



NEW YORK STATE SENATOR

Rich Funke

Funke's Rochester Craft Beverage Trail Bill Gets Senate Green Light

RICH FUNKE January 24, 2017

| ISSUE: **WINE AND CRAFT BEVERAGES, TOURISM**



The New York State Senate unanimously passed [S.1346](#), a bill sponsored by Senator **Rich Funke** to officially designate the Rochester Craft Beverage Trail in state highway law. The expansion of an existing, informal effort, **Funke's** legislation would better promote the Finger Lakes Region's many craft breweries, distilleries, cideries, and wineries by permitting Trail signage on designated local roadways.

*“One of the best things about the Rochester Craft Beverage Trail is that it was born of a grassroots effort to promote an industry that grows jobs and our economy here every day,” said **Funke**. “This legislation would do even more to highlight our great local craft beverage makers by establishing the Trail in state law and allowing for signage in key locations across our region. I thank my colleagues on both sides of the aisle for supporting this effort to get more jobs and investment brewing on the Rochester Craft Beverage Trail.”*

The Rochester Craft Beverage Trail was launched in 2014 by an informal coalition of local craft beverage makers seeking to pool their resources and jointly market their products. Today the Trail features over 20 participating vendors. Although their existing promotional efforts have proven successful, the vendors have sought official state designation to increase exposure and secure the placement of branded signage throughout the region. If enacted into law, **Funke’s** legislation would permit Rochester Craft Beverage Trail branded signage along portions of Interstates 390, 490, 590 and 90, among other designated routes.

New York State is now home to over 900 wineries, breweries, distilleries and cideries. Over the past decade, the number of New York wineries has grown by more than 60%, the number of New York microbreweries has grown by more than 270%, and the number of New York distilleries has grown by over 900%. According to the New York Wine and Grape Foundation, the New York grape and wine industry generates more than \$4.8 billion in economic benefits annually. According to the New York State Brewers Association, the New York brewing industry generates more than \$3.5 billion in economic benefits annually.

The bill is also sponsored in the New York State Assembly by Majority Leader Joseph D. Morelle (D – Irondequoit), where it was most recently referred to the Transportation

Committee.

For more information about the Rochester Craft Beverage Trail, visit rocbvtrail.com.