



Adirondack Winery:
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LAKE GEORGE MICRO-WINERY BUCKING ECONOMIC DOWNTURN; CELEBRATING 1ST ANNIVERSARY, LAUNCHING NEW WINE

LAKE GEORGE, NY (APRIL 1, 2009): On April 17, 2008, Adirondack Winery & Tasting Room opened its doors to the public for the very first time. Now, one year later, the Lake George “micro-winery” is heading into its second season with more hand-crafted wines and a positive outlook for its business in 2009.

Adirondack Winery is one of a handful of businesses that have beaten the odds in this recession. “When we opened last season, we did our best to estimate customer demand, but quickly found out we had not made enough wine. It was always our intention to only sell the wines we make at our store, but early in the season, we faced the fact that we would have none of our wines on the shelf if we stuck with that plan, so we also carried some wines from other New York State wineries through the end of the season.” said wine-maker and CEO, Michael Pardy.

Adirondack Winery has been furiously making wine all winter to stock up for the 2009 Lake George tourist season. “If you came into the winery today, you’d see 31 different types of wine on the shelves, all made by us – this time, I think we’ve made enough to keep our shelves well-stocked,” added Mr. Pardy.

Adirondack Winery’s Tasting Room concept caught on quick. “The feedback we get from visitors is that they’re delighted to have a new business in Lake George that represents a departure from the typical tourist gift shops,” said Sasha Pardy, co-owner and president of the winery. “The typical new customer enjoys the wine tasting experience, is pleasantly surprised to see our on-premises wine-making facility, comments on our modern look, remarks about our local-themed photographic wine labels, and always finds wines he or she likes,” she added.

Is Adirondack Winery simply experiencing a “honeymoon period” like some small business start-ups do? “Definitely not,” said Mr. Pardy. “Throughout the off-season, many of our summer customers have taken special trips to Lake George with the specific purpose of buying our wines. Plus, we’ve found that much of our

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increased business is attributed to ‘Word-of-Mouth’ – existing customers recommending us to new customers,” he said. In addition, Adirondack Winery gets consistent orders through its Internet wine store, <http://store.adirondackwinery.com>.

Along with this first Anniversary, Adirondack Winery debuts its 31st wine – a red wine, “Barbera.” The label features a gorgeous photograph of the glowing night lights of July 4th reflecting on Lake George. The tasting notes read, “This red wine’s acidity brings out its enjoyable cherry, raspberry and blueberry notes, while firm tannins envelope the wine, creating a fine toasted finish.”

If you haven’t had the chance to check it out yet, Adirondack Winery is always conducting wine tastings when it’s open – currently, that’s Thursdays through Sundays (Daily hours start in May).

Or, make it a point to attend one (or all) of Adirondack Winery’s Anniversary Celebration FREE wine tasting events:

- **Friday April 17th 12p-6p:** FREE Red Wine Tastings featuring Grafton Village Cheddar Cheeses and Stonewall Kitchen Gourmet Crackers
- **Saturday April 18th 11am - 4pm:** FREE "Your Choice" Wine Tasting(s) featuring Cheese, Chocolates, and Gourmet Foods
- **Sunday, April 19th 12pm - 5pm:** FREE Dessert Wine Tasting(s) - Paired with Scrumptious Chocolates.

Where: 285 Canada Street, Lake George, NY. Located directly across from Shepard Park, near the corner of Amherst Street.

The owners, Michael & Sasha Pardy are available for interviews upon request by calling 518-668-WINE or emailing at ILoveWine@AdirondackWinery.com. Images of the winery are available here: <http://www.adirondackwinery.com/Adirondack-Winery-Media-Room-Public-Relations.htm>