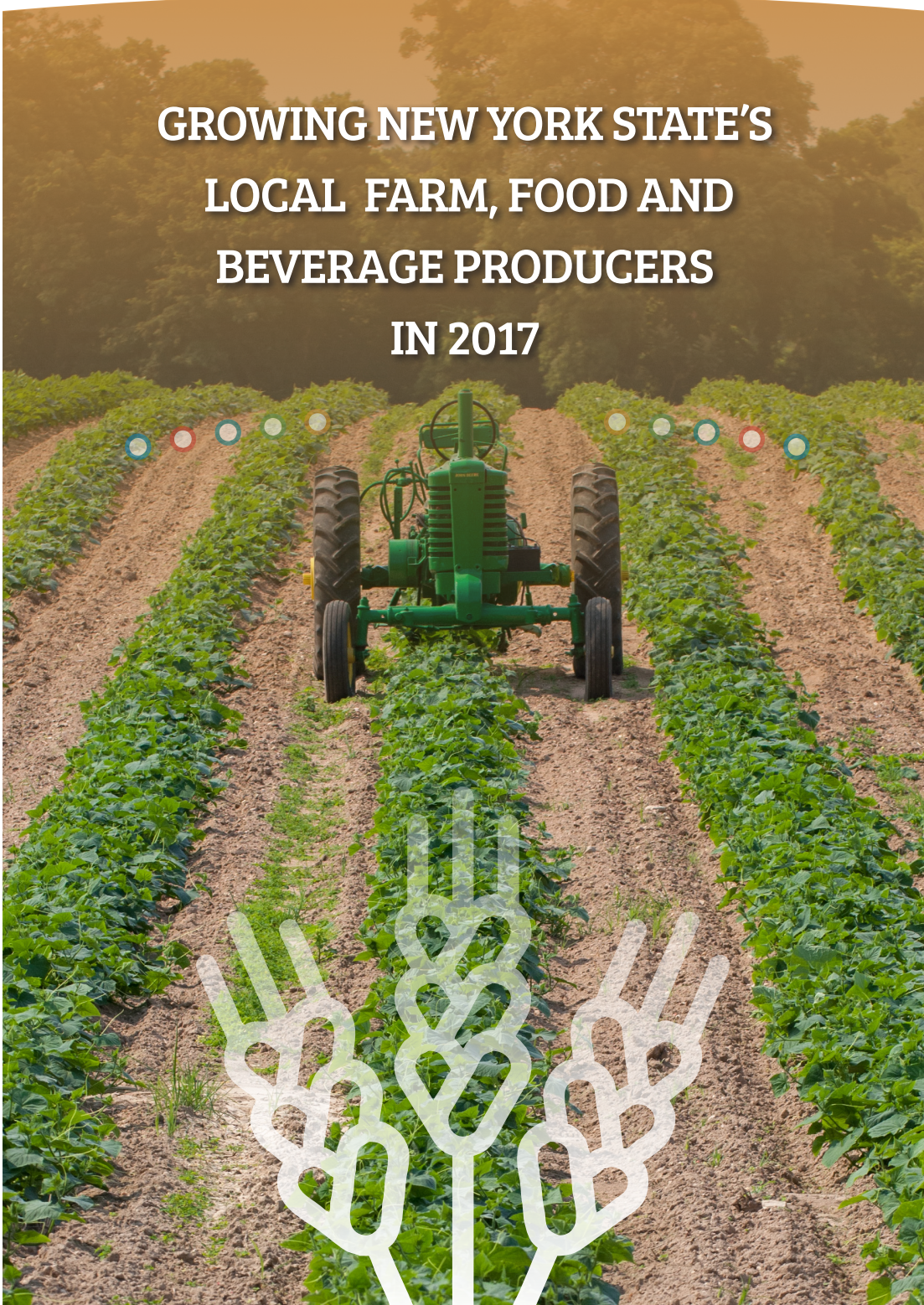
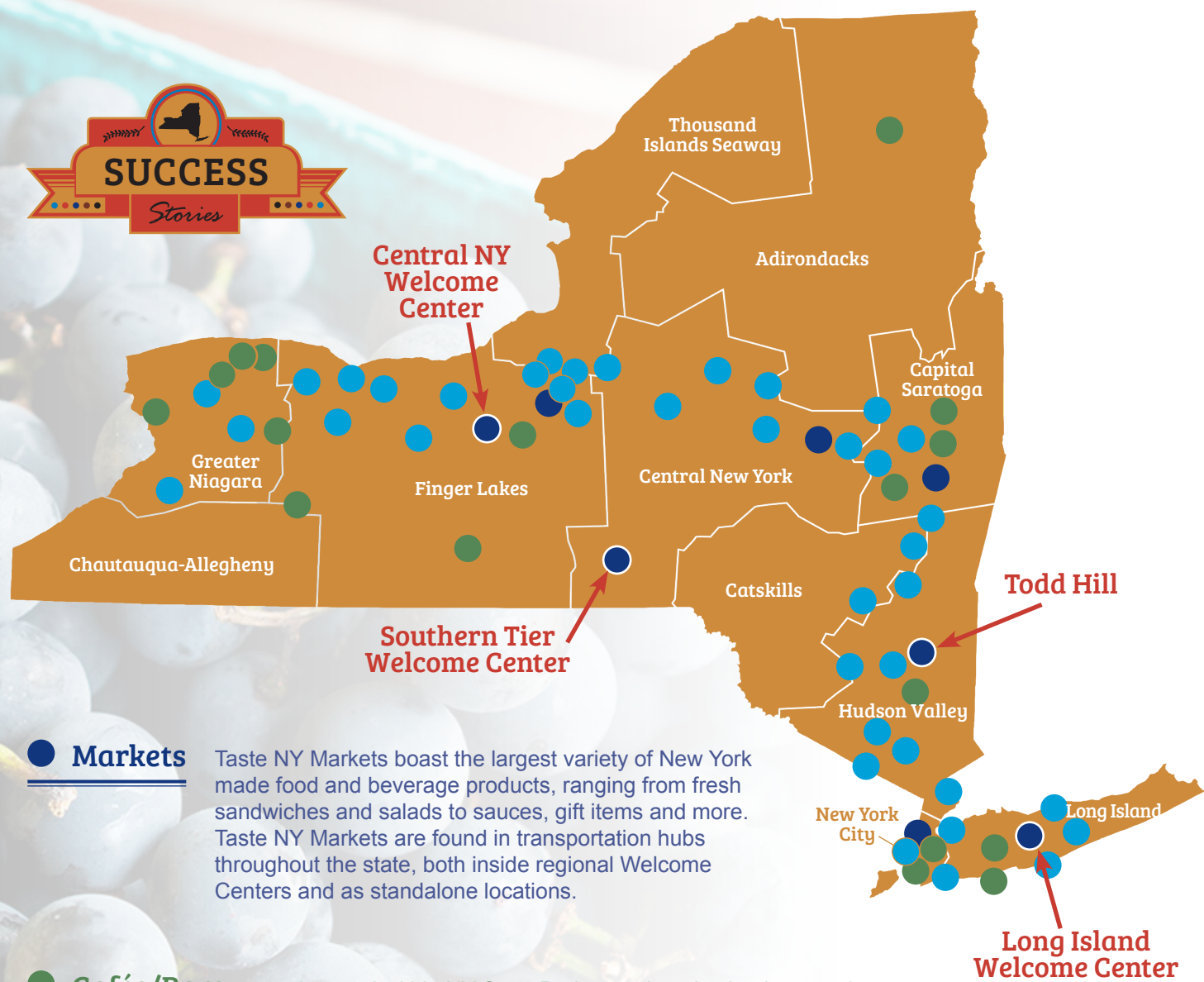




TASTE NY™

GROWING NEW YORK STATE'S LOCAL FARM, FOOD AND BEVERAGE PRODUCERS IN 2017





Markets

Taste NY Markets boast the largest variety of New York made food and beverage products, ranging from fresh sandwiches and salads to sauces, gift items and more. Taste NY Markets are found in transportation hubs throughout the state, both inside regional Welcome Centers and as standalone locations.

Cafés/Bars & Concessions

Located within NY State Parks, tourism destinations, and entertainment and sports venues, Taste NY branded cafés, bars, and other concessions offer all New York food and beverage options for visitors. These can include locally roasted coffee, sandwiches, salads, baked goods, cheese, cookies and other snacks, as well as beer, wine, spirits, and cider.

Product Displays

Taste NY product displays are often found in travel and tourism hubs, such as service areas along the NYS Thruway. They vary in size and can include shelving, displays, kiosks or vending machines. They offer a variety of products ranging from maple syrup, pancake mix, and coffee to yogurts, cheese, and juice.

Letter from the Commissioner

Dear Friends,

Taste NY, the official eat-local, drink-local program for New York State, is continuing to grow at an unprecedented rate since its launch by Governor Andrew M. Cuomo in 2013. Now entering its sixth year, Taste NY has more than tripled gross revenue in the past few years, from \$4.5 million in 2015 to more than \$16 million in 2017. In the past year, Taste NY made products available at 13 new locations and participated in exciting events, such as The Northern Trust (a PGA tournament) and the New York City Marathon.



As part of Governor Cuomo's vision to construct a state-of-the-art Welcome Center in each region of the state that spotlights the very best of its tourism, business, and agricultural assets, Taste NY now offers local products at the Southern Tier, Mohawk Valley, New York City, and Central New York Welcome Centers, in addition to the Long Island Welcome Center, which opened in 2016.

Taste NY also kicked off the state's inaugural Taste NY Craft Beverage Week in New York City, hosted the Taste NY Craft Beer Challenge with celebrity and professional judges, and held two food and beverage competitions at the Great New York State Fair—the Taste NY Food Truck Competition and its first-ever Craft Beer Competition.

The agricultural industry in New York State continues to grow at an exceptional rate. The state boasts more than seven million acres of farmland and is the second largest producer of apples, snap beans and maple syrup in the country. Additionally, we have seen a 50% growth in the number of craft beverage manufacturers since enactment of the Craft New York Act in 2014, with New York ranking first in the country for number of cideries.

We have a lot to celebrate when it comes to New York agriculture. Taste NY, through the Department of Agriculture and Markets, is proud to promote the very best homegrown products the Empire State has to offer and showcase New York's food and beverage producers.

Sincerely,

Richard A. Ball
Commissioner



SOUTHERN TIER WELCOME CENTER

Formerly the Broome Gateway Travel and Tourism Center, the Southern Tier Welcome Center has been transformed into a new space that includes a large Taste NY Market and regionally unique elements from the greater Southern Tier, including an antique carousel horse.

"I'm selling three times as many sandwiches now compared to when it was the Broome Gateway Information Center! Beautiful packaging and quality New York ingredients help to create such an amazing product! Thank you."

Jo Cline, Cline's Catering
Binghamton, NY

"Because you sampled our products and educated our customers at the Southern Tier Welcome Center we have three new accounts!! Local business owners fell in love with our product at Taste NY and decided to put it on their shelves!"

Andri Goncarovs and Dorothy Poppleton,
Finger Lakes Harvest
Geneva, NY



Rob Carpenter, Administrative Director

Long Island Farm Bureau

"With over 600 farm operations still growing today, agriculture remains an essential component of Long Island's economy. Residents support our farmers by buying products made from local producers and Taste NY supports that effort throughout New York State."



CENTRAL NEW YORK WELCOME CENTER

The Central New York Welcome Center, located inside Destiny USA shopping mall in Syracuse, features a Taste NY Market with locally made food and gifts such as artisanal jams, gourmet hot chocolate mix, flavored culinary salts, and cutting boards made from New York State wood.

“Central New York is rich in history, culture, agriculture and so much more. This Welcome Center showcases all that this area has to offer and encourages visitors to explore and experience our spectacular region.”

Tracey Burkey
Visit Syracuse, VP of Engagement



Permanent Locations/Partnerships Opened in 2017

TASTE NY at WELCOME CENTERS ★

At the end of 2017, Taste NY operated five successful locations in the state’s regional Welcome Centers. The Long Island Welcome Center, which opened in 2016, celebrated its first anniversary with more than \$700,000 in total sales. **The Central New York, Mohawk Valley, and Southern Tier Welcome Centers opened this year**, bringing even more local products to regions across the state.

Each Welcome Center is a state partnership, featuring tourism elements from I LOVE NEW YORK and food and beverages offered through Taste NY. Visitors can use special kiosks inside to learn more about the region and plan their adventures to must-see sites, state parks, breweries, wineries, and more.

TASTE NY at CONCESSIONS ★

Taste NY, building on several years of successful partnerships with sports and entertainment venues, opened new concessions at **Rochester’s Blue Cross Arena, the Saratoga Performing Arts Center, and Lakeview Amphitheater**, in addition to activations at the Barclays Center, Jones Beach State Park, and many more. Taste NY also partnered with the PGA Tour for the third year to create the Taste NY Marketplace at the Northern Trust tournament in August, which sold iconic New York City food and beverages sourced from New York State farms.



TASTE NY at STATE PARKS ★

Taste NY expanded its offerings at State Parks in 2017, including **Sunken Meadow State Park, Bear Mountain State Park, and Olana State Historic Site**. After a successful first-year partnership, Taste NY is now offered at ten parks or historic sites throughout the state.

In their second season, the locations at Niagara Falls and Jones Beach State Parks continue to grow, serving and selling ready-to-eat food such as sandwiches and salads, as well as craft beverages and gift items such as maple syrup and honey.

TASTE NY at TRANSPORTATION HUBS ★

After a successful partnership with Amtrak in 2016, Taste NY continued to increase offerings at major transportation hubs, including **food and beverage carts at Penn Station and a Taste NY Café at Pembroke Travel Plaza**, located west of Rochester on the NYS Thruway.

The Taste NY Market at Grand Central Terminal, first opened in October 2014, grossed more than \$1 million for the third year in a row. The Grand Central Market sells craft beverages, food, coffee, and curated gift baskets with all New York products.



LONG ISLAND WELCOME CENTER

Officially opened in October 2016, the Long Island Welcome Center celebrated its first anniversary this past year with more than \$700,000 in sales of New York made food and beverages. This location sells everything from ready-to-eat food and beverages to meat, cheese, baked goods, flour, pasta, and more.

“The Long Island Taste NY Market has been a very positive influence on our sales of North Fork Potato Chips. We struggle greatly during the winter months and to have another customer where sales are high has impacted our business on the positive side of the ledger. We also have had positive feedback from customers who have purchased the chips at the Welcome Center.”

Carol and Martin Cider, North Fork Potato Chips
Cutchogue, NY



Eduardo Estrella

Sweet Sam’s Baking Company

“The Taste NY Café is nothing short of amazing! It has allowed us, Sweet Sam’s Baking Company, a bakery from the Bronx, to showcase our New York pride all throughout the Empire State.”

Sean Sawyer, President

The Olana Partnership

“Frederic Church took great pride in his farm at Olana and we are thrilled to continue his farm-to-table legacy here by providing our visitors with the rich variety of locally sourced food and beverage options offered through Taste NY.”



TASTE NY MARKET at TODD HILL

The Taste NY Market at Todd Hill celebrated its third anniversary and continues to grow, surpassing \$1 million in sales for the second year in a row. Vendors who sell to the market, which is located along the historic Taconic State Parkway in the Hudson Valley, are typically smaller businesses that credit the store with their year-round growth.

"The Taste New York location at Todd Hill has been a consistently good revenue stream for us. We are very pleased with the exposure and support we've received from Todd Hill for our cheeses."

Cooperstown Cheese Company
Milford, NY

"The throughput at the Taste NY outlets allows us to grow our wholesale and manufacturing division, stabilize our platform in an emerging market, and provide jobs in the local community."

The Coffee Pantry
Cold Spring, NY



TASTE NY FOOD, BEVERAGES & FARMS IN 2017

36,000+

farms
in NY State

over 60% of NY craft beverage manufacturers are farm-based, meaning they use fresh, locally grown NYS ingredients

the number of cideries in New York has increased 412% since 2014

NYS is... 1st in U.S. for number of cider producers
2nd in U.S. for number of craft distillers
4th in U.S. for number of wineries and breweries

in State Parks alone
30m impressions

more than
\$16m
in sales of NY food & beverages

at the Great New York State Fair, nearly 200 New York food and beverage companies sell their products every year

2017

BUDGET
\$3.4 m

REVENUE
\$16.1 m

in 2017 alone, 135 new manufacturing licenses were issued for craft beverages

The number of distilleries in New York has increased more than 1000% since 2010

2 participated in major events
Northern Trust Tournament & NYC Marathon

Paul Leone, Executive Director
NYS Brewers Association

"New York is quickly becoming one of the top craft beer producing states in the entire country. Promotion through events like the first-ever Taste NY Craft Beverage Week is just one more way to get our products in the hands of a public that is demanding more and more locally made beer, cider, wine and spirits."

Helen Thomas, Executive Director
NYS Maple Producers Association

"Due to the mild weather, our members have already been making plenty of syrup for the tastings and goodies to eat that you will find at our sugarhouses. I've been personally taste testing and I can report it is delicious – the best ever!"



THE NORTHERN TRUST PGA GOLF TOURNAMENT LONG ISLAND

Taste NY partnered with the PGA Tour for the third year to bring the Taste NY Marketplace to the 2017 Northern Trust. Building on the success of 2016's first-ever pop-up café, Taste NY launched another café and sponsored the entire New York-themed marketplace, bringing locally made products such as North Fork Potato Chips throughout the venue.

"New Yorkers love their food, and we couldn't be more excited to be working with the State of New York on the Taste NY Marketplace. This venue showcases what a New York food experience is all about, from the world-class chefs to locally-sourced ingredients."

Julie Tyson
SVP-Championship Management for the PGA TOUR



"Taste NY has had a tremendously positive impact on BobbySue's Nuts as the program continues to highlight our delicious, locally made, healthy snacks in some of New York's most visible landmarks and acclaimed events. From the PGA's Northern Trust Golf Tournament and Westchester's Food and Wine Festival to Grand Central Station, LaGuardia and JFK airports, in addition to a number of specialty retail markets, Taste NY has been instrumental in helping us introduce our innovative products to New York residents and visitors alike."

Dave Omin
Director of Operations, BobbySue's Nuts



"Cornell Cooperative Extension and Taste NY share a mission to support New York State agriculture and ensure consumer access to world-class, locally grown and produced food, beverage, and specialty products. This partnership has provided a broad range of comprehensive educational opportunities for CCE to work closely with producers from effective production on the farm to successful planning for the market shelf. Through a close working relationship with producers and Taste NY, CCE can connect with agricultural producers to extend Cornell University research from farm to market."

Dr. Chris Watkins
Director, Cornell Cooperative Extension



THE NY WINE & CULINARY CENTER



"From the Restaurant to the Hands On Kitchen, we feature the best flavors New York has to offer. We are proud to showcase the Taste NY label because it fortifies the quality of our product. Our guests come to the NYWCC knowing they can enjoy the best of NYS in one place."

Bethany DiSanto
General Manager

