

# market

A NEWSLETTER FOR JAVITS CENTER CUSTOMERS



## Taste NY Bistro Opens

October 2016

The new Taste NY Bistro at the Javits Center officially opened in September, offering our visitors fresh, locally sourced food and drinks from the Empire State. Housed on Level 2 next to the original Starbucks location, this café-style location provides homemade and homegrown produce and baked goods, as well as New York wines, beers, and ciders.

"Taste NY has played a central role in boosting our state's agriculture industry by helping promote the world-class products produced by hundreds of great New York businesses," said Governor Andrew M. Cuomo. "This new Bistro is another exciting opportunity to showcase the very best New York has to offer and help put their goods in the hands of the millions of visitors from every part of the globe that the Javits Center attracts each year."

This new Bistro enhances the overall customer experience and complements the ongoing efforts to revitalize and reimagine New York's largest convention center on Manhattan's West Side. This new outpost expands the Taste NY presence at the Javits

Center by offering a wider selection of made-to-order foods in place of the former Taste NY store, which featured mostly pre-packed goods. The menu includes soups, salads, and sandwiches made using fresh ingredients from nearly every region of the state. Snack options are also available, such as Tate's Cookies, North Fork Chips, and Viki's Granola. In addition, customers have the opportunity to enjoy locally-made craft beers, wines, and ciders, including Ithaca Flower Power IPA, Weimer Vineyards Pinot Noir, Bridge Lane White Merlot, and many more. The Taste NY Bistro menu can be found [here](#).

The Taste NY Bistro also complements the upcoming expansion of the Javits Center, which was announced by Governor Cuomo in January. The expansion project will create more exhibition and meeting room space, the largest ballroom in the Northeast and an on-site truck marshaling facility that will reduce traffic congestion. The expanded convention center is expected to generate 6,000 new permanent jobs and nearly \$400 million in additional annual economic activity. Construction on the early work needed to prepare for the expansion project [will begin later this year](#).

"The Javits Center hosts thousands of businesses from around the world, and we are thrilled to partner with Taste NY and offer the finest food and beverages New York has to offer," said New York Convention Center Operating Corporation President and CEO Alan Steel. "For the past 30 years, our mission has been to spur economic activity and job creation across the Empire State, and thanks to Governor Cuomo's vision, we can expand that mission by supporting New Yorkers who are leading our food and beverage industries."

"The opening of Taste NY at the Javits Center is an opportunity to leverage the enormous buying power of the thousands of people from across the world who visit the Javits Center each year and will showcase New York's vast array of food and wine products," said State Senator Brad Hoylman. "I thank Agriculture Commissioner Ball, the Cuomo Administration and Javits CEO Alan Steel for this important business initiative that will help introduce tourists and New York City residents alike to our homegrown products."

"Thanks to Governor Cuomo's strong commitment to promoting our agribusinesses and argi-tourism, the Taste NY program has experienced tremendous growth in the past three years," said State Agriculture Commissioner Richard A. Ball. "With every new location, this program is helping to raise the profile of thousands of hard-working New Yorkers who make some of the best food and beverages in the world. It allows them to expand their customer base, build their sales, and ultimately, create jobs and strengthen the economy."

"This new bistro adds to the overall guest experience of the Javits Center and is a celebration of the vibrant and growing New York State food culture," said Centerplate President and CEO Chris Verros. "As we serve guests of the bistro, we will work tirelessly to connect residents and tourists alike with the top quality products and flavors of the Empire State."

There are now also 58 Taste NY locations throughout the state with the addition of the new Lock E-13 Living History Rest Area in the Mohawk Valley, Taste NY café in the newly renovated West Bathhouse at Jones Beach, and Taste NY Bar at the Nikon Theater at Jones Beach, which were all added this year. Also new this year, Taste NY locations can be found at several state parks and at the Top of the Falls Restaurant

in Niagara Falls, and at five Minor League Baseball stadiums in New York. Last year, Taste NY helped participating producers triple their gross sales from approximately \$1.5 million in 2014 to more than \$4.5 million in 2015. This year, participants are well on their way to doubling their gross sales to \$9 million, a goal set by Governor Cuomo in his State of the State address.

