

****PRESS RELEASE****

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**Seneca Lake Wine Trail & Seneca Lake Order of Brewers Launch New Tasting Pass
Showcasing the Best of Wine and Craft Beer Around Seneca Lake**

Seneca Lake, NY – The Seneca Lake Wine Trail and the Seneca Lake Order of Brewers are proud to announce the launch of the ***Sips and Suds Tasting Pass***, a new, collaborative experience designed to celebrate the incredible wineries and breweries that make Seneca Lake one of the most vibrant craft beverage destinations in New York State.

The Sips and Suds Tasting Pass brings together **18 wineries** and **13 breweries** circling Seneca Lake, offering pass holders exclusive savings and a fun, game-like experience as they sip their way around the lake. The tasting pass is good for the entire month of January 2026 and costs \$35.

Pass holders receive 50% off a tasting, flight, glass of wine, or pint of beer at *every* participating location—making it easier than ever to explore new producers, revisit old favorites, and enjoy the best of what the region has to offer.

In addition to substantial savings, the Tasting Pass includes a **built-in prize program**. As visitors check in and “unlock” participating wineries and breweries, they become eligible for fun giveaways along the way. The more locations they visit, the bigger the rewards—culminating in a **grand prize drawing** at each achievement level for completing clusters of wineries/breweries around the lake.

“This collaboration brings together two of Seneca Lake’s greatest strengths—world-class wine and exceptional craft beer,” said Brittany Gibson from the Seneca Lake Wine Trail. Derek Edinger from the Seneca Lake Order of Brewers added, “The Tasting Pass celebrates the passion and creativity of our member businesses while giving visitors a fun, flexible, and rewarding way to explore Seneca Lake.”

The Sips and Suds Tasting Pass is now available for purchase at participating wineries and breweries (listed below). Whether you're a longtime fan of Seneca Lake or planning your first visit, the Tasting Pass offers a fresh, engaging way to experience the lake’s diverse craft beverage scene.

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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.

The Seneca Lake Order of Breweries) are a collective of breweries located around Seneca Lake, that strive to produce the finest craft beverages in the region and provide exceptional customer experiences in their tasting rooms.