



Dear Fellow NY Cab Franc Champions,

Please find below details for our Grand Tasting on 2/4 in NYC.

WHAT IS CAB FRANC FORWARD? We are a group of like-minded wineries across NY State that believe in establishing Cab Franc as NY's signature red. Self-funded and not-for-profit, we are putting together events and marketing to tell New Yorkers and the world about NY Cabernet Franc. We are looking forward to your participation!

GRAND TASTING LOCATION:

The Prince George Ballroom
15 East 27th Street
New York, NY 10016

EVENT SCHEDULE:

- 9 AM – 11 AM: Winery Set Up
- 11 AM - 4 PM: Trade & Media Walk-Around Tasting
- 1 PM - 2 PM: Masterclass Hosted by Sommelier Yannick Benjamin and an expert panel of top NYC wine trade; more details coming soon
- 5 PM - 7 PM: Consumer Tasting

THE DREAM TEAM:

- PR and masterclass invites managed by Mary Anne Sullivan of MAS Comms
 - Mary Anne will exclusively invite media to the masterclass, but if you have a guest suggestion or an interested VIP, please email media@cabfrancforward.com
- Trade to be invited by major distributor partners and winery participants
- NYWGF, LIWC, Finger Lakes Wine Alliance all confirmed to assist with trade and media outreach

THE DETAILS:

- Showcase up to 4 Cabernet Franc wines
 - Must be NY fruit
 - Rosé, Blends, Sparkling, and Library Wines all permitted
- The booklet will print SRP for each wine
 - If you'd like to include a wholesale sheet, please bring and pass out at your table

WHAT WE NEED FROM YOU:

- Please fill out this [Google Form](#) and let us know what wines you plan to feature
- Start spreading the word! Share the [invite attached to the email](#) with your trade contacts and distributors
- Share the [consumer event](#) with your customers and wine club (\$50 tickets, exclusive \$10 off with code WINECLUB)



- Soon, we'll ask you to send a wine of your choice to Yannick Benjamin to be considered for the seminar. He will conduct a tasting with his panel to determine featured wineries.

More exciting details will follow in the coming weeks. For now, let's build the buzz about this celebration of NY Cab Franc!

Questions? Don't hesitate to reach out to hello@cabfrancforward.com. We're looking forward to showcasing the best of New York wine with you.

Best regards,
CFF Founding Committee

Gabriella Macari - Macari Vineyards
Max Rohn and Roman Roth - Wolffer Estate Vineyard
Kareem Massoud - Paumanok Vineyards
Bruce Murray - Boundary Breaks Vineyard
Oskar Bynke - Hermann J. Wiemer Vineyard
Russell Moss - Milea Estate Vineyard
Matthew Spacerelli - Fjord Vineyards
Victoria Vigliotti - Cab Franc Forward Production Manager and Marketing

P.S. If you're as excited as we are, post on Instagram or LinkedIn and tag us!
[@cabfrancforward](https://www.instagram.com/cabfrancforward)