

# CASA LARGA

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VINEYARDS & WINERY®

**FOR IMMEDIATE RELEASE**

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**Media Contact:**

Nicole Mahoney

Mobile: (585) 451-0050

## Casa Larga presents the official wine of the Lilac Festival

**Fairport, NY:** Casa Larga, Rochester's Winery, is proud to present the official wine of the 2011 Lilac Festival, Lilac Hill. Noted for its' floral characteristics and unique blue bottle, this wine has served as a key symbol of Rochester's lilacs since its creation in 1994.

Lilac Hill is a smooth and mildly sweet white wine reminiscent of a Riesling. With a floral nose and refreshing citrus characteristics, Lilac Hill is the perfect accompaniment to the Lilac Festival and Riesling month in the Finger Lakes.

Casa Larga is proud to be part of the Rochester tradition of the Lilac Festival. The Colaruotolo family and winery are honored to participate in this historic annual event. To commemorate the 2011 Lilac Festival, Casa Larga will produce a limited quantity of special label Lilac Hill wine. The bottles will don the official design of this year's festival, created by Elaine Verstraete. The bottles will be available throughout April and May at Casa Larga's Wine Shop in Fairport, as well as at select liquor stores in the area.

In addition, Casa Larga wines will be available by the glass throughout the festival. The wines will also be available for sampling and purchase at the farmers market event on the popular Wine 'N Blues Day, Thursday, May 19<sup>th</sup>.

Happenings at Casa Larga Vineyards:

- May 13<sup>th</sup> – May 21<sup>st</sup> - Free Lilac Festival Wine Tours 11:00, 1:00 and 3:00 at the winery
- A special bottle signing will be scheduled with the artist, Elaine Verstraete at date and time to be determined.
- Casa Larga Vineyards, in collaboration with Dolce Cupcakery of Pittsford, will once again feature Lilac Hill Lemon cupcakes. These limited-edition cupcakes will be available at Casa Larga on May 21<sup>st</sup> from 1pm – 4pm.

Located in Fairport, NY, in the heart of the Finger Lakes Wine region, Casa Larga Vineyards is one of New York's premier wine producers, highly regarded for its production of award winning, world class Ice Wines. Casa Larga is also home to the Bella Vista special events facility which plays host to many winery weddings, corporate events and other special gathering events.

For more information visit [www.casalarga.com](http://www.casalarga.com) or call 585-223-4210.

