

Upstate New York's Seneca Lake Wine Trail 2008 Signature Event Sampler

The following is a sample of annual events on the Seneca Lake Wine Trail in Upstate New York's Finger Lakes Region. For a complete list of events, visit www.senecalakewine.com or contact 877.536.2717. This calendar was compiled in March 2008. All information is subject to change.

January 2008

01/12 – 01/21, 2008 Bargain Bash

Join in the hunt for bargains at participating wineries during the annual Seneca Lake Wine Trail Bargain Bash. During the weeklong sales event, more than 25 Seneca Lake Wine Trail wineries "clean house" for the New Year by offering terrific bargains. Participating wineries take the opportunity to clean out inventory and drop prices on wine, wine glasses, clothing and other gift items. No tickets are required for this trail-wide event.

February 2008

02/9 – 02/10, 2008 Chocolate & Wine Weekend

Spend the weekend with a loved one sampling chocolate-infused cuisine and delectable chocolate paired with local wines all weekend long. Take a self-guided tour around the Seneca Lake Wine Trail over the two-day weekend event and visit up to 35 wineries to discover how pairing red wine and chocolate not only tastes great but could also be beneficial to one's health.

Time:

Saturday, 10:00AM-5:00PM

Sunday, 12:00PM – 5:00PM

Tickets: \$25/person

Designated Driver Tickets: \$18/person

Tickets are limited

March 2008

3/29 - 3/30, 2008 Cruisin' the Tropics Weekend

Escape the winter doldrums and dress in tropical attire (sunglasses, boat shoes tropical shirts and shorts) to 'cruise' around Seneca Lake Wine Trail's 34 "tropical themed" wineries. Taste wines paired with tropically-themed dishes and participate in special activities at each winery such as Beach Blanket Bingo at Torrey Ridge Winery.

Time:
Saturday, 10:00AM-5:00PM
Sunday, 12:00PM-5:00PM
Tickets: \$25/person
Designated Driver Tickets: \$18/person
Tickets are limited.

April 2008

04/ 26 - 04/27, 2008 Spring Wine & Cheese Weekend

Fete the beginning of spring during a classic wine and cheese pairing event co-hosted by McCadam Cheese at participating wineries on Seneca Lake Wine Trail. A self-guided tour around Seneca Lake offers guests the opportunity to visit 34+ wineries to experience handcrafted wines paired with artisanal cheeses. Participants also receive a complimentary recipe book featuring the foods and wines sampled during the event.

Time:
Saturday, 10:00AM-5:00PM
Sunday, 12:00PM-5:00PM
Tickets: \$25/person
Designated Driver Tickets: \$18/person

May – August 2008

05/01 – 08/31/08 A Riesling to Visit Passport (Valid May 1, 2008 - August 31, 2008)

The Riesling to Visit Passport enables wine enthusiasts to enjoy a free** flight of wine at each participating winery, many of which include the region's signature Riesling.

To participate, purchase a Riesling to Visit Passport at one of the 27+ participating wineries to receive a complimentary flight of wine and receive a passport stamp. Return a filled passport by the end of summer to the Seneca Lake Wine Trail office to enter a prize drawing for the "Ultimate Cruisin' Weekend 2009."

***THIS PASSPORT IS NOT INTENDED FOR LARGE GROUPS. For groups of 10 or more, tasting fees may apply. Please call 877-536-2717 for more information.*

Times: Varies according to individual wineries. Check with participating wineries to confirm operating hours.

Cost: Riesling to Visit Passport: \$12/person plus sales tax

May 2008

05/31/08

Golden Nose Awards: A Finger Lakes Wine Experience

Taste the new 2007 vintage and discover the time honored craft and techniques for judging wines by training for and becoming a wine judge for Finger Lakes wines during The Third Annual Golden Nose Awards.

The weekend festivities begin Friday night with an exclusive reception for judges and a guest at the Rockwell Museum of Western Art. Enjoy food and wine from the Finger Lakes area, live music, and the opportunity to mingle with fellow judges.

On Saturday morning, judges attend a training session at The Corning Museum of Glass to learn the craft of judging wines from winemakers, professional wine judges and veteran winery owners.

After a gourmet lunch, the judges, with the guidance of professional wine experts, judge hundreds of 2007 vintage wines produced in the Finger Lakes Region including Seneca Lake Wine Trail and select the winners of the Third Annual Golden Nose Awards.

The weekend festivities culminate Saturday evening with the Dinner and Grand Tasting and Awards Ceremony featuring gourmet food, music and the Golden Nose Award-winning wines.

Time:

Friday, Reception, 6:00PM-8:00PM
Saturday, Registration, 8:30AM-9:00AM
Training Session, 9:00AM-11:00AM
Judging Session, 11:15AM-4:00PM
Dinner/Awards Ceremony, 7:00PM-10:00PM

Tickets:

Judges Tickets: \$200/judge
Includes Friday night's welcome reception for judge and one guest; one person to participate in Saturday's Training and Judging Session and the Dinner and Awards Ceremony

Training Tickets: \$100/person
Admission to Training session and Dinner and Awards Ceremony

Dinner Tickets: \$50/person
Admission to Dinner and Awards Ceremony

November & December 2008

11/22 – 11/23/08 & 12/06 – 12/07/08 17th Annual Deck the Halls

Celebrate the beginning of the holiday season on the Seneca Lake Wine Trail during the annual Deck the Halls event held over two weekends and featuring the “12 Wines of Christmas” (detailed below). Sample holiday wines and food pairings at participating wineries, all festively decorated. Participants receive a grapevine wreath and recipe book along with collectible ornaments from each winery.

Time:

Friday, 1:00PM-5:00PM.*

Saturday, 10:00AM-5:00PM

Sunday, 10:00AM- 5:00PM

*Wineries not participating in Friday Deck the Halls 2008 are Belhurst, Chateau LaFayette Reneau and Bloomer Creek Vineyards

Tickets:

\$43/per single ticket (tasting wine)

\$36/per designated driver ticket (non-taster)

\$65/couple (2 people tasting wine)

\$58/couple designated driver ticket (one tasting wine/one non-taster)

Tickets can purchased at Wegman’s “That’s The Ticket’ program or at 877.536.2717;
www.senecalakewine.com

11/22 – 11/23/08 & 12/06 – 12/07/08

"12 WINE DAYS OF CHRISTMAS"

The Christmas House will co-sponsor Deck the Halls second annual "12 Wine Days of Christmas." Eleven participating wineries will sell a custom labeled, limited edition wine reflecting a parody of "The Twelve Wine Days of Christmas" song. The Christmas House will give away the 12th bottle to ticketed Deck the Halls customers who have purchased the first eleven bottles from the participating wineries.

877.536.2717; www.senecalakewine.com

Time:

Friday, 1:00PM-5:00PM

Saturday, 10:00AM-5:00PM

Sunday, 10:00AM- 5:00PM

December 2007 to April 2008

12/03/07 – 04/13/08 Polar Passport

Celebrate the winter season on the Seneca Lake Wine Trail with a Polar Passport. . Valid from the beginning of December through mid-April, each Polar Passport features a page on each of the 24 participating wineries and offers visitors a unique way to commemorate their wine tasting journey along the Seneca Lake Wine Trail.

The Polar Passport is available for \$10 (plus tax) and permits holders to receive a complimentary flight of wine at participating wineries during the winter when owners, winemakers and vineyard managers are more readily available to meet and greet visitors.

Times:

Vary according to individual wineries. Please check with participating wineries to confirm operating hours.

Cost: \$10/person plus sales tax

Tickets for all these events can be bought online at www.senecalakewine.com, or purchased directly from the Seneca Lake Wine Trail office by calling toll-free at 877-536-2717. A limited numbers of tickets are available for all of these events, with many events selling out every year, so please plan accordingly.

Seneca Lake Wine Trail – A Tasteful Experience!