

****PRESS RELEASE****

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Contact: Brittany Gibson, Executive Director
brittany@senecalakewine.com
607-535-8080



Seneca Lake Wine Trail To Host Hospitality Training for Regional Wineries This June

Dundee, NY – The Seneca Lake Wine Trail will host a specialized hospitality training this June designed to help winery tasting room teams elevate the guest experience and strengthen customer connections. The training, **“From Pour to Presence: Hospitality Training,”** will take place on **Tuesday, June 2 from 9:00 a.m. to 12:00 p.m. at Veraisons Restaurant at Glenora Wine Cellars.**

Presented by **Cheryl Stanley**, Senior Lecturer in Food and Beverage Management at Cornell University’s Nolan School of Hotel Administration within the SC Johnson College of Business, the session will focus on the art and strategy of exceptional tasting room hospitality. While the training is offered as a complimentary benefit to Seneca Lake Wine Trail member wineries, the organization is extending the opportunity to wineries and wine-related organizations across the Finger Lakes region.

“Hospitality in a tasting room is about much more than pouring wine,” said Brittany Gibson, Executive Director of the Seneca Lake Wine Trail. **“It’s about creating memorable experiences, building emotional connections with guests, and ensuring visitors feel welcomed and valued from the moment they arrive to the moment they leave.”**

Designed specifically for winery tasting rooms in the Finger Lakes, the training will move beyond service basics to explore five key components of effective hospitality:

- **Guest-Centered Mindset:** Understanding the difference between service and true hospitality
- **Warm, Confident First Impressions**
- **Storytelling That Connects:** Moving beyond memorized scripts
- **Guided Experiences and Personalization**
- **Closing the Experience with Care**

Registration Information

- Free for Seneca Lake Wine Trail member wineries
- \$100 for non-member wineries and representatives from non-member winery organizations

To register, visit:

<https://forms.gle/4ZubHziL4aKtkTBV8>

About the Presenter

Cheryl Stanley is a Senior Lecturer in Food and Beverage Management at Cornell University's Nolan School of Hotel Administration. With more than 30 years of experience in the food and beverage industry, Stanley has worked in operations and consulting before transitioning into academia.

At Cornell, she teaches *Introduction to Wines and Beverage Management*, blending theory with hands-on learning. She was recognized as one of **Wine Enthusiast Magazine's 40 Under 40 Tastemakers** in 2017 and holds certifications from multiple wine organizations. Stanley also serves as faculty advisor for **Cornell Cuvée, the university's competitive blind wine** tasting team.

To learn more about the **2026 educational opportunities offered by the Seneca Lake Wine Trail**, visit: <https://senecalakewine.com/educational-opportunities/>

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Founded in 1986, the Seneca Lake Winery Association, known publicly as the Seneca Lake Wine Trail, is a nonprofit organization, dedicated to promoting its member wineries; to developing a spirit of cooperation between members of the association; to developing an outstanding wine producing and tourism area; to stimulating interest in wine in general and the wines of Seneca Lake, specifically; and to gaining recognition of the Seneca Lake Winery Association as an independent leader in the grape growing, wine, and tourism initiatives.