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## NEWS ADVISORY

### **Price Chopper/Market 32 Hosts Homegrown Flavors Events with Taste NY** *Local Food Producers Will Offer Information and Product Samples*

(Schenectady, NY) Price Chopper/Market 32 will salute Homegrown Flavors with a Taste NY Day on Saturday, April 1 from 10:00AM-2:00PM at a half-dozen Capital Region locations, including:

- Clifton Shoppers World Market 32 (Route 146 and Plank Road, Clifton Park),
- Wilton Market 32 (3045 Route 50, Saratoga Springs),
- Glenville Market 32 (290 Saratoga Road, Scotia),
- Hamilton Square Market 32 (Routes 20 and 155, Guilderland),
- Hudson Valley Plaza Market 32 (79 Vandenburg Place, Troy), and
- Bethlehem Price Chopper (1395 New Scotland Ave, Slingerlands).

“We’re proud to help shine the spotlight on all of New York’s terrific growers and producers through Governor Cuomo’s Taste NY program”, said State Agriculture Commissioner Richard A. Ball. “By working with our partners at Price Chopper/Market 32, who value our local farmers and source locally-grown foods, we are able to reach even more consumers. New York State has a great story to tell when it comes to agriculture and our agribusinesses. The Homegrown Flavors –Taste NY Day will provide us the opportunity to share that story with shoppers who will be able to meet the producers behind the products.”

More than 40 of Price Chopper/Market 32’s many local and regional suppliers will be on hand to chat with customers about what makes their products special and to offer free samples.

“As a homegrown business ourselves, we like to call special attention to our trade partners who are producing right here in New York,” said Mona Golub, Price Chopper/Market 32’s vice president of public relations and consumer services. “We are deeply committed to sourcing locally grown, produced and manufactured products

as a way of stimulating the economies in our local communities, satisfying regional tastes, ensuring farm-to-table freshness, and continuing our long-standing practice of supporting small family businesses and farms.”

“R & G is thrilled with Price Chopper/Market 32's commitment to featuring local producers in their stores,” said Sean O’Connor, Head Cheese Maker, R & G Cheesemakers. “As a proud supplier to Price Chopper/Market 32, we’re very excited to participate in their Homegrown Flavors event for Taste NY.”

Price Chopper/Market 32, a homegrown supermarket chain that has operated in the Northeast since 1932, has long emphasized the importance of supporting local growers and producers in the communities where it operates stores.

<b>Clifton Shoppers World Market 32 (Route 146 and Plank Road, Clifton Park)</b>	
<b>Featured Partners</b>	<b>Location</b>
677 Prime	Schenectady, NY
Battenkill Valley Creamery	Salem, NY
Death Wish Coffee	Round Lake, NY
Gatherer's Granola	Schenectady, NY
Hunter & Hilsberg	Syracuse, NY
Pede Pasta	Schenectady, NY
R&G Cheesemakers	Troy, NY
Sindoni Sausage	Rotterdam, NY
Villa Valenti	Averill Park, NY
Wolf Hollow Brewing	West Glenville, NY

<b>Wilton Market 32 (3045 Route 50, Saratoga Springs)</b>	
<b>Featured Partners</b>	<b>Location</b>
Barkeater Chocolates	North Creek, NY
Mapleland Farms	Salem, NY
Nettle Meadow Farm	Warrensburg, NY
Pixie's Preserves	Waterford, NY
Saratoga Chips	Saratoga Springs, NY
Shmaltz Brewing	Clifton Park, NY

<b>Glenville Market 32 (290 Saratoga Road, Scotia)</b>	
<b>Featured Partners</b>	<b>Location</b>
Dellavale Farm - Cabot Cheese	Pattersonville, NY
Dominick's Pasta Sauce	Guilderland, NY
Garbage Wing Sauce	Oneonta, NY
Nine Pin Cider Works	Albany, NY
Perecca's Bakery	Schenectady, NY
Russo's Grill	Amsterdam, NY

The Peanut Principle	Albany, NY
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<b>Hamilton Square Market 32 (Routes 20 and 155, Guilderland)</b>	
<b>Featured Partners</b>	<b>Location</b>
Horseshoe Hot Sauce	Rhinebeck, NY
Messy Brine	Kingston, NY
Old Chatham Shepherding Company	Old Chatham, NY
Ole McDonald's Honey Farm	Fultonville, NY
Sanavi Water	Schenectady, NY
Saranac Brewery	Utica, NY

<b>Hudson Valley Plaza Market 32 (79 Vandenburg Place, Troy)</b>	
<b>Featured Partners</b>	<b>Location</b>
Brown's Brewing	Troy, NY
Our Daily Eats	Albany, NY
Primo Sauce	Saratoga Springs, NY
Rachel's Raquette Lake Elixir	Raquette Lake, NY
Vital Eats	Saratoga Springs, NY
Weber's Mustard	Buffalo, NY

<b>Bethlehem Price Chopper (1395 New Scotland Ave, Slingerlands)</b>	
<b>Featured Partners</b>	<b>Location</b>
BEM Sales & Marketing	Albany, NY
Jake's Grillin	Hopewell Junction, NY
Larry's Southwestern Sauce	Slingerlands, NY
Old World Provisions	Albany, NY
Ommegang Brewery	Cooperstown, NY
Salt City Peppers	Liverpool, NY

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**About The Golub Corporation:** Based in Schenectady, NY, the Golub Corporation owns and operates 136 Price Chopper and Market 32 grocery stores in New York, Vermont, Connecticut, Pennsylvania, Massachusetts and New Hampshire. The American owned, family-managed company prides itself on longstanding traditions of innovative food merchandising, leadership in community service, and cooperative employee relations. Golub's 20,000 teammates collectively own more than 47% of the company's privately held stock, making it one of the nation's largest privately held corporations that is predominantly employee-owned. For additional information, visit [www.pricechopper.com](http://www.pricechopper.com)

**About Taste NY:** Taste NY is an initiative launched by Governor Cuomo in 2013 to promote New York's food and beverage industries and drive agritourism across the State. It is overseen by the Department of Agriculture and Markets and has created opportunities for local producers to showcase their goods at a variety of venues throughout the State and at large public events, such as the Great New York State Fair and the Barclays Tournament at Bethpage State Park.

*Over the last three years, the Taste NY initiative has seen steady growth and recognition. The program reported sales of \$4.5 million in 2015 and nearly tripled those figures to more than \$13.1 million in 2016. Today, New York products sold under Taste NY branding are available in more than 60 locations throughout the State as well as the New York State Office of Trade and Tourism in San Juan, Puerto Rico.*

*For more information about Taste NY, please visit [www.taste.ny.gov](http://www.taste.ny.gov). Connect with Taste NY through [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).*