



FOR IMMEDIATE RELEASE:

CONTACT: Todd Garofano, Discover Schenectady
518-383-0390

Todd@discoverschenectady.com

FOR IMMEDIATE RELEASE

Discover Schenectady Re-Launches Schenectady Ale Trail Passport – Now offers 3-Brewery Pass designed for Visitors

Schenectady, N.Y., February 23, 2022 – Discover Schenectady is re-launching its popular Schenectady Ale Trail to drive more business to the six member breweries.

The original Passport program launched in 2018 with Schenectady County breweries Back Barn Brewing Co., Druthers Brewing Co., Frog Alley Brewing Co., Great Flats Brewing, Mad Jack Brewing Co., and Wolf Hollow Brewing Co. The Passport sells for \$40 and includes a beer flight or pint of beer at all six breweries.

Now, the Trail is also offering a \$20 Pass to include a beer flight or pint of beer at three of the member breweries. The new pass will be marketed to visitors coming to Schenectady County for shorter term stays. Both passes can be purchased at www.discoverschenectady.com. The Passport is downloaded to the user's mobile device and presented at the participating breweries of their choice.

Todd Garofano, Executive Director for Discover Schenectady said, "The \$40 Passport does really well with locals who can spread their brewery visits over a longer period of time. By launching the \$20 3-Brewery Pass, our hope is to attract visitors coming to town for weddings, conferences or just for a weekend." He continued, "As always, we encourage guests to visit safely & responsibly, have a designated driver or utilize one of the several shuttle operators that frequent our breweries and have a great experience."

Pete Bednarek, Owner of Wolf Hollow Brewing Co. shared, "This new option within the Schenectady Ale Trail is exciting because it will allow us to offer short-stay visitors to our county a great tasting experience for good value at any of the 6 breweries. We have appreciated getting to share all the locally made products with folks in the greater Capital Region as they make their way to each of our venues, and I expect the 3-brewery pass will allow us to introduce ourselves and our beers to visitors from all over this region and beyond. The breweries of this county are all comfortable, unique places where people can truly experience the flavor of this community".

About Discover Schenectady

Discover Schenectady is a non-profit organization responsible for promoting travel, tourism, conference and convention assets and opportunities throughout Schenectady County. Discover Schenectady inspires visitors to experience and enjoy that Schenectady County has to offer, from its vibrant communities with dining, entertainment and shopping to its gorgeous waterfront and outdoor activities. For more ways to Discover Schenectady County all year long, visit www.discoverschenectady.com

###

DISCOVER
SCHENECTADY
COUNTY • EST. 1661