

MEDIA ALERT



Winery celebrating centennial anniversary

WHAT: Widmer's Wine Cellar will kick off their 100th anniversary with Centennial Saturday, a celebration dedication to the past, present, and future successes of the winery. The celebration will include a press conference, samplings of new wines, a tour of the winery, and special announcements from Widmer's Wine Cellar President Charles Hetterich and Sen. Kirsten Gillibrand, the junior U.S. senator from New York.

WHO: Widmer's Wine Cellar is New York's third-oldest winery, the largest in the Naples industry, and the most popular Naples tourist attraction. After nearly 100 years in the wine industry, Widmer's is ranked 34th out of more than 1,200 wineries in the U.S. They produce approximately 30 products, including various types of wine and nonalcoholic beverages. Representatives of Widmer's attending the event include President Hetterich, company executives, and winemakers. Other attendees include Sen. Gillibrand, state, regional and local dignitaries, retailers, distributors, and other media.

WHEN: 1:30 – 8 p.m. (est.) on Saturday, May 2, 2015

Note: The day has multiple events scheduled. A tentative itinerary is attached.

WHERE: Widmer's Wine Cellars, 1001 N. Fingers Lake Road, Naples, NY 14512

Note: Once on Widmer's property, follow signage for further directions.

WHY: Widmer's Wine Cellars has established themselves as a staple in the Naples area as well as a trusted, distinguished spirits brand. As one of the oldest wineries in New York, they have a history of quality products, which deserve celebration. In addition to preserving the organization's history, Widmer's will introduce new products and winery features in honor of its centennial. The combination of past and present success laid the groundwork for fruitful future successes.

VISUALS: Headshots of President Hetterich and other executives, Widmer's logos and labels, winemaking process, landscape shots of winery

INTERVIEWS: A press conference with President Hetterich will start the event. Officials will offer comments throughout the day. Time will be set aside for further interviews later in the day.

CONTACT: Call Emily Maag at XXX-XXX-XXXX for product information, event details, or to arrange private interviews.

###