

PRESS RELEASE

FOR IMMEDIATE RELEASE:

Tuesday, March 1, 2016

Media Contact: Rebecca Platel – (518) 797-5100

Helderberg Brewery Celebrates Grand Opening with Four Days of Events *March 10–13 Festivities Feature Live Music, Local Beer, Food and Hiking*

RENSSELAERVILLE—Helderberg Brewery at the Carey Institute for Global Good will celebrate its grand opening with daily events from Thursday, March 10 through Sunday, March 13. All area residents are invited to attend.

The four-day opening weekend begins with a Meet Your Maker event at the Palmer House Café on Thursday, March 10 at 6 pm. Attendees will have the opportunity to enjoy a pint while discussing the brewery and its commitment to local ingredients with brewer Greg Hostash and brewery manager Rebecca Platel. An industry night for area brewers attending Helderberg Brewery's Yeast Management Workshop will follow on Friday, March 11.

The Grand Opening party will take place on Saturday, March 12 from 6 to 9 pm. The evening will feature live music by local band Red Haired Strangers as well as food and the chance to try the brewery's hand-crafted beers. The brewery will also be launching their Growler Club at the Grand Opening.

The opening weekend culminates with a run-walk-hike event on Sunday, March 13 from 2 pm to 5 pm. Helderberg Outdoor Club will be hosting a trail preview for the Rensselaerville Ramble Trail Run and Walk in advance of the June event being organized by the EN Huyck Preserve and the Rensselaerville Library. All interested runners and hikers will be able to sign up for early bird registration and enjoy a beer after checking out the route.

“The brewery offers a new way for the Carey Institute's conference guests, local residents and visitors to enjoy our campus,” said Rebecca Platel, manager of Helderberg Brewery. “We're excited to open the brewery and share our New York State beers with the community.”

The brewery's dedication to sourcing local ingredients is at the heart of its mission. It is currently transitioning to brewing with 100 percent New York State ingredients, from hops grown in East Berne to small grains grown and malted in the Hudson Valley.

Helderberg Brewery is a project of the Carey Institute's Sustainable Communities Program. It is a fully operational farm brewery and brewery incubator. Through its operations, incubator workshops and other initiatives, Helderberg Brewery works to build a farm-to-glass supply chain connecting farmers, malt houses and craft beverage producers in the Greater Capital Region.

Since its founding in 2013, the project has hosted over twenty workshops for farmers interested in growing hops and small grains, and has recently launched a technical workshop series for the

region's many craft beverage producers as well as a hands-on internship for aspiring craft brewers. The brewery is also developing Source NY, an online marketplace and supply chain map to connect farmers and craft producers across New York State.

Following the opening weekend in March, Helderberg Brewery will be open to the public for regular business hours on Wednesday evenings, Friday evenings (October through May) and Sunday afternoons (June through September).

The Carey Institute for Global Good is a not-for-profit organization founded in 2012 by Wm. P. Carey and is dedicated to making the world better by contributing to a strong, educated and just society. Through its programs, the Institute strives to bring together innovative and dynamic people from around the world to seek creative solutions to the most pressing challenges of the day. careyinstitute.org

###