



heron wines

distinctive, delicious wines from the best places on earth.

our approach

We believe delicious wines should be an unalienable right. Yes, an overstatement, but we believe high quality, approachable wine should not come at a huge price. For years, we have heard from wine lovers from around the globe that we consistently exceed their expectations for quality, style, and balance.

geography & appellation

Our wines come from some of the greatest growing regions in the world. Our original wine was a groundbreaking Merlot from St. Chinian in southwest France. Today we make wine in California, France, and Spain. Our focus is on the purity of fruit. We go where the best grapes are grown in order to maximize the natural characteristics of the wines we make.

vineyards

We don't own any vineyards. This allows us to spend our money where it matters (on exceptional grapes and barrels, not mortgages). By establishing both short and long-term contracts with our growers, we have the benefits of consistency and flexibility. We are picky about the vineyard locations, and also that they are managed by people as passionate about quality as we are. Whenever possible, we work with vineyards that are certified or managed organically, biodynamically, or at the very least, sustainably. Most of our vineyards are dry-farmed, and we generally prefer old-vine, higher elevation, marine-influenced vineyards, allowing for slower maturation of intensely flavorful grapes.

winemaking

We firmly believe in the "less is more" philosophy; a winemaker's job is to allow the best qualities of the fruit to shine through. Our grapes are picked at peak intensity, and then treated gently throughout the winemaking process. This often means hand-harvesting, hand-sorting, and extended maceration for the reds. We are one of the few wineries in California *not* using malolactic fermentation on Chardonnay because we prefer the natural bright acidity of the grape. We are also one of the few wineries in California consistently producing wines with 13% alcohol – maintaining a refreshing balance in today's world of high alcohol wines. We prefer to use French oak barrels, including some we make at a cooperage using old growth oak from France's Tronçais Forest. Our goal is to make wines of character and soul rather than sameness, and not according to a formula or projected return on investment. In the end, we believe that elegance, balance, and complexity are what wine lovers appreciate most.

inspiration

My unconventional childhood – living in mining towns on four continents – fostered my love of travel and adventure. My desire is to explore and to experience the cultures, foods, and wines of the world. Wanderlust and curiosity have led me on many paths including studying winemaking in Bordeaux, opening a restaurant and importing wine into Denmark, and Master of Wine studies. With this love of wine and an entrepreneurial spirit, I started Heron Wines in 1994 with little more than a credit card, a "business plan" sketched out on a napkin, and an idea to make great and affordable wine. Even today, I continue my global exploration to make the most distinctive and delicious wines from the best places on earth. – Laely Heron

Laely Heron



**Sauvignon Blanc,
Mendocino County**

- Vineyards: Hopland & Yountville
- Handcrafted from sustainably grown grapes. Hopland's climate is very well suited for Sauvignon Blanc: warm days and unusually cold nights give this wine great ripe fruit flavors while preserving crispness and acidity
- To get to that fresh, fruit driven style; whole berry fruit went to press (retaining better fruit character and less oxidation) then a long cold fermentation - three weeks in stainless steel. No barrel aging nor extended lees aging
- Alcohol: 13.0% – refreshingly balanced in today's world of high-alcohol wines.



**Chardonnay,
California**

- Vineyards: 1/3 Russian River, 1/3 Carneros and 1/3 Santa Maria, average 22 year-old vines, yields 3.5 tons per acre
- All dry-farmed, cool-climate vineyards: Russian River for elegance, minerality and high tones, Carneros for structure and complexity and Santa Maria for fragrant aromatics
- No malolactic Fermentation. Half Stainless Steel, Half French oak barrel fermentation
- Aged *sur-lie* about six months in new, one and two-year-old French oak barrels, frequent *battonage*
- Alcohol: 13.0%



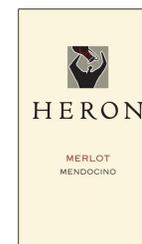
**Pinot Noir,
California**

- Vineyards: Monterey, Paso Robles (Westside with cool ocean temperatures) & Russian River Valley
- An elegant composition of sustainably farmed grapes from several of California's cool, marine influenced micro-climates
- 100% Pinot Noir (no Syrah...)
- Pre-fermentation cold soak to maximize fruit and color extraction
- Aged 5 months in new, one and two-year-old French oak barrels.
- Alcohol: 13.0%



**Pinot Noir,
Monterey County**

- Vineyards: Santa Lucia Highlands and Arroyo Seco
- The alluvial soils that lie in these areas of Monterey County are a major factor in the production of Pinot Noir with beautiful character and aromatics. Combine this with the climate of warm, protected valleys influenced by cool Marine air from the Monterey Bay that sweeps down like a wind tunnel and this is truly Pinot in its element
- 100% Pinot Noir (no Syrah...) aged about 9 months in new, one and two-year-old French oak barrels.
- Alcohol: 13.0%



**Merlot,
California**

- Vineyards: Rutherford and Clarksburg
- The grapes are sourced within two appellations. The base in from Rutherford in the Napa Valley well known for producing quality Cabernet & Merlot. To soften the massive tannins from Rutherford, we source Merlot from the cool inland climate of the Clarksburg delta which is where much of the soft cherry fruit comes from.
- Aged 14 months in one, two and three year old Saury French oak barrels
- Alcohol: 13.0%



**Cabernet Sauvignon,
California**

- Vineyard: 50% Mendocino County, 30% Pope Valley, 20% Clarksburg
- Combination of great sites for Cabernet: Mendocino County's cool nights and warm days for intense color and finesse, Pope Valley's higher elevation for structure and weight, and Clarksburg's warmer climate for perfume and aromatics
- Vines average 12-25 years with low yields: 3.5-4.5 tons/acre
- 35% of new wine pulled from tank during fermentation and aged in barrel to enrich mouth feel
- Aged about 9 months in new, one and two-year-old French oak barrels with medium-toast.
- Alcohol: 13.0%