



Adirondack Winery Debuts New Branding & Website

Adirondack Winery Re-Introduces Itself: New Logo, New Branding, New Wine Labels & New Website!

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For Logo & Image downloads, visit:

www.adirondackwinery.com/About-Us/News-Media

LAKE GEORGE, N.Y. (December 2, 2014): Adirondack Winery is pleased to announce the debut of a project nearly a year in the making. The original winery of the Adirondacks has launched a brand new look that includes a new logo, new branding, new wine labels, and new website.

Adirondack Winery launched in 2008 with a logo it had chosen from a student graphic design submission contest. "While our original logo has served us well, over the past couple years I had developed a feeling that we needed a logo that would better communicate what we are all about; better encompass the feeling of Lake George, the Adirondacks, and the role our winery plays in this community," said Sasha Pardy, Adirondack Winery President.

In early 2014, after reviewing many branding firm proposals, Adirondack Winery commissioned award-winning packaging design firm, A3 Design, based out of Rochester, NY, to help develop the company's new brand image.



The carefully crafted new logo features the iconic Adirondack Chair, flanked by a bottle and glass of wine and the words "at Lake George", placed above the Adirondack Winery name spelled out by a special grapevine artwork font, hand-created by A3.

Pardy said, "I think our new logo truly represents what we're all about. It says, "Pull up an Adirondack Chair, pour a glass of Adirondack Winery wine and relax while you take in the beauty of the Adirondacks."

Adirondack Winery's wine labels have always been its trademark, differentiating it from other wineries. Photographs of the gorgeous landscapes and landmarks of the greater Lake George region, taken by Ms. Pardy, have adorned the winery's bottles, in a full-wrap label style, since their opening in 2008. Because of these photographic labels, Adirondack Winery's wine bottles have long been cherished by customers as keepsakes, lasting memories of their visits to Lake George, with many customers collecting empty bottles to display the beauty of the Adirondacks that they love.





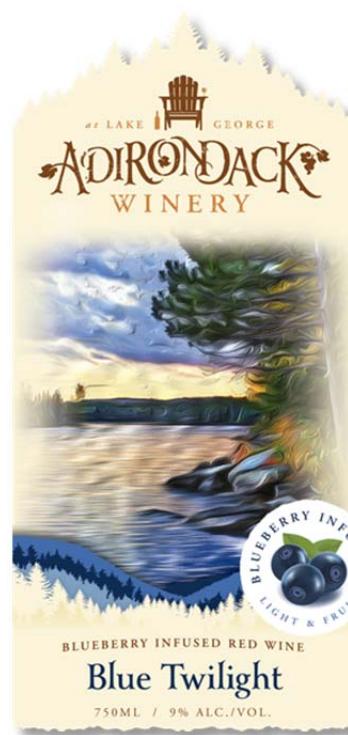
"I could not express enough to A3 Design how important it was that we maintain Adirondack landscapes and landmarks in redesigning our new wine labels. At the same time, I wanted to create a more consistent look, find more striking professional photographs to feature, and create a look that more clearly evoked a classic relaxed, but modern Adirondack feel," said Ms. Pardy.

The new wine labels feature a special die cut, outlining the Adirondack Mountains, fading into an artwork version of professional photography of Lake George and the Adirondack region. A special image and coordinating name was chosen for each wine. "We could not be happier with our new label design. It clearly evokes the nostalgia of the Adirondacks all wrapped up in a classy package," said Ms. Pardy.

Other changes include a classic front-and-back label, a heavy stock paper, a foil logo on its varietal wine labels, a special fruit seal to signify its trademark fruit-infused wines, and scale to indicate the wine's level of sweetness.

"Now that our wines are available at more than 150 wine stores across Upstate New York, as well as sold at wine festivals and fairs throughout the state, our brand is being presented daily to hundreds of thousands of people who may have never visited our Tasting Room, or even Lake George, before. For this reason, we wanted to make sure that our brand represents the beauty and relaxed feel of the Adirondacks everywhere it is seen. I am confident our new look delivers on this," said Michael Pardy, CEO and Wine-Maker.

Adirondack Winery's new branding was first debuted on a new website, launched simultaneously. Built upon a platform from Vin65.com (a winery-specific ecommerce provider), Ms. Pardy designed and built the website nearly from scratch. "There was no question that we had to deliver a new and improved website to go along with our new look. In this technological day and age, our site has to function seamlessly from website to store, as well as be responsive on mobile devices, and offer social sharing functionality throughout; now we have that," she said.



View a full gallery of Adirondack Winery's NEW Labels here:
<http://www.adirondackwinery.com/About-Us/Photo-Galleries>



Adirondack Winery will slowly transition in its new branding during 2015 – including everything from its wine labels to its paint colors and sign at its Tasting Room, logo merchandise, brochures, marketing materials and more.

BEFORE & AFTER: WINE LABELS



Adirondack Winery's Best Seller, "Strawsling", adored for its delightful strawberry flavor and recognized by the Strawberry Hot Air Balloon at the Adirondack Balloon Festival on the label, has kept its icon and been re-named a more fitting "Soaring Strawberry"

The shot of Lake George's Shepard Park in Autumn on Adirondack Winery's Sauvignon Blanc was taken by owner Sasha Pardy. While some labels maintained Pardy's original photographs, most have been changed to better represent the beauty of the Adirondacks.

Adirondack Winery's Award-Winning Pinot Noir now features a gorgeous Autumn scene of one of the most famous Adirondack Landmarks: the Waterfall at Ausable Chasm.

While still depicting a Lake George Beach, Adirondack Winery's Gewurztraminer label now has you relaxing in an Adirondack Chair with a bottle of wine on the beach. The Adirondack Chair is now a recurring theme in Adirondack Winery's labels and branding.

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ABOUT ADIRONDACK WINERY:

Adirondack Winery opened in 2008 as the region's first winery. Winemaker/ CEO, Michael Pardy, creates the winery's more than 35 wine varietals, which have won more than 100 medals at competition to date. Adirondack Winery's wine labels 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 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 more than [150 wine retailers in New York](#); and at [wine festivals & fairs throughout New York](#).