

# Keuka

## SPRING

### VINEYARDS



A polymath, raconteur, intellectual-at-large, bon vivant, and Steelers fan, August Deimel came to winemaking the usual way: accidentally. Having studied the Great Books at St. John's College in Santa Fe, NM he followed the well-trod path of liberal arts majors into retail sales, taking a job at a wine shop in Baltimore, MD. His passion for wine quickly took him on a whirlwind tour of the wine industry, selling wine for a distributor in Washington, DC and working a harvest for Goldeneye Winery in Philo, CA. Of course, all of this was done while exploring careers in the theatre and politics as well. But eventually decisions must be made, and in 2010 August concluded that winemaking was his first and greatest passion and it was time to commit to a path. He crossed the Rubicon (or was it the Susquehanna?) to attend Cornell University where he received his Master's degree, studying Enology in the Department of Food Science and Technology. After graduate school, he took up the position of winemaker at Adams County Winery in Orttanna, PA where he produced some nice wines while achieving immortal infamy for appearing in a series of promotional videos on YouTube (Yes, Virginia, acting classes can pay off!) But his time in the Finger Lakes while at Cornell left an indelible impression. Unable to resist its pull, he returned to the region like a swallow to Capistrano in the spring of 2012. He took up the winemaking duties at Keuka Spring Vineyards, assembled a crack team and, with the dedicated leadership of the Wiltberger family, set out to create the benchmark wines for America's next great wine region. His first Riesling promptly won the 2013 Governor's Cup for the best wine in New York State and in 2016 Wine and Spirits Magazine declared Keuka Spring one of its Value Brands of the Year. In addition to his winemaking duties, August is doing his part to develop the next generation of wine professionals in the region by teaching enology at Finger Lakes Community College. He is a proud resident of the great city of Geneva, NY.