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## **FOR IMMEDIATE RELEASE**

### **Heron Hill Semi-Dry Riesling Named Best US Riesling at 2012 World Value Wine Challenge**

October 22, 2012 (Hammondsport, NY) -- Heron Hill Winery's Semi-Dry Riesling 2011 was named Best US Riesling and Gold Medal Best Buy scoring 93 points at the Beverage Testing Institute's 2012 World Value Wine Challenge. Heron Hill's Classic Dry Riesling (90 points) and Semi-Sweet Riesling (91 points) also were awarded Gold Medals & Best Buy distinctions. The World Value Wine Challenge is the nation's most comprehensive competition for wines from around the world retailing for \$20 or less. The Beverage Testing Institute (BTI) used double-blind tasting to judge the wines. The judges include a selective panel of wine professionals and members of the trade, and all tastings are conducted in BTI's Chicago-based tasting room.

The Rieslings submitted by Heron Hill were all from the Classic Series. All wines in the Classic Series are made with 100% Finger Lakes grapes. A label rebranding was rolled-out for all wines in the Classic Series starting with this summer's new releases. The Riesling labels in the Classic Series now feature the International Riesling Foundation's (IRF) Taste Profile for simple comparison of Riesling styles. The Rieslings, along with other whites in the Classic Series, are ready-to-drink and now utilize screw-cap closures to help maintain the fruit-forward nuances. Heron Hill's Ingle Vineyard and Reserve Rieslings will always be bottled with cork to allow these wines the chance to continue to express desirable characteristics through aging.

This year marks Heron Hill Winery's 35<sup>th</sup> Anniversary and the 2012 harvest will be the fourth vintage for current winemaker Bernard Cannac. Since 1977, Heron Hill has grown cold-climate Riesling and Chardonnay grapes and made elegant world-class wines on a slate hill overlooking scenic Keuka Lake in the Finger Lakes region of western New York. Heron Hill Winery was chosen as one of the ten most spectacular tasting rooms in the world by Travel + Leisure! The magnificent vaulted Tasting Hall overlooking vineyards and Keuka Lake provides a beautiful backdrop for tasting a full range of wines including Rieslings, Chardonnays, Vinifera reds and the popular Eclipse Series. The Gift Shop specializes in handcrafted gift items and works by local artisans, as well as locally produced food products and quality wine accessories. Heron Hill Winery on Keuka Lake also hosts weddings and events. Additionally, Heron Hill has Tasting Rooms on Seneca Lake and Canandaigua Lake.

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