

YOUR GUIDE TO



Welcome **NY Wine Spotter!**

Your mission, should you choose to accept, is to help restaurants notice all the great wines right in their own backyards and give us the people what we want! Our NY Wines in our **#ROC** restaurants! Call it a challenge, a calling or just good, old-fashioned cheerleading, but whatever you want to call it, together we're going to change Wine Lists across Rochester!

STEP ONE:

Take the **PLEDGE!**

Fill out a pledge card at a live event or sign up on Facebook!

STEP TWO:

FOLLOW NY Wine Spotting on Facebook, Twitter & Instagram.



NY Wine Spotting



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FINGER LAKES EDITION

STEP THREE:

Start SPOTTING! Here are all the things YOU can do to become the ultimate NY Wine Spotter...



Use HASHTAGS **#nywinespotting** and **#nywinespot** to talk about restaurants that you find that carry **#flxwine**.

Post PIX of Wine Lists at **#ROC** restaurants with **#flxwine** and TAG NY Wine Spotting.



Leave TIPS to tell other NY Wine Spotters what tasted great with your **#flxwine**.



Share in PIX & POSTS where you ate, what you ate and what **#flxwine** you paired with it.



Your fave **#ROC** restaurant doesn't carry your fave **#flxwine**? Leave a DROP CARD asking them to add it to their Wine List!

Spotted lots of **#flxwine** on the Wine List? Put a NY Wine Spot STICKER on your bill to let them know you noticed & approved!