

Winery launches centennial celebration

NAPLES, N.Y. – Widmer’s Wine Cellars kicked off their 100th anniversary on Saturday with introductions of new products and features to their winery.

Widmer’s Wine Cellar [President Charles Hetterich](#) unveiled the new VIP area of the winery. The area is available by reservation only. He also introduced four new wine products, including Widmer’s vintage centennial Reserve Seyval.

“We at Widmer’s are very proud of our New York heritage,” Hetterich said. “The new features and products available are a token of our appreciation for all of the support we have received over the years. We hope they can be to you what our marvelous customers and guests are to us.”

The celebration was also the official start of Widmer’s Wine Cellars tourist season. Widmer’s is the biggest tourist attraction in Naples, N.Y., and they are predicted to host more guests than ever before this year.

[Sen. Kirsten Gillibrand](#), the junior U.S. senator from New York, honored Widmer’s success and formally began the season.

“Widmer’s is a long-stranding New York tradition,” Sen. Gillibrand said. “We are grateful for its beauty and good times, and I’m thrilled to officially welcome a new summer of guests to enjoy everything it has to offer.”

Following Gillibrand’s presentation, Hetterich also renamed the public street leading the to winery as Lake Niagara Lane.

“It is an honor to be a part of such a rich heritage, and I believe all of today is an affirmation of the power and longevity of the Widmer name,” Hetterich said.

For more information, contact Emily Maag at XXX-XXX-XXXX or emaag@widmerswc.com.

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[Widmer’s Wine Cellar](#) is the third-oldest winery in New York, and is ranked among the top 35 wineries in the United States. Located in Naples, N.Y., they are the largest winery and tourist attraction in the area. Widmer’s proudly serves more than 30 product varieties, including their special centennial wines, in 17 states.

