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FOR IMMEDIATE RELEASE

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ADIRONDACK WINERY CELEBRATING GRAND RE-OPENING AND 3RD ANNIVERSARY

LAKE GEORGE, NY (April 7, 2011): Adirondack Winery is pleased to announce the grand re-opening of its Tasting Room in Lake George, which coincides with the winery's third anniversary. The grand re-opening is being held to celebrate Adirondack Winery's recent completion of the major renovation and expansion of its Tasting Room at 285 Canada Street in Lake George.



To invite people to come see the new Tasting Room and celebrate their Third Anniversary with them, Adirondack Winery owners, Michael & Sasha Pardy (of Queensbury) are **holding three days of free wine tasting events** where every taster will receive a FREE limited edition Adirondack Winery Grand Re-Opening wine glass.

- **Friday April 15th 11am-5:00pm:** FREE Red Wine Tasting(s) paired with gourmet cheeses, crackers and dark chocolate
- **Saturday April 16th 11am-5:00pm:** FREE "Your Choice" Wine Tasting(s) paired with gourmet jams, spreads, cheese and chocolates
- **Sunday, April 17th 11am-4:30pm:** FREE Fruity Wine Tasting(s) paired with complementing gourmet jams, cheese and chocolates

In addition to these three FREE events, which are open to the public, Adirondack Winery is holding two exclusive private parties on Friday and Saturday night to celebrate with and thank its "Inner Circle" members (comprised of the winery's loyal repeat customers).

"We are so pleased to finally be able to hold this grand re-opening, as an expansion of our Tasting Room in Lake George has been long-awaited. Following our second successful and busy summer season in 2009, it was clear to us that in order to serve our customers to the best of our ability, we would need to not only expand our Tasting Room, but add more wine-making space to keep up with customers' growing demand for our wines. Needless to say, we are thrilled that going into our fourth summer season in Lake George, we can finally say that this expansion is complete," said Sasha Pardy, Adirondack Winery Co-Owner and President. "Now, we expect the customer experience will be greatly improved, with this expansion preventing long waits and crowds. Additionally, we can now accommodate large groups, something we haven't been able to do to date," added Ms. Pardy. *(Find new pictures of the Tasting Room below)*

After completing the nearly year-long process of licensing a new wine-making facility, Adirondack Winery relocated its wine making operations to a brand-new wine making facility on Big Bay Road in Queensbury, NY. This move freed up the back half of the company's 285 Canada Street Lake George location *(which previously housed its wine making*

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operations), making way for the expansion of its tasting bar; which is now more significantly upgraded and more than three times the size.

“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,” said Wine-Maker and CEO, Michael Pardy. When Adirondack Winery opened in 2008, its wines were primarily made in small glass carboys and pails in the back of their small Lake George location. The picture at their new wine making facility in Queensbury, which at 4,000 sq. ft. is about four times the size of their previous facility, 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. “With this facility on Big Bay, we are much more efficient. 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 this building if we need to,” added Mr. Pardy.

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 responded to the quality of our wines by becoming loyal returning customers and spreading the word. *[To date, Adirondack Winery has earned 35 medals for 18 of its 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.. 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 14 attractions in Lake George.

With their growth, the Pardys’ have been adding jobs. At its opening in 2008, the winery had 3 full-time and 4 part-time employees. At peak summer season this year, the Pardys’ estimate the winery to employ 5 full-time year-round employees and 10 part-time / seasonal employees.

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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. To date, 18 of Adirondack Winery’s wines have earned 35 medals at International Wine Competitions. 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

PICTURES FOLLOW ON NEXT PAGE

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PICTURES: (Download High-Res Images Here: <http://www.adirondackwinery.com/Adirondack-Winery-Media-Room-Public-Relations.htm>)

Our Tasting Room NOW: The renovation and expansion of our Tasting Room includes a u-shaped bar that is more than three times the size of our old bar. It was professionally constructed from quality maple hardwoods sourced locally. Additionally, there is significantly more space to display our wines and gift items.



Our Wine-Making Now: Adirondack Winery has acquired semi-automatic bottling and corking machines and now brews its wine in many large stainless steel tanks at its new, 4,000-square-foot wine making facility on Big Bay in Queensbury.

