



**FOR IMMEDIATE RELEASE**  
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## **NY Wine Spotting to Rally Finger Lakes Wine Lovers**

The movement, headed by radio host and staunch locavore Michael Warren Thomas, aims to put more Finger Lakes wines in Rochester Restaurants.

**Rochester, NY** - NY Wine Spotting is a new "Buy Local" movement that calls for more local wines on Rochester restaurant menus. The grassroots movement is beginning by enlisting the local wine and food loving community to help encourage restaurants to add more Finger Lakes wines to their wine lists. The movement is headed by local radio host Michael Warren Thomas of WYSL 1040, an avid supporter of locally sourced food, wine and buying local.

"I've been searching and asking for Finger Lakes wines in Rochester's restaurants for years," explains Michael Warren Thomas, host of the Savor Life radio program. "I finally decided that instead of being frustrated, I could take a stand and ask others to stand with me. That's how NY Wine Spotting was born."

A quick scan of the restaurant menus in Rochester shows the scarcity of local wines on the menus, despite being in the heart of the popular Finger Lakes wine region. Even restaurants that boast organic produce and locally-sourced foods draw on large and well-known California and European wineries for their wine list, tending to overlook the award-winning wines right in their backyard.

"Our wines are cool climate wines," explains Warren Thomas. "And as such, pair beautifully with food because of their higher acidity. And when you pair one of these wines with the right meal, the pairing completely enhances the flavors of the food and the wines alike."

NY Wine Spotting is both a challenge and a rallying point. It's a challenge to Rochester restaurants to make local wines one-third of their wine list through education and tastings. It's also a challenge to the local wineries to reach out to their neighboring restaurants to introduce their wines and teach the restaurants about the flavors and pairing potential. And it's a rallying cry to local wine lovers to ask for local wines at restaurants - to stand with Michael Warren Thomas and support the challenge.

The challenge has already succeeded in catching the attention of members of the restaurant community. Eric Mueller, general manager of Warfield's restaurant and certified sommelier, announced last week that Warren Thomas' challenge motivated him to add more New York wines to the restaurant's list.

"When I heard Michael's challenge, I immediately knew it was something we could do at Warfield's," remarks Mueller. "We have great wineries in the Finger Lakes and not only do I want to support them, but I want to educate our staff and show our diners how good their wines are and how lucky we are to have them."

NY Wine Spotting will kick off at an event at Casa Larga Vineyards on July 29 from 5:30 to 7:30 p.m. The winery is inviting its fans and other local food and wine supporters to learn more about the movement, and help get their wines into local restaurants. For more information, visit [www.NYWineSpotting.com](http://www.NYWineSpotting.com).

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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 #flxwinespotting and #flxwinespot 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).