

Press Release

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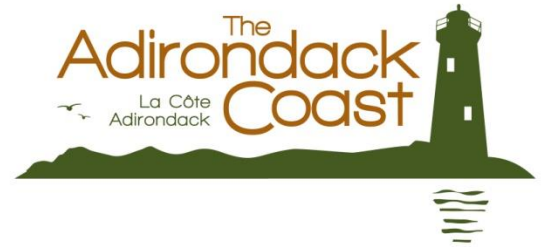
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For Immediate Release



**Governor Cuomo Signs Legislation Designating the Adirondack Coast Wine Trail
*Newly Established Wine Trail Spotlights Local Agriculture***

Plattsburgh, NY – 10/10/2013 – Governor Andrew M. Cuomo recently announced the signing of a series of new laws that will continue the state's efforts to better market and promote New York wine by designating portions of the state highways near wineries and vineyards as Wine Trails.

One of the four wine trail laws Governor Cuomo signed gave official designation to the “Adirondack Coast Wine Trail”. The law established that the “Adirondack Coast Wine Trail” will begin at Exit 35 of I-87 in the Town of Peru and continue into the greater Plattsburgh area. The trail connects seven wineries including Amazing Grace Vineyard and Winery, ELFS Farm Winery & Cidermill, Everett Orchards, Hid-In-Pines Vineyard, Stonehouse Vineyard, The Champlain Wine Company and Vesco Ridge Vineyards. Wines made along this trail are crafted from grapes that are hybrids of European grapes and hardy American rootstock that can withstand cold temperatures such as Frontenac, Cayuga White, Petite Amie and Louise Swenson, many of these grapes were introduced to the world in just the last 10-15 years.

“This new law will build on our continuing efforts to promote New York’s wine industry across the state and beyond, boosting tourism, local economies and job growth,” Governor Cuomo stated.

Dan Vesco, owner of Vesco Ridge Vineyards stated, “The new wine trail will help the North County business in a big way. Tourists visiting the wineries will start shopping and visiting other business in the area, making it a win, win for everybody.”

Assemblymember Janet L. Duprey, said, “I am pleased the Governor has signed into Law the Adirondack Coast Wine Trail legislation. This bill which was strongly supported by local wineries, the North Country Chamber of Commerce and the Farm Bureau will bring further attention to this growing agribusiness. Our local wineries offer great views of the Adirondack Mountains and Lake Champlain while providing a wide variety of award winning wines.”

Senator Betty Little said, “Communities in the North Country have found great success in growing grapes

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and producing wine, and the Adirondack Coast Wine Trail will help promote and direct people to this local treasure. The number of wineries is increasing in the region, and we look forward to adding more as the industry grows.”

Kristy Kennedy, Director of the Adirondack Coast Visitors Bureau stated, “The Adirondack Coast Wine Trail is a great opportunity to help us promote Adirondack Coast wineries to a broader audience and achieve greater success. This designation ties directly into the goals of the Clinton County Destination Master Plan to establish the destination as a place offering visitors an authentic and immersive agritourism experiences.”

For more information on the Adirondack Coast Wine Trail visit goadirondack.com/wine.

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About the Adirondack Coast Visitors Bureau

The Adirondack Coast Visitors Bureau, a division of the North Country Chamber of Commerce, was established in 1994 as the official tourism promotion agency for the travel and tourism industry in Clinton County, NY. Based in Plattsburgh, NY, the Adirondack Coast Visitors Bureau contributes to the county's economic development and quality of life by promoting the region as a destination for leisure and group travel with a particular focus on history, agriculture and outdoor recreation including cycling, paddling, fishing, boating and skiing. For more information about Clinton County tourism, please contact the Adirondack Coast Visitors Bureau at 518.563.1000, visit goadirondack.com or log onto [Facebook.com/AdkCoast](https://www.facebook.com/AdkCoast).