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EMPIRE STATE DEVELOPMENT ANNOUNCES NEW SAVOR THE BRONX BREWERIES AND DISTILLERIES TROLLEY TOUR

\$45,000 GRANT SUPPORTS PROMOTION OF LOCAL CRAFT BEVERAGE BUSINESSES

Empire State Development (ESD) today announced a new Savor The Bronx Breweries & Distilleries Trolley Tour set to kick-off this weekend. The popular Savor The Bronx Trolley Tours are a staple for both residents and visitors alike. The new Breweries and Distilleries tour will build awareness of state's growing craft beverage industry and support the region's small businesses.

"Thanks to the Governor's Craft Beverage Marketing and Promotion Grant Program, the Savor The Bronx Breweries & Distilleries Trolley Tour will showcase the successes of local businesses and their delicious beverages, and it's a great addition to the state's booming craft beverage industry," **said Empire State Development President, CEO & Commissioner Howard Zemsky.**

ESD is supporting the Bronx Breweries & Distilleries Trolley with a \$45,000 grant awarded through the Craft Beverage Marketing and Promotion Grant Program. 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.

New York State Department of Agriculture and Markets Commissioner Richard A. Ball said, "The Governor's commitment to growing New York's craft beverage industry through the reform of antiquated laws and innovative marketing efforts, such as the Craft Beverage Marketing and Promotion grant program, is having a significant impact in every corner of the state. As these small businesses grow, they're helping to boost agriculture and create jobs. We're pleased to support the Bronx Beer and Spirits Trolley and promote the unique beverage producers in the Bronx under the Taste NY brand."

The Savor The Bronx Breweries & Distilleries Tour Stops:

- Blackstone Bar & Grill, 3713 Riverdale Ave., Bronx, NY | blackstonebargrill.com
- Bronx Beer Hall, 2344 Arthur Ave. Bronx, NY 10458 | thebronxbeerhall.com
- Bronx Alehouse, 216 W. 238 St., Bronx, NY 10463 | bronxalehouse.com
- Bronx Draft House, 884 Gerard Ave., Bronx, NY 10452 | bronxdrafthouse.com
- Bronx Brewery, 856 E 136 St., Bronx, NY 10454 | thebronxbrewery.com
- Chelsea Craft Brewing Company, 463 E 173 St., Bronx, NY 10457 | chelseacraftbrewing.com
- Gun Hill Brewing Company, 3227 Laconia Ave., Bronx, NY 10469 | gunhillbrewing.com
- Port Morris Distillery, 780 E 133 St | Bronx, NY 10454 | portmorrisdistillery.com
- Tirado Distillery, 753 E 134 St., Bronx, NY 10454 | tiradorum.com

The Savor The Bronx Breweries & Distilleries Trolley Tour includes passport booklets used by participants to collect stamps at tour stops for additional promotions from area bars and restaurants. The Trolley Tour will feature a local historian who will present the history of brewing in the Bronx Borough, which dates back to the late 19th century.

“This is the perfect tour for folks who are both history buffs and craft beverage aficionados,” **said Executive Director of The Bronx Tourism Council Olga Luz Tirado.**

“The Bronx is quickly becoming known across the world for its top notch breweries and distilleries. If you’re interested in the art of craft beverages, and would like a closer look at the ongoing revitalization of our borough, this tour is a tremendous opportunity. I look forward to greeting visitors from all over the region as they take part in the Savor The Bronx Breweries & Distilleries Trolley Tour,” **said Bronx Borough President Ruben Diaz Jr.**

About the Bronx Tourism Council

Established in 1991, The Bronx Tourism Council (BTC) is a division of the Bronx Overall Economic Development Corporation (BOEDC). The role of BTC is to continue to nurture a cohesive and symbiotic relationship between arts and culture and economic development, as well as to promote the borough’s rich history, its institutions, and cultural diversity on a local, national, and international level thereby increasing tourism traffic. For more information about BTC visit www.ilovethebronx.com. Follow us. Like us. Connect with us. [Facebook](#), [Twitter](#), and [Instagram](#)

About Taste NY

Taste NY is an initiative launched by Governor Cuomo in 2013 to promote New York’s food and beverage industries. It is overseen by the Department of Agriculture and Markets and has created opportunities for local producers to showcase their goods at large public events, such as the Great New York State Fair. The program has also opened stores at Thruway rest stops along the state’s highways and in transportation hubs, enabling travelers to buy New York State’s homegrown and homemade products.

Approximately 1,100 local companies have participated in these opportunities, further linking their products and the state's growing food and beverage market to consumers from across the globe. For more information about Taste NY, please visit www.taste.ny.gov. Connect with Taste NY through [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

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.regionalcouncils.ny.gov and www.esd.ny.gov.

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