



FOR IMMEDIATE RELEASE
September 3, 2015

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Craft Beverages Featured at “Beer and Spirits of New York Pop-up” at the Union Square & Grand Army Plaza Greenmarkets

New York, NY – Thanks to support from Empire State Development, GrowNYC’s Greenmarket program announces the Beer and Spirits of New York Pop-up stand at both the Union Square and Grand Army Plaza Greenmarkets from Labor Day weekend until Thanksgiving. Each week the pop-up will highlight a different craft brewer and distiller making their beverages with New York State grown ingredients. Alongside these brewers and distillers, a neighborhood restaurant will sample bites and the Greenmarket Regional Grains Project retail stand will be on hand selling whole grains and flours grown and processed in the Northeast. The pop-ups will be at both markets starting Saturday, September 5th and continue every Saturday through November 21st.

Beer & Spirits of New York Pop-up

Every Saturday, Sept 5th through November 21st

Union Square Greenmarket, 15th Street & Union Square West, Manhattan

Grand Army Plaza Greenmarket, Prospect Park West & Flatbush Avenue, Brooklyn

The breweries and distilleries participating are chosen by Greenmarket together with the [NYC Brewers Guild](#), [NYS Brewers Association](#), and [NY Distillers Guild](#) and qualify as New York State farm breweries and distilleries. In addition to sampling their wares, the brewers and distillers will be selling bottles and growlers of their New York-based brews and spirits. A list of the craft beverage producers who will be highlighted can be found at www.grownyc.org/DrinkLocal.

“In 2012, Governor Cuomo signed legislation that has sparked a surge in farm-based breweries and distilleries in the state and in turn increased demand for locally grown grains used to make these products,” says Marcel Van Ooyen, Executive Director of GrowNYC. “GrowNYC is thrilled to give these craft brewers and distillers a chance to connect directly with eager Greenmarket shoppers.”

“Working together with the industry, I’m pleased we have been able to find new and exciting ways to continue to promote our beverage producers in New York State,” said State Agriculture Commissioner Richard A. Ball. “Having the new Beer and Spirits Pop-up locations in the city’s Greenmarkets is a great fit. The pop-ups will bring some of the state’s best breweries and distilleries to even more consumers, helping to support our local growers and continue to boost our agricultural economy.”

“New York is home to top notch wine, beer, spirits and cider – a booming industry supporting more than 85,000 jobs statewide,” said Empire State Development President, CEO & Commissioner Howard Zemsky. “The Beer and Spirits Pop-up locations will open new doors for local grain growers, brewers and distillers, while helping meet the demand for local product, and supporting the regional economy.”

The Beer and Spirits of New York Pop-up stand received funding through Empire State Development’s Craft Beverage Marketing and Promotion Grant Program, in coordination with the New York State Department of Agriculture and Markets. The program was created to increase the profile, awareness and

sales of New York State produced wine, beer, spirits, and hard cider, and provides matching funds for the marketing and promotion of craft beverages. The Craft Beverage Marketing and Promotion Grant Program is administered in alignment with the Governor's Taste NY initiative, and Taste NY branding will be used throughout the pop-up stand.

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GrowNYC is a 501c(3) nonprofit organization that works to make New York City more sustainable and improve the lives of all New Yorkers. Our **Greenmarket Regional Grains Project** seeks to foster a thriving regional grain economy within the local food system, beginning with our network of growers and customers and extending to any farmer, entrepreneur or retailer contributing to its growth throughout the Northeast. **Learn more at www.grownyc.org.**

Taste NY is an initiative launched by Governor Cuomo in 2013 to promote New York's food and beverage industries. It is overseen by the Department of Agriculture and Markets and has created opportunities for local producers to showcase their goods at large public events such as the New York Wine & Food Festival, and the Great New York State Fair, as well as special events with the New York Racing Association. The program has also opened stores at Thruway rest stops and New York City airports and transportation hubs, enabling travelers to buy New York State's homegrown and homemade products. Approximately 1,100 local companies have participated in these opportunities, further linking their products and the state's growing food and beverage market to consumers from across the globe.