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## **NY Wine Spotting Movement Holds Kick-off Event**

*Casa Larga Vineyards hosts event to support NY wines in local restaurants*

**ROCHESTER, N.Y.** - The NY Wine Spotting Kick-off event took place at Casa Larga Vineyards on July 29, to invite Rochester consumers to take action and support Finger Lakes wines in local area restaurants. NY Wine Spotting began when radio host Michael Warren Thomas challenged Rochester restaurants to have at least one-third of their wine list feature New York wines. Leading up to the kick-off event, NY Wine Spotting was already gaining traction through social media - encouraging people to join the cause and use the hashtag #nywinespotting to show support. The kick-off event signified the official start to the movement.

Warfield's High Point restaurant, Simply Crepes and Chicago Uno Grill catered the event, with a Casa Larga wine suggested alongside each menu item. As guests enjoyed the local selection a series of speakers took to the podium to show their support for NY Wine Spotting.

Democrat and Chronicle columnist and certified sommelier Holly Howell spoke at the kick-off event. "A New York made wine is just as good as a California or an Italian wine," said Howell. "But the flavors we produce in our region pair best with our local foods. It's time for local restaurants to realize - cold-climate wines are in."

Over 100 people have taken a pledge to become an official NY Wine Spotter. Along with a promise to support New York wines in local restaurants, pledges were provided with a NY Wine Spotting kit containing a guide to social media, drop cards suggesting restaurants begin to carry NY wines and bill stickers to thank those who already do. It is the hope that through the support of local consumers, restaurants and wineries alike will join the NY Wine Spotting movement.

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*NY Wine Spotting is a "Buy Local" movement encouraging Rochester restaurants to support the Finger Lakes wine region by adding more local wines to their menus. Restaurants are challenged to make Finger Lakes and New York State wines at least one-third of their wine list. The local wine-loving public is encouraged to participate by becoming "Wine Spotters" - checking restaurants' wine lists for Finger Lakes wines, recognizing the restaurants that have them and asking restaurants that*

*don't to carry them. The local wine industry is encouraged to participate in much the same way consumers are, along with reaching out to the restaurants to introduce their wines through education and tastings.*

*NY Wine Spotting is using social media to fuel the movement. NY Wine Spotting is on Facebook, Twitter and Instagram - and asks participants to follow them and tag them when they post, using hashtags #nywinespotting and #nywinespot to talk about it and identify restaurants with Finger Lakes wines. Consumers can identify their favorite pairings when they check in to a restaurant on Foursquare, and are encouraged to post photos of Finger Lakes wines in their glass or on the menu. Social media participation will be tracked, with the most active engagers earning prizes for participating.*

*For more information, visit [www.NYWineSpotting.com](http://www.NYWineSpotting.com).*