



\*\* PRESS RELEASE \*\*

CONTACT: [CARMELA@FINGERLAKESWINEALLIANCE.COM](mailto:CARMELA@FINGERLAKESWINEALLIANCE.COM)

APRIL 24, 2020

GENEVA, NEW YORK. As our **Finger Lakes wineries** have redesigned their business practices and implemented innovative marketing efforts during the Coronavirus pandemic, their agricultural and winemaking activities persist. The farming calendar continues and we anticipate a beautiful 2020 vintage .

Bruce Murray, Owner of **Boundary Breaks Vineyard on Seneca Lake** shares: "At this time of the year, we are in the vineyard preparing for the vines to "wake up" from their winter dormant period. This happens typically in early May. As the weather warms up, the vines begin to push out green shoots which is the signal that the season is underway. To be prepared for that, every vine needs to be pruned and tied down onto wires to help support the coming season of fruit."

"In the Finger Lakes there are close to one million Riesling vines that need to be ready for this "bud break" in May. Sometimes if we have a warm spell in April, the buds will break early. We really don't like to see that, because we can still get a hard freeze as late as mid May. This year, we have had an unusually cool springtime, which means we have not seen early bud break, and we hope the risk now of late-season frost damage is low" states Murray.

"While the Finger Lakes wineries meet the challenges presented by this pandemic, we find comfort in the sense that time will move forward and seasons will change. We look forward to bud break and to the encouraging signs that come with Spring in the Finger Lakes" states Carmela Barbagallo, executive director of the Finger Lakes Wine Alliance. "Our wineries have quickly adapted to reshape marketing efforts and are seeing how consumer investment in small businesses can make a difference".

Finger Lakes wineries engage customers by sharing stories and education about vineyard activities. **Wagner Vineyards on Seneca Lake** had fourth and fifth-generation grape growers John and Ian Wagner perform a Facebook live event to demonstrate several of their sustainable vineyard practices. You can access the event [here](#) . This event was viewed by over 2,000 wine enthusiasts.

Mark Wagner, Founder and Winegrower, **Lamoreaux Landing Wine Cellars on Seneca Lake** shares: "After a mild Winter threatened an early start to the growing season, the last few weeks of cooler Spring weather have slowed things down and will put bud break much closer to our average last frost date of May 12th. In addition to reducing the number of sleepless nights worrying about frost damage, we've been given extra time to finish wrapping and tying our canes to the trellises. This can cause mechanical damage to the tender buds, if we manipulate the canes excessively after bud break. The crew is also busy taking out the soil from the base of the vines that was placed there last Fall to protect the graft unions and basal buds- providing much needed insurance from the threat of Winter kill. Furthering our mission to remain estate bottled and showcase our unique terroir, we are also preparing a new estate vineyard site that will be planted to more red vinifera grapes (Cabernet Franc, Merlot and Cabernet Sauvignon) later this Spring. We have seen a lot of volatility in the weather over the last 10 years, but

we've proven that we can handle it, and are prepared for whatever challenges are presented with the 2020 growing season.”

# # #

### **About Finger Lakes Wine Alliance**

Founded in 2004, Finger Lakes Wine Alliance is a not-for-profit corporation whose mission is to increase the visibility and reputation of the Finger Lakes region, its wines and wineries. The alliance is comprised of 31 members and 15 affiliated businesses and vendors, and it is guided by a board of directors comprised of principals representing all four wine trails and non-wine trail wineries of the Finger Lakes. 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 local and national events that increase visibility for Finger Lakes Wines.

With its glacier-sculpted landscapes, ideal microclimates and gifted winegrowers, the Finger Lakes region is home to over 100 wineries that produce exceptional cool-climate wines and world-class Rieslings. For more information, visit [www.fingerlakeswinealliance.com](http://www.fingerlakeswinealliance.com), call 585.993.1325 or connect on Facebook or Instagram.