

Craft Beverage Marketing



Finger Lakes Visitors Connection is involved with...

- ▶ Canandaigua Lake Wine Trail
- ▶ Rochester/Finger Lakes
Craft Beverage Trail

**BEST KNOWN FOR ITS COOL,
"GERMAN-LIKE" CLIMATE -**

The deep lakes and rich soil of the Finger Lakes help to produce some of the world's best Riesling, Chardonnay and Pinot Noir.



**165,000 TONS OF GRAPES ARE
GROWN ANNUALLY -**

That's equivalent to 330 million pounds of wine, jam, juice, jelly and raisins!

**THERE ARE 11,000 ACRES OF
VINEYARDS IN THE REGION -**

That's equivalent to the length of 10,010 football fields!



**852 MILLION GLASSES OF WINE
ARE BOTTLED EACH YEAR -**

That's enough for each New Yorker to have 43 glasses!



**TO POUR THOSE GLASSES, YOU NEED
142 MILLION BOTTLES OF WINE -**

If you laid down all the bottles that are produced, end over end, there would be 136 million feet of bottles!



**ONTARIO COUNTY FEATURES
SEVERAL TOP-RATED WINERIES -**

So no matter where you end up, you will be able to satiate your winest desires!



**FOR MORE INFORMATION AND TO PLAN
YOUR TRIP ALONG THE WINE TRAIL -**

Head over to VisitFingerLakes.com



Canandaigua Lake Wine Trail

- ▶ Canandaigua Wine Trail: comprised of a diverse group of wineries (large and small), breweries, restaurants, wine tasting centers and unique shops
- ▶ Provides visitors with a full Finger Lakes experience
- ▶ Established in mid 1990s
- ▶ Smaller and most scenic of the Finger Lakes wine trails
- ▶ “Just right” for a 1-day trip
- ▶ Only 41 miles to travel the trail...from Fairport to Canandaigua to Naples

Wine Trail Marketing

CANANDAIGUA LAKE WINE TRAIL



8001 MONROE, Dayton, OH 45424
(937) 276-2870 TheCapey.com
One of the region's premier wineries and the first to produce Transcendental—a spicy, semi-sweet and distinctive white wine. Offering the largest selection of wines, gourmet foods, gifts and gift baskets. What, where to gourmet food tastings daily. Groups/party your own. Come make a day of it!

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2 Lake Michigan Co., Napier, NY 14053
(800) 371-6000 info@lakeside.com
We have a lot of new design products for sale. Great -
looking, durable and at low prices. Please give us a
call or e-mail us for a catalog or come see us. Located on the
Erie Canal 9400 sq. ft. of inventory on one site. We have
an outdoor storage yard located on the canal in W. Buffalo, New
York. Call Bob Grady at 716-634-6100. We also have a lot of
new equipment for sale. Great discounts on all equipment
and site work. Please call or e-mail us at 716-634-6100. We
are a family owned and operated business. We are a
family owned and operated business. We are a family owned
and operated business. We are a family owned and operated
business. We are a family owned and operated business.



Now-Again Hunting Season on Connecticut Lake
 1033 Sunset Hill Rd., Cornwall, NY 12418
 (845) 360-0273 www.cornwall-lake.com
 Family owned and run this Finger Lakes area 1877, this year
 Sunset Hill is celebrating 40 years of excellence. What
 began as a small family-run Finger Lakes vineyard
 and winery has grown into one of the most awarded,
 visited and respected family-owned wine producers
 in the region. This Hunting Season on Connecticut Lake,
 located in a renowned 100-year old home overlooking
 our sustainably farmed apple orchard, is Sunset Hill's
 third location in the Finger Lakes. Live music, wine,
 and award food plans, Saturday's, Memorial Day
 through Labor Day, 4-10 - 5 p.m.



187 E 4th St., Naples, FL 34102
(813) 274-0823
NaplesMuseum.com

NaplesMuseum wishes to publicly state its appreciation of the fine craftsmanship of the vineyards in which the wine is developed and to express the great passion and ardor of the business who cultivate the vines. Our business is an eternal sustainability. We are a vineyard who producing a fine domestic wine, a consumable, of world class quality. We are a vineyard who produce wine, grapes and blends that are defined by our local production. Our international wine comes with a complete wine label which is a guarantee of the wine to Naples Museum of the world, including the best of Love, Wisdom, Grace, or money made.



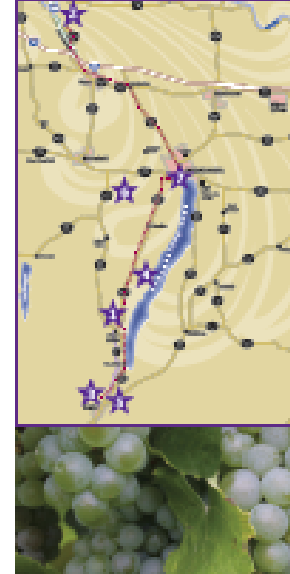
1347 Winery District, Roseland, NY 11423
(917) 214-6880 RosenWinery.com
 Located in the rolling hills near Roseland, New York, Rosen Winery District Winery lets you taste beautiful wine and hand-picked wines produced from local, family-grown grapes and apples. We enjoy introducing customers to quality wines from lesser-known grape varieties that have been in existence for many years but aren't often heard of or talked about. We started making our wines in the early 1980s for family 28 years ago. With guidance and encouragement from "old time winemakers" what started as a hobby is ready to be shared for your enjoyment.



The New York Wine & Culinary Center
2001 State St., Catskills, NY 12414
(845) 894-0070 NYWCC.com

The New York Wine & Culinary Center (NYWCC) is a nonprofit 501(c)(3) organization designed to educate, engage, and create solutions, brands, and visions for a celebration of New York State's incredible beverage, agriculture, and culinary industries. It features public cooking classes, tastings and demonstrations, a farm-to-table dining experience, a farm-to-table farm dining experience in its Open-air Market, and much more. The NYWCC brings you the best of New York, all in one beautiful and scenic spot on the northern shore of Catskill Lake.

WINE TRAIL MAP



FINGER LAKES, NY

Canandaigua

WINE TRAIL

*41 Miles of Wine
& Culinary
Experiences!*

Lake

PASSPORT



UNCORK  **NEW YORK!**
www.newyorkwines.org

CanandaiguaWineTrail.com

Canandaigua WINE TRAIL

is filled with wine & culinary experiences!

WHERE TO EAT

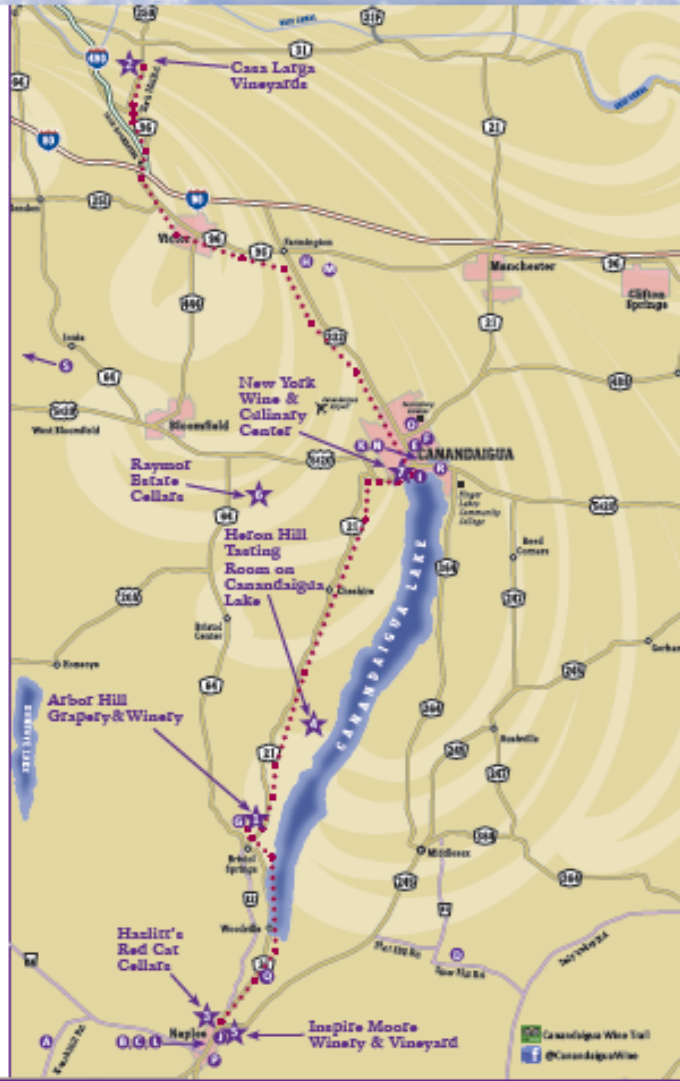
1. Beer & Beets at Arbor Hill
9401 88 State St., Naples, NY 14812
(815) 531-4115 BEERandBEETS.com
Relax in a 170-year-old historic carriage barn while savoring one of our crafted beers – IPA, American pale ale, pilsner and a weekly special. Enjoy locally-made beers with our wine master's assistance. Choose from six beers including our famous shrunken wine sausage. Free, live music every Friday and Saturday night. Open year-round. "Come as a stranger, leave as family."

2. Longshots Restaurant & Bar in The Finger Lakes Hotel
8108 Loates Rd., Armonk, NY 14405
(815) 588-7004 LongshotsPub.com
Longshots Bar & Restaurant is located inside the Finger Lakes Hotel and River Center. Surrounded by acres of woods and wildlife, our patio offers spectacular views, live music, and a menu that offers homemade creative pub fare. Our 18-top draft system showcases on local beers and Finger Lakes wines.

3. Nolan's on Canandaigua Lake
728 E. Main St., Canandaigua, NY 14424
(815) 605-0201 NolansOnTheLake.com
Located at the northern shore of Canandaigua Lake, we proudly offer a menu that features certified Angus beef, seafood, and pasta. Nolan's is the exclusive caterer for the Canandaigua Country Club and Hixon Hill Winery on Seneca Lake. We are proudly listed as a preferred caterer for many local venues including The Grange Vineyard, Sonnenberg Gardens and Millers Barn of Ireland.

4. Moose Café
187 N. Main St., Naples, NY 14812
(815) 574-8800
Whether you join us for the grass-fed beef, fresh local produce, wine, spirits, craft beer or some of the best live music the Finger Lakes has to offer—we hope you leave as friends! Find us on Facebook for hours, menus, and music dates.

5. Simply Crepes Café
101 E. Main St., Canandaigua, NY 14424
(815) 584-9090 SimplyCrepes.com
Simply Crepes is a farm-to-table restaurant with an emphasis on local produce in our made-from-scratch recipes. Charred platters or lunchboxes of sweet or savory crepes are easy to enjoy on a wine tour. Our full-service restaurants offer PLK wines, local craft beer and specialty coffees. Breakfast, lunch and dinner.



WHAT TO DO

6. Artisan's Gifts
From the Finger Lakes
118 N. Main St., Naples, NY 14812
(815) 574-8740 Artisans.com
The largest gift gallery in the Finger Lakes featuring over 200 regional artists. Pottery, jewelry, glass, wood, paintings, photography, fabric, culinary treats, soaps, candles, quilts, books and so much more. Open daily year-round.

7. Finger Lakes Gaming and Racetrack
5887 201st St., Armonk, NY 14405
(815) 606-5555 FingerLakesGaming.com
Open daily 9 a.m. - 4 a.m. Over 1,500 video gaming machines, live thoroughbred racing April-December, and several dining options including the award-winning Vineyard Buffet (open Wed.-Sun.) Plus, daily simulcast racing and live music on Friday and Saturday nights at Kennedy Bar & Lounge. Must be 18 years old to play video gaming machines.

8. F. Oliver's
120 E. Main St., Canandaigua, NY 14424
(815) 596-2595 Roberts.com
Be inspired by our incomparably fresh culinary ingredients, artisan olive oils and specialty balsamic vinegars, as well as local specialty foods and unique gifts. Our warm, professional staff members are delighted to guide your unique and innovative dining experience.

9. Finger Lakes Wine Center
151 Charlotte St., Canandaigua, NY 14424
(815) 604-6822 Sonnenberg.org/vinecenter/
The Finger Lakes Wine Center is located in Sonnenberg Gardens & Mansion State Historic Park's Bay House and features some of the best wines from its 40+ regional partner vineyards. Sonnenberg Gardens is a Victorian-era estate featuring antique gardens, greenhouses, and a 40-room mansion.

10. Joseph's Wayside Market
302 E. Main St., Naples, NY 14812
(815) 574-3580 JosephsWaysideMarket.com
Large open-air farm market. Fresh fruits and vegetables of the highest quality. Joseph's jams, jellies, local maple syrup, honey, jellies, New York cheeses and a Finger Lakes wine shop. Homemade pies and assorted baked goods.

11. Monica's Pies
7500 State St., Naples, NY 14812
(815) 574-2159 MonicasPies.com
Naples is considered the grape pie capital of the world, and Monica's has been here since 1960. Now offering more than 25 kinds of pies, including our very popular chicken pot pie, 25 kinds of local fruit jams and jellies, grape pie filling, grape pie loaves and gift items. The pie barn is just 1.5 miles north of Naples. Open year-round, grape pies are always available!

12. Ryan's Wine and Spirits
75 Eastern Blvd., Canandaigua, NY 14424
(815) 594-6740 RyansWine.com
Ryan's was awarded "New York State Wine Retailer of the Year" in 2015! Ryan's offers over 1,000 selections of New York State wines, hard ciders and spirits, all on sale, every day! You can now shop our entire inventory online. We offer free tastings every Friday evening and Saturday afternoon. Ryan's is conveniently located in Perchey Plaza in Canandaigua.

13. Thoney's Fancy
887 Main St., Canandaigua, NY 14424
(815) 590-4448 ThoneysFancy.com
Throughout its sixty-plus year history, Thoney's Fancy has established a reputation for high quality innovative products. Thoney's Fancy continues to create new varieties of products with several new releases ready for introduction into the market in the near future. Visit us online or follow us on Facebook.

For a list of Canandaigua Lake Wine Trail events visit our website at canandaiguawinetrail.com/events



ROC/FLX Craft Beverage Trail

History/Background

- Growth of the Craft Beverage Industry and special legislation through the Governor opening up the opportunity
- Rochester Craft Beverage Trail - Jason Barrett, Black Button Distilling
- Senator Rich Funke Legislation



Senator Rich Funke and Assemblyman District Majority Leader Joseph Morelle

- Sen. Funke: State Senator for 55th District of NY
- NYS Tourism, Sports and Arts Committee
- Assemblyman Joe Morelle: Assembly District 136 Majority Leader
- Has introduced Legislation for Craft Beverage Trail signage



From File Drawer to Incorporation

- Why Ontario County Visitors Connection – The Canandaigua Wine Trail Connection?
- What's in it for us?
 - Enhanced niche product profile in booming marketplace
- The “Rules”
 - Must include any and all of Ontario County
 - Must contain the FLX Designation
 - Must have Visit Rochester blessing – County tourism turf respect



ROC/FLX Craft Beverage Trail

- Who is it today?
 - An incorporated 501c6 business with our office listed as the place of business
- Membership based
- Monroe, Ontario, Wayne Counties
- How are we helping them?
 - 1st Success was a grant through the NYWGF





FOOD, BEVERAGES & FARMS IN 2017

36,000+

farms
in NY State

over 60% of NY craft beverage manufacturers are farm-based, meaning they use fresh, locally grown NYS ingredients



in
State Parks
alone
30m
impressions



more than
\$16m
in sales of NY
food & beverages



at the Great
New York State Fair,
nearly 200
New York food and beverage
companies sell their products
every year

the number of
cideries
in New York has
increased
412%
since 2014



NYS is...
1st in U.S. for number of cider producers
2nd in U.S. for number of craft distillers
4th in U.S. for number of wineries and breweries



2017



BUDGET
\$3.4m



REVENUE

\$16.1m



in 2017 alone, 135 new manufacturing
licenses were issued for craft beverages


The number of
distilleries
in New York
has increased
more than
1000%
since 2010



2 participated in
major events
Northern Trust Tournament
& NYC Marathon



WHAT THE BEER DRINKER IS THINKING

- 
- A close-up, profile view of a woman with long brown hair drinking from a glass of beer. The glass is partially filled with a golden beer topped with a thick white head of foam. Her hand, with red-painted fingernails and a ring on her ring finger, holds the glass. The background is a plain, light-colored wall.
- Local
 - Trying something new
 - Beer is fun
 - Taprooms/community

OPENINGS

2012: 456

2013: 525

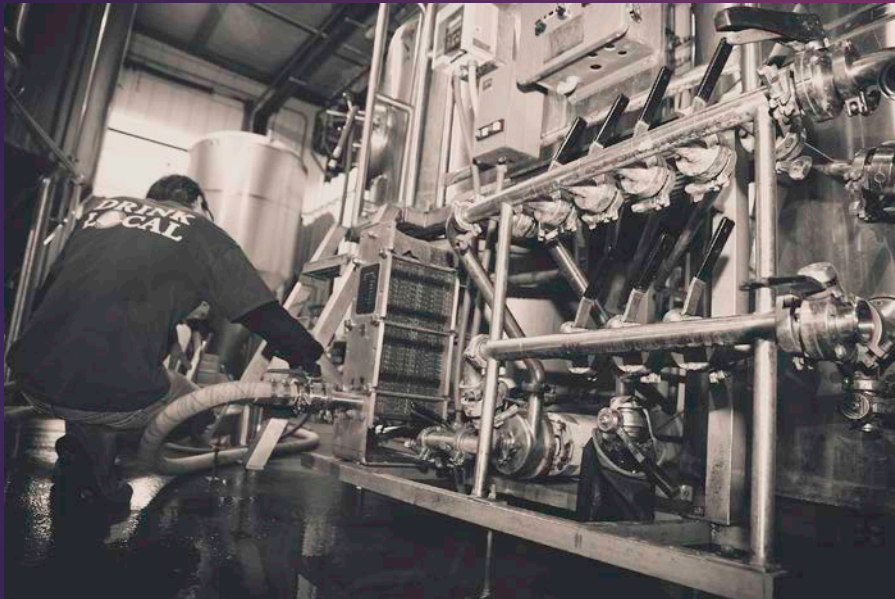
2014: 896

2015: 845

2016: 826



Brewery Facts



- New York State is now home to 400 breweries
- NYS surpassed the previous record of 393 breweries set in 1876
- 243 new breweries have obtaining licenses since 2012

Early Marketing Efforts

- Created Printed Piece – 10M
 - New York Wine & Grape Foundation
 - Canandaigua Lake Wine Trail
 - 17 Breweries, Cideries, Distilleries
 - Map
 - Wayne County Office of Tourism, Visit Rochester, FLVC
 - 2 Wayne County Wineries



Current/Future Marketing Efforts

- Launch the Trail!
 - Media blitz with Sen. Funke
 - Launch the Website:
<http://www.rocflxcraftbevtrail.com/>
 - Distribution of Printed Piece
 - Social Media – Facebook, Instagram, Twitter
 - Possible Influencer Mentions
 - Trail E-mail Newsletter



The Trail today!

Wineries

Arbor Hill Grapery & Winery
Billsboro Winery
Casa Larga Vineyards
Hazlitt's Red Cat Cellars
Heron Hill Winery
Inspire Moore Winery
JD Wine Cellars
New York Wine & Culinary Center
Raymor Estate Cellars Winery
Young Sommer Winery

Breweries

Brew & Brats at Arbor Hill
CB Craft Brewers
Glass Factory Bay Brewing
Irish Mafia Brewing Company
Knucklehead Craft Brewing
Lost Borough Brewing Company
Naked Dove Brewing Company
Noble Shepherd Craft Brewery
Peacemaker Brewing Company
Reinvention Brewing Company
Rohrbach Brewing Company
Swiftwater Brewing Company
Three Huskies Brewing
Young Lion Brewing Company

Cideries

Embark Craft Ciderworks
Old Goat Cidery
Rootstock Ciderworks

Distilleries

Apple Country Spirits
Black Button Distilling
Honeoye Falls Distillery
Iron Smoke Distillery

Next Steps for ROC/FLX Trail

- ▶ April meeting/mixer with Trail members to discuss next steps
- ▶ Formal leadership put in place
- ▶ Event planning
- ▶ More members!
- ▶ Merchandise



Questions?