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Lieb Cellars East Hampton Pop-Up Series Supports Local Vendors

By Kristen Fedor



Wine lovers shopping in East Hampton will be treated to a variety of pop-up shops in the Lieb Cellars Tasting Room throughout the month of July. Each weekend will be host to a different pop-up featuring goods from local vendors. Located in the lounge of the Lieb Cellars' downtown East Hampton location, the pop-ups will spotlight local businesses including everything from jewelry to artisanal cheeses.

Alicia Ekeler, Lieb Cellars' tasting room manager, spoke to how the series of pop-ups will enhance the Lieb atmosphere.

"Since we're new to the neighborhood, we thought offering part of our space to other local businesses without their own Hamptons retail footprint would be a great opportunity for us to support the local business community and offer our customers the ability to browse while they sip," she said.

Ekeler added that the attracted attention to the Tasting Room will introduce new customers to the perks of shopping with Lieb Cellars.

"Our space is warm, inviting and conveniently located right in the village," she said. "We want visitors, locals and fellow business people to know about it and to feel welcome, almost as if it were a common space."

The series will also include complimentary wine tastings as part of each pop-up event.

The first event of the series will be on Sunday, July 6 from 3–7 p.m. with goods from Fin Jewelry & Whalebone Creative. Bella Ornaf founded the Montauk-based company just recently in 2013. Her jewelry designs reflect her experiences as a shark wrangler in Montauk.

Lucy's Whey, an artisanal cheese company with locations in Carnegie Hill and Chelsea Market, will be featured at the second pop-up on Friday, July 11, from 12-7 p.m.. Founder Lucy Kazickas is an East End resident and opened the company's first outpost location in the Hamptons in 2008.

On Sunday, July 13, from 12-5 p.m., Paige of Style will be displaying and selling their hand crafted jewelry in their self-described, bohemian chic aesthetic.

The Times Vintage will offer a potpourri of goods on Saturday, July 19, from 3–7 p.m. The Greenport-based company features vintage clothing for men and women as well as original artwork and home furnishings.

The final pop-up event will take place Saturday, July 26, from 3–7 p.m. featuring East End Light. Located in Southampton, East End Light specializes in photography, jewelry and greeting cards.

The Lieb Cellars East Hampton Tasting Room is located at 26 Park Place and is open daily from 12–7 p.m.