

## Finger Lakes Wine Country Tourism Marketing Association

Baron Steuben Place, 1 West Market Street, Corning, New York 14830



Contact: Morgen McLaughlin

President, Finger Lakes Wine Country  
607.936.0706

[mmclaughlin@fingerlakeswinecountry.com](mailto:mmclaughlin@fingerlakeswinecountry.com)

**FOR IMMEDIATE RELEASE**

## **“RIESLING HOUR” IS THE WORLD’S LARGEST TASTING**

*Tonight at 8 p.m. on Twitter and Facebook taste Finger Lakes Rieslings and make history*

Finger Lakes Wine Country, NY (May 3, 2010) – As part of *May is Riesling Month* tonight at 8 p.m. join hundreds of Riesling fans on Twitter and Facebook to make history with “Riesling Hour.” This virtual tasting will be the largest single tasting in the world devoted to only Finger Lakes Riesling. To participate one needs to open a bottle of a Finger Lakes Riesling from any producer or vintage with friends or family at 8 p.m. Then log on to your Twitter profile and post some comments and pictures on the wine using #FLXwine. If you aren’t on Twitter you can visit [www.FLXtwits.com](http://www.FLXtwits.com) if you want to follow the tweets and to see a live video stream from a “Riesling Hour” at Red Newt Cellars in the Finger Lakes. Or log on to Facebook and visit [www.Facebook.com/FingerLakesWineCountry](http://www.Facebook.com/FingerLakesWineCountry) to post comments, photos, or videos from your Riesling tasting experience. Rieslings around the world continue to grow in popularity and Rieslings from the Finger Lakes are some of the most highly regarded in the wine industry.

This first “Riesling Hour” is part of a four part tasting series celebrating all the different styles of Riesling produced in the Finger Lakes. “Riesling Hour” continues each Monday evening in May on Twitter and Facebook: May 10, May 17, and May 24. For complete information on why Riesling Rocks in Finger Lakes Wine Country during Riesling Month visit [www.RieslingRocks.com](http://www.RieslingRocks.com) or [www.FingerLakesWineCountry.com](http://www.FingerLakesWineCountry.com).

Finger Lakes Wine Country, New York is one of the most affordable and beautiful wine country destinations in North America with over 100 wineries and more than 400 unique things to do including The Corning Museum of Glass, Mark Twain Study at Elmira College, and Watkins Glen State Park. For more information visit [www.FingerLakesWineCountry.com](http://www.FingerLakesWineCountry.com) or [www.Facebook.com/FingerLakesWineCountry](http://www.Facebook.com/FingerLakesWineCountry). The newly released Finger Lakes Wine Country Travel App is available in the Apple Store and on [www.flwc.mobi](http://www.flwc.mobi).

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