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FOR IMMEDIATE RELEASE

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### **ADIRONDACK WINERY ANNOUNCES EXPANSION**

**LAKE GEORGE, NY (November 28, 2010):** Adirondack Winery is pleased to announce that it has relocated its wine making operation in Lake George to a brand-new wine making facility on Big Bay Rd in Queensbury, NY. Additionally, while Adirondack Winery's Tasting Room will remain at 285 Canada Street in Lake George, owners Michael & Sasha Pardy will execute a major renovation of the space to include an upgraded Tasting Bar about three times the size of what the space offers now.

Since Adirondack Winery opened in April 2008, it has been very well received by locals and tourists alike. "We're very fortunate to say that ever since we opened, people have increasingly recognized the quality of our wines and become very loyal returning customers. *[To date, Adirondack Winery has earned 25 medals for 17 of wines at International Wine Competitions.]* Additionally, the wine tasting experience we offer has quickly become one of the most popular attractions in Lake George as couples and families of all ages have expressed their pleasure at having a unique and different way to enjoy the time they spend in Lake George Village," said Ms. Pardy, Adirondack Winery President. The Winery has been voted the #1 Best Place for Wine & #1 Best Gift Shop in Lake George two years in a row on LakeGeorge.com's annual survey; and on the world's largest travel website, TripAdvisor.com, Adirondack Winery is rated as #1 of 19 attractions in Lake George with a 4.5 star rating.

"While it's a good problem to have, the popularity of our wines has exceeded our expectations each season since we've been open; leaving us in the tough spot of not being able to make enough wine in our small Lake George wine-making space to keep up with customer demand," said Michael Pardy, wine-maker and CEO. The Pardy's began their search for a new, larger wine-making facility at the end of their 2009 summer season and with the help of local real estate agent, Sean Rogge of Realty USA, the Pardy's signed a lease on a new 4,000-square-foot warehouse facility on Big Bay Road in Queensbury in November 2009. A little under one year later, the Pardy's received all the licenses required and were able to transfer their wine making to this new facility.

When the Pardy's opened the winery in 2008, they were primarily making their wines in small glass carboys and pails in the back of their Lake George store. The picture at their new wine making facility in Queensbury looks much different (*see attached photography*) -- the lab-like atmosphere now boasts countless large stainless steel wine tanks, as well as semi-automatic bottling and corking machines. "This new facility gives us the ability to make enough wine to respond to the continued growth in our customer demand, as well as the growth we're hoping to see in our wholesale (sales to wine stores and restaurants) and private label wine business. At capacity, we expect this facility to meet our needs until our production hits about 10,000 cases of wine annually, which means it should last us another handful of years; but the good news is that there is land for us to expand on this building if we need to," said Mr. Pardy.

Adirondack Winery Announces Expansion

Ms. Pardy said that the Winery's Tasting Room in Lake George will be undergoing its renovation and expansion in January to take over the former wine-making space and better utilize the entire 1,800 square feet the space offers. "We were so busy many times this past summer that the Tasting Room got too crowded and often times, people would leave because they didn't want to wait. When we debut these changes in February, we expect the customer experience will be greatly improved with the addition of this space. This change will also allow us to accommodate large groups, something we haven't been able to do to date," she said.

With their growth, the Pardy's have been adding jobs. At its opening in 2008, the winery had 3 full-time and 4 part-time employees. At peak season in 2011, the Pardy's estimate the winery could employ 7 full-time and 8 part-time employees.

**PICTURES: THEN & NOW**



**Then:**

When the winery opened in 2008, we were making wine in glass carboys and pails...



**Now:** Adirondack Winery has acquired sem-automatic bottling and corking machines and now brews its wine in many large stainless steel tanks.



**ABOUT ADIRONDACK WINERY:** Adirondack Winery opened April 17, 2008 as the region's first micro-winery. Winemaker and CEO, Michael Pardy, sources grape must from various farm vineyards and produces the wine at the company's local facility to create the 35+ wine varietals on Adirondack Winery's list. All of Adirondack Winery's wine labels, which are created by President Sasha Pardy, feature photographs of landscapes, landmarks, and special events in the local region. For more information, visit [www.AdirondackWinery.com](http://www.AdirondackWinery.com)