



Hearthstone Winery

From 1 Billion Vegetables to 1,500 Cases of Wine

by Allison Levine

In 1979, Hoy Buell started Greenheart Farms. Today, it's one of California's leading vegetable plug transplant producers and one of the largest nurseries in the nation. Growing a wide variety of flowers, cyclamen, poinsettias, roses, herbs and vegetable transplants for farmers and wholesalers, wine grape plants were a natural addition. By 1998, Hoy was growing and grafting hundreds of acres of wine grape plants for local growers. However, Hoy's personal love of wine gave rise to planting his own vines in 1999 and by 2003, Hearthstone Vineyard produced its first vintage.

Hearthstone Vineyards is located in the Adelaida region on the west side of Paso Robles wine country. The Adelaida hills are on the east side of the Santa Lucia Mountains, which provide a 3000-foot wall between the ocean and the vineyard. The region experiences notable diurnal temperature swings during the ripening season of July, August and September. A typical day will vary 45 degrees between day and night temperatures. The slightly higher elevation, rugged and rocky limestone hillside and dynamic weather conditions contribute to the uniqueness of the area and produce quality wines.

The distinctiveness of the Adelaida region is why a lot of varietals can grow in the area. According to Hoy, "diversity is more interesting" and he encourages this diversity by growing 20 different varieties of grapes and various clones of each grape. Varietals include Zinfandel, Syrah, Grenache, Mourvedre, Cabernet Sauvignon, Cabernet Franc, Malbec, Tempranillo, Pinot Noir, Sangiovese, Brunello, Viognier and Roussane. The variety of grapes allows for a

broad range of wines and styles.

A boutique operation, Hearthstone wines are made by a passionate team that is dedicated to sustainable farming and hands-on production. Owner Hoy Buell is a Cal Poly graduate and a career horticulturist whose expertise about planting and growing enable the grapes to grow to their highest quality. Hoy is joined by winemaker Paul Ayers, who, with 20 years of experience making wines, makes sure that the wines represent the high quality fruit coming from the vineyard. "In the vineyard we observe and nurture the natural alchemy of sunlight, clone and stone. In the winery, we watch, wonder and safeguard the wine as its unique burgeoning identity emerges and matures," says Hoy Buell.

The exceptional quality of Hearthstone wines is reflected in the number of awards they have won at competitions around the country in the past year. At the 2011 San Francisco International Wine Competition, the 2008 Pinot Noir took home a gold medal. The 2007 Pearl (Roussane, Viognier) won gold medals at both the 2011 San Diego International Wine Competition and the 2010 Critics Challenge International Wine Competition. The 2007 Lodestone (Syrah, Grenache, Mourvedre) won gold at the 2010 Critics Challenge and the 2007 Profundo (Sangiovese, Cabernet Sauvignon, Cabernet Franc, Syrah) won gold from the 2011 San Francisco Chronicle Wine Competition. These are just a few of the awards the wines have received.

Hoy's passion for the environment and sustainable farming has led to his involvement in several major reclamation projects around the country. Explaining that sustainable means "finding a balance between



Destination Drivers

We Drive, You Relax.

Tour Wine Country
in the Comfort of
Your Own Car
Driven by a Professional

Sean Pennington OWNER
(805) 423-3176



what it takes to run an operation that remains viable in the economy while also finding balance in the interaction with the environment.” Hoy’s projects all seek to support and align with the natural systems of the earth. He is responsible for growing 2.5 million pine trees to replant deforested Louisiana and 2,600 acres of saltgrass for the Owens lake restoration project in Sierra Nevada. Currently Hoy is a part of the Colorado River re-vegetation project where he is helping to propagate, transplant and reestablish native plants to eight thousand acres of their natural habitat. Recently, Greenheart Farms became certified sustainable, making the vegetable transplant nursery the first sustainable one in the US.

Hearthstone’s name is derived from the word hearth, meaning heat or a fireplace, and which symbolizes the home and feelings of warmth and love. And this is what Hearthstone, with its Gaelic image of smoke on the label, represents. The rustic tasting room is casual and inviting. The staff is friendly and knowledgeable. Stop by for a taste and meet tasting room manager Josslyn Wagster, owner Hoy Buell or winemaker Paul Ayers who will welcome you and make you feel at home.

Hearthstone Vineyard offers a number of wine club dinners, blending events and other events throughout the year. As a member of the Hearthstone Wine Club, you will receive invitations to these events, as well as receive a variety of special reserve wines that are limited in production and only available to wine club members.

Stop by the tasting room to taste the newest releases from Hearthstone Vineyards. These limited-production wines will only be available in the tasting room and include the 2009 Reserve Cabernet Sauvignon (100 cases), the 2008 Brunello [a Sangiovese clone] (50 cases) and the 2008 Syrah (33 cases).

Hearthstone Vineyard is open Thursday to Monday 11 a.m. to 5 p.m. and is located at 5070 Vineyard Drive, Paso Robles, just a short distance off of Highway 46 West. For more information, call (805) 238-2544 or go to www.hearthstonevineyard.com.

Follow Hearthstone on Facebook and Twitter.

Adelina's
BISTRO & MARKET PLACE

Celebrating
locally inspired cuisine infused with
international flavors from throughout
southern Europe & the Mediterranean.

Local, Lively, Lively

A Unique dining experience. Wine Pairings to tantalize the palate.

Minutes from town but a world away from the everyday.

Hand-Crafted Meats - Featuring Farmer's Market Fresh Produce & Local Wines

Adelina's
BISTRO

A UNIQUE DINING EXPERIENCE

WEDNESDAY - MARTINI NIGHT AND PIZZA NIGHT
THURSDAY - NO CORRAGE FEE
LEaving a BOTTLE OF WINE!

805.343.7510
1645 TRILogy PARKWAY, NIPOMO
WWW.ADELINABISTRO.COM