

****PRESS RELEASE****

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A new event on the Seneca Lake Wine Trail: Wine and Brunch

The Seneca Lake Wine Trail is excited to present **Wine and Brunch**, a springtime celebration of brunch-inspired culinary pairings and world-class cool-climate wines on **March 20–22, 2026** along the scenic shores of **Seneca Lake**.

Wine and Brunch invites participants to embark on a **self-guided journey** through some of the Trail's most beloved member wineries. Each ticket holder will receive a **thoughtfully crafted brunch-themed food and wine pairing** at every participating winery, along with **three additional wine samples** at each stop — providing an excellent opportunity to explore new favorites and enjoy Spring's first sip of wine country.

"We're thrilled to offer Wine and Brunch as a delicious way to embrace the start of the wine-trail season," said *Brittany Gibson, Executive Director of the Seneca Lake Wine Trail*. "Pairing creative brunch-style dishes with wine showcases the versatility of our region's wines and gives visitors a fun, flavorful way to connect with our member wineries."

Event Details:

-  **Friday, March 20** — 12:00 PM to 5:00 PM
-  **Saturday, March 21** — 10:00 AM to 5:00 PM
-  **Sunday, March 22** — 10:00 AM to 5:00 PM

 Across participating wineries on the Seneca Lake Wine Trail

Ticket Information:

- **Wine Tasting Ticket — \$65:** Includes wine and food pairings as outlined above, plus a souvenir wine glass and charm.
- **Designated Driver Ticket — \$25:** Includes all food pairings and non-alcoholic beverages, plus a souvenir insulated travel mug.
Tickets are **digital** and must be presented (QR code) at each winery.

Participants select their **starting winery at the time of ticket purchase**. After beginning at the starting location, attendees are free to visit the remaining participating wineries in any order during event hours.

Participating Wineries: Cane and Vine Wine Cellars, Either Oar, Fox Run Vineyards, Fulkerson Winery, Glenora Wine Cellars, Idol Ridge Winery, Lakewood Vineyards, Leidenfrost Vineyards, Red Newt Cellars, Tabora Farm & Winery, Three Brothers Wineries & Estates, Toast Winery, Ventosa Vineyards (Friday and Saturday only), and Wagner Vineyards.

Whether you're a brunch aficionado, a passionate wine enthusiast, or simply seeking a memorable weekend getaway, Wine and Brunch is the perfect way to indulge in the tastes of the Finger Lakes this spring. For more information and to secure tickets, visit www.senecalakewine.com/event/wine-and-brunch/.

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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.