



Discover Long Island Announces Partnership with New York Wine & Grape Foundation and Long Island Wine Council to Launch Wine Folly’s First New York Region Guide

LONG ISLAND, NY (July 19, 2022) – The New York Wine & Grape Foundation (NYWGF), Long Island Wine Council, and Discover Long Island are pleased to announce a partnership designed to support the launch of a Wine Folly New York State Region Guide this Fall. A highly regarded global resource on the topic of wine, Wine Folly welcomes over 20 million users to their website each year.

“Wine Folly is an educational, fun, and user-friendly resource used by wine enthusiasts worldwide,” said Valerie Venezia- Ross, Director of Programs & Marketing at NYWGF. “The New York Region Guide will be made available to millions, allowing people who may not be familiar with our wine regions to experience all that New York has to offer. NYWGF is tremendously thankful to our partners in Long Island who had the vision for this collaboration and believe, as we do, that we are all better when we work together.”

“The Long Island Wine Council is excited to partner with NYWGF and Discover Long Island on the launch of the Wine Folly New York Region Guide,” said Shelby Hearn Ulrich, Vice President of the Long Island Wine Council. “It will be an invaluable resource allowing wine enthusiasts across the globe to discover and explore the world class wines grown and made on Long Island and by our fellow vintners, colleagues, and friends in the many wine regions across New York State. As we enter our 50th year of winemaking in Long Island Wine Country, we look forward to celebrating the breath of wines, winemakers, and styles that comprise New York State and to the continued growth, innovation, and global recognition of New York wines.”

“Discover Long Island is proud to collaborate with NYWGF and our partners at Long Island Wine Country to create an invaluable guide that elevates awareness and appreciation of our region’s award-winning wines while encouraging visitors to discover Long Island’s vineyards, charming villages, farm stands, The Hamptons, Great Gatsby-inspired Mansions and pristine beaches,” said Kristen Reynolds President & CEO, Discover Long Island.

“Wine Folly is excited to showcase New York and their amazing wineries. New York wineries will be able share their stories with over 20 million wine learners from around the world. The New York Region Guide will be our first to showcase wines from the east coast and our readers are in for a real treat.” said David Gluzman, CEO of Wine Folly.

All New York wineries are [invited to contribute](#) their information to the Wine Folly Region Guide. Participation will be free of cost and will not require membership affiliation with any group.

Samples of Wine Folly Region Guides can be found [here](#).

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About the New York Wine & Grape Foundation The mission of the New York Wine & Grape Foundation is to promote the world-class image of New York grapes and wines from our diverse regions to responsibly benefit farmers, producers and consumers through innovative marketing, research, communication, and advocacy. We endeavor to ensure that New York State is recognized as the world's premier region for cool and cold climate viticulture. Learn more at www.newyorkwines.org

About the Long Island Wine Council The Long Island Wine Council is an industry association dedicated to achieving recognition for Long Island as a premium wine producing region and as a desirable travel and tourism destination. Learn more at www.liwines.com

About Discover Long Island Discover Long Island is the region's official destination marketing and leadership organization charged with furthering the destination's thriving visitor economy. The organization ensures Long Island's coveted quality of life, thriving industries, and dynamic destination offerings are promoted on a global level, furthering economic development and spurring visitation to this world-class destination. Learn more at www.discoverlongisland.com