



## Adirondack Winery’s New Event Series Launches Partnerships

*Adirondack Winery Celebrates 9<sup>th</sup> Anniversary on the Heels of Strong  
Foot Traffic Growth and Demographic Expansion through Events*

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**LAKE GEORGE, N.Y. (March 2017)** — As Adirondack Winery gears up for its 9th anniversary celebration in Lake George, the locally-owned business reports a double-digit increase of foot traffic into its Lake George Tasting Room on Canada Street.

When looking at ways to generate growth in its Tasting Room throughout the fall, winter and now spring months, Adirondack Winery got creative – literally – by launching a series of wine tasting and crafting classes (named “Uncork & Craft”) and wine education classes (named “Wine 101”) – offering education and fun in a casual setting.

The Tasting Room has been open year-round since the company’s 2008 founding, but this year Adirondack Winery committed to staying open seven days a week.

“We’ve seen some serious foot traffic increases throughout this fall and winter at the Tasting Room, and I think it has a lot to do with our consistent efforts with these Wine 101 and Uncork & Craft events, as well as the weekend events we’ve been doing,” said Adirondack Winery President and Co-Owner Sasha Parady.

In addition to the two new event series, Adirondack Winery hosts several special themed weekend events, featuring unique wine tasting flight pairing menus, games, special discounts and other activities. There has been a special event on the winery calendar almost every weekend since October. The winery staff plans to continue these efforts into June.

Both class series were designed to offer unique, memorable experiences, which research suggests is especially important in attracting millennials.

“While people of all ages have been attending Wine 101, Uncork & Craft, and been taking part in our weekend wine tasting events, this effort has clearly worked in attracting more millennials to our tasting room,” Parady continued.

Demographic information from Adirondack Winery event ticket sales shows strong attendance by a cross-section of generations and locations, drawing not only local visitors, but attendees from all over New York State, New Jersey, Massachusetts, Connecticut, New Hampshire and Vermont.

The Winery’s biggest event of the year begins April 7<sup>th</sup> with a weekend full of events planned in celebration of its 9<sup>th</sup> Anniversary. The weekend begins with Friday night happy hour trivia at the Tasting Room followed by a weekend of special wine tasting and pairing flights featuring locally sourced artisan foods, vendors, games and prizes. Most spectacular is their “Wine Infused Wine Pairing Dinner” at the Fort William Henry Resort on Saturday, April 8, which features a five-course meal where each dish is uniquely prepared with a special Adirondack Winery wine and served with a wine chosen to pair with each dish.

Over the course of the weekend, Adirondack Winery expects to draw 200 people to the Wine Pairing Dinner and nearly 700 people to the tasting room event for the weekend.

“We’ve secured a special room rate with the Fort William Henry. With people traveling from all over to attend, many decide to stay overnight to enjoy the wine, as well as other attractions, shops and restaurants in our region,” said Parady.



## Business Partnerships

Collaboration with local small businesses has also been an important part of these Adirondack Winery events series. The winery has worked with SKETCH Design Studio, Lower Adirondack Regional Arts Council, and Wax n' Wix candle company on its Uncork & Craft series. It has worked with Barkeater Chocolates, Nettle Meadow Cheese Company, Candi's Sweets and more in its Wine 101 Series. In addition, most of its weekend wine tasting events feature food products from local artisans.

"These collaborations with our local business friends have been so important. We've been cross-promoting the events to each other's customers and introducing ourselves via email and social media to a whole new audience. It broadens our brand awareness and customer base each time," Pardy said.

The "Uncork & Craft: Arm Knit Scarf" class, taught by Rhianna Hogan-Cerro, who owns SKETCH Design Lounge in Glens Falls, was such a hit they offered it several times with each one selling out.

"Working with Adirondack Winery on Uncork & Craft events introduced my business to an entirely new customer base. Our mailing list and social media following grew as a result. On top of that, seeing groups of friends leaving having had fun while they learned about wine and how to make a unique craft was great," said Hogan-Cerro.

She also led Wood Sign Painting, Wine Bag Painting and Felt Flower Making Uncork & Craft classes.

The winery has sought to increase its presence at local events hosted by other businesses and venues such as Adirondack Brewery's Funky Ice Fest, Barrel Fest, Adirondack Thunder Hockey games, Winter Carnival and more.

"We've been working to get ourselves out there in front of their audiences at those events, while at the same time helping to promote those events to our customers," Pardy said.

Amanda May Metzger, marketing director at the Lake George Regional Chamber of Commerce & CVB, said these unique, educational and fun events have been great to have in the village of Lake George throughout the slower months.

"Adirondack Winery has been working hard to generate foot traffic to the Lake George Region during our region's slowest times, which is important as visitors are always looking for unique experiences to enjoy during their stay. We agree drawing millennials is very important. The fact that these events also feature collaborations between local businesses is fantastic, too. These types of business partnerships are so valuable as we promote all our region has to offer," Metzger said.

Metzger also noted a unique 12-Month Calendar that Adirondack Winery prints for hundreds of customers every year. It features the beautiful photography showcased on the Winery's wine labels, but more importantly, "this calendar includes every event the Winery has planned for the year, as well as a plethora of important Lake George Region events. It's beautiful, but also a great resource," said Metzger.

When asked why she does it, Pardy said, "I know the key to getting people to return to the Lake George region again and again is not to focus only on ourselves. The key is educating our customers on the wide range of events available across our region in hopes that they'll visit town when it's right for them. And of course, we hope they stop by our Tasting Room when they visit."

- A full listing of Adirondack Winery's events, as well as select event photography is attached to this email.
- For more information on Adirondack Winery's 9<sup>th</sup> Anniversary Celebration, visit:  
[AdkWinery.com/Events/CheersToTheYears](http://AdkWinery.com/Events/CheersToTheYears)



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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 150 medals at competitions to date. Adirondack Winery's wine labels (created by President Sasha Pardy) 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 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](#).