



For Immediate Release: 10/13/17
New York Cider Association
Brooklyn, New York

GOVERNOR CUOMO ANNOUNCES OCTOBER 20 THROUGH 29 AS CIDER WEEK NYC

**NEW YORK CIDER ASSOCIATION PRODUCES 7TH ANNUAL CIDER WEEK NYC,
CELEBRATES GROWTH AND SUCCESS OF CIDER INDUSTRY IN NEW YORK STATE**

**2017 Wins: 81 New York Medals at Great Lakes International Cider and Perry
Competition in April, 17 New York Medals at England's Royal Bath & West
International Cider Championships in June, Seven New York Ciders Listed in Food &
Wine Magazine's "30 Best Ciders In the World" in September**

New York, NY, October 13, 2017 - For the 7th annual Cider Week NYC, an impressive assemblage of 30 cider makers and dozens of New York City's most influential bars, restaurants and retail shops unite for 10 days of tastings, dinners, classes and more. For a full description and listing of events and locations, visit: ciderweeknyc.com.

Governor Cuomo said, "Our state's fast-growing cider industry is making its mark not only in New York, but across the country - attracting craft beverage enthusiasts from all over the globe. I encourage visitors from near and far to enjoy all that New York has to offer while sampling world-class cider produced right here in the Empire State."

Highlights of this year's festival, spanning neighborhoods in Manhattan, Brooklyn and Queens, include [Hidden Stars, A New York Cider Tasting Event](#) showcasing the diversity and quality of ciders produced in New York State. Another high-profile event is the [Cider in the Square Apple Market](#), bringing cider makers to the Union Square Greenmarket, and a grand opening party at the **Bad Seed Bar**, NYC's first farm cidery tasting room, located on Franklin Avenue in Crown Heights. Twenty-plus more events, from free tastings and tap takeovers to ticketed dinners and classes, complete the schedule.

New York Cider's Recognition In The Industry

This year's Cider Week NYC also includes an intimate trade and media showcase featuring five producers who traveled this summer with a delegation of New York cider makers and apple growers to England to examine its more established cider industry, during which their ciders won 17 medals at the International Cider Championship of the Royal Bath & West Show (equaling 25% of all awards, including the Champion International Cider awarded to Angry Orchard Innovation Ciderhouse in Walden, NY). Organized by Glynwood with partnership of Angry Orchard, the aim of the trip was to support innovation and leadership among New York cider makers, with long-term goals for increased orchard viability and high-quality ciders.

New York Ciders also received multiple honors at the 12th Annual Great Lakes International Cider and Perry Competition, the world's largest cider judgement.

Additionally, more than 20% of the ciders included on Food & Wine Magazine's September, 2017 list of the 30 best ciders in the world were made in New York, more than were selected from any other state or region.

New York Cider Association Executive Director Jenn Smith said, "International competition wins and coverage in influential food and beverage publications are significant accolades, reflecting New York as the source of thoughtfully produced, orchard-based ciders."

Why Is New York Cider Special?

New York's leadership in cider is tied to the state's exceptional natural, educational, and commercial assets:

- Ideal climate, soils and weather patterns for producing cider apples
- 80+ cideries located across 35 counties, creating jobs and preserving farmland in every one of the New York State's Regional Economic Development Council regions
- Deep tradition of growing and using cider apples throughout our state
- Engagement of Cornell University, a world leader in agricultural research, with scientists and extension educators actively supporting cider apple production, economic and market analyses, fermentation and food safety research, and training for the cider industry
- The USDA Apple Germplasm Collection in Geneva, which at 5,000 unique genotypes is the largest in the world and maintains more than 300 varieties used by cider producers
- Easy reach to the New York City, New England and Midwestern craft beverage markets
- 7 year track record of successful Cider Week New York festivals, with locations throughout New York State, touching thousands of consumers each year

New York State Agriculture Commissioner Richard A. Ball said, “Great apples make great cider and the Empire State has both. The quality of our growers plus the innovation and dedication of our cider makers equals a winning combination every time. It is just one reason our cider industry is second to none. Governor Cuomo’s efforts to ease restrictions and pave the way for industry growth is another. There are so many exciting things happening in New York’s craft beverage sector and Cider Week NYC is a great time to taste what all the buzz is about.”

Senator Patty Ritchie, Chair of the Senate Agriculture Committee said, "The increasing popularity of New York cider has helped to create jobs, grow our agriculture industry and strengthen our overall economy. Events like Cider Week NYC are an opportunity to allow even more people to experience the quality ciders—and apples—our state is known for. I would like to thank Governor Cuomo and Commissioner Ball for being partners in the effort to grow our state's cider industry, and hope Cider Week NYC is helpful in shining a spotlight on New York's 'good taste.'"

Assemblymember William Magee, Chair of the Assembly Agriculture Committee said, "It should come as no surprise that New York State, with its historic tradition of apple growing, produces the very best apple ciders. I encourage everyone to celebrate the success of NY farm cideries by sampling some of these delicious homegrown New York craft ciders during Cider Week NYC."

Cider Week NYC Objectives and Participation

Since its founding seven years ago, Cider Week has been an important way for New York’s apple growers and cider makers to join with restaurants, bars, bottle shops and markets, as well as to connect directly with consumers, achieving NYCA’s twin objectives of improving New York Cider’s market position and strengthening the viability of New York cider industry. Participating cider makers include:

Angry Orchard	Hudson Valley Farmhouse Cider
Bad Seed Cider	Kings Highway Fine Cider
Big Apple Hard Cider	Kite & String Cider
Blackduck Cidery	Metal House Cider
Blackduck Cidery	Nine Pin Ciderworks
Brooklyn Cider House	Orchard Hill Cider Mill
Descendant Cider Company	Original Sin Cider
Diner Brew Co.	Pennings Farm Cidery
Doc's Draft Cider	Phonograph Cider
Eden Specialty Ciders	Rootstock Ciderworks
Embark Craft Ciderworks	Slyboro Cider House
Eve's Cidery	South Hill Cider

Farnum Hill Ciders	Treasury Cider
Graft Cider	Wayside Cider
Hardscrabble Cider	Westwind Orchard

[Profiles of participating cider makers](#) are available on the Cider Week NYC website.

New York State Liquor Authority Chairman Vincent Bradley said, “Cider Week NYC is not only a great opportunity for New Yorkers to sample some of the state’s finest craft beverages, but a way to connect cider producers to more customers at home and around the country. Thanks to the Governor’s Farm Cidery Law, passed almost three years ago today, New York’s cider industry has experienced unprecedented growth, and this week-long event is an excellent way to celebrate the industry’s continued success.”

Cider Week NYC “Cider Spots” include:



the green table



[The complete list of participating bars, restaurants and shops is on the website.](#)

Cider Week NYC Support



Cider Week NYC was founded by Glynwood, an agricultural nonprofit organization based in Cold Spring, NY with a mission to ensure the Hudson Valley is a region defined by food, where farming thrives. Glynwood's Cider Project led the development of the New York Cider Association and continues to partner with NYCA and its members to support cider production that benefits orchards.



Cider Week NYC's Major Sponsor is Davines North America, a family-owned international hair care brand with an innovative approach to beauty, guided by the principle of sustainability.



Cider Week NYC's Media Sponsor is Edible Manhattan, a magazine and website dedicated to telling the story of how NYC eats and drinks.

PRESS CONTACT

Jenn Smith
Executive Director, New York Cider Association
newyorkciderassociation@gmail.com/917.714.4274

SOCIAL MEDIA

Facebook: @CiderWeek, @NewYorkCider
Instagram: @NewYorkCider
Hashtags: #ciderweeknyc #newyorkcider

###