



Adirondack Winery's Announces Grand Opening of Bolton Landing Tasting Room

Adirondack Winery Launches a Second Tasting Room on Lake George

Contact: Sasha Pardy,
President & Co-Owner
(518) 668-9463 x10
Sasha@AdirondackWinery.com
For Logo & Image downloads:
<http://bit.ly/AdkWineryBolton>

LAKE GEORGE, N.Y. (July 2017) — Now in the thick of their 10th summer season on Lake George, Michael and Sasha Pardy, owners of Adirondack Winery LLC, have opened a second tasting room, at 4971 Lake Shore Drive, Suite 2 in Bolton Landing, New York.

The Tasting Room has been in “Soft opening” phase since June 9th, 2017, open daily 10am to 9pm. A Grand Opening Ribbon Cutting Ceremony is scheduled for Wednesday, July 26th at 11am. Members of the media, local business owners and government officials are invited to join the Adirondack Winery team and the Lake George Regional and Bolton Chambers of Commerce, to attend the ribbon cutting ceremony. Immediately following, Adirondack Winery will offer free wine tastings and a light food spread featuring local artisanal foods to attendees. Starting at 12pm, Adirondack Winery’s Grand Opening Event will be open to the public, continuing with free tastings, food samples and a raffle basket all day long until closing at 9pm.

Adirondack Winery’s Bolton Landing Tasting Room location at 4971 Lake Shore Drive is right across the street from Tops Market, between Palazzo’s Pizzeria and Bob’s Ice Cream. The building is owned by Robert and Dawn O’Keefe, owners of The Huddle Kitchen restaurant and bar, just up the street on Lake Shore Drive. “We were intrigued immediately when we saw this space for rent on Lake Shore Drive last fall. We had been looking for space in Bolton Landing since late 2015 and when we saw this spot, the perfect size for us, located right in the heart of Bolton Landing and so close to the base of the Sagamore Resort entrance, I knew this spot had a lot of potential for Adirondack Winery,” said Pardy. Mr. O’Keefe added, “as not only a landlord, but also a local business owner, I knew Adirondack Winery would be an asset to not only my property, but Bolton Landing. They’re an attraction that draws visitors and have a great reputation and wine, so we’re happy to have them.”



Commenting on why Adirondack Winery had desire to open a second Tasting Room on Lake George, Ms. Pardy said, “For over 9 years, thanks to our Lake George Canada Street Tasting Room visitors, we have been fortunate to see growth year after year, from a 1,000 case micro-winery in 2008 to a 13,000-case winery now with over 500 club members, shipping to 35 states and selling our wines at nearly 400 liquor stores and restaurants across upstate New York. We’ve always wanted to have a second tasting room, we just had to find the right time and the right location. As we have become more familiar with the Lake George tourism economy over the years, we recognized that Bolton Landing would be a great spot to open. The business owners in Bolton Landing are all very supportive of each other and the visitors and residents have a deep love for this little town. The shops and restaurants are very nice and Bolton has the advantage of a perfect location on the Lake – beautiful views and the most desirable spot for boaters as well. So many local business owners have expressed excitement that we’ve opened, as Adirondack Winery brings a fun and educational activity to the Bolton Landing scene that it hasn’t had before.”

Michael Consuelo, Executive Director for the Lake George Regional Chamber of Commerce & CVB said, "Having the tasting room in Lake George has provided a great option for visitors and benefitted the year-round economy. Their delicious wines will be a treat for all who visit their beautiful new store in Bolton Landing as well." Elaine Chiovarou-Brown of the Bolton Landing Chamber of Commerce added, "Adirondack Winery is a wonderful addition to Bolton Landing's Lakeshore Drive. All generations, now, are looking for local craft beverages; so we're thrilled to welcome them to the Bolton family."



The Pardy's worked for months on the design of their new Bolton Landing Tasting Room, needing to renovate the space, which was formerly Silverwood Gift Shop. "Our look matches our branding – it's what we call 'Modern Adirondack' design," said Ms. Pardy. The space has a light and airy rustic interior with several unique features including a Tasting Bar with rustic wood facing and cabinetry hand-crafted by Square Nail Rustics in Queensbury, a bar top made from crushed glass wine bottles, natural wood and oak wine barrel tables hand-crafted by Martin's Lumber in Warrensburg, a full-wall chalkboard with art completed by their in-house calligraphic artist, Nicole Carte and Graphic Design Specialist Rob Rezin, a cork wall, and a unique wine bottle chandelier that casts the winery logo onto the ceiling. "We had so much fun designing this space and now that we've been doing this for so many years, we were able to design it to be optimally functional and have a great flow," said Pardy.

Continuing with the company's mantra to "Support Local", Adirondack Winery exclusively tastes and sells its selection of more than 20 New York Wines, all of which don labels featuring oil paint images of Adirondack / Lake George region scenes, at the Bolton Landing Tasting Room. Additionally, it also features several locally made foods from artisans including Nettle Meadow Farms (Thurman), Adirondack Cheese Company (Barneveld), Saratoga Crackers, Barkeater Chocolates (North Creek), Eagle Ridge Farms (Schuylerville), Chef William Creations (Watkins Glen), and many more. Wines are sold by the bottle for off premise consumption only and many unique wine related gifts are available as well.

"We have decided to do what we do best and offer the same wine tasting experiences as we do at the Lake George Tasting Room in Bolton. At this point, we are going with the flow, listening to feedback from Bolton Landing customers and will adjust along the way," said Pardy. Wine Tasting Packages range from a \$7 standard tasting, which includes 7 samples of wine and a souvenir wine glass, to a \$35 Ultimate Tasting for Two Package, which includes additional wine tastes, a wine "slushie" sample, and a "locavore slate plate" featuring artisan cheese, chocolate, crackers & more. "Our Lake George Tasting Room consistently ranks as one of the region's top attractions, and it's not only because we have great wine with something for every palate, it's also because people love the casual, fun and educational wine tasting experience and great customer service we provide," she added.

Ava Dally, who has been the manager of the Lake George Tasting Room for three years, is now the Tasting Room Manager for both locations, with support from two assistant managers and a staff of about 20 part-time tasting room associates. Ms. Dally was recently awarded with a scholarship for professional development to attend the "Women of the Vine & Spirits Symposium", which is held in the spring in Napa Valley California. Dally was one of only two recipients to be awarded with the prestigious scholarship.

Ms. Pardy sits on the Board of the Lake George Chamber of Commerce and is a founding member of the Adirondack Craft Beverage Trail (operated by the Adirondack Regional Chamber of Commerce) and the Upper Hudson Valley Wine Trail. The Bolton Landing Tasting Room is represented on both trails.



ABOUT ADIRONDACK WINERY:

Adirondack Winery opened in 2008 as the region’s first winery. Winemaker/ CEO, Michael Parady, creates the winery’s wide selection of wines, which have won more than 150 medals at competitions to date. Adirondack Winery’s wine labels (created by President Sasha Parady) serve as a beautiful representation of Lake George and the Adirondacks, featuring artistic photographs of the gorgeous landscapes and landmarks of the region. Adirondack Winery’s wine making facility is in Queensbury, NY and its Tasting Rooms are located at 285 Canada Street in Lake George and 4971 Lake Shore Drive in Bolton Landing, NY. Adirondack Winery’s wines are available for sale at its Tasting Rooms and Headquarters; through its online store; at nearly 400 wine retailers in New York; and at wine festivals & fairs throughout New York. Adirondack Winery is also the presenter of the Adirondack Wine & Food Festival.

