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## **FOR IMMEDIATE RELEASE**

### **Sweepstakes Winners Participate in Hands-On Harvest at Heron Hill Winery**

October 14, 2013 (Hammondsport, NY) – Heron Hill Winery received entries for the Harvest Sweepstakes from all across the country, offering the opportunity to join the Heron Hill Harvest team and spend the day alongside owner John Ingle and winemaker Bernard Cannac. Jaime Murphy, from nearby Endicott, NY, was the randomly selected winner. She and her husband James particularly enjoy Keuka Lake and spend two weeks every summer vacationing in Penn Yan, NY. As the morning dew still dripped from the leaves on October 11, the couple joined a team of seasoned grape pickers on the west side of Canandiagua Lake at Heron Hill's Ingle Vineyard. The crew picked 3 tons of Pinot Noir by 3 p.m. on Friday afternoon under picturesque fall conditions. As part of the hands-on experience, the couple tested Brix with a refractometer, assisted during the crush at the Winery, joined the winemaker in punching down the caps of other grapes in the early fermentation stage, and tasted barrel samples from previous vintages.

“We have been to the Finger Lake many times but have never had a better time. What an amazing experience!” said winner Jaime Murphy. “Usually I drink dry white wines, but I really enjoyed tasting the Pinot Noir samples pulled straight from the barrel after seeing the whole process.” The sweepstakes ran for 60 days, half of the entries came from New York residents, with the other half of entries coming from 35 different states, including California. The consumer sweepstakes reflects the ever-growing popularity of the Finger Lakes as a destination wine region. Furthermore, tourism organizations report more visitors are seeking experiential opportunities. Finger Lakes Wine Country Tourism Marketing Association administered the sweepstakes contest. Based on many enthusiastic responses to the sweepstakes, Heron Hill's owners and sales director plan to find more ways in the future for customers to connect with the winemaking process from vines to glass.

For 35 years, Heron Hill Winery has grown cold-climate Riesling and Chardonnay grapes and made elegant world-class wines on a slate hillside 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* magazine! In addition to the magnificent vaulted Tasting Hall and Winery overlooking vineyards on Keuka Lake, Heron Hill also has tasting rooms on west side of Seneca Lake, and on Canandaigua Lake in Bristol.

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