



Empire State
Development



Agriculture
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For Immediate Release: July 22, 2016

**EMPIRE STATE DEVELOPMENT AND STATE DEPARTMENT OF AGRICULTURE
AND MARKETS ENCOURAGE NEW YORKERS AND VISITORS TO ATTEND
TAPPED: CRAFT BEER FESTIVAL AT BARCLAYS CENTER IN BROOKLYN**

***Over 25 New York Craft Beverage Businesses Featured at TAPPED Event
Tomorrow, July 23***

Empire State Development and the New York State Department of Agriculture and Markets encourage New Yorkers and visitors to attend the second edition of TAPPED, a national craft beer, wine and food festival produced by IMG, at Barclays Center in Brooklyn. TAPPED is offering two, three-hour tasting sessions at 12:30 and 5 p.m. tomorrow, July 23 that will feature more than 100 beer, wine and cider offerings throughout the arena. More than 25 New York State craft beverage businesses are participating in the event, some of which are currently featured at Barclays Center's Taste NY Bar.

“Small businesses are the backbone of New York’s economy, and as the state’s craft beverage industry continues to grow, so do the number of jobs it supports,” **said Empire State Development President, CEO & Commissioner Howard Zemsky.** “It’s been exciting to partner with Barclays Center to offer the first-ever Taste NY Bar, and this weekend’s TAPPED event will provide a perfect avenue for further promoting the state’s booming craft beverage industry.”

In February, Governor Andrew M. Cuomo announced a new partnership with Barclays Center to launch the first-ever Taste NY Bar to promote the state’s growing craft beverage industry. The world-renowned sports and entertainment venue – home to the Brooklyn Nets and the New York Islanders – now features New York-made products, offered on a rotating schedule, to showcase craft beverages produced across the state. The TAPPED event at Barclays Center will offer another great opportunity to highlight the variety of world-class beer, wine, spirits and cider made in New York State.

State Agriculture Commissioner Richard A. Ball said, “We are proud to spotlight our local cideries, breweries, wineries and distilleries at Barclays Center throughout the year and this is another exciting opportunity to showcase their incredible products on a

national stage. New York's craft beverage manufacturers are truly some of the best in the country."

TAPPED will feature the following New York State craft beverage businesses:

- Alphabet City Brewing Company, East Village
- Angry Orchard, Walden
- Blue Point, Patchogue
- Braven Brewing Company, Brooklyn
- Bronx Brewery, Bronx
- Brooklyn Brewery, Brooklyn
- Brooklyn Cider House, Brooklyn
- Captain Lawrence Brewing Company, Elmsford
- Coney Island Brewing Company, Brooklyn
- Crooked Ladder Brewing, Riverhead
- Fire Island Beer Company, Bronx
- Gun Hill Brewing Co., Bronx
- Ithaca Beer Co., Ithaca
- Kombrewcha, Brooklyn
- McKenzie Cider, West Seneca
- Montauk Brewing, Montauk
- Ommegang, Cooperstown
- Oyster Bay Brewing, Oyster Bay
- Queens Brewery, Queens
- Radiant Pig Craft Beers, New York City
- Red Hook Wine, Brooklyn
- Rockaway brewing Co., Long Island City
- Saranac Brewery, Utica
- Sixpoint Brewery, Brooklyn
- Southampton Publick House, Southampton
- War Flag Ales & Lagers, Brooklyn

TAPPED will offer a one-of-a-kind festival experience for attendees with photo booths, music, games, and food provided by Barclays Center's BrooklynTaste™ food program, which features selections from 55 local restaurants and vendors.

Tickets to the event can be purchased online by visiting tappedfest.com, ticketmaster.com or barclayscenter.com, or by calling 800-745-3000. All attendees must be at least 21 years old, and each will receive a souvenir cup to sample what's on tap. Tickets start at \$39 and are available for the first session from 12:30 to 3:30 p.m., or the second session from 5 to 8 p.m. on Saturday, July 23, 2016.

About IMG

IMG is a global leader in sports, events, media and fashion, operating in more than 25 countries. The company represents and manages some of the world's greatest sports figures and fashion icons; stages thousands of live events and branded entertainment experiences annually; and is the world's largest independent producer and distributor of sports media. IMG also specializes in sports training; league development; and marketing, media and licensing for brands, sports organizations and collegiate institutions. In 2014, IMG was acquired by WME, the world's leading entertainment agency, to form WME | IMG. Contact: Mike Scanlan; 216.436.3544; mike.scanlan@img.com

About Barclays Center

Barclays Center opened on September 28, 2012, and is a major sports and entertainment venue in the heart of Brooklyn, New York. One of the most intimate seating configurations ever designed into a modern multi-purpose arena, Barclays Center offers 17,732 seats for basketball, 15,795 for hockey, and up to 19,000 seats for concerts, and has 101 luxury suites, four bars/lounges, four clubs, and 40/40 CLUB & Restaurant by American Express.

Barclays Center hosts an extensive variety of events, including premier concerts, major professional boxing cards, top college basketball, family shows, the Brooklyn Nets and the New York Islanders.

Barclays Center has redefined the arena customer service and culinary experience. Its more than 2,000 employees are trained by Disney Institute, the business advisory arm of The Walt Disney Company, and its BrooklynTaste™ food program features selections from 55 well-known restaurants and vendors in the borough.

About Taste NY

Governor Cuomo launched Taste NY 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 and other 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.

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