

UPPER WESTCHESTER

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WHERE CURIOSITY LEADS, *Wine Follows*

Photo Credit Leigh Hansen



NO RULES, JUST GOOD WINE AND BETTER TASTE

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Heather Muriello didn't arrive in the world of wine through some romantic, perfectly scripted moment, and that's exactly what makes her story feel so real. There was no sweeping pivot, no cinematic vineyard awakening. Instead, it unfolded the way most meaningful things do: slowly, intuitively, and over time.

She was building a career in marketing, moving through the pace of life, when wine began to quietly weave itself in. It showed up at dinner tables, on trips, in those lingering moments after a great glass when curiosity takes hold. Not just what am I drinking, but why does it taste like this, where does it come from, and who made it?

At some point, that curiosity stopped feeling casual. It felt instinctive. Something worth following.

Heather leaned in, earning her WSET Level 2 certification and immersing herself in Italian wine studies. But more than that, she created something of her own, Winefarer. Not just a brand, but a perspective rooted in one simple idea: wine should feel like an invitation, not something you need to qualify for.

Now based in Greenwich, Connecticut with her family, she has built a life that moves effortlessly between home and discovery. And when she travels, she's not chasing what's already been done. She's looking for what's just about to be discovered, the regions, the producers, the varietals that haven't yet been overexposed but are undeniably worth knowing.

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She has spent time along the coastline of Abruzzo, where Montepulciano grows alongside the Adriatic and trabocchi stretch out over the water like something untouched by time. She's explored Roero in Piedmont, often overshadowed by Barolo but deeply expressive in its own right. She's followed Assyrtiko across Santorini's volcanic terrain, experienced the restraint and structure of Ribera del Duero, and fallen into the precision and aromatics of Alsace.

But what makes Heather's approach different isn't just where she goes, it's how she experiences it.

There's a shift that happens when you stand in a vineyard with the person who farmed it. When you hear their story before you taste the wine. It adds depth, context, and connection. The glass in your hand becomes more than just something you're drinking, it becomes a place, a memory, a perspective.

And for Heather, that's the part that matters.

Because the instinct isn't just to discover something new. It's to bring it back and share it in a way that feels accessible.

That's what Winefarer has become. Through her Instagram, Substack, and content, she's built a community, largely women, who love wine but don't want to feel intimidated by it. Her voice is clear, approachable, and intentional. She strips away the

unnecessary language and focuses on what actually matters: how it tastes, when you'd open it, what you'd pair it with, and why you should care.

Her recommendations are the kind you save. The ones you bring into a wine shop and reference without overthinking it. There's no pressure to know everything, just permission to enjoy it.

And behind the beautiful visuals, the glassware, the travel, the effortless aesthetic, there is a sharp, strategic foundation. Through Heather Muriello Social, she has expanded her expertise beyond wine,

working with brands across hospitality, wellness, and lifestyle. Her ability to translate a brand into something that genuinely connects is what sets her apart.

Looking ahead, her focus is simple: more. More regions, more producers, more stories to tell. She's especially drawn to Italian wines that

are just beginning to step into the spotlight, the ones that haven't yet had their moment, but inevitably will.

But at the core of everything she does, her message remains the same, and it's one that resonates whether you're deeply immersed in wine or just starting to explore it.

Trust your palate. If you like it, it's good. Everything else is just context. And that's exactly what she's here to share.

*“Drink what
you love, skip
the rules—wine
should feel good,
not intimidating.”*