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EMPIRE STATE DEVELOPMENT ANNOUNCES NEW 'VISITING BREWER' INITIATIVE AT ALBANY PUMP STATION

Over \$13,000 TO SUPPORT CAPITAL REGION CRAFT BEVERAGE BUSINESSES

Empire State Development (ESD) today announced a new initiative launched by C.H. Evans Brewing Co. at the Albany Pump Station to provide a platform for New York State craft beverage producers to showcase their local products. The new 'Visiting Brewer' initiative will help promote the Capital Region's craft breweries and build awareness of the state's burgeoning craft beverage industry.

"With support from the Governor's Craft Beverage Marketing and Promotion Grant Program, C.H. Evans Brewing Co. at the Albany Pump Station will work with local businesses to showcase the delicious craft beverages produced across the Capital Region. We look forward to the successful collaboration of local brewers as they build awareness of the state's booming craft beverage industry, while growing the region's economy," **said ESD President, CEO & Commissioner Howard Zemsky.**

ESD is supporting C.H. Evans Brewing Co. at the Albany Pump Station with a \$13,382 grant awarded through the Craft Beverage Marketing and Promotion Grant Program. The Program launched in 2014 as a result of the Governor Cuomo'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.

State Agriculture Commissioner Richard A. Ball said, "No state has done more to assist and promote craft beverage manufacturing than New York. Under Governor Cuomo, the number of producers in the state has skyrocketed, and the quality of their products is unmatched. This new partnership is another excellent opportunity to spotlight many of these burgeoning businesses and their delicious beverages."

"Our goal is simple. We want to promote New York Licensed Breweries throughout the entire State," **said Neil Evans, Owner of C.H. Evans.** "Our industry is at its best when we are working together to promote New York beer."

Each event is expected to run approximately 2-3 hours and will take place in the private mezzanine room at the C.H. Evans Brewing Co. at the Albany Pump Station, 19 Quackenbush Square, Albany. The ‘Visiting Brewer’ events will include a brief introduction by the individual brewer or owner, beer tasting, and time for Q&A with participants. For more information and a list of upcoming events, visit: www.EvansAle.com.

About C.H. Evans Brewing Co. at the Albany Pump Station

The Evans family has been brewing commercially for three generations. The original brewery started in Hudson, N.Y. in 1786 and opened its current location in Downtown Albany in 1999. Visit www.EvansAle.com to learn more.

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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