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FALL IN LOVE WITH NEW YORK WINE
Coalition Launches Three Month Campaign to Promote New York Wines

ALBANY, NY– The Last Store on Main Street, a statewide coalition of wine retailers, wineries, small business advocates, unions and distributors, today announced a statewide promotion starting in October to boost the sales of New York wines through the holiday season. This marks the third consecutive year the coalition has stepped in to run this kind of promotion.

“New York wineries make great wines that can compete with any in the world, but too many New Yorkers look elsewhere when shopping or ordering wine,” said Jeff Saunders, Coalition founder and President of the Retailers Alliance. “We will continue to do all we can to tell the story of New York wines in our stores, even if that means one customer at a time. At the same time, we remain optimistic that Governor Cuomo and our State Legislature will get behind the effort to promote New York wines with a more broad-based campaign.”

Throughout the months of October and November, retailers across the state participating in the campaign to *Fall in Love with New York Wines* will host in-store tastings with NY wineries, run specials on New York vintages and include local wines on their list of Thanksgiving and Holiday selections.

“I think it is fantastic to see the New York wine industry partnering with the retail stores to promote New York wine,” said Duncan Ross, owner of Arrowhead Spring Vineyards in Lockport, NY. “I am excited that wineries and retailers have stepped up with an improved and expanded program to fill the gap left when NY Wine and Grape could no longer coordinate a NY Wine Month.”

Retailers across the state participating in the promotions also will display festive, full-color posters in their shops to remind consumers of the high quality of New York wines, and where possible will rearrange their shelves to prominently display New York wines in a way shoppers can not miss.

“Whether it’s a Finger Lakes Riesling, a Hudson Valley red or Long Island white, there’s something for everyone in New York’s vineyards,” said Stefan Kalogridis, Coalition leader and President of the New York State Liquor Store Association. “Give a New York wine this holiday season – it’s a great gift.”

Michael Correra, Executive Director of the Metropolitan Package Store Association and a Coalition leader, said, “Working together with wineries, we can help promote NY wines and increase consumer demand among New Yorkers. That’s good for our stores, for the wineries and for the State. We urge the State to get behind a full-blown promotion campaign because that will create jobs and revenues for the state in these tough times.”

New York ranks third in wine production, behind California and Washington, and second in wine consumption; however, Empire State wines are often overlooked when New Yorkers select a vintage. The Last Store on Main Street is determined to help the New York wine industry grow by educating and introducing consumers to local wines.

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