



**Vinifera Wine  
Cellars, Ltd.**

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**FOR IMMEDIATE RELEASE**

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**Dr. Konstantin Frank Wine Cellars Celebrates 50<sup>th</sup> Anniversary in Grand Style**

**Hammondsport, New York – July 3, 2012**– Several hundred people gathered on Sunday, July 1<sup>st</sup> to celebrate the legacy of Dr. Konstantin Frank and the winery that transformed the Finger Lakes wine industry and beyond. Dr. Konstantin Frank Wine Cellars, founded in 1962 by Ukrainian immigrant Konstantin Frank, spurred the "vinifera revolution", proving that classic European grape varieties could survive and thrive in the cool climate, and ultimately produce excellent wines.

In honor of its 50<sup>th</sup> Anniversary, Dr. Konstantin Frank Wine Cellars treated guests to tours of its historic vineyards and the sparkling wine cellars at Chateau Frank. Guests also enjoyed historic vertical tastings, the showing of a documentary about Dr. Frank and authentic German cuisine.

Several government officials also spoke at the historic celebration. Patrick Hooker, Director of Agribusiness Development at Empire State Development, was among the officials, and came to represent Governor Cuomo at the event. Hooker shared the Governor's praises for the winery's contributions to the State wine industry. Congressman Tom Reed was also in attendance and presented a statement in the United States Congressional Record recognizing the winery for its contributions. Additionally, a New York State Resolution honoring Dr. Konstantin Frank Wine Cellars was presented by Senator Thomas O'Mara and Assemblyman Philip Palmesano. Jane Russell, Pulteney Town Supervisor, presented a Resolution honoring the winery as well.

Dr. Konstantin Frank's vision, knowledge and determination are credited with elevating the Finger Lakes wine industry to a level that commands world attention. Today, Dr. Konstantin Frank's legacy lives on as the Finger Lakes wine industry continually grows and expands. "50 years is more than just an Anniversary to us. It's a milestone that symbolizes how far we've come as a winery and region. We're excited to see what the next 50 years holds", said winery president, Fred Frank.

Located on Keuka Lake a few miles north of Hammondsport, Dr. Frank's has long been associated with the New York wine revolution. Its founder, Dr. Konstantin Frank, was the first to cultivate the European *vitis vinifera* grapevines in the eastern United States, the varieties used in virtually all of the world's finest wines. For more information, please contact Frederick Frank at (800) 320-0735 or visit the website at [www.drfrankwines.com](http://www.drfrankwines.com). Located on Keuka Lake a few miles north of Hammondsport, our tasting room is open year round. For more information, please contact Frederick Frank at (800) 320-0735 or visit the website at [www.drfrankwines.com](http://www.drfrankwines.com).