

DIGESTIBLE HUDSON VALLEY



REGIONAL FOOD & BEVERAGE NEWS FROM THE HUDSON VALLEY FOOD & BEVERAGE ALLIANCE

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LEGOLAND New York: Buying and Promoting Local



Merlin Entertainments CEO Nick Varney's Oct. 25 announcement that LEGOLAND® New York is being built delighted not only the happy children in attendance, but also the business and community leaders, including HVEDC, who were there.

Part of LEGOLAND New York's plan is to assess how local vendors can qualify to provide supplies and services, including locally sourced food and beverages.

In early 2018, LEGOLAND New York will begin offering informational sessions for local vendors, providing detailed information on what LEGOLAND New York's purchasing needs will be when the park opens in 2020.

Phil Royle, Head of Community and Project Relations, LEGOLAND New York, said locally sourced food and beverage products are planned to be a piece of the larger food and beverage procurement pie. He knows some products will be unique to the area – like apples and craft drinks, as examples. He said it's simply good business to present opportunities to those in the park's surrounding area.

"When we recently participated in the Orange County Chamber of Commerce's BrunchFest at Angry Orchard in August, we sourced our apples from Pennings Orchards in Warwick to make our Granny's Apple Fries," said Royle.

Pennings Orchards also understands the importance of relationships.

"It's great for businesses to use local suppliers because it benefits our communities," said Pennings owner Monica Pennings. "It's really nice to have a relationship with LEGOLAND. We're here in the same area and we all want the same thing, to be successful and have success come to this area. Already, we've worked with them again for another event where LEGOLAND needed our products."

Granny's Apple Fries is one of LEGOLAND's signature treats. They are made using Granny Smith apples, a dusting of cinnamon sugar, secret ingredients (of course) and a vanilla cream dipping sauce.

At the chamber event, a LEGOLAND Florida Resort executive chef was on hand to prepare the treat for the enjoyment of guests who paired Angry Orchard's own locally produced beverage products and other food tastings.

LEGOLAND New York is following the models of its sister parks in Florida and California, which also seek to use locally sourced food whenever possible.

Royle looks forward to meeting local food and beverage suppliers – especially HVEDC's Hudson Valley Food & Beverage Alliance members – to learn about their product lines and will be hosting vendor information sessions starting next year.



Nick Varney, CEO, LEGOLAND New York at a press conference, Goshen.



Phil Royle, Head of Community and Project Relations, LEGOLAND New York (left) with a LEGOLAND Florida Resort executive chef at the Orange County Chamber of Commerce Brunchfest, Angry Orchard in Walden.

"I have met many wonderful people and I'm continuing to learn about the variety of locally sourced food and beverage products here," he added. "We are looking forward to our 2018 vendor information sessions as our park plans progress."

Learn more at www.legoland.com/new-york



Organic Nectars Focuses on Bringing Healthy Options to the Hudson Valley

As the demand for healthy, organic food increases, companies in the Hudson Valley have an opportunity to make their mark, both locally and nationally, by creating products to meet that demand.

Organic Nectars, based in the outskirts of Woodstock, is one of those brands, and since its founding in 2004 as the Hudson Valley's first all-organic, all-vegan, all-gluten-free food company, the company has developed delicious, artisanal products, introducing them throughout the region.

"Our objective was to recreate some of the world's most beloved sweets and treats using only organic, vegan, gluten-free, GMO-free ingredients at more healthful, lower processing temperatures," explains Lisa Protter, co-founder and president of Organic Nectars. "We want to create the best possible products at the most affordable price."

After decades of studying nutrition and cuisines from different cultures across the world, the founders of Organic Nectars developed a keen interest in the raw food diet, which includes only fruits, vegetables, nuts and seeds, and keeping the processing temperature below 115 degrees to preserve optimal nutritional value.

Since launching the company in 2004, Organic Nectars has introduced groundbreaking products such as the world's first nut-based frozen dessert, Cashewtopia gelato, and the world's first full line of coconut sugar sweetened chocolates. The company has won several industry gold awards for its innovations, including Outstanding Organic Product of the Year and Outstanding Diet or Lifestyle Product of the Year from the National Association for the Specialty Food Trade (NASFT).

As more health-conscious products enter the market, the challenge for consumers is deciphering which products are truly healthy. The word "natural" has no legal definition in the food industry, so it doesn't have any meaning when a producer claims its products are natural. Conversely, "organic"



means that the manufacturer is adhering to a strict set of guidelines, using only organic-certified ingredients with little or no pesticides.

Organic Nectars products are sold in hundreds of stores across the country, including the Hudson Valley, New York City metro area, Albany, parts of Florida and California, and even in Japan.

Learn more at www.organicnectars.com

Peony Vodka Reflective of Growing Local Craft Brewing, Distilling Industries



Leslie Farhangi, creator of Peony Vodka

There has been something of a revolution in recent years in the craft brewing and distilling industries, with smaller, regional operations popping up more and more throughout the country. The overall success of these smaller spirits producers has been undeniable, thanks in large part to a growing trend of consumers wanting to support local businesses.

Here in the Hudson Valley, HVEDC has capitalized on this rising trend. The region boasts a

variety of outstanding craft spirits, one of which is Peony Vodka of Three Meadows Spirits, LLC. The Millerton company has done an excellent job of emphasizing the regional elements of its product.

“Peony Vodka is a celebration of country living in a bottle,” says Leslie Farhangi, creator of Peony Vodka. “I worked with a local master herbalist to harvest and process peonies from my family’s farm in the Hudson Valley to create the tincture, which is then blended during the distillation process.”

Farhangi is a Stanford-educated attorney who practiced in New York City before moving to the Hudson Valley, where she raises three boys, a dozen retired horses, two dogs, two cats and one donkey on her family’s 200-acre Sugar Maple farm. The rows of antique peonies that burst into bloom each summer on Farhangi’s farm provided inspiration for the locally sourced spirit.

Local peonies are at the heart of Peony Vodka, but other natural ingredients used in Farhangi’s recipe include geranium, jasmine, white pepper, gardenia, green tea and vanilla.

With all of the craft breweries and distilleries that are popping up across the nation, there is one major commonality among them all: they have strong roots in their local areas and stories that bind them to their communities. It is this local and regional pride that is driving the craft brewing and distilling revolutions, and will continue to make these smaller companies major players in a growing industry.

[Learn more at www.peonyvodka.com](http://www.peonyvodka.com)

What’s Happening in Food & Beverage Across the Valley

Dutchess County: Screamin’ Onionz and Brewmation recognized at Think Dutchess Innovation Challenge event

Think Dutchess Alliance for Business hosted an awards dinner for finalists of its Innovation Challenge at Marist College on Thursday, Sept. 14. Two of HVEDC’s Food and Beverage Alliance members were recognized at the event. Richard Romano of Screamin’ Onionz was named Young Business Winner and Brewmation received the Poughkeepsie Journal Innovator of the Year Award.

Romano gave a passionate presentation at the event, highlighting Screamin’ Onionz’s thorough marketing strategy and impressive footholds. He received a \$1,500 check, presented by William A. Smith & Son Insurance, as well as other invaluable business services from the event’s sponsors, that will help propel Screamin’ Onionz forward.

[Learn more at http://bit.ly/2xbethw](http://bit.ly/2xbethw)

Orange County: Angry Orchard named one of New York’s most-Instagrammed cideries

Hard cider is growing in popularity, with the number of cideries in New York State tripling between 2014 and 2016, according to Taste NY. The Kingston Creative named Angry Orchard’s Innovation Cider House in Walden the second most-Instagrammed cidery in the state. It’s no surprise as the venue offers plenty of “Instagram-worthy” spots, including a firepit, tasting room and even a treehouse for VIP tasting tours.

[Learn more at http://bit.ly/2xqkAz6](http://bit.ly/2xqkAz6)

Putnam County: Local venues join Hudson Valley Restaurant Week 2017

Cathryn’s Tuscan Grill in Cold Spring, Clock Tower Grill in Brewster, Dish Bistro & Wine Bar and Ramiro’s 954 in Mahopac, and Valley Restaurant at The Garrison in Garrison were among the Putnam County restaurants joining in this year’s Hudson Valley Restaurant Week celebration, which lasted through Nov. 12.

More than 200 restaurants across the Hudson Valley offered a special three-course menu, focusing on seasonal ingredients. This year, participants spotlighted the color purple, using purple produce such as Japanese eggplant and beets.

[Learn more at http://bit.ly/2gkGJ8e](http://bit.ly/2gkGJ8e)

Rockland County: Craft beer comes to New City with opening of District 96 Beer Factory

New City residents don’t have to travel far to enjoy locally made craft beer. District 96 Beer Factory opened its doors in July, offering a wide range of original brews and comfort food from neighboring The Burger Loff’s menu.

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Owner John Potenza recruited Chase Planson, from New England Brewing Co., to be District 96's head brewmaster, focusing on "quality, drinkability and big flavors." Potenza tapped into the brewery's name to give each beer a slightly political theme, like Silent Majority, Philibuster and 10-FOUR.

You don't have to be a brew enthusiast to appreciate the hard work that went into renovating the building to create District 96's bright, industrial taproom. Potenza added two skylights, handmade steelwork and rows of Edison bulbs that hang from the ceiling.

Learn more at <http://bit.ly/2gEQe5b>

Sullivan County: Catskill Brewery receives \$314,000 grant for new equipment

The Catskill Brewery will receive more than \$314,000 from a federal grant given to the Sullivan County Industrial Development Agency. The grant will help offset costs for new equipment at the brewery, while creating an estimated seven new jobs.

Learn more at <http://bit.ly/2gHoHjI>

Ulster County: Mohonk Mountain House featured in the New York Times for farm-to-table movement

Executive chef Jim Palmeri at Mohonk Mountain House was named in the New York Times for his efforts in using locally sourced ingredients to create nearly 600 delectable dinners each night. Palmeri, who has worked as the executive chef at Mohonk for more than 10 years, attributes the availability of local produce and poultry to suppliers like Alliance member Farms2Table, which helps deliver ingredients from more than 90 Hudson Valley farmers.

The New York Times feature highlights Palmeri's impressive background and education. After arriving in New Paltz, Palmeri wanted to impress his guests, who were in close proximity to great New York City restaurants, by revamping Mohonk's dinner menu. He worked to increase the restaurant's staff and began using fruits, vegetables and meats from local farms.

Learn more at <http://nyti.ms/2yTSGPr>

Westchester County: Flames Steakhouse Reopens at New Location

The well-respected Flames Steakhouse reopened in a new space after its Briarcliff Manor location was sold last year. Owner and chef Nikkola Vulaj has been a restaurateur for more than 20 years and sold the flagship Steakhouse due to illness. Now, Vulaj is back and doing what he's most passionate about: dry-aging cuts in-house and serving them alongside delectable pairings to create mouth-watering dishes.

The new restaurant is located at 121 E. Main Street, Elmsford, N.Y. and had previously been home to Capatosta Trattoria and A'Mangiare. The new menu includes extra thick veal chops with mushrooms, chopped steak with sautéed onions and twin lobster tails. Guests can indulge in desserts made in-house and a California-heavy wine list.

Learn more at: <http://bit.ly/2iUSHgm>



HUDSON VALLEY FOOD & BEVERAGE ALLIANCE MEMBERS UPCOMING EVENTS

Applewood Winery: Wine and Chocolate Pairing – Saturday, 11/11/17 and Sunday, 11/12/17, 12-4:30 p.m., tickets \$25. Includes five wine and chocolate pairings, a souvenir glass and walking tour. <http://bit.ly/2iBIZ2i>

Bad Seed Cider Company: Fall Back Festival – Saturday, 11/4/17, 1-5 p.m., tickets \$25. Includes hard cider and beer samples and live music. Food from Hudson Valley vendors will be available for purchase. <http://bit.ly/2z9mQIN>

Orange County Distillery:

- Yoga at Orange County Distillery at Brown Barn Farms – Sunday, 11/5/17, 11 a.m.-12 p.m., tickets \$20. Includes 60-minute yoga class and choice of beer, wine or yoga-inspired cocktail after class. <http://bit.ly/2lje9wa>
- Cocktail Class – Sunday, 11/12/17, 11 a.m.-12 p.m., tickets \$25. Includes an interactive, hands-on presentation and lesson from Orange County Distillery's resident mixologist, as well as a cocktail to start the day, which you'll be making yourself, of course. <http://bit.ly/2z95nHn>

Pennings Farm: A Taste of Pennings – Sunday, 11/12/17, 12-4 p.m., Sample dozens of the seasons food from Pennings Farm and other farms and establishments located in the Hudson Valley. <http://bit.ly/2yPPJJI>

Roscoe Beer Company: Trout Town 4th Annual Winterfest – Saturday, 1/27/18, 12-5 p.m. The event will be marked by the release of Roscoe Beer Company's winter specialty brews and will include live music, games, horse drawn carriage rides, snowshoeing and snowman contests, a large bonfire and hot chocolate. <http://bit.ly/2z9YWUv>

Whitecliff Vineyard and Winery: Thanksgiving Pairing – Saturday, 11/11/17, 12-5 p.m., tickets \$15. Includes 6 wines with a small plate tastings of sweet potato soup and turkey bruschetta with pumpkin butter. <http://bit.ly/2y7g9h2>