are beyond delighted to team up with Chef Emeril Lagasse and his son, E.J. Lagasse, Chef Patron of Emeril's, for a truly unforgettable Blackberry experience. You won't want to miss this exceptional blend of food, wine and generational talent.

[Link to Relevant Images](#)

Labor Day

September 4-7, 2026

There is no better way to spend the last fleeting days of Summer than relaxing by the pool, playing outdoor games under the sun or cozying up for s'mores around the fire. End the season on a high note with curated menus, soothing wellness treatments and family fun for every generation.

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FALL

Fall Tour de Smokies

September 20-23, 2026

Explore the breathtaking beauty of the Great Smoky Mountains on guided cycling tours through winding roads and picturesque backcountry routes set against a stunning backdrop of Fall foliage. Whether you're a seasoned cyclist or a casual rider, Fall Tour de Smokies offers an immersive way to experience the best of the region's natural landscape. In addition to exhilarating rides led by Robbie Ventura, guests will enjoy seasonal menus by the Blackberry Farm Culinary team and custom wine pairings by DNS Wines founder Todd Mathis.

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Halloween

October 31, 2026

Halloween at Blackberry Farm offers an enchanting take on the season, blending the spirit of the holiday with the luxurious charm of a Fall getaway in the Great Smoky Mountains. The Farm transforms with Autumn colors, cozy décor and seasonal experiences designed to delight guests of all ages. From pumpkin carving and fireside storytelling to guided hikes, enjoy the scenic beauty of the season while celebrating classic holiday fun together.

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Renew and Restore

November 1-4, 2026

This Fall, we're honored to welcome two renowned leaders in the wellness world back to Blackberry Farm: Charlotte Hardwick, known for her grounding presence and intuitive approach to self-care, and Tammy Fender, a pioneer in holistic beauty and plant-based healing. Through immersive workshops, guided practices and meaningful conversations, Charlotte and Tammy will share their insights on inner balance, intentional living and natural healing. Whether you're seeking inspiration, renewal or simply a pause from the pace of everyday life, this event offers a unique opportunity to reconnect with yourself, with nature and with a community of like-minded guests.

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FALL

Thanksgiving

November 24-29, 2026

Blackberry transforms the Thanksgiving holiday into a seamless experience of gratitude so you can savor every moment with family. Meals are expertly prepared and thoughtfully arranged at the table, and traditions are upheld with our annual Turkey Trot 5K and bingo night at Bramble Hall. The weekend is capped off with ornament making to get you excited for peak holiday fun while creating unforgettable memories.

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By Land and Sea

December 6-9, 2026

As Blackberry Farm's Golden Hour year comes to a close, we invite you to one final celebration of food and wine and the Farm's 50th anniversary. Chef Matthew Kammerer, James Beard Award semifinalist and winner of two Michelin stars, will join the Blackberry Farm culinary team to create an unforgettable experience at the table that can only be found at the Farm. Each moment of this event will encourage deep connection to elegant wines, memorable food and stellar company in the peaceful Winter setting of the Great Smoky Mountains.

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EARLY WINTER

Christmas

December 24-27, 2026

Adorned with wreaths, garland and sparkling lights, Christmastime at Blackberry Farm brings storybook magic to life. Our holiday agenda features beloved traditions to delight guests of all ages. Caroling, cookie decorating and a special visit from Santa Claus himself will spark the holiday spirit in the whole family and create memories you'll cherish for a lifetime. With plenty of time to relax beside crackling fireplaces and enjoy serene Winter beauty, experience what makes Christmas at the Farm so spectacular.

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New Year's Eve

December 30, 2026-January 1, 2027

Celebrate the arrival of a new year, set thoughtful intentions and welcome fresh beginnings at Blackberry Farm. Commemorate the occasion at our annual New Year's Eve party, or welcome midnight from the comfort of your room. Whether you're seeking a peaceful retreat or a lively getaway, New Year's Eve at Blackberry Farm is an unforgettable blend of luxury, nature and festive spirit.

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