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**FOR IMMEDIATE RELEASE**

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## Adirondack Winery to Grow Statewide, Entering Distribution

*Adirondack Winery Announces Partnership with Opici Family Distributing to Sell its Wines across New York State*

**LAKE GEORGE, N.Y. (May 16, 2014):** Adirondack Winery is taking its next big step in growth. On June 1<sup>st</sup>, the Warren County, NY-based winery will launch its portfolio of wines with Opici Family Distributing, as part of a major effort to have Adirondack Winery wines sold at wine and liquor stores, as well as restaurants, hotels and bars, across New York State.

Founded in 2008 by Michael and Sasha Pardy, Adirondack Winery started their wine making operation in about 800 square feet in the back of their Tasting Room store front in Lake George Village on Canada Street. In their first year, the Pardy's produced about 1,000 cases of wine. By 2011, demand for Adirondack Winery wines had outgrown its wine making capacity and Tasting Room space, so the Pardy's moved their wine making operation to a warehouse facility in Queensbury while at the same time renovating and expanding their Lake George Tasting Room. Now entering their seventh summer season, the Pardy's expect to produce at least 7,000 cases of wine this year – a remarkable growth rate for a small, regional brand.

“Due to our Lake George location, a major percentage of our customer base is comprised of tourists, which means that we only see these customers once per year, sometimes less,” said Ms. Pardy. “Last year we hired an events manager, who has been setting up booths for us at Wine Festivals across New York where we sample and sell our wines. So again, we see most of these customers only once per year. For these reasons, it is essential that our wines are widely available at wine and liquor stores across New York so that customers that fall in love with our wines at our Tasting Room or at a festival have easy access to our wines throughout the year,” she explained.


Just two years ago, Adirondack Winery's wines were available at about 40 liquor stores, primarily in the Capital Region; Today Adirondack Winery wines are sold at more than 100 stores across New York State. To date, the winery has self-distributed its wines to stores via shipping, self-delivery and delivery service, DNT Express. “We decided to partner with Opici Family Distributing because we know the demand for our wines in the wholesale marketplace is more than we can handle with our own staff,” said Mr. Pardy, adding “Opici has an excellent reputation with liquor store owners, particularly for having the best selection of New York wines, so we feel very comfortable in their ability to represent our brand.”

Mike Proch, Vice President of Sales for Opici's Upstate New York market said, “We are excited to have Adirondack Winery join our diverse portfolio of wines. They have developed a strong Adirondack brand that has statewide appeal and we see great potential for the brand to grow fast across Upstate New York.” Adirondack Winery will first concentrate on growth in Upstate New York and in the fall, will consider growth into the Metro New York City market, where area distributors have already expressed interest in the brand.

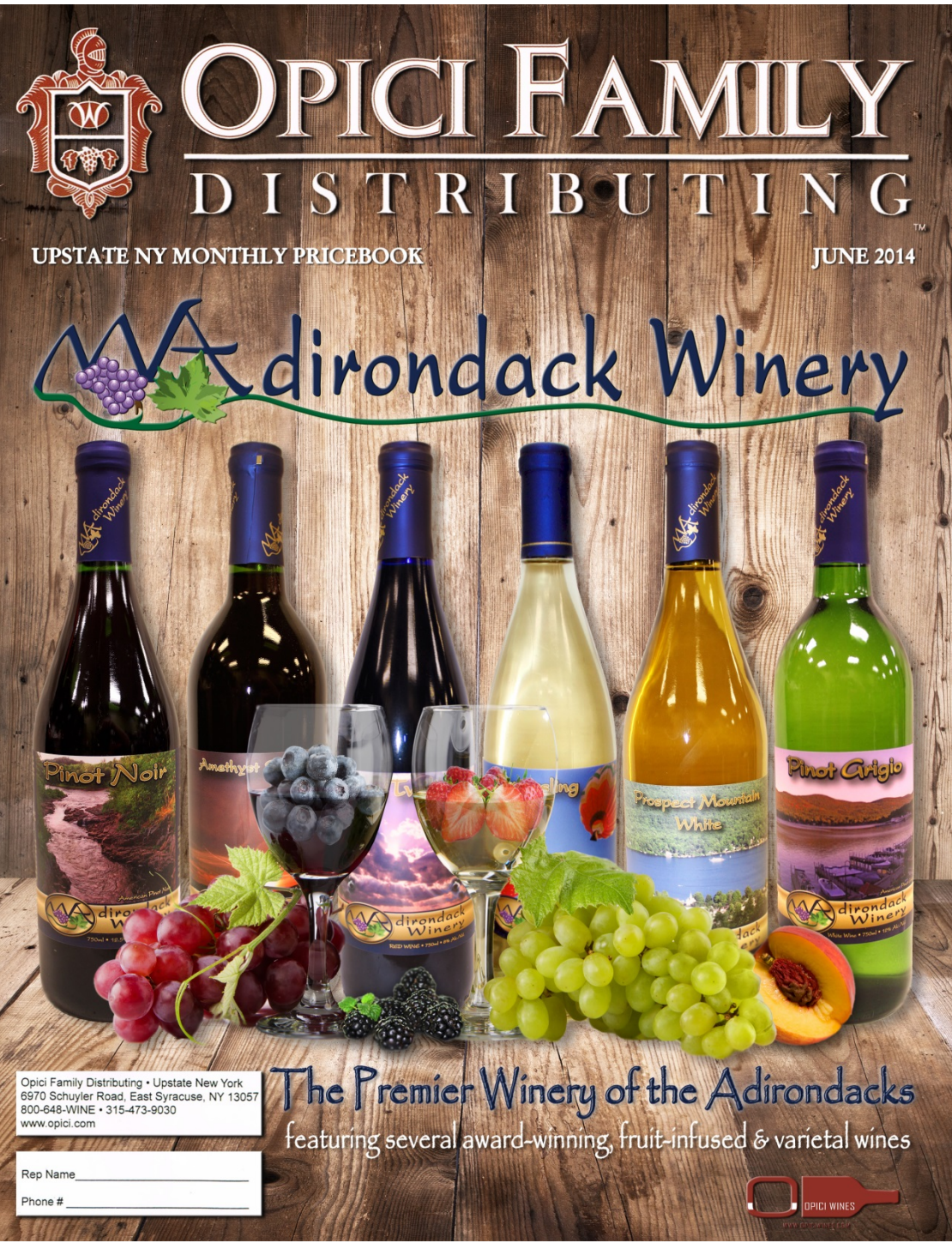
“Distribution is the critical next step we had to take as a company to produce continued growth. If our brand grows under Opici as we project it will, I am sure Adirondack Winery will be adding more employees and need to expand its wine making operations in the near future,” said Mr. Pardy. Adirondack Winery employs 7 full time and 12 part time employees at peak season. Additionally, the winery closed on the real estate purchase of its wine making facility and attached acreage, in January 2014.

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**ABOUT ADIRONDACK WINERY:**

Adirondack Winery opened in 2008 as the region's first winery. Winemaker/ CEO, Michael Parady, creates the more than 35 wine varietals, which have won more than 100 medals at competition to date. Adirondack Winery's wine labels feature photography of the Adirondacks region, created by Sasha Parady. The wine making facility is located in Queensbury, NY and its Tasting Room is located at 285 Canada Street in Lake George, NY. Adirondack Winery's wines are available for sale at its [Lake George, NY tasting room](#); through its [online store](#); at several [wine and liquor retailers throughout the state](#); and at wine festivals & fairs throughout New York. [www.AdirondackWinery.com](http://www.AdirondackWinery.com)  Like us on Facebook at [www.facebook.com/Adirondack.Winery.NY](http://www.facebook.com/Adirondack.Winery.NY)

**ABOUT OPICI FAMILY DISTRIBUTING:**



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Opici Wines is an importer and producer with a portfolio of over 50 brands from the United States, Italy, Spain, France, Chile, Argentina, and Hungary. The portfolio is distributed nationally in 45 states. Opici Wines is a subsidiary of the Opici Wine Group, a premier supplier and distributor of wines and spirits, which was originally founded in 1913 and re-established upon the repeal of Prohibition in 1934. The company chairman is 97-year-old Hubert Opici, who was recently honored as an "American Wine Legend" by "Wine Enthusiast." From its inception, the Opici Wine Group has remained family owned and operated. To learn more about Opici Wines, visit [www.opiciwines.com](http://www.opiciwines.com).