



FOR IMMEDIATE RELEASE:

Writer: Sarah Roderick

Communications Assistant, New Mexico Department of Agriculture

Contact: Jenny Green

Communications Specialist, New Mexico Department of Agriculture

jgreen@nmda.nmsu.edu

Office: 575-646-3060

Cell: 575-202-4249

Sept. 7, 2023

Products of enchantment return to state fair
Country Store and happy hours to feature New Mexico products

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ALBUQUERQUE – There is no better way to beat the New Mexico heat than by enjoying a local brew or wine while shopping for your favorite New Mexico products. To showcase the bountiful state collection of local beverages and products, the Reds, Whites and Brews Happy Hours and beloved Country Store will return to the New Mexico State Fair.

The happy hours will be held in the Agriculture Building Courtyard from 3 to 8 p.m. on the following days:

Friday, Sept. 8

Saturday, Sept. 9

Friday, Sept. 15

Saturday, Sept. 16

With a wide variety of New Mexico-made brews, wines and non-alcoholic beverages, fairgoers can taste the tradition with every sip. Craft beers and wines play a crucial role in New Mexico’s economy, with an economic impact of \$1.12 billion in 2022.

High economic impact isn’t the only good thing about supporting New Mexico craft beer and wine. New Mexico Secretary of Agriculture Jeff Witte said enjoying a state-crafted beverage also means supporting New Mexico agriculture.

“In recent years, the craft beer and wine industry has been one of our largest economic boosters,” said Witte. “These happy hours are a great way to showcase one New Mexico

industry that is enjoyed by so many. NMDA reminds everyone to enjoy our New Mexico beverages responsibly and to never drink and drive.”

The happy hours are made possible by the New Mexico Wine Growers Association and the New Mexico Brewers Guild. The New Mexico Beef Council will also be providing beef hors d’oeuvres paired with beer and wine during the Reds, Whites and Brews Happy hours Sept. 8 and 9.

New Mexico Wine Executive Director Chris Goblet said these happy hours highlight local flavors and fun from across the state.

“The New Mexico State Fair offers a unique opportunity for small craft breweries and wineries to showcase their products and reach a new audience,” said Goblet. “Folks are always surprised when they walk up Main Street and find local producers offering samples of their delicious beer and wine at the Agriculture Building. Brewers and winemakers love attending the state fair because so many people are looking for new, unique food and beverage experiences, and they are excited to try new things. That sense of discovery is perfect for promoting New Mexico’s craft beverage industry, and customers are eager to enjoy delicious wine, craft cocktails and cold beer that is made right here in our state.”

The Reds, Whites and Brews Happy Hours aren’t the only showcase of agricultural products at the fair. The New Mexico Department of Agriculture (NMDA) will partner with Taste NM to bring the fan-favorite Country Store back to this year’s fair.

The Country Store is located inside the Agriculture Building, west of the Manuel Lujan commercial building and south of the livestock barns. The store will be open from 10 a.m. to 9 p.m. Thursday, Sept. 7 through Sunday, Sept. 17.

The NMDA and Taste NM partnership has created this unique store to showcase the countless products of enchantment from across the state.

“The country store has been a highlight of the fair for many years,” said Witte. “With such a wide variety of products, there is something for everyone to enjoy. I invite all fairgoers to stop by the store and see what the Land of Enchantment has to offer.”

For more information about these events, please visit [the New Mexico State Fair website](#) or contact the NMDA Marketing and Development Division at 575-646-4929.

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Cutline: A variety of products are showcased at the Reds, Whites and Brews Happy Hours during the New Mexico State Fair. Craft beers, wines and non-alcoholic beverages from across the state will be featured at the happy hours to support New Mexico agriculture. Enjoying a New Mexico craft beer or wine is a great way to beat the New Mexico heat and support local agriculture. (Photo courtesy of New Mexico Department of Agriculture)



Cutline:

A variety of products are showcased at the Country Store at the New Mexico State Fair. Products from across the state including chile, pecans, pistachios, beef jerky and salsa will be featured at the country store and will be available for purchase. Fairgoers have enjoyed the country store for years as it features their favorite New Mexico items in one place. (Photo courtesy of New Mexico Department of Agriculture)



Cutline: The Reds, Whites and Brews Happy Hours at the New Mexico State Fair are made possible by the New Mexico Wine Growers Association and New Mexico Brewers Guild. The New Mexico Beef Council will also be providing beef hors d'oeuvres paired with beer and wine during the Reds, Whites and Brews Happy hours Sept. 8 and 15 from 3 to 8 p.m. (Photo courtesy of New Mexico Department of Agriculture)