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EMPIRE STATE DEVELOPMENT HIGHLIGHTS SUCCESS OF GROWNYC BEER & SPIRITS OF NEW YORK POP-UP

BUSINESS-TO-BUSINESS EVENT TO SUPPORT GROWING CRAFT BEVERAGE INDUSTRY

NYS GRANT SUPPORTS CRAFT BEVERAGE INDUSTRY GROWTH

Empire State Development (ESD) today announced a successful first season for GrowNYC's Beer and Spirits of New York pop-up, which operated from September 5 – November 25. In addition, GrowNYC will host a Business-to-Business (B2B) event on Sunday, December 6 in Brooklyn for craft beverage industry stakeholders. The event will bring brewers, distillers, farmers and distributors together to network and discuss opportunities to continue to grow the industry.

“ESD’s support of GrowNYC helped local craft beverage producers gain access to tens of thousands of customers this fall at the Beer and Spirits of New York pop-up,” **said ESD President, CEO & Commissioner Howard Zemsky**. “To build on the success of the stand, this weekend, GrowNYC will host a B2B event to bridge the gap between farmers, producers, distributors and restaurants and provide an opportunity to discuss how to continue creating jobs and growing the industry throughout New York State.”

The B2B event is the season finale of GrowNYC's Beer and Spirits of New York pop-up this fall. The pop-up stand featured local products at Grand Army Plaza Greenmarket and Union Square Greenmarket in New York City, which ran for 12 weeks, engaging more than 30 different craft beverage producers. On a typical weekend, over 300,000 visitors would attend the Union Square Greenmarket alone, proving a great opportunity for exposure of New York State craft beverages.

GrowNYC is supported by a \$46,968 Craft Beverage Marketing and Promotion Grant. The grant supports the promotion of the B2B event and pop-up stand. 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.

In addition to pop-up stand participants, farmers, brewers, distillers, restaurants and distributors will attend the B2B event on Sunday, December 6 from 12 – 4 p.m. in Brooklyn. The event will feature two panels: sourcing, ingredients and production, and marketing and distribution. A two hour networking session will follow, to build industry relationships and foster discussions on how to continue growing local sales and transactions. Brewers and Distillers will have an opportunity to present their products, business models, and offer tastings, and industry experts will be on-hand to facilitate discussions.

“The upcoming business-to-business event is the culmination of GrowNYC’s craft beverage fall program, Beer & Spirits of New York Pop-up, which was a wonderful success,” **said GrowNYC Executive Director, Marcel Van Ooyen.** “With the generous funding provided by Empire State Development, thousands of Greenmarket shoppers were introduced to a broad array of NY state craft breweries and distilleries making top notch products using locally grown grain. This weekend's event promises to carry these efforts one step further by introducing those in the industry to each other to help build businesses.”

Since Governor Cuomo took office, the number of farm wineries in New York has increased 60 percent from 195 in 2011, to 312 today. The number of microbreweries has increased 218 percent from 40 in 2011 to 127 today. Since its introduction in January 2013, the farm brewery law has generated 106 new licensees. In addition, 16 farm cideries have opened as a result of the January 2014 farm cidery law. The number of distilling licensees has also increased, from 29 in 2011 to 124 today, a 327 percent increase.

New York State is now home to more than 800 wineries, breweries, distilleries and cideries. The state ranks third in the nation in wine and grape production, second in apple production, third in the number of distilleries, and is home to three of the 20 top-producing craft breweries in the United States.

About GrowNYC

GrowNYC is a 501c (3) nonprofit organization that works to make New York City more sustainable and improve the lives of all New Yorkers. Our Greenmarket Regional Grains Project seeks to foster a thriving regional grain economy within the local food system, beginning with our network of growers and customers and extending to any farmer, entrepreneur or retailer contributing to its growth throughout the Northeast. Learn more at www.grownyc.org.

About Empire State Development

Empire State Development (ESD) is New York’s chief economic development agency (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 and www.esd.ny.gov.

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