

Schedule of Events and Email Memo

TO: President Charles Hetterich (chetterich@widmerswc.com)
CC: President's Assistant (presassist@widmerswc.com)
SUBJECT: Upcoming 100th Anniversary Celebration

President Hetterich,

Widmer's Wine Cellars will host Centennial Saturday on Saturday, May 2. Centennial Saturday is a celebration of all Widmer's successes of past, present and future. The celebration will take place on the winery grounds and begin with a news conference in the new VIP area at 2 p.m.

I have attached a proposed list of activities for the day. Note that the schedule is subject to change, especially with Sen. Kirsten Gillibrand, the junior U.S. senator from New York's appearance. Remember that we are celebrating Widmer's rich history as the third-oldest winery in the United States, but we are also sharing stories and examples of how we are still a powerhouse and tradition today.

The news conference is set to begin at 2 p.m., but media are invited to attend beginning at 1:30 p.m. Therefore, we ask that you arrive between 1 and 1:15 p.m. so we can go over final points. You will give a 5 to 10 minute speech, and then allow 10 to 15 minutes for questions. Keep in mind this will be the unveiling of the all-new VIP area.

Please let me know of any additional questions or concerns you have.

Thank you,

Emily Maag
XXX.XXX.XXXX
emaag@widmerswc.com

Enclosures

Celebrating 100 years
*Widmer's
Wine Cellars*
Naples, New York



presents

Centennial Saturday May 2, 2015

- **Press Conference** – 1:30 p.m. arrival, 2 p.m. starting time
 - Located in the new VIP area of the winery
 - Media are welcome to begin arrival and set-up at 1:30 p.m.
 - President Charles Hetterich will speak at 2 p.m.
- **Brief Sampling Reception** – 2:30
 - Samples of four new wines will be offered
 - cabernet sauvignon
 - chardonnay
 - sauvignon blanc
 - vintage centennial Reserve Seyval blanc
 - Light refreshments will also be served
- **Ribbon Cutting Ceremony and Proclamation** – 3 p.m.
 - Sen. Kirsten Gillibrand, the junior senator from New York will officially open Widmer's 100th tour season
 - Proclamation reading and ribbon cutting
- **Tour of Winery** – 3:15 p.m.
 - Tour led by President Hetterich, Sen. Gillibrand, winemakers, and winery tour guides
 - Media encouraged to attend for more B-roll and establishing shots
- **Street Renaming** – 3:45 p.m.
 - Begins where tour ends
 - President Hetterich will unveil and rename the public roadway leading to the winery
- **Break** – 4 p.m.
 - Further media possibilities
 - Interviews (set up in advanced)
- **Closing Reception** – 5-8 p.m. (estimated)
 - Hors d'oeuvres and refreshments served, including previously sampled wines paired with dishes accordingly
 - Widmer executives, dignitaries, winemakers, retailers, distributors, and media are welcome
 - Transportation will be invited to and from the event to ensure safety

