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## **Finger Lakes Producers Invite You to ‘Discover Dry Rosé’**

Visit 21 wineries to find your favorite style of Dry Rosé wine

**Finger Lakes, New York – February 28, 2014** – Excitement is building in the Finger Lakes for the region’s second “Discover Dry Rosé” promotion set to launch March 1st. While the region is often associated delicate, aromatic white wines, wineries participating in this promotion consider Dry Rosé to be one of the region’s best kept secrets.

A two month long consumer “Discover Dry Rosé” campaign will run March 1 – April 30 at 21 participating wineries. The goal of the campaign is to educate consumers on what makes Finger Lakes Dry Rosés distinctly unique. Consumers are invited to explore the Dry Rosés produced at these wineries and are also invited to take advantage of special Rosé promotions that select wineries will offer.

Participating wineries that will showcase their Dry Rosés during the promotion include Fox Run Vineyards, Anthony Road Wine Company, Sheldrake Point Vineyards, Billsboro Winery, Kelby James Russell Wines at Red Newt Wine Cellars, Silver Thread Vineyard, Inspire Moore Winery, Dr. Konstantin Frank Wine Cellars, Hosmer Winery, King Ferry Winery, Red Tail Ridge Winery, McGregor Vineyards, Anyela’s Vineyards’, Ventosa Vineyards, Keuka Spring Vineyards, Atwater Vineyards, Damiani Wine Cellars, Villa Bellangelo, Bellwether Wine Cellars, Ravines Wine Cellars and Knapp Winery.

Consumers can find out about any Discover Dry Rose events through the Facebook page [facebook.com/discoverdryrose](https://facebook.com/discoverdryrose) and are encouraged to share their favorite Finger Lakes Rosé wine and experience by using #flxrose tagged to a photo, post or tweet.

Fox Run Vineyards and Knapp Winery are offering a complimentary tasting of their rosé wines during March and April. Customers must show that you “like” Discover Dry Rosé on Facebook to receive the free tasting. They will also showcase the food-friendliness of these wines with special pairings from Finger Lakes creameries.

Sheldrake Point Winery will be hosting an official release party for their 2013 vintage Dry Rosé. The event, Spring Forward, is on Saturday, March 8<sup>th</sup> from 1-4 pm, at the Sheldrake Point Winery Tasting Room on Seneca Lake in Hector.

These are just a few of the events wineries will be hosting for Discover Dry Rosé. Visit [DiscoverDryRose.com](http://DiscoverDryRose.com) to learn more about this style of wine, view a map of the participating wineries tasting rooms, and find great recipes for year-round food and wine pairings.

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