

Raphael Lyon and Arley Marks are thrilled to announce the opening of their newest endeavour: New York City's first meadery. Enlightenment Wines will now be headquartered at 99 Scott Ave in Brooklyn and include Honey's, its on site tasting room and cocktail bar. Enlightenment Wines has been producing on mead (honey-based wines) made with fruits and herbs foraged and grown in New York State since 2009. Opening New York City's first meadery marks a turning point for the company and for mead as a growing product category in general.

Lyon and Marks met a decade ago in Providence RI, when Lyon was putting on underground music shows and hosting workshops with the likes of Sandor Katz (\*of *The Art of Fermentation*) while Marks was spearfishing striped bass on Block Island, serving up the daily catch at his seasonal one-man sushi bar. Soon after, Lyon relocated to his family farmstead in the Hudson Valley and started the first wine CSA, making mead for his clients inside out of the smallest winery in New York State. From there he distributed almost exclusively to a selective list of subscribers, quickly earning him "cult figure" as described in the New York Times Magazine. Marks, meanwhile, was invited by Mission Chinese to invent their cocktail program and soon became one of the most sought after mixologists in New York with clients like Dimes, Vanity Fair, The Standard Hotel, Times Style, and MOMA PS1 among many..

In order to meet increasing demand for his mead, Lyon invited Marks to collaborate with him to grow Enlightenment Wines into a full fledged brand, with a new production facility and tasting room in Brooklyn. The tasting room would channel their spirit of hands on creativity and inventiveness that has always connected them as friends, and now as co-owners and collaborators. Marks saw the potential of mead to be an exciting, new and important cocktail ingredient, with the help of their friend and designer Jonathan Mosca, conceived of an intimate, beautifully designed, and welcoming tasting room and cocktail bar called Honey's. Anthony Rock, who had been advising Lyon for some time, was invited to join the team to manage the financial affairs.

Today while Lyon tromps through the forests of upstate New York—picking sumac, juniper berries, and rosehips for their wines—Marks heads up the front of the house at Honey's, pouring signature potions such as the St. Crimson Negroni, a reinvented classic made with their black currant mead, Italian bitters, local Greenhook gin, and exotic garnishes. In the back Enlightenment Wines makes its meads from locally grown fruits, foraged herbs, botanicals and raw wildflower honey. They are truly natural meads, barrel fermented with wild yeast in small batches without filters or chemicals. The results are bone-dry, complex, and fragrant wines anchored in the bounty and diversity of the Hudson Valley.

The production space and tasting room designed by Mosca is a temple to innovation, and an adventure for the senses. There visitors there can try a number of dry meads on tap, sparkling meads out of the bottle, and any number of inventive cocktails. Through a large window behind the bar, or through a stairway leading to the roof- patrons can follow Enlightenment Wines production up close. As the evening ends, Enlightenment Wines “farm winery” license allows patrons to leave with wine bottles to-go, right from the bar.

While it may seem unusual for such a beautifully crafted space to be tucked away in an industrial zone in Bushwick, flanked by train tracks and factories, Enlightenment Wines is right at home: it is after all a manufacturing operation, though one with a fresh model that combines on-site production with an intimate retail experience .From personally sourcing all their initial ingredients, to directly serving their guests- Enlightenment Wines brings a revolution to New York bars: a sense of local terroir through the dawn of “flower-to-glass” drinking.

According to the American Mead Makers Association, mead became the fastest growing product category in the alcohol trade in 2013, and continues to grow every year by double digits. With broad experience as makers, and now a larger production facility, Enlightenment Wines excited to lead the conversation on what great mead can be. We’re looking forward to see you soon.

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