



**NEWS RELEASE draft2**

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**FOR IMMEDIATE RELEASE**

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## **Montauk Isn't Just a Place to See. It's a Place to Taste, Reveals New Film**



Montauk isn't just a place to see. It's a place to taste, according to the Montauk Chamber of Commerce. Thus, Montauk's food experience is illuminated in a video and television commercial called "This is Montauk" targeted to culinary tourists and released May 15, 2017.

"The film reveals Montauk's farm, sea and vine fresh-to-your-table offerings because food and drink are a pathway to experience the essence of a place," says Laraine Creegan, executive director of the Chamber.

According to the *American Culinary Traveler*, the percentage of US leisure travelers who travel to learn about unique dining experiences grew from 40 percent to 51 percent between 2006 and 2013 (most recent statistic).

The video and television spot show local farms, produce, Montauk farmers market, nearby vineyards and Montauk brewery. Shown are the catches of the day on boats, unloaded on the dock and displayed fresh on ice. There are scenes of visitors savoring dishes and drinks in Montauk restaurants and outdoors.

“We want people to see and experience Montauk’s food and drink the way we do,” says Creegan. “Montauk is a pristine, seaside community with a culinary culture informed by our location on the ocean and bays,” she adds. “We are also blessed with bountiful fresh ingredients from our nearby farms and vineyards. Our more than 50 dining establishments--from rustic to white tablecloth and many with views to die for-- attract talented chefs from all around the country. Plus, with over 70 percent preserved open space and parklands, Montauk has glorious beach and lawn spaces for al fresco picnics. ”

The commercial airs on Charter Communications Spectrum (formerly Time Warner Cable) in New York City environs in May and again on LI Cablevision and Charter Communications in late August, 2017.

The film is the third in a series of videos presenting Montauk as a destination for vacations. The first focused on attractions for the family, released in July, 2015, the second on the outdoors for nature lovers, in July 2016.

“This is Montauk” culinary video is produced by KG Media and The Color Bar Video. It is available in durations of 120, 60 and 30 seconds,

Link to the video here: <https://youtu.be/kNRfWiZPO98>

Find it on our website: <http://www.montaukchamber.com/>

*Montauk Chamber of Commerce is a member business organization dedicated to providing community leadership for developing and sustaining a sound economy, primarily through responsible tourism, for Montauk, NY. It provides leadership in the creation of constructive community action and a forum for the exchange of ideas and information for the betterment and care of the hamlet.*

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Photo: Montauk Chamber of Commerce