



FOR IMMEDIATE RELEASE
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GrowNYC’s “Beer and Spirits of New York Pop-up” Returns to the Union Square Greenmarket

New York, NY – After two successful seasonal Beer and Spirits of New York Pop-up stands, GrowNYC’s Greenmarket program is pleased to announce that the pop-up stand will now take place year-round at the Union Square Greenmarket, with a likely expansion in other Greenmarkets. Each week, the pop-up will highlight a different craft brewer or distiller making their beverages with New York State grown ingredients. Alongside these brewers and distillers, the Greenmarket Regional Grains Project retail stand will sell whole grains, flours, pastas and beans grown and processed in the Northeast.

The breweries and distilleries participating are chosen by Greenmarket and must be licensed as New York State Farm Breweries and Distilleries, which requires that a specific percentage of their ingredients are sourced from New York. In addition to sampling their wares, the brewers and distillers will sell bottles and growlers of their New York-based brews and spirits.

The previous two Beer and Spirits of New York Pop-ups were made possible by funding from the Empire State Development’s Craft Beverage Marketing and Promotion Grant Program. The success of these past pop-ups inspired our latest rendition. We are happy that this pop-up will continue and contribute to an ongoing education about the importance of regional grains.

“Craft distillers, brewers and maltsters are teaming up with local farmers to create a regional supply chain. It’s wonderful,” says Marcel Van Ooyen, President and CEO of GrowNYC. “We’re thrilled to continue providing these brewers and distillers an opportunity to then connect directly with Greenmarket shoppers, who prioritize locally-sourced products.”

Upcoming Beer & Spirits of New York Pop-up Producers at Union Square Greenmarket

Saturday, April 8	Harvest Spirits
Saturday, April 15	Port Morris Distilling
Saturday, April 22	Bly Hollow Brewery
Saturday, April 29	Breuckelen Distilling
Saturday, May 6	Hudson Valley Distillers
Saturday, May 13	Neversink Spirits
Saturday, May 20	The Albany Distilling Company
Saturday, May 27	Nahmias et Fils
Saturday, June 3	Finger Lakes Distilling
Saturday, June 10	Strong Rope Brewery
Saturday, June 17	Springbrook Hollow Farm
Saturday, June 24	Hillrock Distillery
Saturday, July 1	Catskill Distilling
Saturday, July 8	Taconic Distillery
Saturday, July 15	Van Brunt Stillhouse

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GrowNYC is a 501c(3) nonprofit organization that works to make New York City more sustainable and improve the lives of all New Yorkers. Our **Greenmarket Regional Grains Project** seeks to foster a thriving regional grain economy within the local food system, beginning with our network of growers and customers and extending to any farmer, entrepreneur or retailer contributing to its growth throughout the Northeast. **Learn more at** www.grownyc.org.