

For Immediate Release

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PRESS RELEASE

ADIRONDACK WINERY EXPANDS WITH A NEW PATIO AND A NEW LINE OF “COCKTAIL EDITION” WINES

The North Country’s largest producer of craft wines launches a new line of “cocktail edition” wines to its extensive lineup and opens a long-awaited sidewalk café at its Lake George Tasting Room.

(Queensbury, NY) – As summer approaches in New York State, Adirondack Winery is heading into the peak season in Lake George with a bang, with the opening of a brand-new sidewalk café at its Lake George Tasting Room on Canada Street, accompanied by the strategic release of new line of cocktail-inspired wines just in time for the busy summer season in the Adirondack Region.

“Adding an outdoor seating area to our Lake George Tasting Room is something our customers have asked us to do for a very long time,” Owner Sasha Pardy said. “Since opening our Queensbury Tasting Room and seeing how much guests enjoy our patio there, we wanted to bring that same feeling to our customers in Lake Geoge. Now our customers can enjoy our wine, our famous wine slushies, and the fresh air with a glimpse of the lake across the street. We must admit too, it’s the best place for people watching – especially during the busy summer season!”

The new patio is seasonal, open May through October and features comfortable Polywood Adirondack Chairs, made from recycled materials and is adorned with beautiful flowers. Adirondack Winery guests will now be able to experience a wine tasting inside, and follow it up with a glass of the wine they just fell in love with, as well as order cheese and snack platters. “We also offer Extreme Heights Ciders, and an array of New York made beers,” added Pardy. With environmental sustainability in mind, guests will drink their wine and wine slushies from biodegradable and reusable drinking cups.

The first in the Winery’s new lineup of Cocktail Edition wines is named “Escape”, a Pina Colada infused semi-sweet white wine. The wine offers tropical aromas of Pineapple, Coconut, and Banana, followed by the burst-in-your-mouth flavors of a freshly made Pina Colada Wine Cocktail, finishing with delightful pineapple tartness that lingers on your palate.

“If you like Pina Coladas, and getting caught in the rain, this wine is for you!” Owner Sasha Pardy jokes, pulling a lyric from Ruper Holmes’ Song, “Escape”. “This wine will allow us and our customers to be creative when it comes to making that perfect summer cocktail. When I drink this wine, I envision myself relaxing on an Adirondack Chair overlooking a lake,” added Pardy, pointing out the wine label, which features that very setting. Pardy added that we should expect more Cocktail Edition wines in its future.

All of Adirondack Winery’s labels feature picturesque photographs of the Adirondacks that are taken by customers, employees, or local photographers. “When designing this label, I came across a photo that I felt really encompassed the Pina Colada, vacation time vibe,” Marketing Manager Mackenzie LeVan states. “The photo was captured by Maria Dollard, on her dock in Harris Bay Lake George. It made me want to take a seat on those Adirondack Chairs after a long day in the sun with a refreshing Pina Colada!”

Escape will be available to purchase in-store and online at adkwinery.com. For press, local officials and businesspeople, there will be an official Ribbon Cutting Ceremony at the Lake George Tasting Room Sidewalk Café on June 5th at 4pm, hosted by the Lake George Regional Chamber of Commerce & CVB.

WE INVITE YOU:

What: Sidewalk Café Ribbon Cutting Ceremony

Where: Adirondack Winery Lake George Tasting Room (285 Canada St.) Tasting Room

When: June 5th at 4PM

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About Adirondack Winery:

Founded by Sasha & Michael Pardy in 2008, Adirondack Winery is recognized as one of the most celebrated wineries in New York state. To craft their 35+ fruit-infused and traditional varietal wines, they source their grapes from all over New York State.

In 2023, the Pardy's expanded their product line to include Hard Cider. Extreme Heights Cidery features both traditional and flavored hard ciders, hand-crafted from New York Apples.

Adirondack Winery's Original Tasting Room is located at 285 Canada Street in Lake George and remains a top attraction for the region, welcoming thousands of visitors annually to enjoy tasting sessions, wine by the glass, snack plates and purchase wine and craft beverages such as cider, beer and spirits. The Queensbury Tasting Room, opened in Spring 2022, is located at 395 Big Bay Road in Queensbury, and offers tours of the facility, tasting experiences, wine by the glass, charcuterie boards, cocktails, craft beverages, a patio, and two gorgeous private event spaces.

The business prides itself on turning wine learners into wine lovers and focuses on working with other local small businesses as much as possible. Adirondack Winery wines can be found in over 450 New York liquor stores and are available for purchase 24/7 at adkwinery.com. To learn more about Extreme Heights Cidery please visit extremeheightscider.com.

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