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ADIRONDACK WINERY ANNOUNCES GROWTH WITH EVENTS, HIRES STEPHANIE OTTINO AS EVENTS MANAGER

LAKE GEORGE, NY (September 12, 2013): Adirondack Winery is pleased to announce that Stephanie Ottino recently joined the company in the position of Events Manager. As Events Manager, Stephanie has an integral role in fostering long term growth for Adirondack Winery's brand. After joining the company in mid-May, Ottino proceeded to independently plan and facilitate Adirondack Winery's presence at Wine Festivals across New York State.



Over the past three months at these festivals, Ottino has tasted and sold Adirondack Winery's wines to tens of thousands of festival attendees; creating exponential exposure for Adirondack Winery's brand across the state and its borders. Not only do festival attendees look to purchase Adirondack Winery wine at their local stores and have it shipped to their homes, a large percentage of festival attendees also end up traveling to the Lake George region as tourists and visit Adirondack Winery's Canada Street Tasting Room. *"Stephanie is not only creating wide demand for our wines across New York State, she has also encouraged thousands of people to visit the Lake George Region through her efforts and we're seeing the results,"* said Adirondack Winery President, Sasha Pardy.

Adirondack Winery has attended wine tasting events, fundraisers, and wine festivals, small and large. Notable summer events include the Hudson Valley Wine Fest (Sep. 7-8, Rhinebeck), NY State Fair (Aug. 24, Syracuse), Hudson Berkshire Wine & Food Fest (May 25-26), and the Putnam County Wine & Food Fest (Patterson, Aug 3-4). Adirondack Winery has many more events on its docket for the coming season, including the Capital Region Apples & Wine Fest (this Sat & Sun Sep. 14-15), Stems & Steins (Old Forge, Sep. 21), Festival for Lake George (Sep. 28-29), Adirondack Coast Wine, Cider & Food Festival (Plattsburgh, Oct. 12), and the Pride of NY Harvest Fest (Albany, Nov. 23-24). The Winery also plans to attend New York State's largest wine festival next July, the Finger Lakes Wine Festival, which draws 90+ wineries and nearly 90,000 people over 3 days. Adirondack Winery attends many more events, for details, please [visit their events page](#).

As Events Manager, Ottino is also responsible for creating exciting events for locals and day trippers to attend from October through June at Adirondack Winery's Lake George Tasting Room; brings in bus and large tour groups to experience what the Winery has to offer; and books private events at the Tasting Room. *"We see huge potential in booking special events, bus and large groups, and private events at our Lake George Tasting Room, so I am thrilled that we finally have the resources to hire someone that concentrates on growing this side of our business,"* said Pardy.



Ottino's first local event is this October. Adirondack Winery is organizing a team of employees and customers for the *Making Strides Against Breast Cancer Walk*, sponsored by the local *American Cancer Society* chapter, being held at the *Queensbury High School* on Oct. 27th. To raise more money for this cause, Adirondack Winery will be hosting its "Drink for a Cure" Wine Tasting Fundraiser Event at its Lake George Tasting Room on *October 19th & 20th*. At this event, attendees will enjoy FREE tastes of their wines, and have the opportunity to donate directly to the cause, participate in contests, enjoy a special "Drink Pink" wine cocktail, buy a "Fight Like a Girl, Drink Like a Lady" breast cancer t-shirt, and buy a bottle of *limited edition "Drink for a Cure" labeled blush wine*; a good portion of the proceeds from all of which will be donated directly to raise money for Breast Cancer awareness.

"My favorite thing about being Adirondack Winery's Events Manager is that it's *always* different and never boring. Every weekend, every event, every crowd – they're always different from the last. Although this can also be the challenging part – it keeps my job exciting and I love that. I get to be creative, travel to all different areas of New York, meet great people, and share what Adirondack Winery has to offer," said Ottino.

Ms. Ottino moved from Maywood, New Jersey to take this position at Adirondack Winery in May. Prior, she worked as Account Representative for Party Rental Ltd. in Teterboro, NJ for three years. She graduated from SUNY Oneonta in May 2010 with a Bachelor of Science Degree (*Magna Cum Laude*) in Hospitality Management and Business Communications.

ABOUT ADIRONDACK WINERY:

Adirondack Winery opened April 17, 2008 as the region's first winery. Winemaker and CEO, Michael Parady, sources grape must from various vineyards to create the more than 35 wine varietals on Adirondack Winery's wine list. All of Adirondack Winery's wine labels feature photographs of landscapes, landmarks, and special events in the local region, created by Sasha Parady. Adirondack Winery's wine making facility is located in Queensbury, NY and its Tasting Room is located 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