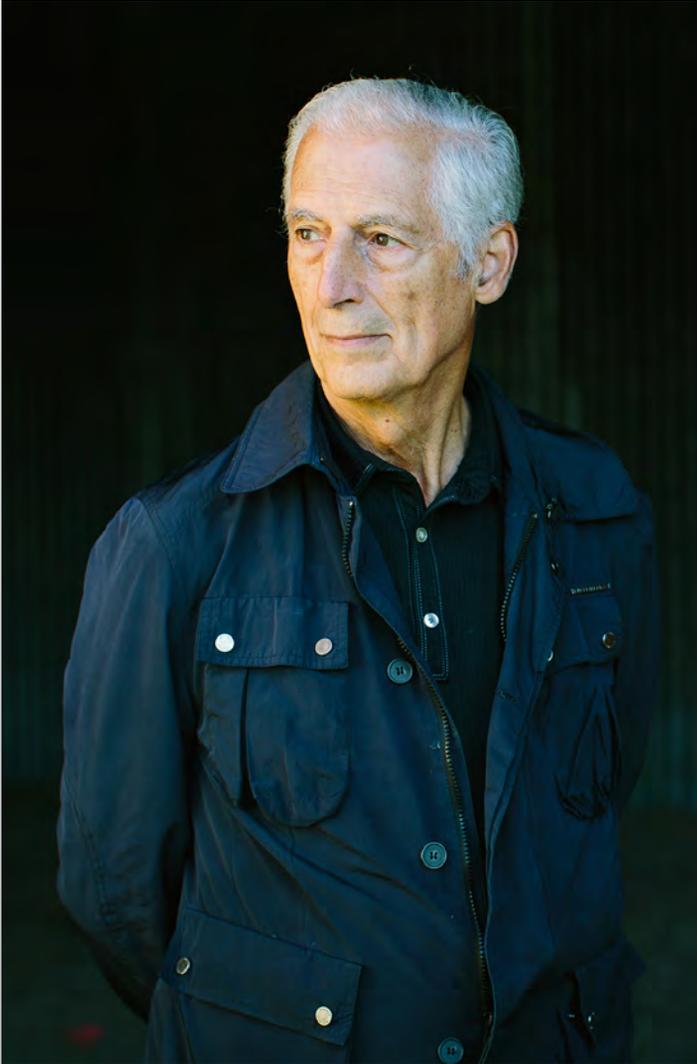


# ADAMO

estate winery



## History

Hockley Valley may not seem like an obvious location to establish a winery, and that's what makes it an ideal spot for Mario Adamo. Visionary, risk-taker and pioneer. True to his vision, Adamo Estate Winery has already produced wine for 2 successful seasons.

Mario Adamo was born in Calabria, Italy, coming to Canada when he was 18 years old, and his career led him to where his passion for food could shine. In 1972, Mario and his wife Nancy started a thriving catering business; highly successful as a result of their reputation for high standards in both hospitality and tradition.

In 1985, Mario and Nancy discovered a 28-room inn on a parcel of land north of the city of Toronto, in Orangeville, ON. To them, this was an opportunity to move their business and life to a location that really felt like home, and so Hockley Valley Resort was born. The resort's reputation grew, as did its amenities, evolving into the 104 room, full-service destination it is today.

As the years passed, however, Mario continued to consider the land in their region, comparing it to his home in Calabria. He remembered the vine-covered hills fondly, often wondering whether the rolling hills of Hockley Valley could also be a sustainable option for grape-growing. While Mario spent most of his time on his business and his family, his dream was always in the background, growing into a vision.

Soon, with a bustling Resort receiving rave reviews, the time was right to focus on his beckoning fields. Mario tilled a few acres and planted the vines by hand. A labourious task to be sure, but one full of heart and hope.

Enter Jonas Newman, of Hinterland Winery. Upon visiting Prince Edward County a few years previous, Mario was impressed with Jonas' success and now having planted a number of grapevines as a test, Mario invited Jonas to visit Hockley Valley to take a look.

Jonas told Mario that he would know immediately upon inspecting the vines whether it was to be a success; his test would be to inspect the greenness at the centre of the vines. His visit took place in early spring as the new growth was just beginning. The cuts revealed the vibrant green colour, giving them the confidence to move forward with additional planting.

...more...

[www.adamoestate.com](http://www.adamoestate.com)





## History continued...

"Making honest wines that speak to where they come from," is what Mario and Jonas agreed on as their mission from the start. Combining their experience and the similarities between their two counties, like temperatures and growing seasons, led to the planting of grapes that ripen quickly; Pinot, Chardonnay, Riesling and Vidal.

March 2015 saw the first onsite bottling of the 2014 vintages. In the spring of 2015, the team were equally thrilled and proud to be crushing the Chardonnay on the very fields Mario had planted by hand.

All of this production needs to be housed of course, and with their extensive experience in the hospitality industry, it only made perfect sense to set up a Tasting Bar, and retail sales building to overlook the vines and Hockley Valley. The 20,000 sq.ft. winery is now under construction and will be ready for 2015 Harvest, and open to the public in the spring of 2016.

These days Mario can afford the time to build and nurture the winery. A family affair, his son John Paul and daughter Julie will work alongside him to take it to the next level.

Though Adamo Estate Winery was a dream born out of Mario's historical fondness, an innate curiosity and a desire to succeed, his vision is innovative and focused on family tradition, something the Adamo family has already proven to be a successful formula.



John Paul Adamo, Julie Adamo, Jonas Newman, Shauna White



Mario Adamo





## Vineyard Facts

- o First vines were planted in 2012
- o Approximately 21,000 vines planted
- o 6,000 vines scheduled to be planted in the spring of 2016
- o Total of 25 acres of vineyard make up the winery - 3 distinct blocks with a fourth to be added in 2016
- o What's planted – What type of grapes?
  - Chardonnay, Pinot Noir, Riesling are the principal varietals
  - Vidal, Merlot, Cabernet Franc, Chardonnay Musqué are also planted

## Winery Facts

- o Winery is currently under construction with a completion date set for our retail and tasting bar set for spring 2016
- o Production facility will be completed for 2015 harvest
- o Building will feature a tasting bar and a retail outlet open to the public featuring limited food service – outdoor patio space overlooking the vineyards
- o Production facility will feature 2 underground barrel cellars, tank & sparkling wine cellar, covered crush pad & outdoor crush pad
- o All barrels are French oak and sourced from some of the best coopers in France
- o Introduction of some Italian coopers will be slowly intergrated into the 2016 harvest
- o All of our tanks are from Italy
- o Introduction of concrete fermenters is planned for the 2016 harvest
- o Production Statistics:
  - 2014 we produced 5,000 cases
  - 2015 projected to produce 7,000 cases
- o Where do these grapes come from?
  - Apart from our own vineyard we work with some of the best growers in Niagara
  - We have vineyards in both Niagara on the Lake and on The Bench
- o When are you opening?
  - Fall 2015 for our production space
  - Spring 2016 for our retail outlet & tasting bar
- o Where can we buy Adamo Estate wines?
  - Selected restaurants in Toronto
  - Website – Online store sales available now – [www.adamoestate.com](http://www.adamoestate.com)
  - Spring 2016 at our retail store located in the winery



# a dream comes to fruition.

A sampling of the past three years to August 2015. Construction for the production facility will be completed in time for Harvest 2015 with the remainder of the Winery to be completed for opening Spring 2016.



Adamo Estate  
Winery

