



“Taste NY” brands New York products at special events, tourism destinations and stores throughout the state, making these products more readily available and recognizable to New York residents and tourists. “Taste NY” tents, stores and events will soon be seen promoting agricultural products grown, and food and beverages processed within New York State to everyone.

“Taste NY” encompasses:

Direct Purchases

Key New York State agricultural products will be available via the Internet such as maple products and wines. Consumers will also be able to identify locations throughout the state to make purchases from various agribusinesses such as farmers’ markets and wineries. The “Taste NY” website, located at www.taste.ny.gov, will not only allow individuals to make purchases, but help consumers locate farmers’ markets, local breweries and distilleries.

Stores in High Traffic Areas

Retail “Taste NY” stores and strategically located kiosks will be located at Thruway rest stops, airports and other transportation hubs.

Events

Summer Fancy Food Show - June 30 – July 2, 2013 – New York City – A “Taste NY” Pavilion featured more than 100 New York State companies at the Specialty Food Association’s Summer Fancy Food Show in New York City, which is the largest event of its kind in North America.

The Adirondack Challenge – July 21, 2013 – Indian Lake, NY - New York has some of the best whitewater rafting in the nation. This summer, the Adirondack Challenge Festival will feature a “Taste NY” tent where tourists and local residents will be able to sample and purchase a wide selection of New York produced food and farm beverages.

2013 PGA Championship - August 5 – 11, 2013 – Rochester, NY - A strategic partnership with the PGA of America designed to showcase made-in-NY products at the 95th PGA Championship at Oak Hill Country Club in Rochester. The event will feature a “Taste NY” experience that will include a NY-made product showcase tent, free for all patrons, and a concession tent selling NYS products and beverages. A product showcase tent, open from 7 a.m. to 7 p.m. for all seven tournament days, will feature New York-made wine, beer, cheese, yogurt, fruit and a variety of other products and information from nearly 100 different vendors and producers participating from around the state.

The Great New York State Fair - August 22-Sept 2, 2013 – Syracuse, NY – One of the most important missions of the Great New York State Fair is to promote New York State agriculture and food products. This year, the Fair will double down on its efforts to increase exposure of New York State products to all fairgoers via “Taste NY.” This year’s Fair will feature a “Taste NY” marketplace complete with a tasting tent and a “Taste NY” trail throughout the Fairgrounds.