

Timber Hill Winery

MILTON, WI

Amanda Stefl started making wine as a hobby with her dad. But it wasn't long before her hobby morphed into a career. Amanda's parents are both entrepreneurs, so it was natural for her to want to start her own business: Timber Hill Winery.

Amanda said Facebook has been vital to the success of her business—in fact, she established her page even before the business officially opened back in 2016. When the winery opened, Amanda said 90% of her customers told her they saw her on Facebook.

Timber Hill Winery has a specialty wine for every day of the week. Amanda said the most popular is the Throwback Thursday red wine, made with concord grapes. Another unique wine the business produces is the Extra Spicy Jalapeno wine, using fermented jalapenos. This wine is used to make the house Bloody Mary, and many of their customers use it for cooking.

During the pandemic, Amanda used Facebook Live to broadcast events like trivia, bingo or even live music, with musicians performing on livestream. “We had over twice the number of people on our Live as we would've been able to fit in the tasting room,” Amanda said. “It really helped us keep our business at the forefront of our customers' minds.”

Expansion is on the horizon for Timber Hill Winery—Amanda recently purchased 50 acres and planted a couple acres of vines. They will also break ground on a new, larger tasting room in order to accommodate more people and host larger events.



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The Facebook tools have allowed us to be authentic with our customers, which has created a connected and engaged community.”

— Amanda Stefl, Founder, Timber Hill Winery