



FLAT ROCK

C E L L A R S

Background Information

Flat Rock Cellars was established with two key philosophies in mind that constantly drive everything done at the winery. First, a belief that wine is more than simply a delicious beverage. Wine is an experience. As such, Flat Rock Cellars seeks to deliver a unique experience to every consumer. For Flat Rock Cellars that experience means a fun, welcoming, unpretentious approach to wine reflected in our staff, our wine and our architecture. The second core philosophy is a commitment to making the best possible wine from our estate vineyard. Making great wines requires an unwavering dedication to quality. It starts in the vineyard with low yields, progressive viticulture practices and the hand picking of the grapes. It continues in the winery with a gravity-flow design and the latest wine making equipment sourced from around the world. Our goal is to deliver a great bottle of wine in a friendly and approachable manner.

Flat Rock Cellars, an architecturally unique, five-level, gravity flow winery surrounded by 80 acres of vineyards, is located on the Jordan Bench in Jordan, Ontario. The vineyard is planted primarily to three grape varieties – Riesling, Chardonnay and Pinot Noir with a small block of Gewürztraminer. These varieties were chosen for their ability to grow and ripen in the unique climate of the Niagara Peninsula.

Flat Rock Cellars is solely owned and operated by its founder - Ed Madronich. Born and raised in the area, the winery is the fulfillment of a dream shared by his father and son. In 1954, his father applied for a winery license, but was denied. More recently, his son, also Ed Madronich, established his career in the wine business and shared a passion for wine. Combined, father and son, have worked together to create Flat Rock Cellars.

The land for Flat Rock Cellars was purchased in 1999 and planted the vineyard in 2000 (30 acres), 2001, (40 acres) and 2004 (10 acres). The winery commenced construction in spring 2003 to be ready for the 2003 harvest. The retail structure was completed in September 2004 with interior design completed in the spring of 2005.

The name Flat Rock Cellars was decided upon after putting under drainage in all the vine rows at planting. Hundreds of large, flat rocks were removed from the soil. Hence the name Flat Rock Cellars is linked to the soil on which the grapes are grown.

Truly Inspiring Wine

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