



FLAT ROCK
CELLARS

Winery Facts

Truly Inspiring Wine

Winery Established:

Land purchased in 1999

Vineyard planted in 2000, 2001 and 2004

First Harvest 2003

Open to Public 2005

Winemaker: Marlice Beyers

President: Ed Madronich

About Flat Rock Cellars:

Flat Rock Cellars is an architecturally unique, five-level gravity flow winery surrounded by 80 acres of vineyards, located on the Jordan Bench in Jordan, Ontario. Established on a commitment to quality and the inextinguishable passion of its founders, this winery is guided by the mastery of techniques; where viticulture and winemaking come together with architecture and hospitality to create an experience as memorable as it is enjoyable. From start to finish, the winemaking strategy is all about making the best possible wine. This includes hand picking and sorting, dedicated wine management and an uncompromised commitment to quality helps us work towards delivering the best possible wines to our customers.

Varietals:

Pinot Noir, Chardonnay, Riesling and Gewurztraminer

Vineyard Practices:

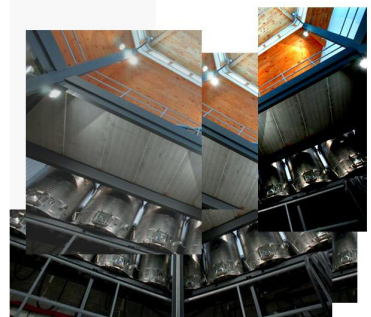
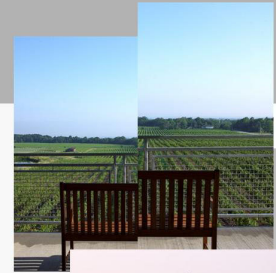
When developing our plan, an important factor was an ability to have complete control over the vineyards. The only way to do this was to own them. As well, one of the fundamental principles in quality winemaking is the ability to control and ensure low yields in the vineyard. At Flat Rock Cellars all varieties are cropped at extremely low levels to ensure fruit quality and intensity of varietal character.

Production:

12,000 9L cases in full production

Stelvin:

Flat Rock Cellars is proud to be the only Ontario winery to produce 100% of their wine in a screw cap finish. Our choice for this closure was driven solely for quality reasons. The Stelvin™ capsule is the only way to guarantee that the wine we have produced is the wine that our customer will drink. Our wine expresses the passion that everyone at Flat Rock Cellars shares for our business. We want to ensure that every one of our customers is able to experience that passion.



Flat Rock Cellars is all about inspiration. The land, the region, and most of all, our friends have inspired us to create a distinct expression of our passion. It is this same feeling we would like to instill in everyone that comes in contact with Flat Rock Cellars. Whether looking at our label on the shelf of a wine shop, perusing the wine list of a restaurant, or catching a glimpse of Toronto from the winery balcony, each time we hope to deliver a unique and memorable experience.