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## Interview with Meaghan Frank, General Manager, Dr. Konstantin Frank Winery

NYWGF: When was the moment you fell in love with wine/wine industry?

MF: For me, it wasn't a single moment but the culmination of my time in Adelaide, Australia that really solidified my love of wine and the industry. I love learning about the people behind the wines that I'm drinking and experiencing the place where it comes from. From where I was living in Australia there were a handful of distinctive wine regions within about an hour's drive, so I was able to do my fair share of exploring.

NYWGF: What's your best experience/event since you've been part of the industry?

MF: I absolutely love to travel and being that the wine industry is so dynamic and global, there are so many opportunities to become inspired and take back ideas to the Finger Lakes. One of my favorite trips was through the Wine Marketing class at Cornell taught by Dr. Kathy LaTour where we were able to travel to Champagne. Tasting and touring at such iconic places like Ruinart, Krug, and Dom Pérignon was such a dream come true for me. I'm even smiling just thinking about it. At Dr. Franks Winery we do a full line of traditional method sparkling wines so naturally I came back with so many ideas. Also, I just love Champagne so there's that too.

NYWGF: What's the one wine you can't live without?

MF: I really don't think I could live (at least happily) without Riesling. Finger Lakes of course, but also Australian, Alsatian, German and Austrian Rieslings too!

NYWGF: What do you think is going to be the next big wine trend?

MF: The Sparkling category has been on the rise for many years and I believe the Finger Lakes region is uniquely suited to be the \*next big sparkling region\* due to our climate and soils that we have here. I think there will be a surge of demand in the horizon and outside investment from other wine regions wanting to start sparkling focused production facilities in the FLX.

NYWGF: What would your "words of wisdom" be to someone who wants to have fun/learn more about wine?

MF: Stay curious! It is literally impossible to know everything there is to know about wine. At the end of the day, one must remember that wine is meant to be fun and give pleasure, so enjoy the journey.

