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**New York Wine & Grape Foundation Debuts New Brand Look + Snags Two Spots on
Wine Enthusiast's 40 Under 40 List**

*New York Wine & Grape Foundation embarks on new marketing initiative and receives
prestigious accolades for two Foundation executives*

NEW YORK – August 22, 2019 – The New York Wine & Grape Foundation (NYWGF) today revealed a new logo and tagline, ushering in an exciting chapter in the Foundation's efforts to support New York's wine and grape industry. "Boldly N.Y." celebrates the intrepid attitude and strong spirit of the New York wine and grape community. The featured graphics depict an artistic representation of the state's diverse geography, iconic city landmarks, flowing wine and flourishing grapes, all in the tones that mimic the land and wines of New York. All new assets are part of the Foundation's brand refresh which will continue to expand over the next year. From the East End of Long Island to the North Country to the Lake Erie Concord Grape Belt, from planting seeds to final sip, the NYWGF supports the exceptional wines, wineries, vineyards and grape growers in the state of New York.

Earlier today, *Wine Enthusiast* honored the bold efforts of the Foundation by naming NYWGF executives Sam Filler (Executive Director) and Paul Brady (Brand Ambassador) to the *Wine Enthusiast* 40 Under 40 Tastemakers list. The *Wine Enthusiast* 40 Under 40 list recognizes the young winemakers, brewers, beverage directors, grape growers, and other movers and shakers who are changing today's beverage industry. Since his appointment in 2017, Sam Filler has led the Foundation in supporting sustainability efforts and has spearheaded marketing initiatives to elevate the image of New York wines. Paul Brady has brought his personal expertise as a sommelier and longtime member of the New York wine scene to the Foundation, providing expert insight on the intricate innovations across the state.

"It's an honor to be named to this prestigious list of tastemakers who are all so wonderfully dedicated to their craft and profession," said Sam Filler, Executive Director, New York Wine & Grape Foundation. "It's the perfect time to debut our new look, and show that we, as an



organization and state, are boldly moving forward. We're excited to share the incredible product and passion of our state's wine and grape industry."

NYWGF has been working tirelessly to give growers, producers, winemakers and wine experts in the Empire state a bigger spotlight in the world of wine, offering ongoing support for their exceptional work and product. The Foundation's new marketing initiative aesthetically elevates the brand's presence both online and off, furthering the Foundation's aim to engage with industry insiders and consumers around the world. The new branding will be incorporated into all brand resources and events as of today.

In addition to representing New York's wine and grape industry at international wine events year-round, in New York the Foundation provides many opportunities for buyers, distributors and consumers to experience the best of New York wines. The Foundation hosts the annual [NY Drinks NY Grand Tasting](#) event in New York City (coming March 31, 2020), the [New York Wine Classic](#) competition which honors the best wines throughout the state (see this year's winners [here](#)) and ongoing consumer education initiatives including complimentary expert classes at the New York State Fair and the newly debuted Sustainable Wine Professional Course from Long Island Sustainable Winegrowing (learn more [here](#)).

Read more about the brand's new look in the Foundation's FAQ page [here](#). To learn more about the New York Wine & Grape Foundation and see their new marketing initiative in action visit www.newyorkwines.org.

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About the New York Wine & Grape Foundation (NYWGF)

The New York Wine & Grape Foundation promotes the world-class image of New York grapes and wines from the state's diverse regions to responsibly benefit farmers, producers and consumers through innovative marketing, research, communication, and advocacy. Learn more at www.newyorkwines.org and [@newyorkwines](#).