



Board of Directors

Dennis Lafontaine

President
Martha's Dandee Creme

Janice Fox

1st Vice President
Adirondack Cotton Co.

Jeff Bartone

2nd Vice President
Six Flags Great Escape
Resort

Gary Thornquist

Secretary
Lake George RV Park

Matt Taormino

Treasurer
Dunham's Bay Resort

John Carr

Adirondack Pub & Brewery

Vincent Crocitto III

Holiday Inn Resort

Tyler Herrick

The Queensbury Hotel

Laura Kohls

Courtyard by Marriott

Sasha Pardy

Adirondack Winery

Greg Teresi

Bartlett, Pontiff, Stewart &
Rhodes, P.C.

Scott Wood

Lobster Pot Restaurant

Tom Wysocki

Fort William Henry Hotel

September 13, 2022

MEDIA CONTACT:

Gina Mintzer, CMP, MHA

Executive Director

Lake George Regional Chamber of Commerce & CVB

518-668-5755

gmintzer@lakegeorgechamber.com

FOR IMMEDIATE RELEASE:

Business-to-Business Food Show Returns to SUNY Adirondack

*Showcase will connect local food producers
with restaurants, wholesalers*

QUEENSBURY, NY — Local restaurants, wholesalers, and other businesses looking to connect with local food and beverage producers will have a chance to meet face-to-face at the Taste NY Producer Showcase.

The Lake George Regional Chamber of Commerce and Taste NY will present the **Taste NY Producer Showcase on Thursday, September 22, at SUNY Adirondack**. The event will take place in the Northwest Bay Conference Center at Adirondack Hall, 640 Bay Road in Queensbury.

This business-to-business expo event is intended to help farmers and agricultural producers in the Adirondack Region and from across New York State grow their businesses as well as encourage hotels, restaurants, bars, retail locations, and institutions to purchase local products. In addition to the expo, businesses can also take part in educational workshops and a networking breakfast.

— More —

P.O. Box 272 | 2176 State Route 9 | Lake George, NY 12845 info@lakegeorgechamber.com

518.668.5755 518.668.4286 lakegeorgechamber.com

@lakegeorgechamber @visitlakegeorge





This showcase will be the third business-to-business food show organized by the Lake George Regional Chamber of Commerce. The Adirondack Region Food and Farms Business Expo was held at SUNY Adirondack in December 2019 followed by a first-of-its-kind Virtual Taste NY Producer Showcase in October 2020, which featured 60 producers in a fast-pitch virtual environment. The virtual format was a modification made to the event in response to the challenges presented by the COVID-19 pandemic.

New exhibitors this year include:

- 2 Queens, Certified LGBTBE honey and roasted coffee (Narrowsburg, NY)
- Ahsak Skin Care by Kasha (Selden, NY)
- Apothecary Chocolates (Colton, NY)
- The Ardent Homestead, Cara-Sel caramel sauce (Newburgh, NY)
- Aro Chili (Calverton, NY)
- Birch Boys, chaga harvested in the Adirondacks (Tupper Lake, NY)
- Caliva Cookie Co., Italian style biscotti (Ballston Lake, NY)
- Casa Visco (Schenectady, NY)
- Chip 'n Dipped Chocolatier (Huntington, NY)
- Crazy Mike's Beef Jerky Company (Altamont, NY)
- HoneyGramz (Great Neck, NY)
- Hub on the Hill, community food hub, aggregator, and distributor (Essex, NY)
- ImmuneSchein, handcrafted ginger elixirs based on German herbal traditions (Ulster, NY)
- IQ Juice (Clintondale, NY)
- Iron Smoke Distillery (Fairport, NY)
- Javamelts (Smithtown, NY)
- Ludwig Coffee (Brooklyn, NY)
- Nat's Nuts (Fairport, NY)
- Perfeito, Brazilian spice blends (Auburn, NY)
- Ric Orlando's BEST Brand (West Hurley, NY)
- RIND, award winning plant-based cheeses (Brooklyn, NY)
- Rookie's Gamble Farm (Saratoga Springs, NY)
- Saint Lawrence Spirits (Clayton, NY)

P.O. Box 272 | 2176 State Route 9 | Lake George, NY 12845 info@lakegeorgechamber.com

518.668.5755 518.668.4286 lakegeorgechamber.com

@lakegeorgechamber @visitlakegeorge





- Saratoga Garlic (Saratoga Springs, NY)
- Saucy Confections, creator of Winosaur™ wine gummies (Syracuse, NY)
- Seedlings Baby Food, farm to table baby food (Saratoga Springs, NY)
- serendipiTea (Manhasset, NY)
- Smoke Shack Jerky (Rochester, NY)
- Squared GF (Calverton, NY)

Returning exhibitors include:

- Adirondack Craft Beverage Trail, a program of the Lake George Regional Chamber of Commerce (Lake George, NY)
- Adirondack Winery (Queensbury, NY)
- Argyle Cheese Farmer (Hudson Falls, NY)
- Crown Maple (Dover Plains, NY)
- Meadowdale Farm Winery, award winning winery located at Black Creek Farm (Altamont, NY)
- Silda's Jam (Germantown, NY)
- Springbrook Hollow Farm Distillery, Fodor's top 10 distilleries in New York (Queensbury, NY)

Admission is free for attendees. Booth space for producers is just \$25 and includes a breakfast networking event and two morning workshops to help producers expand their reach in the marketplace.

For more information and to register, contact the Lake George Regional Chamber of Commerce at (518) 487-0045 or visit www.lakegeorgechamber.com/tasteny






Below are more details about the event schedule:

Networking Breakfast 8-11 a.m.

Informal networking with fellow New York State producers and representatives from Taste NY and the Lake George Regional Chamber of Commerce.

 P.O. Box 272 | 2176 State Route 9 | Lake George, NY 12845  info@lakegeorgechamber.com

 518.668.5755  518.668.4286  lakegeorgechamber.com

   @lakegeorgechamber   @visitlakegeorge





Morning Workshop 9-10 a.m.

*What's Unique about Your Farm and How to Sell it to Wholesalers
with Kim London, SUNY Adirondack*

This workshop will cover how to identify and use your Farm's Unique Selling Proposition to reach your customers and develop your brand; how to succinctly pitch your farm's unique characteristics to a range of customers including wholesalers; how to use this pitch; and how to foster a better understanding of the best practices associated with building and maintaining relationships with wholesale buyers. Nettle Meadow Farm & Artisan Cheese will be presented as a case study.

Morning Workshop 10-11 a.m.

*Packaging Audit Workshop
with Maureen Ballatori, 29 Design Studio and Tom Seymour, Bison Bag*

Not all packaging is created equal, and when it comes to consumer purchases in retail stores, your product packaging can make or break the sale. You have mere seconds to catch the consumer's eye. Join this workshop for an experiential packaging audit with Maureen Ballatori, Founder and CEO of 29 Design Studio, and Tom Seymour, Business Development Specialist at Bison Bag. Bring your existing packaging or packaging examples you're considering, and we'll engage in a working session to discuss design, packaging engineering, and sustainable packaging design.

Vendor Expo 12-4 p.m.

An opportunity for New York State producers to connect with potential buyers and attendees from the Adirondack Region.


About Taste NY

The Taste NY initiative has seen steady growth and recognition since it was created in 2013. The program, which is overseen by the Department of Agriculture and Markets, creates opportunities for local producers to showcase their goods at a variety of venues throughout the State and at large public events, such as the Great New York State Fair and the Barclays Tournament at Bethpage State Park. It has also helped the farms and companies participating in the program to reach more customers, increase online sales, and, in many cases, expand the processing capacity of their business. Taste NY's food and beverage businesses also support the state's farmers by using New York grown and produced ingredients in their products.

For a complete list of Taste NY locations, hours of operation and contact information, visit the [Taste NY website](#). Connect with Taste NY through [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

 P.O. Box 272 | 2176 State Route 9 | Lake George, NY 12845  info@lakegeorgechamber.com

 518.668.5755  518.668.4286  lakegeorgechamber.com

   @lakegeorgechamber   @visitlakegeorge





About the Lake George Regional Chamber of Commerce & CVB

The Lake George Regional Chamber of Commerce & CVB, Inc. strives to drive tourism to the Lake George region year-round while fostering a vibrant business community. The Chamber seeks to promote growth and development of its member businesses by offering networking events, educational programs, ribbon cuttings and other opportunities. Founded in 1952, the Chamber is a member-driven, not-for-profit 501 C (6) corporation. The Chamber, with a regional mindset, comprises more than 450 members in various sectors of the business community. The Chamber staffs the Visitor Center on the corner of Beach Road and Canada Street in the village of Lake George and the Adirondacks Welcome Center on the Northway between Exits 17 and 18 and typically serves more than 100,000 visitors annually. The Chamber also publishes an annual Travel Guide with a 70,000 circulation and a [Community & Business Directory](#) geared toward people and businesses looking to move to the area. The Lake George Regional Convention & Visitors Bureau (LGRCVB) is a division of the Lake George Regional Chamber of Commerce & CVB and works as an extension of the Warren County Tourism Department. While the Tourism Department markets Warren County to the leisure consumer tourism market, the mission of the LGRCVB is to bring year-round, weather-proof group business to Warren County in the form of meetings, conventions, reunions, sports events, weddings, and more. Learn more at lakegeorgechamber.com. Connect with the Chamber on [Facebook](#), [Twitter](#), [Instagram](#), and [TikTok](#).

###

P.O. Box 272 | 2176 State Route 9 | Lake George, NY 12845 info@lakegeorgechamber.com

518.668.5755 518.668.4286 lakegeorgechamber.com

@lakegeorgechamber @visitlakegeorge

