



Around every table, within every bottle, there's a story to share.

Ours is one of Family and Fortitude, Ingenuity and Intention.

Our story begins with owner Tom Herrity's personal dream: own a vineyard, make great wine, and create memorable experiences. This dream didn't come from a single ah-ha moment or sip of incredible wine. For Tom, discovering the community of wine inspired him. He simply believed there was magic in producing a high-quality, tangible product from an exceptional place that could be shared with others.

Working as a respected public affairs innovator in Washington, D.C. (quite the opposite of vines and viticulture), Tom shared his dream with anyone who'd listen. He wanted others to light up the way he did, finding pleasure in the smell of fermentation tanks or inspiration in a unique take on a well-known varietal. Throughout thirty years of business success, Tom never strayed too far from this dream, excited for its future possibilities.

As with all great stories, there is a chance meeting. Tom's happened in the early '90s when he met Deanna Fioresi while working in Alexandria. Sharing a love of epicurean adventures and a devotion to family, Tom and Deanna married, settled in Arlington, VA, and began raising four children.

Regarding Tom's big and bold wine dreams, Deanna supported his aspirations and complemented his vision. Her passion for interior design and elevated spaces played a vital role in developing what would become the future Crimson Lane Vineyards. From the beginning, she has been determined to create an environment where guests would feel comfortable, relaxed, and welcomed. She knew that fully realizing Tom's dream meant focusing on the great whole: the wine, the vineyards, and the atmosphere.

Beyond her creative talents, Deanna comes from a long line of hardworking Italians whose family winemaking practices have been a way of life for generations. As luck, or fate, would have it, one of these family winemakers became the third and final piece to making Tom's dream come true.

A Family Tradition

In the small agriculture town of Vineland, New Jersey, Winemaker Dominick Fioresi and his sister Deanna grew up eating Sunday dinner surrounded by a boisterous and lively Italian family. This tight-knit family taught them the art of living off the land and working hard with their hands. Grandma, the strong and stable matriarch, was a classic Italian "nonna." She spent her days in the kitchen canning produce and fruit, processing hunted game meat, simmering red sauce, and making her infamous "Wonder Soup" from whatever could be found in the refrigerator and pantry. Grandpa was a surly and tough man, most likely found down

“Family is the way it has to be – the way it will be. For this to work, it shouldn't be any other way.”

Dominick Fioresi, Winemaker



a narrow staircase leading to a basement cellar packed with boxes of tomatoes, crates of vegetables, a pig head or two (waste not, want not!), and, most magically, barrels and barrels of homemade wine.

A student of his Grandfather's cellar, Dominick began experimenting with winemaking processes at fourteen, buying his own grapes and equipment. Focused and technical from the start, he quickly moved from Grandpa's Chambourcin and Grappa to rarer, more sophisticated varietals such as Alicante Bouschet, a juicy, fruit-forward red, French Colombard, a dry, acidic white, and Vidal Blanc, a sweet and complex hybrid grape.

Dominick began sharing these wines with family and friends at the Fioresi Sunday dinners. Dominick's attention to detail, confident experimentation and innate talent were expressed with each bottle opened. He garnered the nickname "Little Professor" from his uncles, who teased him for showing a great sense of sincerity and earnestness in the cellar. For all they kidded this young winemaker, they could not deny his wines were good, with a certain potential to be great. This potential was reaffirmed several years later by his brother-in-law, Tom.

By the mid-2000's Dominick was working for Tom in IT Security by day and producing homemade "basement wine" by night. As Tom joined him, tasting, trying, and turning out ideas for a winery that might one day be theirs, their passion turned to purpose. With Dominick's talent and experience, Tom realized he had found a winemaker. And, what started as a hobby for Dominick, a dream for Tom, and a vision for Deanna, was now a shared mission:

- Plant grapes in diversified soil
- Produce outstanding wines from estate vineyards
- Plan for a tasting room that welcomes family, friends, and strangers who become both

Over the next several years, spare time was spent focused on this mission. Driving from Arlington to Charlottesville every weekend for two and a half years, Tom and Dominick attended enology and viticulture classes. Dedicated and ambitious, they became among the first to receive certifications in these studies at Piedmont Valley Community College. At the same time, travels throughout the Virginia countryside took Tom and Deanna searching for a place to plant their vineyard roots—a place with ideal soil, slope, and sunlight.

This search continued for years as Tom and Deanna, exacting in what they were looking for, would not settle for just any site. It had to be the embodiment of topographical perfection...or close to it. It needed to check all the boxes. And they needed to be, and indeed were, committed, patient, unrelenting, and focused.



In 2011, ten years into this quest for perfection, they took a dusty ride down a gravel road called Crimson Lane. Suddenly, they knew they'd found something exceptional. With significant slope (check), ideal elevation (check), and an ability to plant south-facing vineyards (check), the next step was digging pits to ensure viable soil for vine growth (check!). Beyond its superb viticulture properties, this hidden gem of a site was accessible to a variety of customers, surrounded by beauty, and allowed Tom and Deanna to be good neighbors (check, check, check). It was clear—this site was special—too special to pass up.

Purchasing this land was not easy. Tom spent years in negotiations, determined not to let this site slip through his fingers and derail his dreams. As they say, good things come to those who wait, and in, 2014, the wait was over. Tom secured the rights to what is now Crimson Lane Vineyards—a shared dream finally realized and a mission well on its way to being complete.

Deanna played a large role in this road to completion. Her knack for turning lofty ideas into concrete actions became indispensable as they inched toward making something from this special site. Her perspective carved out welcoming roads from raw, rugged land; her design skills brought to life a working winery, tasting room, and crew house; her artistic talents lent an air of elegance and luxury to our surroundings. Deanna saw the potential of what Crimson Lane could be, beyond its expression of viticulture, and accomplished it with impeccable skill.

As we continue to evolve, each viticultural, winemaking and creative decision is made with meticulous care and purposeful precision. We consider ourselves beneficiaries of the past, listening to and building upon the guidance and learnings of others. We've leaned on their expertise with humility and patience, using it to guide us to a bright future. Thank you to those who've had a profound impact on our lives, our land, and our wines.

Crimson Lane Vineyards is based on the principles of dreaming big and patient perseverance. More than a viticultural endeavor, we are a gathering place where friends are made, connections are built, and glasses are full of memorable moments.