

NEWS RELEASE

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Cayuga County Tourism Office Launches Its Annual Sweet Treat Trail

May 7, 2023 - Auburn, NY: Dessert fans will rejoice, as Tour Cayuga is happy to announce the official launch of The Finger Lakes Sweet Treat Trail! This year, in addition to brick-and-mortar stores, our trail features partners who are professional home bakers! The Sweet Treat Trail will run from May through November, and will support local farm stands, ice cream parlors, U-pick fruit fields, bakeries, cafés, stores, and home bakers to tempt your taste buds.

The Finger Lakes Sweet Treat Trail is an award-winning trail, and this season we are featuring 22 partners. The trail is considered one of the best food trails as voted by readers of USA Today and 10 Best, and it has been recognized with a Tourism Excellence Award from the New York State Tourism Industry Association.

Two impressive gift baskets filled with contributions from all 22 partners will be raffled this year, more information to follow. Look for pop-up stands on select dates in coordination with the Taste NY Market at the NYS Equal Rights Heritage Center's Saturday Market this summer.

Save the Date for the Sweet Treat Trail takeover of the Saturday Market at the Equal Rights Heritage Center in Auburn, NY on **August 3rd**. Meet many of our 2024 Sweet Treat Trail Partners, enjoy sweet treats, music and join the raffle for a Sweet Treat Trail basket.

The Cayuga County Office Convention and Visitors Bureau Inc. was established in 1995 as Cayuga County's official tourism promotion agency. Our mission is to promote, support, and increase tourism, thereby stimulating economic growth and improving the quality of life for area residents.