

****PRESS RELEASE****

April 9, 2026



Contact: Brittany Gibson, Executive Director

brittany@senecalakewine.com

607-535-8080

**Sip Into Spring on Seneca Lake:
A Flexible Wine Tasting Experience Across 19 Wineries**

Seneca Lake, NY — Spring is calling, and it tastes like wine!

The Seneca Lake Wine Trail invites wine lovers to celebrate the season with the Sip Into Spring Tasting Pass, a flexible, all-inclusive tasting experience available May 10–21, 2026. With one physical pass mailed directly to their door, guests can enjoy one standard tasting at 19 participating wineries around Seneca Lake, making it easier than ever to explore, discover, and sip at their own pace.

Designed for both first-time visitors and longtime fans of the Finger Lakes, Sip Into Spring offers a relaxed way to experience the trail as vineyards come to life. Guests can spread their visits over multiple days or plan a more focused tasting getaway, all while enjoying scenic lake views, fresh releases, and the warm hospitality the region is known for.

“This is one of the most exciting times of year on Seneca Lake,” said the Seneca Lake Wine Trail’s Executive Director, Brittany Gibson. “Sip Into Spring gives people the freedom to experience it their way, whether that’s discovering new wineries, revisiting favorites, or simply enjoying a spring escape with great wine.”

The \$50 per person pass (tax included) is spring-themed paper pass that will be mailed to purchasers in advance of the event. Guests simply bring their pass with them and present it at each participating winery to redeem their tastings.

With limited-time availability and exceptional value, Sip Into Spring is the perfect excuse to plan a spring getaway in the Finger Lakes – one sip at a time. Passes are available now at:

<https://senecalakewine.com/event/sip-into-spring-tasting-pass/>

###

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.