



FOR IMMEDIATE RELEASE
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NY Wine Spotting Movement Picks Up Momentum and Major Underwriter

Waterloo Container shows support by funding upcoming holiday campaign.

ROCHESTER, N.Y. - Waterloo Container, based in Seneca Falls and a major bottle supplier to wineries across the United States and Canada, has taken up the NY Wine Spotting cause by offering the movement support for its upcoming holiday campaign. The campaign will promote the Rochester restaurants that are on the "Top Ten NY Wine Spots" list.

To help propel restaurants into the Top 10, NY Wine Spotting hosted the first of many industry events earlier this month. On November 3, a Wine Tour brought 15 restaurant management and staff to Keuka, Canandaigua and Seneca Lakes. The Tour was hosted by radio host and noted local wine advocate Michael Warren Thomas and included tastings and a behind-the-scenes look at six wineries. Then on November 4, an Educational Meet and Greet was held at The Revelry on University Avenue with 30 management and staff representing 17 Rochester restaurants attending. The same six wineries poured their best food-friendly wines with winemakers and winery owners on hand to answer questions and help form relationships with restaurant staff.

Certified Sommelier, Holly Howell kicked off the Meet and Greet with a story of a staunch European wine lover who experienced a Finger Lakes Riesling at a local restaurant, fell madly in love with it, and has gone so far as to work to get it on the exclusive Country Club wine list.

"It's what's happening all over Rochester," Howell pointed out. "New York Wine Spotting has removed some sort of imaginary barrier, laying the groundwork to help everyone discover just how wonderful the wines are right in their own backyard!"

NY Wine Spotting plans another relationship-building industry event for after the holidays. The holiday advertising campaign to promote all the Rochester restaurants on the "Top Ten NY Wine Spots" list will air in December. Restaurants can submit their wine lists for ranking to Michael Warren Thomas at michael@savorlife.com and must do so by November 22 in order to be considered for the TV campaign. Local wine lovers can continue to get involved by taking the pledge to be a NY Wine Spotter either at [NY Wine Spotting on Facebook](#) or at www.NYWineSpotting.com.

"Then get out there and enjoy a great Finger Lakes wine with your meal to show your support," Thomas directs. "And if you don't see one, don't hesitate to recommend one!"

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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.