

March 27, 2008

For immediate release:

**PBS's *Taste of New York* series to feature Mill and Trail  
Series Premieres on WXXI-TV Saturday, April 5 at 2:30 pm**

**Fly Creek-** The Fly Creek Cider Mill and the Cooperstown Beverage Trail will be featured in the eleventh of a 13-episode series produced by PBS entitled *Taste of New York*. The series will highlight New York's diversity of farm and food processors and how they distinguish themselves in today's changing marketplace. The Show's host, Susan Hunt, of HGTV's *Designing for the Sexes* and TLC's *Great Country Inns*, traveled the newly formed Cooperstown Beverage Trail last September interviewing and taking video footage.

While at the Fly Creek Cider Mill, Susan explored the traditional cider making process that uses the power of water to operate the Mill's 1889 Boomer and Boschert Press. She was impressed not only by the history and authenticity of the Mill, but also by the Mill's cave-aged cheese and mouth-watering fudge. Before leaving Susan toured the grounds and even got close and personal with the Mill's turkey, Blackie.

"It was a pleasure to meet Susan and work with her crew to tell the story of our Mill and the importance of agriculture in New York," said Bill Michaels, co-owner of the Mill and President of the Beverage Trail Association. "Our newly formed Trail is a venture that highlights four premier beverage producers who are all active participants in the Pride of New York Program promoting foods grown and processed in New York. The series of episodes, to be aired locally starting April 5, will be released nationwide bringing our Association significant exposure and highlighting all that New York agriculture has to offer."

The Fly Creek Cider Mill & Orchard located three miles from Cooperstown, NY, opens for its 152<sup>nd</sup> season on April 19<sup>th</sup>. For more information on the PBS series visit the Mill's website at [www.flycreekcidermill.com](http://www.flycreekcidermill.com).

*The Cooperstown Beverage Trail is a 22-mile trail of beverage producers: Fly Creek Cider Mill & Orchard, Brewery Ommegang, Cooperstown Brewing Company and Bear Pond Winery. The Trail is the first to be designated by the New York State Department of Agriculture and Markets as a cuisine trail in their farm, apple and cuisine trail program.*



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