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PRESS RELEASE

ADIRONDACK WINERY UNVEILS NEW LABEL DESIGN AHEAD OF UPCOMING EXPANSION

New Labels Are First of Many Updates Planned for 2021 as the Lake George Area Winery Celebrates Its 13th Anniversary

(Lake George, N.Y.) - Adirondack Winery, a leader in the local craft beverage scene, has unveiled the first of its new labels for its line of more than 30 fruit-infused and traditional varietal wines. The rollout of the new labels for fan favorites like Soaring Strawberry, Berry Breeze and more, comes on the heels of the winery's recent win for Best Lemberger at the 2021 New York Wine Classic and just ahead of its 13th Anniversary in April.

The winery is also breaking ground this spring on a new 11,000-square-foot building at the site of its Queensbury headquarters. This new building behind its current office and winemaking facility will help the winery triple its wine production over the next few years.

"Our new labels are the jumping off point for so many exciting plans we have for 2021 and beyond," Adirondack Winery co-owner Sasha Pardy said. "The labels will still feature the iconic photos of the Lake George region that our customers know and love, but they will be amplified by a more prominent placement of the wine flavor and a striking standout foil design that will help our wines catch the eyes of new customers for years to come!"

The first wines featuring Adirondack Winery's new labels will be available for purchase starting March 30th. They are the popular black cherry infused Pinot Noir, nicknamed "Wild Red" and "Red Ruby, a concord grape blend which

customers affectionately refer to as adult grape juice. This will be followed by the limited release of the winery's lavender infused rosé, "Serenity," in April. This limited release sold out in just 8 days the past two times it was available. The rest of the new labels will be introduced throughout Q2 and Q3 of this year.

The new label designs are the result of a months long market research effort led by the New York firm A3 Design, Inc. A3 had previously helped Adirondack Winery update both its labels and brand imaging in 2014. The new, attractive multi-color foil design on the front label and more prominent size and position of the fruit



and fruit flavor will undoubtedly help the wines stand out on the shelves of the more than 450 New York liquor stores that carry Adirondack Winery wines, Parady said.

The new label launch begins just in time for Adirondack Winery's 13th anniversary on April 16th. The winery was founded in 2008 by husband-and-wife team Sasha and Mike Parady, who turned their lifelong love for the Adirondacks into one of the region's fastest growing craft beverage producers.

Adirondack Winery's Queensbury Winemaking Facility is located on a 2-acre lot at 395 Big Bay Road. The new building at this site will add 9,300 square feet of production space and 1,800 square feet for a brand-new retail space and tasting room.

"This new space is going to be a gamechanger for us," Parady said. "It will triple the amount of wine we can produce and that combined with our new labels will help us reach new markets and hit even higher growth targets."

Parady added the company has always strived to be innovative and the new labels, combined with the new space, will help the winery continue to do just that in 2021 and beyond.

Adirondack Winery currently produces more than 30 fruit-infused and traditional varietal wines, with over 200 medals won at regional and national wine competitions. This includes just a few weeks ago, when Adirondack Winery's "Stargazer" red wine won Best of Class in the Lemberger category at the 2021 New York Wine Competition (*known in the wine industry as the Oscars of New York wine competitions*).

Customers from across the Northeast and beyond have long expressed how much they love Adirondack Winery's labels, which prominently feature iconic images of the Lake George region and the Adirondacks.

Parady said she takes great pride in the fact that her company's wines are frequently given as gifts for their beautiful labels and how some customers collect and decorate their homes with empty bottles because of the connection they feel with the winery and the Lake George region.

Adirondack Winery's Wild Red, Red Ruby, Serenity and additional wines featuring the new label design are available for purchase on its website at adkwinery.com, at its Lake George Tasting Room (285 Canada St. Lake George, N.Y.) and its Queensbury Headquarters & Winemaking Facility (395 Big Bay Road, Queensbury, N.Y.). They will also be available for purchase at its Bolton Landing Tasting Room (4971 Lake Shore Drive, Bolton Landing), which reopens seasonally April 16th thru November.

About Adirondack Winery:

Founded by lifelong lovers of the Adirondacks, Mike and Sasha Parady, Adirondack Winery is recognized as one of the most celebrated and acclaimed wineries in New York state. They offer over 30 fruit-infused and traditional varietal wines, and their Tasting Rooms in Lake George, Bolton Landing and Queensbury are frequently listed as top attractions to visit in the Lake George region. Adirondack Winery wines can be found in over 450 New York liquor stores and are available for purchase 24/7 at adkwinery.com. We hope you'll come see us soon and bring a taste of the Adirondacks home with you!

For more information, as well as photos and logo downloads, please go to adkwinery.com/media

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