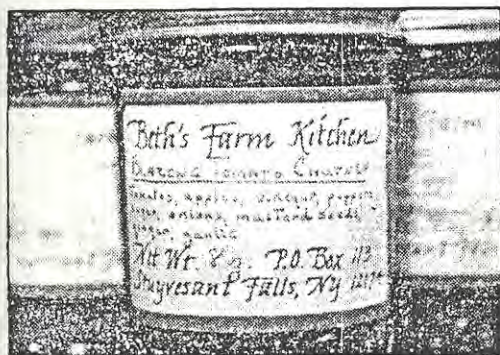


MADE IN NEW YORK

From Ithaca:
Michael Turback's
One Man's
Popping
Fancy
Popping
Corn



From Endicott:
Salamida's
Original
State Fair
Chicken
Bar-B-Que
Sauce.



From Stuyvesant Falls:
Beth's Farm Kitchen
Blazing Tomato
Chutney.



From Rochester:
Boss
Sauce,
Zab's
Backyard
Hot Sauce
and
Smittev's
Birdland
Barbeque
Sauce.



Owner Mike Turback inside the Made in New York Store in Ithaca.

Kevin Higley Democrat and Chronicle

Customers ♥ N.Y.

Made in New York Store: goods from your back yard

By Mitch Broder

Democrat and Chronicle

ITHACA — This holiday season, try giving your out-of-state friends something that shows them what New York state is really all about.

Like Salamida's State Fair Spiedie Sauce from Endicott.

Or Merry Lynne's Pink Catawba Topping from Westfield.

Or J.J. Flats Original World's Only Bredflats from Farmingdale.

Or Beth's Farm Kitchen Blazing Tomato Chutney from Stuyvesant Falls.

Visit the Made in New York Store at Ithaca Commons in downtown Ithaca — and buy something you never heard of from a place you've never been.

Because, as we know, this state consists of considerably more than a big, crime-ridden city and a great, imponderable outback.

It consists of Once-Again-Nut-Butter-Collective Peanut Butter from Nunda and, of course, Smittev's Birdland Barbeque Sauce from nowhere else but Rochester.

"Most of these things are not available outside of a small geographical area," says Michael Turback, the owner and chief product-stalker of the Made in New York Store. "Our mission is to supply the rest of the world with the very best from around the state."

And apparently, that mission is getting accomplished — because, apparently, the place is an unqualified hit. As the shopping season progresses, the little store is often packed. And after just 18 months of existence it's getting mail orders from around the world.

Which, after all, is understandable.

How could someone in, say, Zurich live out his entire life without some Paron Cookie Chip Chocolates direct from Scarsdale?

Yes, that's Cookie Chip Chocolates — chocolates with chips of cookie. (Five-ounce bag for \$5.95.) Just one of the many unique comestibles you never knew comes from your state. And one of the many unique



Storefront of the Made in New York Store in Ithaca.

comestibles the Made in New York Store keeps in stock. The stock, to be sure, comprises more than food.

There are, for instance, Pigs 'N Pots Pottery piggy banks from Ithaca, Snyder Brooms & Wood brooms from New Hartford, and Wildfowler Decoys Mini Cheese and Quacker Cheeseboards from Babylon. There are also books, with such titles as *New York Sports Trivia*, *The Best Things in New York Are Free*, and *Gourmet/The New York Met Cookbook*.

Turback says he's always getting more stuff like that. But for now, food is definitely the major attraction. Regardless, Turback believes his success is the result of America's latter-day regional pride.

"Five or 10 years ago, if you wanted to buy something special, there'd be no question that you'd look for something that's imported," he says. "But for a wide range of reasons there has been a renewed interest by Americans in goods that are produced in their own back yards."

And that interest, he adds, has extended even to the snootiest regions of that big, crime-ridden city.

"New York City once considered New York state the black sheep of the family," he says. "Now there's a mystique about New York state. There are green markets in New York City that offer a wide range of goods from all over the state."

"There is something that we have felt — a goodwill factor — in saying everything in our store comes from your home state. I mean, when you see a company as big as Miller Beer putting out a sign that says 'Proudly Brewed in New York,' you kind of have the feeling something is going on."

Whatever it is, it's going on in full force at the Made in New York Store — with most foods that you can think of and many that you can't. Sauces, for