

Patrick J. Kelly  
Chief Executive Officer

**PROJECT ACTIVITY REPORT**

**Project:** Bregg Winery, Inc.  
**Project Address:** 56 West Main Street  
Norfolk, New York 13667  
**Application Date:** May 5, 2018  
**Board Approval Date:** June 22, 2018  
**Assistance Date:** July 26, 2018

**Project Overview:**

Bregg Winery was established in May of 2016. In 2017, the Winery started processing apples and other northern New York grown fruits into juices while working with Canton Apples LLC. Canton Apples LLC provided Bregg Winery with apples and the revenues from the processed juice sales are shared between the two businesses. Approximately 1,500 gallons of juice was processed between August and December of 2017. Projections for 2018 include an increase in juice production to 5,000 gallons with expanded market and juice varieties. In addition to fruit juices, Bregg winery will begin processing apple juice into hard cider starting in June 2018 using frozen juice from the 2017 harvest.

The Company is seeking financial assistance for the purchase of equipment to meet anticipated demand for the 2018 harvest season..

**Actions Taken:**

Proposed Financial Assistance:  
St. Lawrence County IDA – Local Development Corporation (Loan)..... \$30,000

**Economic Indicators:**

Jobs Maintained and Generated: The business plans to retain 1 full-time equivalent job while creating 1 part-time job within the next 3 years.

Capital Investment: The total cost of the project is \$205,000. Machinery and equipment will cost \$50,000. Construction and renovation, furniture and fixtures, and inventory have consumed the additional \$155,000 in renovation costs. This includes a new radiant heating system, on demand hot water heater, roofs for the entire structure, new bathrooms, ceramic tile floors, new electrical service panels, stainless steel maturation tanks, commercial fruit press and a UV processor.

Improved Corporate Performance: Demand for craft hard ciders and wines is on a significant rise. Bregg Winery anticipates demand for its juices and wine to grow each year, as they have experienced in the first year of operation. The new equipment will allow the business to increase operations to keep up with the demand for the product and increase revenues.

Community and Regional Benefit: Bregg Winery will feature craft hard ciders and fruit juices not available anywhere else in the County. Fruit used in the manufacturing process will be locally grown apples, berries and pears.

Revitalized Properties: The project involves renovating a 100 year old wood structure in a downtown corridor into a fruit processing center to make fruit juices, hard ciders and wine. Building improvements will also allow the business to promote local history, performing and fine arts.