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## **EMPIRE STATE DEVELOPMENT ANNOUNCES 5TH ANNUAL CIDER WEEK IN NYC KICKS-OFF THIS WEEKEND**

### ***Festival Supported By 600 Percent Increase In Cideries Since 2011***

Empire State Development (ESD) today encouraged New Yorkers to support cideries from across the state at the fifth Annual Cider Week NYC, which kicks off today and will continue through November 15. The festival features over 45 restaurants, bars and shops, and offers hard cider from 20 different cideries.

“New York’s craft beverage industry continues to thrive, generating new jobs and economic opportunities across the State – specifically through the establishment of cider manufacturers and farm cideries,” said Empire State Development President, CEO & Commissioner Howard Zemsky. “Governor Cuomo’s \$200,000 investment in apple research, announced at the Wine, Beer, Spirits and Cider Summit this year, will go a long way in strengthening the cider industry while supporting cider producers like those featured at Cider Week NYC.”

The fifth Annual Cider Week NYC runs November 6 – 15 in Manhattan, Queens, Brooklyn, as well as Peekskill in the Hudson Valley. A number of events will take place at varying locations featuring New York-made hard ciders. For a full list of events, locations and other cider information, including recipes and pairings, visit [ciderweeknyc.com](http://ciderweeknyc.com).

Governor Cuomo’s \$1 million advertising commitment to the craft beverage industry, announced at the second New York State Wine, Beer, Spirits and Cider Summit, supports Cider Week NYC with \$65,000 for print, online, television, radio and social media efforts to build and expand the market for cider producers.

Cider Week NYC features cideries from across the Northeast, including 17 from the Empire State:

- 1911 Hard Ciders – Lafayette, NY
- Aaron Burr Cider – Wurtsboro, NY

- Awestruck Cider – Walton, NY
- Bad Seed Cider – Highland, NY
- Blackduck Cider – Ovid, NY
- Descendant Cider – Queens, NY
- Doc's Draft – Warwick, NY
- Eve's Cidery – Van Etten, NY
- Good Life Cider – Interlaken, NY
- Harvest Moon Cidery – Cazenovia, NY
- Hudson Valley Farmhouse Cider – Staatsburg, NY
- Naked Flock Cidery – Warwick, NY
- Nine Pin Cider Works – Albany, NY
- Orchard Hill Cider Mill – New Hampton, NY
- Slyboro Ciderhouse – Granville, NY
- Standard Cider Company – Washingtonville, NY
- Wölffer Estate Vineyard – Sagaponack, NY

Additionally, ESD is supporting Cider Week NYC with a \$39,000 grant through the Craft Beverage Marketing and Promotion Grant Program. The grant supports the promotion of events, host locations, and featured cider producers at the weeklong event. The Program launched in 2014 as a result of the Governor's second Wine, Beer, Spirits and Cider Summit and was created to increase the profile, awareness and sales of New York State produced wine, beer, spirits, and hard cider. Funding is provided by ESD in coordination with New York State Department of Agriculture and Markets.

This year, at the Third Wine, Beer, Spirits and Cider Summit, Governor Cuomo announced an investment of \$5 million to renew the marketing and promotional commitment first launched in 2014. The State committed \$2 million in direct spending to support the industry's growth – \$1 million in tourism promotion and a \$1 million targeted advertising campaign. A \$3 million grant program, administered by ESD, will match 20 percent of the industry's contributions for the marketing and promotion of wine, beer, spirits and cider produced in New York State.

Finally, a \$200,000 commitment was made to establish a research plot at the Agricultural Experiment Station in Geneva, Ontario County, to breed and field test varieties of cider apples for size, disease and virus susceptibility, and desired consumer traits.

Since 2011, when Governor Cuomo took office, the number of cideries in New York has increased by an astounding 600 percent, including the establishment of 16 new farm

cideries – a direct result of the Farm Cidery Law passed in January 2014. There are 35 businesses licensed to manufacture hard cider in New York, 17 of which will participate in Cider Week NYC. An additional 405 farm wineries and breweries are permitted to manufacture cider in New York State.

### **About Empire State Development**

Empire State Development (ESD) is New York’s chief economic development agency ([www.esd.ny.gov](http://www.esd.ny.gov)). The mission of ESD is to promote a vigorous and growing economy, encourage the creation of new job and economic opportunities, increase revenues to the State and its municipalities, and achieve stable and diversified local economies. Through the use of loans, grants, tax credits and other forms of financial assistance, ESD strives to enhance private business investment and growth to spur job creation and support prosperous communities across New York State. ESD is also the primary administrative agency overseeing Governor Cuomo’s Regional Economic Development Councils and the marketing of “I Love NY,” the State’s iconic tourism brand. For more information on Regional Councils and Empire State Development, visit [www.nyworks.ny.gov](http://www.nyworks.ny.gov) and [www.esd.ny.gov](http://www.esd.ny.gov).

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