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## PRESS RELEASE

### ADIRONDACK WINERY BREAKS GROUND ON \$2.6 MILLION WINEMAKING FACILITY AND TASTING ROOM AT QUEENSBURY HEADQUARTERS

#### New Building Will Give Winery Enough Space to Triple Production and Become a Travel Destination for Craft Beverage Lovers Across the Region

(Queensbury, N.Y.) - Adirondack Winery held a groundbreaking ceremony Thursday at the site of its future \$2.6 million, 14,100-square-foot winemaking facility and Tasting Room at the site of its current Queensbury headquarters.

Once complete, the new building will provide the family run winery with the space it needs to triple its wine production over the next 10 years. The new building will house an all-new Tasting Room, where the winery plans to offer new services customers have long desired, such as wine by the glass, outdoor seating, and light dining (*charcuterie boards, tapas, etc.*). The winery will introduce classes (*wine pairing, crafting, wine education*) and launch tours of the new facility. There are also plans to rent event space for private events and conferences. The goal is to complete the construction by April 2022, in time for the winery's 14<sup>th</sup> anniversary celebration.

"This groundbreaking is the start of a new chapter for Adirondack Winery," said Adirondack Winery President and Co-Owner Sasha Parady. "This company started as a small family business, making wine in the back room of our Lake George Tasting Room almost 14 years ago. Now we've grown to the point where this new building is the only way we are going to keep up with demand. Beyond that, we are very excited for all the new opportunities this new building is going to provide for us. We're going to create a facility that is unlike anything else in Warren County. We want to be a destination for craft beverage lovers from across the Northeast, and this groundbreaking is the first step toward making that happen."



The new building will be constructed behind the winery's current headquarters building on a 2-acre lot at 395 Big Bay Road in Queensbury. About 8,500 square feet will be used for winemaking (more than twice its size now); 2,600 square feet for the new Tasting Room and another 2,600 square feet for a dedicated event space.

The project has created 12 new construction jobs already and will create an additional 13 more at the winery over the next two years (7 full-time professional jobs and 6 part-time jobs).

An estimated 3,000 square feet of usable green space will surround the new building, and the winery plans to install outdoor seating and firepits in time for summer 2022. The winery will also plant grapevines and apple trees on the property. Solar panels will be installed on the roof, generating enough power to cover the electricity usage at its Big Bay property and its Lake George Tasting Room.

Tim Barber's JAG Group LLC of Wilton designed and is building the new facility.

With its winemaking operation moving to the new building, the winery plans to remodel its existing headquarters building to expand its office space and shipping area.

Adirondack Winery owners Sasha and Mike Parly were joined Thursday by nearly two dozen local officials and members of the business community.

Guests included New York State Senator Dan Stec, Warren County

Board of Supervisors Chair Rachel Seeber, New York State Assemblyman Matthew Simpson, Queensbury Town Supervisor John Strough, Lake George Mayor Robert Blais, Lake George Supervisor Dennis Dickinson, Executive Director of the Lake George Regional Chamber of Commerce Gina Mintzer, President / CEO of the Adirondack Regional Chamber of Commerce Michael Bittel, Director of Warren County Tourism Joanne Conley and many more.

"Since opening in 2008, Adirondack Winery has continued to distinguish itself with many award-winning, handcrafted wines and a very thoughtful customer-oriented experience," said Senator Dan Stec (*45<sup>th</sup> District*). "This new Queensbury facility will only add to the wonderful experience that tourists and many locals love so much. I wish them much success on this new endeavor."

Warren County Board of Supervisors Chair Rachel Seeber presented Adirondack Winery with the Warren County Strong certificate of excellence at Thursday's event.

"We are very excited that Adirondack Winery, a wonderful, homegrown Warren County business is growing again," Seeber said. "Their new Queensbury facility will bring an experience unlike any other to the Lake George Region. I am proud to support them as they continue to grow their business and wish them much success on this new endeavor."

New York State Assemblyman Matthew Simpson (*114<sup>th</sup> District*) said, "Having gone through the joys and challenges that come with starting and growing your own business, I know just how monumental the occasion is for Sasha and Mike. What they have been able to accomplish for themselves and the area thus far in their journey is impressive in and of itself. This new stage in their growth, however, is nothing short of remarkable. I am excited to see what the future brings for them and for the entire regional economy."

With the new building, Adirondack Winery estimates it will increase its wine production from 17,000 cases per year (in 2020) to 50,000 cases by 2031.

Its event space on the second floor of the new building will be used for bachelorette parties, birthday parties, private events, Club Member events, wine release parties, wine education classes, crafting nights and more.

The winery also plans to serve craft beverage products other than wine at the new Queensbury Tasting Room. They plan to exclusively serve locally made New York beer, cider, and spirits.



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 Bolton Landing.

In March, the winery began a rollout of an updated label redesign. The new labels feature bolder flavor callouts, color foiling and other tweaks designed to boost sales at liquor stores and other wholesale and retail venues. Adirondack Winery wines can be found at more than 450 liquor stores and restaurants across New York state. This expansion will allow the company to pursue expansion into wholesale in other Northeast states.

Adirondack Winery currently produces more than 35 fruit-infused and traditional varietal wines made almost entirely with New York grapes. Its wines have won over 200 medals at regional and national wine competitions, including a recent Double Gold medal win in June for its Moonlight Lemberger rosé and a Best of Class win for its Stargazer Lemberger red wine at the 2020 New York Wine Classic.

Adirondack Winery wines are available for purchase 24/7 on the Adirondack Winery website at [adkwinery.com](http://adkwinery.com). The winery ships to 36 states, including Connecticut which it added earlier this year.

#### **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 35 fruit-infused and traditional varietal wines, and their Tasting Rooms in Lake George, Bolton Landing and Queensbury are frequently listed as top attractions 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 event photos/video and logo downloads, please go to [adkwinery.com/media](http://adkwinery.com/media)

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