



Launch of Taste NY

- Governor Cuomo launched **Taste NY** in May 2013 as part of New York's largest tourism campaign in decades.
- Its focus is on expanding New York's food and beverage industry and to promote agribusiness across the State.

What is Taste NY?

Special Events

- Taste NY sponsors and participates in numerous statewide, national, and international events that highlight and market New York foods and beverages.

Retail Stores

- Located in transportation hubs throughout the State, these stores feature displays showcasing New York-produced foods and beverages. Stores and displays are located in major airports, and rest areas along the Thruway.

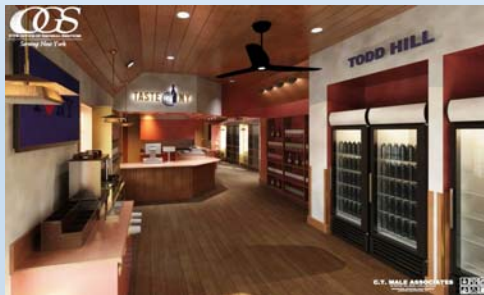
Taste NY Signage

- Taste NY Signage is displayed on the Thruway and major routes to encourage drivers into communities to taste local foods.

Restaurant Pledge

- Take the Pledge! In 2013, Governor Cuomo announced the Pride of New York Pledge. Chefs and restaurant owners who sign the pledge agree to increase their use of New York State products by 10 percent or more. So far, over 150 chefs and restaurants have already taken the Pledge.

Taste NY Opened Retail Stores in Transportation Hubs and Rest Stops



- New Baltimore Thruway Rest Stop
- Buffalo Niagara International Airport
- MacArthur Airport
- LaGuardia Airport
- Chittenango Rest Stop
- JFK Airport
- Todd Hill Rest Area

Taste NY Store Coming Soon to Grand Central Terminal



- The newest Taste NY store will be opening this September.
- Stop by to pick up product from the following companies:
 - River Rat Cheese
 - Catapano Dairy Farms
 - Kriemhild Dairy Farms

Taste NY Vending Launches at the 2014 State Fair



- The Taste NY Vending machines made their debut at this year's State Fair.
- The variety of items included product from Byrne Dairy, Red Jacket Orchards, Cheribundi, Heluva Good, and more.

Taste NY Introduced Pride of NY Restaurant Pledge in 2013

- Increase the sourcing of NY food products and ingredients towards a 10% goal of total procurement.
- Increase NY produced beverages on their menus towards a 10% goal of beverage sales.
- Introduce NY themed dishes made with locally sourced and seasonal products.
- More than 150 restaurants have taken the pledge.



Upcoming Taste NY Events

Date	Event	Location
October 4	Locktoberfest	Lockport
October 10	GrowNYC (Greenmarket & Italy Night Market)	New York City
Oct 16, 23, 30, Nov 1	GrowNYC (Times Square Pop-Up Greenmarket)	New York City
October 17-19	NYC Wine and Food Festival	NYC
October 18-19	Belmont Stakes / Empire Days	Elmont
October 23	Made in New York	NYC
October 24	GrowNYC (Cider Week Night Market)	New York City
November 1-2	Harvest Fest	Syracuse
November 8-9	Harvest Fest	Albany
December 7	NYS Museum – Holiday Expo	Albany

For Additional Information Contact:

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Pride of New York

www.prideofny.com



New York State's branding program that identifies food, beverage and agricultural products as grown, produced or processed in New York State.



The Program markets participants and informs consumers about the availability and variety of New York produced products.

- Logos
Put the logo on your product to show consumers you are proud to be a New York producer.
- Website
Be listed at www.prideofny.com where consumers search a database of New York members and products.
- Information and Assistance
Receive early notification of Taste NY events.
Receive information on available grants and promotional opportunities.



For Additional Information Contact:

info@prideofny.com

Buy Local. Buy Pride of New York.