



News from Livingston County, NY

FOR IMMEDIATE RELEASE

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2020 ROC/FLX Craft Beverage Trail Passports Now Available ***Passport Features Stops in Livingston County***

Geneseo, NY, January 21, 2020 — The Rochester/Finger Lakes Craft (ROC/FLX) Beverage Trail weaves through multiple counties - Monroe, Ontario, Wayne, and Livingston - and features over 35 wineries, breweries, brew pubs, distilleries, and hard cideries. As a contributor to the regional economy, the trail is a tourism-focused beverage destination that strives to boost visits to nearby attractions as well.

The ROC/FLX Craft Beverage Trail website features an [interactive map](#) of all craft beverage producers participating in the trail. To date, four Livingston County craft beverage producers have joined the trail.

Deer Run Winery*
3772 West Lake Road
Geneseo, NY 14454

Oh-Neh-Da and Eagle Crest Vineyards
7107 Vineyard Road
Conesus, NY 14435

No BS Brew Company*
3474 Bronson Hill Road
Livonia, NY 14487

Original Stump Blower Ciderworks*
5901 Big Tree Road
Lakeville, NY 14480

These producers are also on the Livingston Libation Loop - Livingston County's own craft beverage trail - along with four others: Mortalis Brewing Company in Avon, Rising Storm Brewing Company in Livonia, Dublin Corners Farm Brewery in Linwood and Geneseo, and Battle Street Brewery in Dansville.

According to its website, "the 2020 ROC/FLX Craft Beverage Trail Passport is a small book that gets you free drinks and special deals at 22 of the best craft beverage producers in Rochester and the Finger Lakes. It's formatted like a passport, with a spot for each participating producer that you get stamped after receiving your free beer. You have all of 2020 to use it so you can travel to breweries, cideries, wineries, and distilleries at your own pace." Of the 22 producers participating in the passport program, three are from Livingston County (as indicated with asterisks above). The 2020 passport costs \$20.00 and can be purchased online [here](#) or at the Livingston County Chamber of Commerce & Tourism at 4635 Millennium Drive in Geneseo.

The ROC/FLX Craft Beverage Trail is a non-profit organization. Its mission is to create visitation to educate consumers about the diverse craft beverage producers in a four-county area of Ontario, Monroe, Wayne, and Livingston. The trail is comprised of craft beverage producers, Finger Lakes Visitors Connection, Visit Rochester, Livingston County Tourism, and Wayne County Tourism.

For more information on the ROC/FLX Craft Beverage Trail, visit its website at <https://www.rocflxcraftbevtrail.com> or contact the Livingston County Chamber of Commerce & Tourism at 585.243.2222.



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