



B3S ·
BODEGA
TRESSUENOS

LAELY HERON
WINEMAKER

Point to any spot on the globe and odds are Laely Heron has been there. At last count, she has resided in or visited six of the seven continents (Antarctica will have to wait) and all 50 states. In addition to English, Laely speaks fluent French and Danish and can order dinner, drinks and a cab in Swedish, Norwegian, Spanish and Italian.

By the age of 10, Laely had already lived in 12 states. Her father was a mining engineer and adventurer so when a business opportunity arose in Algeria, the family moved to Africa. After a couple of years in North Africa, Laely's family hit the road, traveling first throughout southern Africa in a Volkswagen bus and later backpacking their way through Madagascar, Mauritius, Malaysia, Singapore and Thailand. Eventually, the family returned to the States so Laely and her sister could attend high school.



After two years at the University of Colorado, wanderlust called Laely back to Europe to spend her junior year in France. Her passion for wine led to a pivotal event in her life: enrolling at the Institute of Enology in Bordeaux.

After university, Laely moved to San Francisco and became the first American employee of the Australian giant Lindeman's. Two years later, Laely moved back to Europe - Denmark specifically - where she started a wine import company, opened a restaurant, taught wine classes and began studies to become a Master of Wine.

She moved back to San Francisco and launched Heron Wines in 1995. At the time it was rare to see a woman owning a business in an industry traditionally dominated by men. Her first release was a Merlot from St. Chinian in southern France. Her portfolio soon expanded to include California Chardonnay, Pinot Noir, Merlot, Cabernet Sauvignon and Syrah. Over the next decade, Heron would become a "cult wine" 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.

In 2004 Heron started another venture, Bodega 3 Suenos in Spain. The first release is Sexto, a six grape varietal blend from Terra Alta, Catalonia. Like her foray into making wine in France ten years prior, Heron has identified another exciting wine frontier and has plunged in ahead of the pack.

Heron's philosophy and wines are direct reflections of Laely's spirit – pioneering, adventurous, daring, smart, adaptable, thrill seeking, irreverent, non-traditional and international.