



**Press Release**  
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**Contact: See last paragraph**  
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## **Savor NY Wine, Juice & Cheese at Empire Farm Days Tastings August 10-12, 2010**

Seneca Falls, NY - From 1 pm to 4 pm each day at the August 10-12, 2010 Empire Farm Days Women for New York State Wines (WNYSW) and McCadam Cheese are sponsoring a New York Wine & Cheese Tasting in the Empire Building at Lot 400 on Sunset Boulevard at the 300-acre showgrounds at Rodman Lott & Son Farms, Seneca Falls, NY. All day, each day, the “ladies of the vine” will also offer samples of Welch’s Grape Juice, a family farmer-owned company with facilities in southwestern New York.

“Discover our delicious New York wines by tasting a variety of different wines offered by Women for New York State Wines at Empire Farm Days. We will help you uncork New York,” says WNYSW President Donna Gridley of Gridley Vineyards in Bluff Point, NY.

Women for New York State Wines, created in July 1981, is the promotional arm of the New York State Wine Grape Growers. Volunteer members conduct professional and educational tastings to showcase New York wine and juice products.

McCadam Cheese, made in Chateaugay in northern New York state, will be available for tasting with the wines. McCadam’s Wicked Sharp cheddar has earned “Best Cheese in the US” honors.

Cabot/McCadam Marketing Manager Chris Pierson says, “Consumers are much more aware of where their food comes from and the need to buy local. We do events such as Empire Farm Days to reach out to the consumer and educate them on the provenance of the cheese and the NY dairy farmer families who own the brand. It is important for people to understand that 100 percent of the profits go back to our farmers.”

For more details, contact Empire Farm Days Manager Melanie Wickham, 877-697-7837, [mwickham@empirefarmdays.com](mailto:mwickham@empirefarmdays.com). #

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