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## **FOR IMMEDIATE RELEASE**

### **Heron Hill Winery Hires a New Director of Sales**

Aug 13, 2013 (Hammondsport, NY) – Eric D. Frarey has been appointed director of sales at Heron Hill Winery in the Finger Lakes. Frarey will lead Heron Hill's wholesale sales team, as well as assist in the management of winery operations. He brings 29 years of industry experience in all three tiers; supplier, wholesale and retail with execution in both on and off premise marketing channels. His focus has included analysis, planning and implementation of route to market strategies for market leading regional and national wine and spirit brands in Upstate New York. Eric resides in Canandaigua, New York, with his wife, Chris, and two daughters, Paige and Grace.

Frarey has been an advocate for Finger Lakes wines, including Heron Hill for many years. He will now focus exclusively on Heron Hill's portfolio of products, and he looks forward to having an active role in the promotion and growth of Heron Hill as part of the Finger Lakes Wine Region.

Since June 2013, Heron Hill Winery self-distributes in New York State. Heron Hill still supports and maintains partnerships with distributors in Florida, Maine, and New Jersey. In the coming months, Heron Hill will expand its product offerings to retailers and restaurateurs making limited production wines available to wholesale for the first time.

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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