



# POPLAR GROVE

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## THE LEGACY OF POPLAR GROVE

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Founded in 1993 as one of the Naramata Bench's first five plantings, it began with Merlot and Cabernet Franc and produced just 150 cases in 1995. This laid a foundation built on authenticity and a deep connection to terroir.

In 2007, the Holler family revitalized the estate, expanding vineyard holdings across Osoyoos and Naramata to over 100 acres. Each site is carefully chosen for its microclimate and soil, ensuring the best expression of each varietal. Led by Tony and Barb Holler, the family brought a shared passion for wine, agriculture, and innovation that has shaped Poplar Grove's remarkable growth and reputation. Their four sons, Chris, Andrew, Matthew, and Eric, are all actively involved in operations.

Today, Poplar Grove produces over 50,000 cases annually from 160 estate acres. Signature wines include Cabernet Franc, Syrah, Chardonnay, Pinot Gris, and the flagship Bordeaux-style blend, The Legacy.

With sweeping views from its modern winery and tasting room, opened in 2011, and a vibrant restaurant introduced in 2020, Poplar Grove offers an unforgettable experience. The 2024 launch of its Library Collection adds another chapter to its pursuit of quality and longevity.

## FARMING

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Poplar Grove's estate vineyards span some of the Okanagan's most prized sites, with warm southern exposures in Osoyoos and cooler lake-moderated slopes on the Naramata Bench. Farming is guided by sustainability and regenerative practices, including cover cropping, composting, and biodiversity stewardship.

Vines are hand-tended throughout the season, and harvesting is done at optimal ripeness to preserve purity of fruit. These small-lot grapes are fermented using low-intervention methods to ensure balance, texture, and varietal integrity in every bottle.

## WINEMAKING

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At Poplar Grove, winemaking is a thoughtful balance of innovation and tradition. The winery's cellar is equipped with modern technology designed to preserve the purity of the fruit, while time-honoured techniques are used to guide each wine gently through its evolution. Fermentation takes place in stainless steel tanks to maintain freshness and varietal expression. Aging occurs in carefully curated French oak barrels that lend structure, complexity, and finesse.

Under the leadership of Winemaker Stefan Arnason, the team is dedicated to crafting wines that reflect the unique terroir of the Okanagan Valley. Every bottle is the result of meticulous attention to detail from vineyard to cellar, resulting in elegant, expressive wines with depth, balance, and longevity. The portfolio includes age-worthy reds, vibrant aromatic whites, and carefully composed blends that serve as benchmarks for the region.

# PHILOSOPHY



## OVERVIEW

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Location: Penticton, BC, Canada  
Established: 1993  
Ownership: The Holler Family  
Winemaker: Stefan Arnason  
Vineyards: 160 acres  
Farming Practices: Sustainable & Regenerative

## ESTATE VINEYARDS

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### Munson Mountain

Perched on the south-facing slopes directly in front of the winery, this 4.6-acre site planted in 2008 is dedicated to Cabernet Franc and Pinot Gris. The silty sand loam soils, enhanced with gravel, yield wines with bright structure and minerality.

### Chapman Davenport

Agri-heritage at its finest: this 25-acre vineyard, established in 2004 sits just 1 km south of 3 Mile Beach on the Narmata Bench. West-facing slopes nurture a diverse mix of Malbec, Merlot, Pinot Gris, Muscat, and a special 0.65-acre Chardonnay block (also known as “Tony’s Vineyard,”) devoted to the Extra Brut sparkling wine. Tony and Barb hand-tend this site year-round using its fruit exclusively for their method traditional sparkling wine.

### Hudson

A 13-acre site on the southern tip of the Naramata Bench, planted in 2019 with six premium Pinot Noir clones (PN091, PN115, PN114, PN828, PN777, PN6667). Its sandy loam soils offer a perfect canvas for bright, expressive Pinot Noir.

### Kasteel

Situated on the Skaha Bench, this 10.9-acre vineyard established in 2018 features rich sandy loam with gravel. It grows Chardonnay, Pinot Gris, and Malbec. Farming varieties that thrive in its cooler, elevated microclimate.

### Haynes Creek

One of the largest estate holdings, this expansive 33-acre vineyard on the east side of Osoyoos Lake, just 500 m from the US border, was planted in 2005. Growing Viognier, Chardonnay, Cabernet Franc, Syrah, Cabernet Sauvignon, Petit Verdot, Merlot and Malbec in fine sandy soils, Haynes Creek is Poplar Grove’s powerhouse site for bold reds and aromatic whites.

## SIGNATURE WINES

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The Legacy  
Cabernet Franc  
Merlot  
Syrah  
Pinot Noir  
Chardonnay  
Pinot Gris  
Viognier  
Rosé





## **PENTICTON & THE NARAMATA BENCH**

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Visitors to Poplar Grove will find plenty to enrich their winery experience beyond tastings and dining. The estate sits above the Trans Canada Kettle Valley Rail Trail, which is perfect for a leisurely stroll or bike ride through vineyards and orchards with sweeping views of Okanagan Lake. On site, guests can relax on the lawn with a glass of wine, enjoy occasional live music, or attend special events like the annual Rosé Garden Party in July and the intimate Cellar Dinner series in August. Poplar Grove is family friendly, with a picnic area, EV charging stations, and plenty of space for everyone to unwind.

Just a short drive from the winery, visitors can explore Skaha Lake or Okanagan Lake, both offering beautiful beaches, paddle sports, hiking, and lakeside parks such as Skaha Bluffs Provincial Park and Okanagan Lake Provincial Park. Nearby Penticton is home to over 30 annual events including the Okanagan Wine Festival, Peach-fest, Fest of Ale, and a bustling weekly farmers market in the downtown core. Between winery visits and lakeside adventures, guests can also enjoy local artisan shops, historical landmarks, and charming waterfront dining, making for a well-rounded and memorable day in the South Okanagan.



## **TONY & BARB HOLLER - OWNERS**

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Dr. Tony Holler and Barb Holler are the driving force behind Poplar Grove's vision and stewardship. Tony, a physician and entrepreneur, brings a sharp focus on innovation, operational excellence, and agricultural sustainability. Barb is the creative heart and gracious host behind Poplar Grove's elevated hospitality and aesthetic, helping shape the winery's community presence and guest experiences.

Together, they have cultivated Poplar Grove into a family-run winery rooted in passion, purpose, and a connection to the land, the people, and the wine.



## **CHRIS HOLLER - VICE PRESIDENT**

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With a background in viticulture, business management, and accounting, Chris oversees the winery's daily function and vineyard development. A key member of the next generation at Poplar Grove, Chris is deeply committed to continuing the family legacy through innovation and excellence. His leadership helps bridge the winery's foundational values with forward-thinking strategies for growth.



## **STEFAN ARNASON - WINEMAKER**

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Since 2008, Stefan has crafted wines at Poplar Grove that define precision, character, and ageability. With a hands-on approach and deep understanding of the region, Stefan has guided the winery's evolution with thoughtful blends, single-vineyard bottlings, and a signature style that balances ripeness with finesse. He believes that great wine is made in the vineyard and works closely with the viticulture team to ensure every vintage reflects its origins.





CREATING A LEGACY

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