

## The Story

Adamo Estate Winery's history begins with Mario Adamo: visionary, risk-taker, pioneer.

Born in Calabria, Italy, and arriving in Canada when he was 18 years old, Mario followed the path to where his passion for food could shine. In 1972, Mario and his wife Nancy started a thriving catering business, and in 1985, they took the opportunity to move their business and life to a location that really felt like home. It was then that Hockley Valley Resort was born, and has now evolved into a 104 room, four-season resort and culinary destination.

The Adamo family philosophy has always been driven by quality and hard work, beginning with Nancy and Mario, and following through to the next generation where Julie and John-Paul are now at the helm of the resort and building on that legacy.

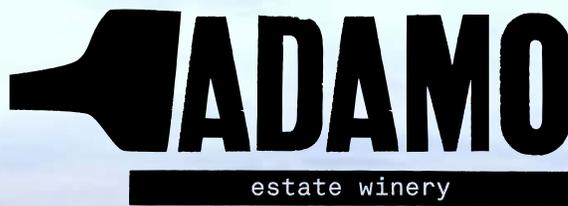
As the years passed, Mario continued to consider the land in their region, comparing it to his home in Calabria. He remembered the vine-covered hills fondly, deciding that the hills of Hockley Valley would also be a sustainable option for grape-growing. Though the region was not known for winemaking, this did not deter Mario. He followed his instinct and planted some test vines with his late friend, Frank. And he waited.

The vitality of those vines was confirmed when Jonas Newman of Hinterland Winery paid Mario an early spring visit, confirming that the vines were hearty enough for extended planting.

Mario's sheer will and determination, combined with the family's standard for the highest quality, is the foundation for Adamo Estate Winery. Along with their drive to succeed, the Adamos sought sage advice (from winemakers like Jonas Hinterland) and capable staff, like their Vineyard and Winery Manager, Shauna White, whose experience is surpassed only by her passion for excellence.

With the vineyard now at 23,000 vines and 25 acres, the winery construction is now complete. It includes a 20,000 sq. ft. facility for production, wine tastings and retail sales.

Born out of Mario's historical fondness, innate curiosity and desire to succeed, his vision for Adamo Estate Winery is innovative and focused on family tradition—something the Adamo family has proven to be a successful formula.



## Overview

Adamo Estate Winery is a small-batch boutique winery with 23,000 vines, focusing on organic and biodynamic practices. Starting with the best fruit from the estate, and from some of the top growers in Ontario, the fruit speaks for itself and the terroir-driven wines. With a beautiful retail space and tasting bar, as well as event and meeting spaces overlooking the vines, tanks or the cellar, enjoy the scenic beauty of the region, tour the winery and taste the fruits of their labour!

## Fact Sheet

- History:** The first vines were planted in 2012. Winery construction was completed and the winery opened in September 2016.
- Site:** Located in Mono, Ontario, in the Hills of Headwaters region.
- Winery:** Features a tasting bar and a retail outlet open to the public with limited food service and an outdoor patio space overlooking the vineyards.
- Production:** The facility features 2 underground barrel cellars, tank and sparkling wine cellar, covered and outdoor crush pads. 2014: 3,000 cases, 2015: 7,000 cases, 2016: 7,000 cases, in 2017 we anticipate producing 7,000 cases
- Vineyard:** Total of 18 acres (out of 25) are planted in 3 distinct blocks. Approximately 23,000 vines planted, with an additional acre (1,250 vines) scheduled to be planted in the spring of 2017.
- Climate:** Mean winter temp.: -7°C, mean summer temp.: 18°C, mean precipitation: 76-86 cm, mean frost-free period: 108-129 days, avg. growing season, length: 189 days.
- Soil:** As part of Dufferin County, the vineyard and winery sit at a high elevation, forming what's called the 'roof of Ontario'. The region's elevation ranges from 467-583 m above sea level. The soil types found at the winery include: till, outwash, kame, esker, deltaic and lacustrine.
- Grape Varieties:** Chardonnay, Pinot Noir, Riesling are the principal varieties, Vidal, Merlot, Cabernet Franc, Chardonnay Musqué, Gamay Noir and Marechal Foch are also planted.
- Availability:** Select restaurants in Toronto, online store at [www.adamoestate.com](http://www.adamoestate.com) and onsite retail
- Tastings & Tours:** Tastings are available daily. Tours scheduled daily Friday to Sunday 11 am and 2 pm.  
Private tours (available daily) for groups of 8 or more must be scheduled 24 hours prior to arrival.
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## Wine Awards

### 2016

2016 Decanter, Commended: 2015 Gwertztraminer  
2016 Wine Align, Platinum: 2014 Wismer-Foxcroft Unoaked Chardonnay  
2016 Decanter, Bronze: 2014 Wismer-Foxcroft Unoaked Chardonnay  
2016 International Wine Challenge, Commended: 2015 Wismer-Foxcroft Riesling  
2016 Finger Lakes, Silver:: 2015 Wismer-Foxcroft Riesling  
2016 Finger Lakes, Silver: 2015 Flying Change Musqué  
2016 International Wine Challenge, Bronze: 2014 Willms Oaked Chardonnay  
2016 Decanter, Silver: 2015 Sogno  
2016 Decanter, Bronze: 2013 Lowrey Pinot  
2016 Decanter, Bronze: 2014 Gamay Barrel Select  
2016 International Wine Challenge, Silver: 2013 Lowrey Pinot  
2016 International Wine Challenge, Silver: 2015 Sogno

### 2017

2017 Finger Lakes, Bronze: 2014 Willms Oaked Chardonnay  
2017 Finger Lakes, Bronze: 2014 Lowrey Pinot  
2017 Finger Lakes, Silver: 2015 Wild Ferment Oaked Chardonnay  
2017 Finger Lakes, Silver: 2014 Gamay Barrel Select  
2017 Decanter World, 2016 Adamo Estate Riesling - Platinum  
2017 Decanter World, 2014 Lowrey Pinot - Silver  
2017 Decanter World, 2015 Wismer Wild Ferment - Bronze  
2017 Decanter World, 2014 Gamay Barrel Select Artist Series - Bronze  
2017 Decanter World, 2014 Willms Chardonnay - Commended



## Biographies



### Mario Adamo

Born in Calabria (Italy) and coming to Canada when he was 18 years old, Mario started out as an artist, turning his creative talent into a hairdressing career, where he went on to own and run 2 salons. After marrying his wife Nancy, they decided to follow the path where their shared passion for food could shine. In 1972, Mario and his wife Nancy started a thriving catering business, and in 1985, they took the opportunity to move their business and life to a location that really felt like home. It was then that Hockley Valley Resort was born, having now evolved into a 114 room, four-season resort and culinary destination. As the years passed, Mario re-invented himself again, pondering the land in their region, comparing it to his home in Calabria. Though the region was not known for winemaking, this did not deter Mario. His sheer will and determination, combined with the family's standard for the highest quality, is the foundation for Adamo Estate Winery, a successful winery with award-winning wines, 23,000 vines and 25 acres.



### Nancy Adamo

Nancy Adamo's business accolades and contribution to Canadian society has been recognized throughout her career. In 1998, she was given the Leading Woman Entrepreneur of the World Award, and has been listed in the top 25 Profit W100 list of Canada's Top Women Entrepreneurs six times. In 2005, she received the Butler Award by the Ontario Accommodation Association for her contribution to Ontario's accommodation industry.

Nancy Adamo has served two three-year terms as member of the Humber College Board of Governors (1999-2002 and 2002-2005). More recently, she was listed in the 2007 Top 100 list of Canada's Most Powerful Women by Women's Executive Network (Entrepreneur Category).



### John Paul Adamo

John Paul Adamo has made the most of his Old World approach to food and hospitality to turn Hockley Valley Resort into the ultimate culinary destination in Toronto's backyard. He attended the Glion Institute of Higher Learning in Switzerland, held an apprenticeship at Hotel Villa Medici in Florence, Italy and at the Hotel Schweizerhof in Bern, Switzerland.

In 2002, Adamo graduated from the Culinary Institute of America in Hyde Park New York with honours where he also apprenticed at Auberge Du Pommier. In 2006, he was named Executive Chef at Hockley Valley Resort. In 2009, Adamo was appointed President and Owner of Hockley Valley Resort. In 2012, along with father Mario and sister Julie, John Paul established Adamo Estate Winery. At Adamo Estate Winery, John-Paul oversees the daily management of the vineyard and winery operations, as well as operating the culinary side of the business.

He is constantly striving to find innovative, creative approaches to improve the functionality of both properties.

## Biographies



### Julie Adamo-Cass

Julie Adamo-Cass along with her brother JP oversees the strategic development as well as day to day operations at Adamo Estate Winery and Hockley Valley Resort.

Growing up in the family business Julie enjoyed the opportunity to work throughout the resort learning the commitment and expectations required to lead a first class resort development. Everything from ski, to golf, to Spa to Sales, Food and Beverage and more.

After earning her Economics Degree from Queens University and spending years building a successful consulting practice helping others grow their business she returned to the family business to aid in taking it to the next level.

Quickly re-establishing Hockley Valley Resort's position as a leader in the resort community, the next great challenge was to help lead the expansion of the family business and create Adamo Estate Winery.

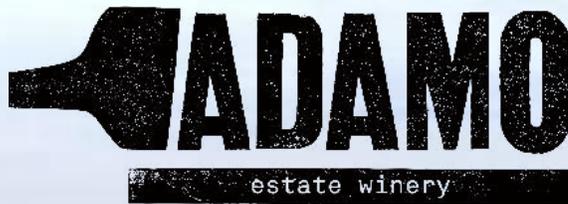


### Shauna White

Shauna grew up in Kelowna, BC, spending her days in her family's vineyard. Shauna began the formal part of her education at Niagara College, becoming a certified Wine and Viticultural Technician.

While spending her practicum at Domaine Laroche in Chablis, France, she fell in love with Chardonnay! Shauna continued to broaden her horizons by spending time at Ponzi Vineyards in the Wallamette Valley, Oregon, at Brokenwood Wines in the Hunter Valley, Australia, at Le Clos Jordanne in Niagara, Ontario and at Road 13 Vineyards in Oliver, BC, and she settled at Adamo Estate Winery in 2013.

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## Where to enjoy a glass...

Allegro  
Antler Archive  
Ashbridge's Bay Yacht Club  
Babbo Wine Bar & Patio  
Barnsteiner's  
Black Hole Bistro  
Biff's Bistro  
BLU Restaurant  
Borealis Grille & Bar  
Boxcar Social  
The Bruce Hotel  
Cambridge Mill  
Cabin  
Café Boulud  
The Caledonian  
Campagnolo  
Capocaccia  
The Carbon Bar  
The Chase  
Creemore Kitchen  
Crowne Plaza Hotels & Resorts  
Dailo  
Fat Pasha  
Fionn MacCool's  
Flock Rotisserie and Greens  
Foxely  
Goodlake  
Granite Club  
Hilton Garden Inn  
Hockley Valley Resort  
Holt Renfrew  
Levetto  
L'Unita  
Los Colibris  
The McEwan Group

Millcroft Inn & Spa  
Mrs. Mitchell's  
Oliver & Bonacini  
Provo Food Bar  
Quanto Basta  
Richmond Station  
Rustik  
Ruth's Chris Steak House  
School  
Sparks Premium Grill & Bar  
Sotto Sotto  
Thompson Toronto

...and the list is growing