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## PRESS RELEASE

### ADIRONDACK WINERY NAMES NEW WINEMAKER

#### Longtime Employee Brad Casacci Steps into Enhanced Role as Winery Prepares to Triple Its Production with New Winemaking Facility



*(Lake George, N.Y.)* - Adirondack Winery is proud to announce Brad Casacci has been promoted to Winemaker.

Casacci, who was hired as a winemaking assistant in 2011, has spent the past decade learning the craft of winemaking at the family owned and operated winery's company headquarters in Queensbury, New York.

Casacci has been an integral part in the winery's recent success, including a recent "Best of Class" win for its Stargazer red wine at the 2021 New York Wine Classic.

Casacci takes over day to day operations of Adirondack Winery's winemaking department from co-owner Michael Pardy, who will now shift his focus to his duties as CEO.

"It's a real honor to be promoted to this new position, with new responsibilities and tasked with helping Adirondack Winery's

winemaking reach new heights," Casacci said. "I want to thank our company's co-owners, Mike and Sasha Pardy, our Winemaking Assistant, Matthew Lynn and my wife, Alyssa."

Michael Pardy said of Casacci, "Brad has always been an important part of the Adirondack Winery family and his pursuit of knowledge and winemaking creativity has really shined through in our wines. As we take this next step together, we look forward to everything he will accomplish and to helping him grow even further for years to come."

Casacci first developed an interest in winemaking when moved back to the community where he grew up, in New York's famous Finger Lakes winemaking region.

At Adirondack Winery, his passion for home winemaking transformed into a full-fledged pursuit of winemaking knowledge and craftsmanship.

“I’ve learned so much at Adirondack Winery, from the importance of cleanliness and sanitation to how critical grape harvest season can be,” Casacci added.

Casacci said his proudest moment at Adirondack Winery so far was when Stargazer was named Best Blaufrankish / Lemberger at the 2021 New York Wine Classic. Introduced into ADK Winery’s lineup in April 2020, the wine is made with a lesser-known New York grape, that produces notes of oak and spicy clove shining through and a tannic, earthy finish.



“Working with a wine for the first time always has its challenges, but we were really proud of the wine we produced and thrilled to receive such a distinguished award the first time we created it,” Casacci added.

The news comes as Adirondack Winery prepares to break ground in the coming months on a new 14,100-square-foot building at the site of its Queensbury headquarters. This new building behind its current office and winemaking facility will help the winery triple its wine production over the next few years.



The winemaking facility is located on a 2-acre lot at 395 Big Bay Road. The new building at this site will add 8,000 square feet of production space and 6,100 square feet for a tasting room as well as retail and event space.

In addition to its Queensbury winemaking facility, Adirondack Winery has two tasting rooms on Lake George, with its Lake George Tasting Room at 285 Canada St. in Lake George Village, and its Bolton Landing Tasting Room at 4971 Lake Shore Drive in the hamlet of Bolton Landing.



In late March, the winery announced a label redesign for its line of over one dozen fruit-infused wines, including its new lavender infused rosé, Serenity, which is available now, just in time for Mother’s Day. In addition to finding Serenity at Adirondack Winery’s Lake George and Bolton Landing Tasting Rooms, Serenity is now available at liquor stores across New York state. Interested stores can contact Opici Family Distributing for more information.

Casacci’s new responsibilities include overseeing wine production, managing a team and planning for the winery’s future.

“We’re still going to be making the styles our customers know and love, but I look forward to adding new wines to the lineup and even small batch releases in the future,” Casacci said.

For the aspiring winemakers out there, Casacci said the best way to grow your knowledge about winemaking is to take advantage of all the resources available online, like webinars and YouTube. And taste a lot of wine, he added.

Adirondack Winery currently produces more than 30 fruit-infused and traditional varietal wines, made with the Finger Lakes Region's best grapes, with over 200 medals won at regional and national wine competitions.

Their wines are available for purchase on the Adirondack Winery website at [adkwinery.com](http://adkwinery.com), at its Lake George Tasting Room (285 Canada St. Lake George, N.Y.), its Bolton Landing Tasting Room (4971 Lake Shore Drive, Bolton Landing) and its Queensbury Headquarters & Winemaking Facility (395 Big Bay Road, Queensbury, N.Y.).

#### **About Adirondack Winery:**

Founded by lifelong lovers of the Adirondacks, Mike and Sasha Pardy, Adirondack Winery is recognized as one of the most celebrated and acclaimed wineries in New York state. They offer over 30 fruit-infused and traditional varietal wines, and their Tasting Rooms in Lake George, Bolton Landing and Queensbury are frequently listed as top attractions to visit in the Lake George region. Adirondack Winery wines can be found in over 450 New York liquor stores and are available for purchase 24/7 at [adkwinery.com](http://adkwinery.com). We hope you'll come see us soon and bring a taste of the Adirondacks home with you!

For more information, as well as photos and logo downloads, please go to [adkwinery.com/media](http://adkwinery.com/media)

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