



FLX CHAMBER

FINGER LAKES AREA CHAMBER OF COMMERCE
Creating Connections Across the Region

Finger Lakes Area Chamber of Commerce
One Franklin Square, Suite 202
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FLX Chamber Hosts 25th Anniversary for Ravines Wine Cellars

Geneva – The Finger Lakes Area Chamber of Commerce recently held a Member Milestone Celebration honoring the 25th Anniversary of Ravines Wine Cellars. The event was held on August 14th from 3-5 pm at their Geneva location on Barricks Road. Guests were greeted with a glass of their 2019 Sparkling Limestone Springs Riesling and hors d’oeuvres. During the event, Ravine’s staff were on site to interact with guests, giving tours of the property, which featured a behind-the-scenes look at the operations and one-on-one Q & A session with the owners.

Ravines Wine Cellars was founded in 2000 by the husband and wife team, Morten and Lisa Hallgren. Morten is a trained oenologist/winemaker from France. Famed for their bone-dry, mineral-laden Rieslings grown on over 130 acres of estate vineyards, Ravines purchased and started their primary business on the historic White Springs Farm in Geneva. Today, Ravines Wine Cellars operates two tasting rooms, one on Seneca Lake and their second overlooking Keuka Lake. They have received numerous accolades and industry awards and have been included in countless articles and publications. The Member Milestone Event was an opportunity to reflect on their many achievements and accomplishments, where Chamber Board Members and Ambassadors were on hand to congratulate them before taking part in a celebratory group photo, during their event photo shoot.



Photo by Justina Holcomb, owner of Naturally Chic Photography. Guests gather for a group photo at the Chamber’s Member Milestone held at Ravines Wine Cellars on August 14. Included in the photo and featured in the front row: Owners, Morten and Lisa Hallgren, with daughter Elise Hallgren, Keuka Tasting Room Manager and Marketing Coordinator. Pictured in the second row, left to right, is the FLX Chamber Team: Kendra Stowell, Intern; Tara Sauve, Director of Marketing & Member Engagement; Meghan Rodgers of FLFCU, Chamber Board Member; Miranda Odell, President; and Justin Blue, FLX Chamber Designer.

Member Milestone Celebrations are a benefit to customers of the FLX Chamber and a popular program that eligible businesses can take advantage of. Among others, the celebrations include anniversaries, grand openings, or relocation-based open houses. For more information on Milestone Celebrations or other Chamber programs and business benefits that are a part of membership, please call the Chamber at (315) 789-1776 or email info@flxchamber.com.

The Finger Lakes Area Chamber is a private, membership-based organization that specializes in public relations services for its customers throughout the region. With a primary office in Geneva, it is the only Chamber that offers specialty services while operating at a regional level, serving customers throughout various counties and communities in the Finger Lakes. Originally founded as the Geneva Chamber of Commerce in 1902, the Finger Lakes Area Chamber of Commerce rebranded in 2023 and remains one of the oldest in operation. Learn More: www.flxchamber.com.

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