

The Saratoga Winery

Rich and Tara Nimmo - Owners

Success Magazine: When did you first become interested in all the various stages of wine?

Rich & Tara Nimmo: Rich's uncle owns a winery in Western Pennsylvania. We have been going there for the past seven years to help make wine, and eventually realized it was a passion of our own.

SM: What was your job experience prior to starting The Saratoga Winery, and what was the turning point that made you jump into this venture?

Rich & Tara: We were small business owners in the service industry. We wanted a business that better suited raising a family. We always said we'd open a winery when it was the right time. After Rich was diagnosed with cancer, we realized that the right time was right now, and we went for it. He was declared cancer free a year to the day that we opened our doors.

SM: How did the dream come to fruition? Did you have a business plan?

Rich & Tara: Yes, we had a business plan. It centered around our family's values; supporting local business owners, artists, and craftsmen and basically just providing a unique, exceptional product. Our dream came to life through a lot of planning, hard work and most importantly, a giant leap of faith.

SM: Where do you get your grapes?

Rich & Tara: One of the foundations of our business is supporting New York farmers. The majority of our grapes are hand selected from vineyards in the

Finger Lakes region of New York State.

SM: How many different selections of wine do you currently make?

Rich & Tara: We currently have fourteen varieties. We have four new wines coming out this summer, and we're excited to continue expanding from there.

SM: Your signature wine is called Melomel. What is the history of the variety, and what makes your special?

Rich & Tara: Melomel is an all natural style of wine made from fruit and honey with no added sulfites. Our unique flavor comes from fermenting in Kentucky Bourbon barrels. Our Melomels age anywhere from eighteen months to three years before making it to your glass.

SM: You have an Adirondack style tasting bar just minutes from downtown Saratoga. What are your hours? Do you need a reservation or is it just open to the public?

Rich & Tara: We are open Tues-Sat 11am-8pm and 11am-5pm on Sunday. The winery will be open seven days a week during track season. We offer wine tasting during all business hours. The winery is open to the public and you do not need a reservation.

SM: You also have a gift shop stocked with local items. Why is it important to you to support local businesses?

Rich & Tara: It is important to us to support local businesses because we are a small, family run business



ourselves. Especially in this economy, it's important to support each other and show that some of the best products can come from right next door.

SM: What do you appreciate most about the wine making process?

Rich & Tara: What we appreciate most about wine making is being able to create unique varietals that appeal to a wide variety of palates. It's rewarding to see that almost every person who walks through our door leaves with at least one wine they really love.

SM: How does it feel to follow a dream? What advice would you give others considering starting their own business?

Rich & Tara: It feels great to do something for yourself that you are passionate about. I like that I answer to myself everyday and have the ability to create something great that others enjoy. We have control of our success and our future and that makes me feel good. Our advice would be to learn everything you can about the business you are going into and your market, and don't be afraid to go for it. What I feel is vital to the success of any business is hard work, determination, belief in yourself and your product, and the ability to roll with the punches.

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