

Press Release

FOR IMMEDIATE RELEASE

Vine Connections and Heron Wines Join Forces to Drive Growth and Innovation in the Wine Industry *Strategic Collaboration Announced on Heron Wines' 30th Anniversary Marks New Era for Iconic Brand*

Sausalito, CA (March 25, 2024): [Vine Connections](#), the prestigious wine, sake, and spirits importer, has entered into an agreement with [Heron Wines](#), an independent woman-owned award-winning wine brand, which will result in Vine Connections obtaining a majority stake in the nearly 30-year-old company. This strategic collaboration will combine the legacy of Heron Wines, founded by Laely Heron in 1994, with Vine Connections' expertise in providing high-quality and affordable premium wines, packaging design, digital marketing, acute business strategy, and a relentless sales team. Vine Connections' wine division, [Geo Vino](#), will continue Heron Wines' mission of creating balanced and elegant California wines that are both affordable and approachable while further strengthening Geo Vino's California portfolio.

Nick Ramkowsky, Principal and Owner of Vine Connections, says "Laely is a respected pioneer in the wine industry, and one of the first women to start and own a wine brand with her award-winning 1994 French Merlot. I am thrilled to work together to expand trade and consumer connection to the brand for years to come. More than 45% of Vine Connections' unique wine portfolio is made up of female winemakers or female-owned brands, and we are honored to add Heron Wines to this distinction."

Together, Vine Connections and Heron Wines are poised to deliver exceptional quality and value to wine lovers worldwide. Heron Wines offers a range of California varietals, including Sauvignon Blanc, Chardonnay, Pinot Noir, and Cabernet Sauvignon, along with Laely's signature LAELY Cabernet Sauvignon from Napa Valley. Laely will remain the winemaker and a key ingredient to the success of the brands in their next era.

"From the beginning, my focus on winemaking has consistently remained simple - I aim to find the best grapes from the best regions to create the best wines at an attractive price point. Vine Connections shares this vision, and I am excited to work together to make Heron Wines more accessible to consumers. As we celebrate this anniversary and milestone, I want to express my gratitude to all those who have contributed to making Heron Wines an industry favorite. My relationships throughout the industry will continue to grow," says Laely Heron.

About Heron Wines

[Heron Wines](#) is a brand that embodies the personal life experiences, philosophy, and spirit of its founder, Laely Heron. Like Laely herself, her style of winemaking is unique, adventurous, daring, irreverent, non-traditional, and international. She has lived, traveled, and worked across the globe, including in Africa, Asia, Europe, and the U.S. Laely studied Oenology at the University of Bordeaux and was mentored by some of the world's most prestigious French winemakers while participating in the Master of Wine program. These influences have helped Heron Wines become a "cult wine brand" among master sommeliers and chefs, a favorite "by the glass" pour in the nation's top restaurants, and a consistent "Best Buy" in the wine press over the years. In addition to Heron Wines, Laely also owns [Domaine Lux Fontis](#), the ethereal, micro-domaines in both Chateauneuf du Pape and Gigondas.

About Vine Connections

[Vine Connections](#) is a nationally recognized and awarded importer. For over 20 years, we have used our expertise, focus, and passion to expand your view of the world through great sake, wine, and spirits. What you drink matters, and we want your experiences to be more than just what's in the glass. Vine Connections' [Komé Collective division](#) represents a portfolio of curated craft Japanese sake and spirits that delivers unmatched experiences — from rooted in tradition to the forefront of innovation. Vine Connections' [Geo Vino division](#) represents mind-changing wines brought from the most unique places in the world.

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