



FOR IMMEDIATE RELEASE

April 23, 2019

Finger Lakes Wine Alliance Welcomes New Executive Director

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Finger Lakes Wine Alliance mission is to increase the visibility and reputation of the Finger Lakes region and its wineries.

Carmela Barbagallo
Executive Director
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GENEVA, NY— April 23, 2019 — The Finger Lakes Wine Alliance is excited to announce the appointment of their new Executive Director, Carmela Barbagallo effective April 22nd. The mission of the Finger Lakes Wine Alliance is to increase the visibility and reputation of the Finger Lakes AVA, its wines and wineries.

Carmela has a very well-rounded background in marketing, wine sales, events, business, and restaurant management. “Carmela’s successful experience and enthusiasm within the wine industry brings great excitement and opportunity for continued success of the Finger Lakes Wine Alliance and its Members,” noted Eric Frarey Chair of FLWA.

Carmela possesses a Bachelor’s of Science in Marketing from SUNY Oswego and a Master’s of Arts in Higher Education from the University of Rochester. Her professional experience includes international project management for Citigroup and restaurant management at Cayuga Lake’s Inns of Aurora, which feature a wide selection of Finger Lakes wines. Most recently, Carmela worked as a Sales Representative and Key Account Manager for Elmira Distributing Company. She instructs the Exploring Wine course at Cayuga Community College and is a member of the Finger Lakes chapter of Women for Wine Sense.

“I’m so honored to be selected to represent and serve the members of the Finger Lakes Wine Alliance” stated Barbagallo. “The tremendous work that’s happening in the region has received much recognition in recent years. There’s still work to be done to share the story of the Finger Lakes Wine Region and to encourage the support of our retail and restaurant partners within New York State as well as nationally and globally. I look forward to leveraging my existing relationships and utilizing my proven marketing and sales experience to advance sales and knowledge of Finger Lakes wines and wineries.”

In her role as Executive Director, Carmela will focus on marketing to wine influencers from around the world. This includes communicating with wine trade representatives and media who help to broadcast exciting news from the Finger Lakes and expanding distribution channels. The role also supports member wineries in a consultative way to focus on return on investment, matching wineries to effective events and promotional opportunities.

The Finger Lakes Wine Alliance offers a wide range of programs to its members that include coordinating wine submissions for review by trade publications, presenting seminars on best practices in social media and online marketing, and a number of events that increase visibility for Finger Lakes Wines.

Finger Lakes Wine Alliance Events

Several local and national events are planned each year to support the Finger Lakes Wine Alliance's mission. Events for 2019 include Riesling Camp, Riesling Master Class, plus the upcoming **Riesling Road Show** which will visit Rochester, Buffalo and Ithaca, NY, as well as Philadelphia and Cleveland.

For more information, please contact:

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To learn more about the events and marketing offered by the Finger Lakes Wine

Alliance or register for membership, access the website:

<https://www.fingerlakeswinealliance.com>

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