



FOR IMMEDIATE RELEASE

November 6, 2014

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***Craft Beer Takes Center Stage at Int'l Hotel, Motel & Restaurant Trade Show...
Experts from Empire City Casino & Yonkers Brewing Co.
to Lead Craft Beer Discussions as Part of "The Beverage Experience" Series***

New York – Whether you're a beer lover or not, you're probably aware of the sweeping craft beer movement that has taken our country by storm. Based on 2013 data gathered by the Brewers Association, the United States is home to over 2,800 craft breweries and hundreds more continue to open. This growing phenomenon will make its way to **The International Hotel, Motel and Restaurant Trade Show (IHMRS)** this month to give attendees a taste of America's new favorite beers.

IHMRS will be held **November 9th – 11th** at the **Jacob K. Javits Convention Center** in New York City. Tens of thousands of hospitality industry workers from around the country are expected to attend, while industry leading companies and business personnel will share their latest products and services.

This year, craft beer will be featured in "**The Beverage Experience**" educational sessions. **Tipi Vyrasith**, food and beverage director at **Empire City Casino**, and **John Rubbo**, co-owner of **Yonkers Brewing Co.** will discuss how the addition of craft beer can enhance guest satisfaction, as well as increase an operation's bottom line. These sessions, held on **Sunday, November 9th at 1:30pm and 2:30pm** at the Bella Bar pop-up bar on the conference floor, will appeal to food & beverage managers, bar managers, restaurateurs, and restaurant managers.

Vyrasith oversees eight food and beverage facilities at Empire City Casino, including two newly opened, craft beer centric restaurants, *pinch American Grill* and *Dan Rooney's Sports Pub*. The innovative casual grill, *pinch American Grill*, is a collaboration with Ducasse Studio, the culinary consulting arm of Alain Ducasse Enterprise. *pinch* features an open kitchen, raw bar and pastry counter in a vintage diner-style environment. The beer program undoubtedly serves as a main attraction with over 30 New York breweries on tap, large format beers, and table-side taps allowing diners to "pour your own" beer.



Dan Rooney's Sports Pub is a fun take on the classic sports pub. Inspired by the original Dan Rooney's Cafe & Bar built and operated in the early 1900s in Pittsburgh by the family of Tim Rooney, the current owner and operator of Empire City Casino, the new Dan Rooney's Sports Bar is warm, inviting and casual, featuring dual flame rotisseries, private "snugs" for intimate seating, over 40 HD televisions, and an extraordinary craft beer and Irish whiskey menu.

Both restaurants also feature growler shops that allow guests to take their favorite craft beer home for future enjoyment.

"The addition of craft beer, and our close partnerships with craft breweries," states Vyrasith "not only increases our customer experience, but also allows our chefs additional creativity as they work with brewers to develop beer-centric menu options."

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As **Vyrasith** discusses the craft beer experience from an operations perspective, **Rubbo** of Yonkers Brewing Co., a leading brand in the beer industry, will provide his expertise about the value craft beer lends to any hospitality venue.

Like any other great idea, Yonkers Brewing Co. was created with a beer in hand. In 2010, the concept of brewing came to founders John Rubbo and Nick Califano who both had fond memories of tirelessly helping their grandfathers make homemade wine. As they exchanged stories about crushing grapes and discussed the intricacy of fermentation, they cracked open a cold beer. As the cap fell off the proverbial lights went on, "Why not just make the sweet nectar we enjoy so much more?" they thought. The generations-old tradition of wine making sparked a fire and with head brewer, **Sharif Taleb**, they brewed up a recipe that is now known as **Yonkers Lager**.



Attendees will enjoy tastings of the flagship brew, **Yonkers Lager**, during each Craft Beer session at **"The Beverage Experience"**.

For more information regarding the International Hotel, Motel and Restaurant Trade Show visit www.ihmrs.com.

About Empire City Casino at Yonkers Raceway:

Empire City Casino, one of the largest entertainment and gaming destinations in the country, features 5,300 of the hottest slots, electronic craps, roulette, baccarat and sic bo; year-round harness racing & International simulcasting; live entertainment including the best party, tribute and Latin bands, comedy, karaoke & more. A plethora of dining options will satisfy even the most discerning palate with Italian cuisine at Nonno's Trattoria; trackside dining with live betting at Empire Terrace Restaurant; and convenient delicious options at the International Food Court or Grab 'n Go. A new \$50 million expansion added Dan Rooney's, a high-energy sports bar; Pinch American Grill, in collaboration with Ducasse Studio, not only whets the appetite but also features dozens of New York craft beers on tap; and Alley 810, a craft cocktail lounge rounds out the entertainment options with retro bowling lanes. Empire City Casino at Yonkers Raceway is located at 810 Yonkers Avenue (at Central Avenue) in Yonkers, New York, Westchester County (I-87 to Exit 2), open seven days a week from 9:00am to 4:00am. Connect with us on [facebook.com/empirecity](https://www.facebook.com/empirecity), follow us on twitter.com/EmpireCity_C, visit www.empirecitycasino.com or call 914.968.4200 for more information.

About Yonkers Brewing Co.:

Yonkers Brewing Co. will open to the public in the former Yonkers Trolley Barn, located at 92 Main Street in downtown Yonkers, New York. Listed on the National Register of Historic Places as the last remaining trolley barn in Westchester County, this Renaissance Revival style brick building has soaring 20 foot ceilings and plenty of exposed brick. The building is accessible by Metro North, less than 30 yards away and a 23 minute train ride from Grand Central, and numerous buses. If you are driving we are stone's throw away from the New York State Thruway, Cross County Parkway, Sprain Brook Parkway, Saw Mill Parkway and Bronx River Parkway – we also have a parking structure across the street. This building is the perfect location to bring together the old Yonkers and the new Yonkers – which now include Yonkers Brewing Co.

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