



FOR IMMEDIATE RELEASE:

NMDA Contact: Brandon Larrañaga
Communications Assistant, New Mexico Department of Agriculture
blarranaga@nmda.nmsu.edu
575-646-1864

Aug. 30, 2021

**Reds, Whites and Brews Happy Hours, Country Store celebrate
local tastes and flavors**

New Mexico food and drink products showcased at state fair

ALBUQUERQUE – The New Mexico State Fair is the perfect place to enjoy everything great about the state, and local brews, wines, chile products, nuts, and dozens of other food and drink products are no exception. Luckily, fairgoers can enjoy all of these things this year during the Reds, Whites and Brews Happy Hours and at the Country Store.

The Reds, Whites and Brews Happy Hours return to the fairgrounds this year. A wide variety of New Mexico-made brews, wines and non-alcoholic beverages will be available to purchase. The happy hours will be held in the Agriculture Building Courtyard on the following dates and times:

Friday, Sept. 10, Saturday, Sept. 11 and Sunday, Sept. 12 from 3 to 8 p.m.
Friday, Sept. 17 and Saturday, Sept. 18 from 3 to 8 p.m.
Sunday, Sept. 19 from 1 to 5 p.m.

Enjoying brews and wines at happy hours also means supporting New Mexico agriculture. According to New Mexico Brewers Guild Executive Director Leah Black, the events are a great way to promote local industries.

“We are so grateful for our New Mexico craft beer fans and their constant outpouring of love for our local breweries,” said Black. “It is so very important to support local New Mexico businesses to keep the money in our local economy. Please make sure to add one or all of our New Mexico craft beer happy hour events at the state fair to your calendars and invite your friends!”

The happy hours are made possible thanks to the collaboration of the New Mexico Brewers Guild and New Mexico Wine. The New Mexico Beef Council is also joining in the fun by providing beef hors d’oeuvres, paired with beer and wine during the Reds, Whites and Brews Happy Hours on Sept. 18 and 19.

The happy hour events aren't the only way that New Mexico agriculture is being showcased at the state fair. The New Mexico Department of Agriculture will once again partner with the Rio Rancho Rotary Club to bring fairgoers to the Country Store.

The store provides a plethora of New Mexico homegrown and -made products, showcasing food and beverage companies from across the state. First opened in 1991, the Country Store has become a staple for fairgoers as they seek to enjoy the best products the Land of Enchantment has to offer.

The store will be open from 10 a.m. to 9 p.m. during the entirety of the state fair, from Thursday, Sept. 9 through Sunday, Sept. 19 in the Agriculture Building, located west of the Manuel Lujan commercial building and south of the livestock barns. Visitors will be able to purchase a wide array of local New Mexico products, including, but not limited to, chile products, chips, spices and spice mixes, baked goods, jams and jellies, candies, coffee, pecans and nuts, and much more.

NMDA and Rio Rancho Rotary Club partnership is a long-lasting collaboration that has helped promote the importance of local producers to the state's agriculture industry for years now, said New Mexico Secretary of Agriculture Jeff Witte.

"There are hundreds of different agriculture products that are produced all across our state that are featured at the Country Store," said Witte. "With such a wide variety, there's something for everyone to enjoy. I invite all fairgoers to drop by the country store and see for themselves all of the fantastic products available for purchase, and support New Mexico agriculture!"

All fairgoers are encouraged to check out both the Reds, Whites and Brews Happy Hours and the Country Store for a taste of some homegrown New Mexico flavor! For more information on both events, visit the New Mexico State Fair website at www.statefair.exponm.com or contact the NMDA Marketing and Development Division at 575-646-4929.

###

[Haga clic aquí para español.](#)

Find us at:

www.nmda.nmsu.edu

Facebook, Twitter and Instagram: @NMDeptAg

YouTube: NMDeptAg

LinkedIn: New Mexico Department of Agriculture



Cutline: One of the many featured New Mexico craft beers is served at a past Reds, Whites and Brews Happy Hour event. The Reds, Whites and Brews Happy Hours and the Country Store will both showcase local food and beverage products at the 2021 New Mexico State Fair. (Photo courtesy New Mexico Department of Agriculture)



Cutline: A variety of products are displayed at the Country Store during a past year's state fair. The Reds, Whites and Brews Happy Hours and the Country Store will both showcase local food and beverage products at the 2021 New Mexico State Fair. (Photo courtesy New Mexico Department of Agriculture)