



For Immediate Release: January 5, 2010

Contact: Angie Berghela

Phone: 518.694.0483

Email: angie@caphill.com

NEW YORK STATE LIQUOR STORE ASSOCIATION RALLY AGAINST WINE IN GROCERY STORE LEGISLATION

The New York State Liquor Store Association (NYSLSA) has announced their 2010 kickoff rally against the sale of wine in grocery stores, legislative proposal, to be held at the Turning Stone Casino and Resort on Tuesday, January 26, 2010, starting promptly at 7 pm.

NYSLSA welcomes all Upstate New York wine and liquor retailers, representatives from NYS wineries and members of the press to learn more about the proposed legislation and how they can help to prevent its passing in the Legislature. "The sale of wine in grocery stores would be a detrimental hit to liquor store owners throughout New York State," said NYSLSA President, Stefan Kalogridis.

"It is imperative that NYSLSA members, allies and colleagues work together to rally against the advancement of this proposal," he added.

The event will feature a few keynote speakers, among them will be, Joe Lehane, Senior Vice President and General Manager of the New England Region for Diageo, the world's leading spirits, beer and wine company; a legislative report given by NYSLSA's Lobbyist, Todd Vandervort and an Association update by President Steve Kalogridis. Attendees are also welcome to participate in a presentation and tasting of Diageo products prior to the event, beginning at 5:30 pm.

"This legislation is bad for liquor store owners, many of whom are already suffering in this difficult economic environment. That is why Diageo supports NYSLSA's efforts against legislation that would allow the sale of wine in grocery stores in the state," said Lehane.

###

Editor's Note: For more information about NYSLSA, visit our website: www.nyslsa.com. Members of the press, interested in attending, should contact Francesca Elaqua to obtain an event press pass at 518.694.0483.