

PRESS RELEASE

Maine Tasting Center
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NEW FOOD AND DRINK EDUCATION CENTER TO OPEN IN WISCASSET

Maine Tasting Center, located at 506 Old Bath Rd, Wiscasset, ME, 04578, has planned its public opening for July 1, 2021. The property, located on Route 1, was previously occupied by Judi's Country Store and Maine Heritage Village but was purchased by the Gross family in early 2020. Over the past year and a half, the family has worked to transform the site into an education center that focuses on Maine's iconic food and drink industries.

Two of the site's three main buildings will be open this summer. The first is the Tasting Room, a brewpub-style space that will serve up Maine-made beverages – including beer, wine, cider and kombucha – and small plates that feature iconic Maine-grown ingredients like lobster, potatoes, seaweed and artisan cheese. The second is the Learning Center, a classroom building that will host a variety of guided tastings, demonstrations, and workshops taught by experts from Maine's food and drink community.

Owners Andrew and Elizabeth Gross and their daughter Sara are thrilled to be going into business together. "We've been looking for a fun challenge that we could tackle as a family - and we've found it in Maine Tasting Center!" said General Manager Sara Gross.

The Gross family has always gravitated towards agritourism experiences during vacations and free time and look forward to promoting the work of Maine's farmers, fishermen and producers at their new business. Andrew Gross, the company president, explained, "we are hoping that our site will serve as an entry point - to give people a little taste of and education about these Maine products – and encourage them to continue engaging with Maine producers after they leave us by visiting their own tasting rooms, farm stands and retail outlets."

Over the past year and a half, the Gross family has also worked to build relationships with organizations across the state that represent and advocate for local producers. Many of these organizations have advised on the center's education content and will be involved in a future project that will transform the site's third main building into an exhibit hall. Current partnerships include the Maine Brewers' Guild, Maine Cheese Guild, Maine Lobster Marketing Collaborative, Maine Maple Producers Association, Maine Seaweed Council, University of Maine Cooperative Extension and the Wild Blueberry Commission of Maine.

Maine Tasting Center is also the new home of the Wiscasset Farmers' Market, which was previously held at the Wiscasset waterfront. The market is open 3-6 p.m. every Wednesday throughout the summer; the first market of the season was held on June 2.

The Tasting Room at Maine Tasting Center will be open seven days a week and the Learning Center will run ticketed classes on a regular basis throughout the summer. Learn more about Tasting Room hours, browse the menu, and sign up for classes at www.maintastingcenter.com.

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