



Empire State  
Development



Agriculture  
and Markets

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## **EMPIRE STATE DEVELOPMENT AND DEPARTMENT OF AGRICULTURE & MARKETS ANNOUNCE HERITAGE RADIO NETWORK TO PROMOTE NEW YORK STATE'S CRAFT BEVERAGE INDUSTRY THIS SUMMER**

### ***\$35,296 GRANT SUPPORTS PROMOTION OF MORE THAN 30 CRAFT BEVERAGE BUSINESSES ACROSS FIVE NEW YORK STATE TOURISM REGIONS***

Empire State Development (ESD) and the State Department of Agriculture and Markets today announced Heritage Radio Network (HRN) and Beer Sessions Radio will launch four New York State Craft Beverage Tourism episodes throughout the summer. HRN will release one 60-minute episode each month to highlight beverage businesses found throughout the state, support New York State tourism, and build awareness of the state's growing craft beverage industry.

"The Craft Beverage Marketing and Promotion grant program is key in our efforts to continue to grow the craft beverage industry, while supporting agri-tourism across the state," **said Empire State Development President, CEO & Commissioner Howard Zemsky.** "Through Heritage Radio Network and Beer Sessions Radio, we are building awareness of some of the Empire State's top beverage establishments and encouraging both New Yorkers and visitors to taste what our great state has to offer."

ESD is supporting HRN with a \$35,296 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 the New York State Department of Agriculture and Markets.

**State Agriculture Commissioner Richard A. Ball said,** "In just a short time, New York's craft beverage industry has taken off. Its success is a testament to the excellence of our wineries, breweries, cideries, and distilleries, and a tremendous commitment from the state to move this industry forward. Heritage Radio Network's new

Beer Sessions episodes are another great opportunity to shine the spotlight on our craft beverage producers and bring the industry to the next level.”

The first HRN Beer Sessions episode will debut Tuesday, June 21 at 5 p.m. The episode will feature the following New York State craft beverage businesses:

### **Hudson Valley Region**

- [From the Ground Brewery](#), Red Hook, NY
- [Hudson Valley Malt](#), Germantown, NY
- [Plan Bee Farm Brewery](#), Poughkeepsie, NY
- [Suarez Family Brewery](#), Livingston, NY

### **Catskills Region**

- [Aaron Burr Cidery, LLC](#), Wurstboro, NY
- [Catskill Distilling Company](#), Bethel, NY
- [Catskill Brewery](#), Livingston Manor, NY
- [Delaware Phoenix Distillery](#), Walton, NY

“Traveling craft beverage routes throughout New York State has been a fascinating opportunity, allowing us to connect with the growers, malters, brewers and entrepreneurs driving this movement,” **said Heritage Radio Network Executive Director Erin Fairbanks.** “Thanks to generous funding from Empire State Development we can bring these stories to the airwaves like never before. Heritage Radio Network has listeners in over 200 countries and we cannot wait to share the amazing work of our fellow New Yorkers with the world.”

The Craft Beverage Marketing and Promotion grant supports the promotion of New York State products through HRN to highlight the state’s booming craft beverage industry. The first episode will debut Tuesday, June 21, 2016 at 5 p.m. on HRN’s [Beer Sessions Radio](#) show and a new episode will launch each month through September. Episodes will feature craft beverage businesses in the Hudson Valley, Catskills, Central New York, Capital – Saratoga, and Finger Lakes regions. Listeners can tune-in to the livestream, or find podcasts on iTunes.

As a result of Governor Cuomo’s commitment to support craft beverage businesses, the number of microbreweries has grown by 263 percent, from 40 in 2010 to 145, while the number of farm distilleries grew from just 10 in 2010 to 90 today. In addition, two new

licenses created under the Governor's leadership, including the farm brewery license in 2013 and the farm cidery license in 2014, have resulted in 120 new farm breweries and 21 new farm cideries in New York State.

### **About Heritage Radio Network**

[Heritage Radio Network](#) (HRN) is a network of food thought leaders and industry experts, from brewers and bartenders to pastry chefs and policy makers. We're a media platform featuring 40+ hosts and their guests having conversations about food that go far beyond the boundaries of traditional media. With 7,000+ episodes of archived content with visionaries and tastemakers, the live stream of HRN's 38+ weekly shows, and station-produced food news, [HeritageRadioNetwork.org](#) is the planet for food radio programming. HRN is a member supported 501c3 non-profit.

### **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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