



## PRESS RELEASE

VISIT SYRACUSE

CONTACT NIKITA JANKOWSKI

COMMUNICATIONS DIRECTOR

NJANKOWSKI@VISITSYRACUSE.COM

115 WEST FAYETTE STREET, SYRACUSE, NY 13202 • (315) 470-1903 • CELL (315) 706-4443

WWW.VISITSYRACUSE.COM

## SIP ON SYRACUSE LAUNCH

*Onondaga County's first official adult beverage trail to launch this weekend.*

*#SipOnSyracuse*

**Syracuse, NY (November 29, 2017)** – Visit Syracuse adds a little SOS to tourism by announcing the launch of Onondaga County's first official Sip On Syracuse (SOS) adult beverage trail! The trail will make its debut later this week, highlighting nearly 30 participating businesses known for making locally crafted, adult beverages.

### **Sip on Syracuse Launch Party**

**Location:** Empire Brewing Co. Brew Pub (downtown), 120 Walton St, Syracuse 13202

**Date:** Friday, December 1, 2017

**Time:** 5:30 – 8:30 PM

**Website:** Siponsyracuse.com



*The Launch Party will be **FREE and open to the public**. Visit Syracuse will give out passport booklets during the launch party. The first 50 people (over 21) to snag a passport, upon entering, will get a free pint at Empire's brew pub.*

Visit Syracuse Marketing Project Manager and creator of the beverage trail, Liz Judge, stated that the agri-tourism industry is growing and beverage/food trails are trending.

"We receive numerous requests for information on local wineries, breweries, distilleries and cideries," said Judge. "If you look across the country, you'll find that travelers seek out trails during their ventures and the trails are successful. We've been affiliated with other trails throughout the region and since we have more than enough businesses within the county producing quality products, we decided it was time to create a local trail to help visitors explore them all."

According to the Onondaga Historical Association, Syracuse has always had a rich history in adult beverage-making. Between 1800 and 1930 (before Prohibition), the Salt City was a major brewing city and home to several breweries. Today, just like the city, the local brew scene is making a resurgence.

"Onondaga County is also part of the Finger Lakes tourism region – so if you add in the wineries, the popularity of hard cider, spirits and the booming brew scene of Central New York, we have a dynamic and diverse beverage trail to promote," Judge stated.

So far, there are 26 participating businesses on the Sip on Syracuse trail comprised of wineries, breweries, distilleries, cideries and pubs that feature local, craft beverages. Most are within Onondaga County and those that aren't, are in close proximity (Owera Vineyards and Empire Farm Brewery) and have been working with the Visit Syracuse organization for years.

In the past, Visit Syracuse has used the title Sip on Syracuse to highlight the local agricultural beverage scene but this is the first time the name was extended to an official, designated beverage trail for the county. Visitors aren't the only ones invited to explore the trail, residents are welcome as well, and encouraged to promote it to their friends.



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## How the Trail Works

Pick up Sip on Syracuse Passports at any of the participating businesses listed below, then purchase a beverage to receive a sticker. Take the passport to each location and repeat. Collect eight stickers from participating locations and win a free Sip on Syracuse Koozie. You can obtain the koozie by showing the eight stickers to Visit Syracuse or presenting them at either of the Empire Brewing Company locations.

Collecting 26 stickers gets passport holders automatically entered into a raffle for a free Beverage Tour; which includes six trail stops for up to 11 friends. Just present the completed passport to Visit Syracuse, in person or by mail, at the Visit Syracuse office: 115 W. Fayette St, Syracuse, NY 13202.

More promotions, discounts, giveaways and events will be presented for the Sip on Syracuse trail throughout the upcoming year.

## Participating Locations:

### **Breweries**

[Eastwood Brewing Co.](#)

[Empire Brewing Co. \(Brew Pub\)](#)

[Empire Farm Brewery](#)

[Full Boar Craft Brewery & Tap](#)

[Room](#)

[IBU Brewing](#)

[Local 315 Brewing](#)

[Middle Ages Brewing Co.](#)

[Red Hawk Brewing](#)

[Seneca Street Brew Pub](#)

[Stout Beard Co.](#)

[Willow Rock Brewing Co.](#)

[WT Brews](#)

### **Pubs**

[All Who Wander](#)

[Blue Tusk Pub & Wine Bar](#)

[Finger Lakes on Tap](#)

[J Ryan's Pub](#)

[Kitty Hoynes](#)

[Now and Later](#)

[World of Beer](#)

### **Wineries/Cideries/Distilleries**

[Anyela's Vineyards](#)

[Beak & Skiff/1911 Spirits](#)

[Greenwood Winery](#)

[Lakeland Winery](#)

[Last Shot Distillery](#)

[Owera Vineyards](#)

[White Birch Vineyards](#)

For more information, contact Visit Syracuse Communications Director Nikita Jankowski at 315-706-4443, [njankowski@visitsyracuse.com](mailto:njankowski@visitsyracuse.com) or Elizabeth Judge 315-460-5507, [ejudge@visitsyracuse.com](mailto:ejudge@visitsyracuse.com).

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## **ABOUT VISIT SYRACUSE**

*Visit Syracuse, Inc. is Onondaga County's official marketing organization for tourism related economic development; leading the production of over \$865 million in direct visitor spending annually. The organization aims to strengthen the positive awareness of the City of Syracuse and Onondaga County as a convention and visitor destination; to increase revenues and stimulate economic development and growth for the community.*

