



FOR IMMEDIATE RELEASE:

Contact: Sarah Roderick
Communications Assistant, New Mexico Department of Agriculture
Sroderick@nmda.nmsu.edu
Office: 575-646-1864

Aug. 29, 2022

Products of enchantment showcased at state fair
Country Store and happy hours return to the fairgrounds

[Haga clic aquí para español.](#)

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

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

Friday, Sept. 9
Saturday, Sept. 10
Friday, Sept. 16
Saturday, Sept. 17

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 the New Mexico economy, with an economic impact of \$1.5 billion in 2019.

High economic input isn't the only good thing about supporting New Mexico craft beer and wine. This industry also has strong ties to New Mexico agriculture. New Mexico Secretary of Agriculture Jeff Witte said enjoying a state-crafted beverage also means supporting New Mexico agriculture.

“Craft beer and wine make up one of our largest economic boosters in recent years,” said Witte. “These happy hours are a great way to showcase state products while supporting New Mexico agriculture.”

The happy hours are made possible by the New Mexico Brewers Guild and New Mexico Wine collaboration. The New Mexico Beef Council is adding to the fun by providing beef hors d'oeuvres paired with beer and wine during the Reds, Whites and Brews Happy hours on Sept. 10 and 17 from 3 to 8 p.m. Chris Goblet, New Mexico Wine Executive Director, said these happy hours highlight local flavors and fun from across the state.

“The State Fair Happy Hour events give us an opportunity to spotlight some of the local craft beverage producers in New Mexico,” said Goblet. “We have wineries, breweries and craft cocktails from across the state sharing their products for sampling and to enjoy inside the Agriculture Courtyard, along with live music. We will have refreshing craft beers on draft, craft cocktails mixed and ready to pour, and a variety of crisp whites and deep reds for those who prefer the grape, so a bit of flavor and fun for every personality.”

The Reds, Whites and Brews Happy Hours aren't the only showcase of agricultural products being featured at the fair. The New Mexico Department of Agriculture (NMDA) will once again partner with Rio Rancho Rotary Club to bring the fan-favorite Country Store back for this year's fair.

Since 1991, this store has showcased products from Andele's Tortilleria, The Truck Farm, Heart of the Desert, Valencia Flour Mill, Mangum Enterprises, Cervantes Food Products, Taste New Mexico's family of brands, and many more.

“This store provides exposure to products from New Mexico that wouldn't normally be recognized if they weren't seen at the Country Store,” said Arian Gonzales, Cervantes Food Products President. “This store is an excellent opportunity to showcase New Mexico products and creates a new audience for the products.”

To see the beloved store, visit the Agriculture Building, located 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. 8 through Sunday, Sept. 18.

The long-lasting partnership with NMDA and Rio Rancho Rotary Club has created this adored store to showcase the countless products of enchantment from across the state, said Witte.

“The Country Store is home to New Mexico products from across the state, giving fairgoers the perfect opportunity to support New Mexico agriculture,” said Witte. “With such a wide variety, 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, please visit [the New Mexico State Fair website](#) or contact the NMDA Marketing and Development Division at 575-646-4929.

###

Find us at:

Please bookmark the new NMDA website: NMDeptAg.nmsu.edu

Facebook, Twitter and Instagram: @NMDeptAg

YouTube: NMDeptAg

LinkedIn: New Mexico Department of Agriculture



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 will be featured at the happy hours to support New Mexico agriculture. (Photo courtesy of New Mexico Department of Agriculture)



Cutline: A variety of products are showcased at the Country Store. Products from across the state including chile, pecans, pistachios, and beef jerky will be featured at the country store and will be available for purchase for fairgoers. (Photo courtesy of New Mexico Department of Agriculture)



Cutline: A variety of products are showcased at the Country Store. Products from across the state including chile, pecans, pistachios, and beef jerky will be featured at the country store and will be available for purchase for fairgoers. In an effort to enhance the fair experience, Taste New Mexico will offer samples of products from the Country Store. (Photo courtesy of New Mexico Department of Agriculture)