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FOR IMMEDIATE RELEASE

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Dr. Frank Vinifera Wine Cellars Celebrates 50th Anniversary

Hammondsport, New York – March 12, 2012 – Dr. Frank Vinifera Wine Cellars is celebrating its 50th Anniversary this year, a historic milestone for the winery and the Finger Lakes wine industry. 50 years ago Dr. Konstantin Frank pioneered the introduction of the European vitis vinifera to the Finger Lakes, forever changing the course of winemaking in the Finger Lakes and Northeastern United States.

Prior to Dr. Konstantin Frank's introduction of vitis vinifera to the region, the only grape varieties planted in the area were native vitis labrusca and French hybrids. It was thought that European vitis vinifera could not survive the harsh winters of the area. Dr. Konstantin Frank believed from his years in the Ukraine that the lack of proper rootstock, not the cold climate, was the reason for the failure of Vitis Vinifera vines to thrive in the region. In 1962, Dr. Konstantin Frank founded Vinifera Wine Cellars. The winery quickly earned a reputation for spectacular Rieslings and its original planting of vines formed the backbone of the Finger Lakes' world-class still and sparkling wines.

Dr. 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. With over 100 wineries in the Finger Lakes now producing world-class wines, the region has earned a reputation as one of the most prestigious winemaking regions in the world.

Dr. Frank Vinifera Wine Cellars continues to be New York's most award-winning winery since 1962. The winery won an impressive 51 Gold Medals in 2011 and was also given a "Four Star Rating" by Hugh Johnson's Pocket Wine Book 2012 (the number one best-selling wine guide). Dr. Frank's wines have been featured at the White House, on the Today Show, in the New York Times and more. Riesling, the winery's flagship varietal, continues to lead the way. The winery's 2010 Dry Riesling scored a "94 Point Rating" from the Los Angeles International Wine Competition as well as a "90 Point Rating" from the Beverage Testing Institute. Dr. Frank's Semi-Dry Riesling scored "93 Point Ratings" from both the Beverage Testing Institute and the Los Angeles International Wine Competition. Wine & Spirits Magazine recently recognized the Frank family as one of the "Great Families in Wine" and also gave Chateau Frank's 2006 Blanc de Blancs a "90 Point Rating".

An official 50th Anniversary celebration is planned for later this year at Dr. Frank Vinifera Wine Cellars.

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.

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