

HERON HILL
WINERY



Heron Hill Winery

WORLD-CLASS WINE, AMBIANCE & EXPERIENCE

Heron Hill Winery is nestled into a hill overlooking scenic Keuka Lake in New York's Finger Lakes region. For over 30 years the winery has set the highest standards for wine quality, customer satisfaction and tasting room experience. Since its first vintage in 1977, Heron Hill has steadily grown from a small 5,000 case winery that only made white wines into a dynamic 20,000 case production facility and entertainment destination for more than 50,000 people every year.

Heron Hill's grape grower and owner, John Ingle often says that Heron Hill has "boot prints in its vineyards, not tire tracks." People maintain the vines at Heron Hill, not machines. This personal approach and commitment to quality is evident throughout every aspect of making, serving, and selling Heron Hill's wines.



These guiding principles have remained constant through the years – from hand-maintaining the vineyards to hand-harvesting grapes to offering educational and enjoyable tastings and hosting events that combine food, wine, and entertainment.

Today, Heron Hill offers nearly 20 wine varieties; crisp and light Rieslings, aromatic dry Chardonnays, the winery's legendary Eclipse series, spicy, exotic Pinot Noirs and Cabernet Francs, and our winemaker's specially crafted dessert wines. During the past nearly 30 years, Heron Hill has won many awards for its distinctive, elegant wines and continues to be at the forefront of Finger Lakes winemaking.

LOCATIONS

In 2006, Heron Hill opened a tasting room and gift shop on the West side of Seneca Lake. Located on Route 14 in Himrod, this facility exemplifies everything Heron Hill, from the customer service to the elegant wines.

In 2010, Heron Hill opened another tasting room and gift shop in Bristol, south of Canandaigua near Bristol Harbour Resort. This third location is on the West side of Canandaigua Lake. The tasting room features a beautiful open space with high ceilings and original hand-hewn wooden beams. Immense windows overlook vineyards of Cabernet Franc and Riesling with plans to plant more in the future.



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THE VINEYARDS

The terrain of the Finger Lakes Region makes it a unique location for yielding superb wines. The lakeside hills, the gravelly loam soil, and the exceptional growing climate of warm days and cool evenings all add to the quality of the wines produced here. In addition, the low yield of the vineyards – an average of two tons per acre – contributes to a high concentration of flavor and quality. Interestingly, the Finger Lakes Region itself is referred to as “Riesling Country” because the German style climate and landscape is so well suited to producing top-notch Rieslings (77 percent of the state’s Riesling wine is produced in the Finger Lakes).

Heron Hill gets most of its grapes from 12 acres of grapevines onsite and from our owner’s Ingle Vineyard, where there are nearly 20 acres of vinifera grapevines. Located on Seneca Point, on the west side of Canandaigua Lake, Ingle Vineyard is the only vinifera vineyard on that lake. Varieties grown include Riesling, Chardonnay, Cabernet Franc, and Pinot Noir. The vineyard is located on the home property of the Ingles, who maintain the vines themselves and with their staff. Sustainable methods are utilized and have been for 37 years.

WINEMAKING

Heron Hill uses only the most careful processes and state-of-the-art equipment in order to yield the finest, best quality wines. As the vineyard is built into the side of a hill, the design allows Heron Hill’s team to gravity feed the juice instead of pumping, whenever possible.

The winery employs a six-ton Bucher RFP 30 press, which is known for being the most gentle and delicate press available for crushing the grapes. The winery also uses the Gai 1513 bottling system, which lowers the amount of oxygen exposure during bottling.

Heron Hill houses almost 80,000 gallons of stainless steel tanks and 12,000 gallons of oak barrels. In the main cellar, the stainless steel tanks have refrigeration jackets, which allow for temperature-controlled fermentation and aging. In the nearby barrel room, American and Hungarian oak barrels along with barrels from the French districts of Tronçais, Allier, Nevers, and Chagny enhance Chardonnay and red wine varieties.

THE ARCHITECTURE

In 2000, a new retail facility was built by New York City architect Charles Warren, an associate of the renowned architect, Robert Stern. Warren’s design turned Heron Hill into one of the most innovative and attractive wineries on the East Coast. The architecture reflects the history of the area and is really a style of its own – a Finger Lakes style that combines many elements that make the area unique.

For instance, the observation tower in the center of the building is reminiscent of the farm silos that dot the area’s country hills. The winery also has a Greek Revival quality – a common style to homes and farms in this historic community. Finally, the stone cobbles that adorn both the inside and outside of the building are from the local Hammondsport quarry and enhance the light and natural feel of the winery.



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The philosophy that drove the renovation was “high-end customer service.” Heron Hill translated that into listening and serving all of its customers’ needs – from tasting great wine, to an enjoyable entertainment experience, to feeling relaxed and rejuvenated after having visited the winery.

Heron Hill Winery was named as one of the ten most spectacular tasting rooms in the world by Travel + Leisure Magazine! Only two were listed in the US: Heron Hill and Opus One in CA.

TASTING & ENTERTAINMENT

More than 50,000 people visit the winery every year. Visitors enjoy Heron Hill’s Blue Heron Café, specializing in freshly made sandwiches, soups, and salads. The year is filled with great events that marry food, wine, music and other entertainment, too. Heron Hill hosts live music on its terrace or in the large event tent adjacent to the winery. Themed events also occur regularly, from full moon dinners to pig roasts and gourmet barbecues. Private parties and weddings are also held at the winery.

In addition, Heron Hill is dedicated to supporting its community. Heron Hill is a proud supporter of Camp Good Days and Special Times, a Keuka Lake camp for kids dealing with cancer, and frequently hosts benefit events for the camp. Owner John Ingle recently received their Teddi Award, the highest honor awarded by Camp Good Days and Special Times for voluntary services given above and beyond. Heron Hill also previously developed a limited release of Otter Spring Chardonnay and Otter Spring Baco Noir, complete with a beautifully designed label; proceeds went to support conservation efforts dedicated to increasing the threatened river otter population in Western New York.

Heron Hill is committed to making its winery a destination – a place where people want to come back time and again, a place that is cocktail chatter and fodder for conversation around the water cooler. As the gateway to the Finger Lakes, Heron Hill is a source of enjoyment and contentment that will reside in one’s memory for years to come.



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John and Jo Ingle

OWNERS

It was during the late 1960's that John and Josephine met on the first day of school at the University of Denver. John studied to be an English teacher and graduated in 1971. By this time, however, he was reading organic gardening magazines regularly and had been bitten by the "back to the earth" bug.

After marrying in June 1971, John and Josephine went looking for their promised land. Colorado, Wyoming, Montana, Alberta, British Columbia, Washington, and Oregon all received consideration but the two recent grads landed in John's backyard – Seneca Point, Naples, New York.



There they lived in a two-room cabin with a woodstove while they lovingly helped their neighbors with the grape harvest. Something about chasing a wagon down a vineyard row, carrying a 40 pound box of grapes (which they had just finished hand-picking) struck the two budding oenophiles as the "good life."

Spring of 1972 saw the Ingles plant 20 acres of grapes, including Chardonnay, Riesling, and Seyval Blanc. They cleared the land – a tangle of poison ivy – and planted some 12,000 vines. They pounded posts, strung wire and battled weeds and pests. After some four years of nurturing their vineyards, they were ready for harvest. Unfortunately, at that time, New York State was experiencing an excess of grapes and as a result, the Ingles could find little or no market for their crop.

To solve the problem, they built Heron Hill Winery on Keuka Lake. Being next door to Walter Taylor's Bully Hill Winery and Dr. Frank's Vinifera Wine Cellars (two prominent figures in the Finger Lakes) seemed like a good location. It has been, too. 2009 marks the 32nd anniversary of Heron Hill. There has been much learning, much fun and many people met on their odyssey through the winery-owner experience. Heron Hill has a superb winemaker, a dedicated team of helpers, and a strong reputation for quality products.

Heron Hill is committed to producing wines of the highest quality. John and Josephine follow the ebb and flow of the seasons through the vineyard, and continue to build the reputation of the Finger Lakes Region and its critically acclaimed wines.



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Bernard Cannac

WINEMAKER

Bernard was born and raised in southern France, in Languedoc more precisely. His family had a vineyard and his grandfather and father were making wines in a cellar that was the first floor of the family house. It was convenient for him to sneak in during harvest and get immersed in the atmosphere. As a teenager, he helped his father tending the vineyard on weekends. Everything was done by hand, without using a tractor.

After getting an Associates Degree in the Food Industry, he went back to his passion, making wine. He graduated from The University of Bordeaux in 1995 with a Bachelors Degree in Oenology, called “Diplôme National d’Oenologie” or D.N.O. Continuing on with his travels, Bernard went to Burgundy to get a M.B.A in International Commerce of Wines and Spirits.



After spending a few harvests in Southern France, from Saint-Emilion to Provence, he set course to Virginia in 1999 for a year-long internship. That is where he was introduced to the American way wineries operate. Bernard then landed on Long Island for the 2000 harvest. Still single at the time, he met a wonderful woman who changed his life plans. Bernard and Lisa married in 2003.

Bernard spent nine vintages on Long Island as winemaker in various wineries there including Castello di Borghese, Comtesse Therese Winery and Galluccio Family Winery. He also spent time consulting for others. While at Galluccio Family Winery, his Chardonnay scored 90 points from Wine Spectator and as winemaker for Comtesse Therese Winery he was awarded “Best Merlot in NY” at the NY Wine & Food Classic.

Bernard and his wife Lisa now reside in Hammondsport, New York.



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Sustainability

A LIFESTYLE OF CONSERVATION

We are in the midst of a green revolution. To owner John Ingle, going green means giving respect. Respect for the land by farming sustainably and respect for the product, by making it natural, fresh and healthful. Most importantly it means respect for the consumer by giving them our very best product and by educating them about Heron Hill's long-term goals of environmental balance.

People have become very conscious of what goes into their bodies and from where food originates. Wine is a food product and needs to be handled in a caring, safe and healthful manner. It is important to Heron Hill by farming sustainability, that we gain consumer trust and allegiance as well as to ensure the future viability of our farms.



There are many ways to practice sustainability in the vineyard with more data becoming available everyday. It can be as simple as letting the grasses and plants grow around the vineyards instead of mowing them down. This allows the plants to go to flower, attracting beneficial insects which in turn protect the vines from harmful insects. By letting the grasses grow and avoiding herbicides use we can prevent erosion and chemical runoff into the lakes, streams and the ground water table.

At Heron Hill and Ingle Vineyard we don't use chemical fertilizers, herbicides or insecticides. (Due to our humid climate we maintain a fungicide spray program that only selects specific targets thus reducing the need to "blanket" spray.) It is much more work to mechanically control weeds in the vineyard, hard labor is involved, but knowing that those chemicals aren't entering the environment is certainly justification for the extra efforts.

John's family has been living sustainably for 36 years. They grow their own food using organic methods. They also make maple syrup and sweet cider and supplement their food supply by hunting and fishing. All of the extra produce is frozen, canned, or stored in their root cellar. This is not a hobby or causal pastime; it is a lifestyle, an approach to living life and raising a family. John's land is his legacy, what he does to sustain and improve the land will benefit future generations.



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The pride and the passion of this type of farming and grape growing is directly related to current buzzwords such as “terroir”, “artisanal”, “green”, “local”, and “environmentally responsible”.

People want to be a part of the food, wine and products they consume. Knowing where it came from, how it was made or grown and that it is produced by caring conscientious people is a way to connect. The more people learn about sustainable farming, the more interested and committed they become, especially nowadays when farms and vineyards are side by side with housing developments and suburbia, it’s a personal relationship. Sustainably produced products don’t just fulfill consumers’ needs they also fulfill their desire to feel good about the choices they make. Our mission remains the same as ever: to educate and inform our consumers about how and why our efforts make a difference.

John and his family drink Heron Hill and Ingle Vineyard wines almost every day and he feels good about pouring a glass for his wife, grown children, and friends. That’s the way it should be with a wine you trust. Wine with a conscience.

Some of the environmentally conscious practices that Heron Hill Winery and Ingle Vineyard employs are listed below.



1. The soil is plowed as necessary to eliminate excessive weed growth underneath the grape canopy.
2. Eliminating weed growth puts an end to the use of herbicides that sterilize the soil.
3. Under-canopy management also severs surface roots from the vine, which forces the vine’s roots to go deeper down into the sub-soil.
4. Deep roots make for more access to sub-surface ground water that helps the vine endure the ever more frequent droughts.
5. Allowing the roots to access the sub-surface ground water reduces the need for any artificial irrigation.



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6. Row middles are sown annually with a combination of annual grasses and nitrogen fixing rhizome plants.
7. The planting of row middles allows for better surface drainage and also increases biodiversity of beneficial insects and micro-organisms that help control vineyard pests. It also protects sloped vineyards from soil erosion and builds up soil structure, preventing soil compaction.
8. Good bugs, birds and other predators eat bad bugs and pests negating the use of chemical insecticides.
9. In early fall the vineyard rows are cut down and mulched into the soil resulting in what is known as “green manure”.
10. The use of “green manure” virtually eliminates the need for any additional nutrient supplementation whether chemical fertilizer or animal manure.
11. Occasionally micronutrients like potassium can be added to the vineyard in ground mineral rock form.
12. While the vineyard might have some weeds and may not be picture perfect, we believe the overall benefit of these practices make for better grapes and wines that are brimming with uniqueness and vitality – **wine is a living product!**
13. While mechanization has been a godsend to the modern-era farmer (remember in the middle ages landowners had serfs or peasants in the hundreds that would tend to the land) every now and again you have to get off the tractor and just pull those damn weeds by hand.
14. Flowering plants attract beneficial insects, this enables us to not have to mow the row middles and surrounding areas. In turn, this encourages biodiversity and saves fuel costs.
15. Heron Hill is an active participant and a highly rated grower with VineBalance. VineBalance is a joint effort by the wine and juice grape industry, Cornell Cooperative Extension, and the New York Department of Agriculture and Market’s Soil and Water Conservation Committee to define and promote the use of sustainable growing practices on the 33,000 acres of vineyards in New York.
16. **THE HAPPY RULE** - Happy soil > Happy ecology >
Happy vines > Happy grapes > Happy wine > Happy people!



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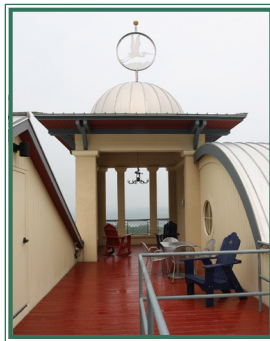


Finger Lakes Region

THE WINE COUNTRY OF NEW YORK STATE

The New York wine industry is experiencing a dramatic renaissance, with wineries such as Heron Hill leading the way. As the nation's third largest wine and grape producing state with average annual production of about 20 million gallons, New York State and its distinct regions are earning increased recognition for innovation and quality.

The Finger Lakes Region is one of nine officially recognized viticultural areas in New York (similar to the “appellations of origin” in France). Other regions include Lake Erie, Cayuga Lake, Seneca Lake, Niagara Escarpment, Hudson River Region, Long Island, The Hamptons, Long Island, and North Fork, Long Island. Each region has distinct combinations of soil, topography and climate that make New York State wines unique.



In all of New York's viticultural areas, the presence of large bodies of water is a crucial element needed for creating ideal “micro-climates” for growing premium grapes. New York's geographical latitude is similar to that of Europe's finest grape growing regions. For instance, the Finger Lakes Region is on the same latitude as Germany, also known for making exceptional Rieslings.

New York State is home to 1,000 vineyards, covering about 3,200 acres of land, producing an average annual grape crop of 175,000 tons of grapes – a \$40 million value. About 50 percent of the crop is used for grape juice, 45 percent for wine, and five percent for table consumption. There are presently more than 120 wineries, 10 juice manufacturers, and 25 table grape marketers through the state's grape growing regions.

The Finger Lakes Region produces more gallons of wine and is home to more wineries than any other wine-producing region of New York. The region produces 85 percent of the 30 million gallons of wine produced annually in the state. Of the 120 wineries found across the state, the Finger Lakes Region hosts nearly 60 of them. The region itself is characterized by the “lake effect” or microclimates created along the glacier-carved Finger Lakes. It is also known for the “air drainage” of sloping hillsides and for the glacial soils conducive to water drainage.



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The “Finger Lakes” viticultural area was established in October 1982. The area includes more than 4,000 square miles in Livingston, Monroe, Wayne, Seneca, Ontario, and Yates counties; and portions of Tompkins, Schuyler, Steuben and Cayuga counties.

The region is the second largest grape-growing area in the state, with 10,000 acres of labrusca (native), French-American, and vitis vinifera (European) grapes. The area has been the center of New York’s wine industry since the Civil War. Grape growing and wine production even date back to the 1820’s when a local minister began producing sacramental wine for his parishioners. Today, about 90 percent of the State’s wine is made here (and about 77 percent of the state’s Rieslings).

The Finger Lakes was also the birthplace of the “vitis vinifera revolution” more than 30 years ago. It was in the vineyards surrounding Keuka Lake that Charles Fournier and Dr. Konstantin Frank collaborated on their first vitis vinifera vintages, and proved to skeptics that old-world grapes could indeed thrive in the East and produce world-class wines. Interestingly, Heron Hill is home to one of the oldest vinifera plantings on the East Coast and also maintains the only vinifera planting on Canandaigua Lake.

Ice Age glaciers carved the narrow, deep Finger Lakes, creating ideal conditions for growing grapes. The moving ice masses deposited a shallow layer of topsoil on sloping shale beds above the lakes, providing good soil drainage, crucial for grape growing.

The lakes also provide the vineyards with protection from weather extremes as they retain their summer warmth in the winter and their winter cold in the spring. On cold fall nights, the steep slopes of the shorelines offer no place for cold, dense air to settle. Instead, it slides down to the lake, which is still holding its summer warmth. The lake heats the cold air, causing it to rise and allow more cold air to drain from the hillside. In the spring the process is reversed and the cold water retards budding until the danger of frost has passed. The growing season in the Finger Lakes averages about 190 days, and in recent years has often exceeded 200 days.

Of all New York’s viticultural areas, the Finger Lakes is probably the most diverse in terms of its wine production, making all types of wines from all types of grapes. The area is recognized by many wine publications as having the most important vineyards for wine production in the Eastern United States.

