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NEW YORK STATE LIQUOR AUTHORITY CHAIRMAN RECEIVES WINE INDUSTRY AWARD

Dennis Rosen Honored for Helping Transform New York's Business Climate for Wine Producers

Dennis Rosen, Chairman of the New York State Liquor Authority (SLA), has received the prestigious "Industry Award" from the New York Wine & Grape Foundation. The award, given to an individual who has made a major contribution in advancing the interests of the New York grape and wine industry, was presented to Chairman Rosen at the 2015 B.E.V. NY (Business, Enology, Viticulture) conference in Henrietta, NY, on February 26, 2015.

"Chairman Rosen is the perfect example of the 'entrepreneurial government' which Governor Andrew Cuomo described when he first took office," said Jim Trezise, President of the New York Wine & Grape Foundation. "In just four years, he has transformed the New York State Liquor Authority from an adversary to a partner with the New York wine industry. In addition, the numerous regulatory and legislative changes enacted during his tenure have truly created a new business climate in which our industry can grow even more strongly and contribute more to New York's economy than the \$4.8 billion today."

Chairman Rosen was honored for playing an integral role in Governor Cuomo's efforts to drastically improve the business climate for New York's wine manufacturers. In presenting the award, NYWGF President Trezise highlighted Chairman Rosen's role, beginning in 2011, in helping enact the Governor's comprehensive legislation to overhaul New York's wine laws, in addition to the SLA implementing substantial policy and regulatory reforms following the Governor's highly successful Wine, Beer, Spirits, and Cider Summits held in 2012 and 2014. Wine industry officials overwhelmingly praised the Summits for fostering an on-going partnership between the public and private sectors to enhance New York's business climate.

"In addition to the much needed regulatory and legislative changes made by this administration over the past four years, Chairman Rosen deserves praise for bringing an entirely new attitude and spirit of cooperation to the SLA," Trezise said.

"I am honored to accept this award recognizing the role the SLA and this administration has played in creating a climate where legal roadblocks have been removed, red tape has been cut, and state regulators have progressed from being an impediment to growth, to actively supporting it," Chairman Rosen said.

The improved business climate has led to nearly 60 percent growth in the number of New York wine manufacturers over the past four years, with 111 new farm wineries, 32 new wineries, and

31 new farm winery branch stores opening in regions across the state since 2011. In addition, under Chairman Rosen, the SLA has cut the backlog of pending applications and made the licensing process simpler and faster. At the end of 2010 the average license application for a winery took 83 days to review. Today application review has been cut in half, with licenses being reviewed in just 40 days.

This impressive growth, coupled with updating outdated regulations, modernizing the law, and launching effective marketing programs to support the farm-based craft beverage sector over the last four years, led to Wine Enthusiast magazine naming New York State the "Wine Region of the Year" in 2014.

"It is truly fitting that Dennis Rosen is receiving the 'Industry Award' from the New York Wine & Grape Foundation, which goes to people who have made major contributions to the advancement of the New York wine industry," said John Martini, co-owner of Anthony Road Winery. "As a small winery owner, I have been amazed at how much he has done to make our business more productive and profitable—reducing regulations and fees, consolidating licenses and permits, providing new marketing opportunities. It gives us much greater confidence in the future as our children take over the reins."

B.E.V. NY is a collaboration of the Finger Lakes Grape Program, the Cornell Enology Extension Lab, and members of Cornell's Dyson School of Applied Economics and Management and School of Hotel Management to address critical issues concerning the grape and wine industry in New York.

The New York Wine & Grape Foundation, created in 1985, is a statewide not-for-profit trade association representing grape growers and wineries throughout New York State, and supporting the industry through programs of promotion and research conducted by Cornell University.

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