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ALERT **FEATURED** **TOP STORY** **EDITOR'S PICK**

WINE COUNTRY

Veritas Winery to be acquired by private investor group

After nearly three decades in one family's hands, Veritas Vineyard and Winery is to be sold to a private investor group based out of nearby Charlottesville.

David Velazquez

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After nearly 30 years in the hands of its founding family, Veritas Vineyard and Winery in Afton is set to be sold to a Charlottesville-based investor group this summer.

Veritas announced Monday that its business operations, which include not only the vineyard and winery but a popular event venue and bed and breakfast, would be acquired by Veritas Legacy Partners for an undisclosed sum.



George Hodson's cup runneth over

Emily Hemphill

While Veritas founders Andrew and Patricia Hodson plan to retire, their children George Hodson and Emily Hodson are to remain on board as CEO and winemaker, respectively.

The news out of Afton comes hot on the heels of Virginia's second-largest winery, Barboursville Vineyards in nearby Orange County, also selling to an investor group in a deal announced this past March.

Unlike the Barboursville sale, however, Veritas' new owners have identified themselves: real estate investor Eric Trebour and architect Kurt Wassenaar.



Veritas Vineyards and Winery is located in Afton on what was once Saddleback Farm.

VERITAS VINEYARD AND WINERY

“We are acquiring one of the top winery destinations East of the Mississippi because we believe in the quality of the wines made by Emily Hodson and the world-class hospitality the Veritas team has built,” Wassenaar said in a statement announcing the deal. “We aren’t changing what makes Veritas special; we are providing the support it deserves to flourish for the next generation.”

After moving to the States from England, the Hodsons founded Veritas in 1999 on what was once Saddleback Farm. Over the past three decades, the Hodsons have grown their business into an award-winning winery that has helped transform Virginia wine into an \$8 billion industry and the Monticello American Viticultural Area into one of the top wine countries in the world.



Andrew and Patricia Hodson founded Veritas Vineyard and Winery in Afton in 1999.

VERITAS VINEYARD AND WINERY

Today, Veritas has 50 acres under vine and dozens of awards to its name. Its expansive grounds host not only winemaking facilities and a tasting room, but a turnkey ballroom for weddings and other festivities, the Farmhouse bed and breakfast, the popular Starry Nights concert series in the summer and the Veritas Illuminated light trail in the winter.

The Hodsons have promised that Veritas will continue to prosper even in the hands of new owners.

“Veritas was built on the belief that Virginia could produce wines of genuine distinction. Passing the stewardship of this land onto partners who share our vision, and who have the resources and commitment to take it further, is the best possible outcome for our family, our team, and Virginia wine,” Patricia and Andrew Hodson said in a joint statement.



It remains unclear if Veritas' new owners will be acquiring just the business operations, the land underneath it or both. The winery is spread across more than a dozen individual parcels of land owned by a variety of family trusts, individuals and limited liability corporations, according to Nelson County real estate records. None of those parcels had been transferred to Veritas Legacy Partners as of Friday.

The 16-acre plot where the Veritas tasting room and ballroom sit was last assessed at \$2.24 million, while the 28-acre plot where the Farmhouse sits is valued at more than \$2.9 million.

What also is uncertain is the fate of Flying Fox Vineyard, Veritas' sister winery owned and operated by the second generation of Hodsons since 2006; whether Veritas' new owners will expand the winery's distribution, which is more limited than competing Virginia brands such as Barboursville and Trump Winery; and if Veritas will change its marketing and merchandising, which is intentionally low-key compared to other wineries such as nearby King Family Vineyards which sells a variety of apparel, souvenirs and home furnishings with the King Family logo.



George Hodson, CEO of Afton-based Veritas Vineyards and Winery, speaks on stage at the 2026 Virginia Governor's Cup Gala at Main Street Station in Richmond on Thursday, March 12, 2026.
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Multiple Daily Progress messages left with Veritas went unanswered.

Despite the change in ownership, operations at Veritas are set to continue without interruption. Wine club memberships, Farmhouse reservations, tasting room bookings and wedding plans all will be honored under the news owners, according to the Monday announcement.

Veritas is considered among the top wineries in the commonwealth, perhaps best known for its blends. At this year's Governor's Cup contest, the top winemaking competition in Virginia, the winery took home three gold medals for its Scintilla sparkling wine, 2023 Monticello White and 2023 Veritas Reserve.

The Hodsons have played a key role not only in the success of Veritas but in the success of the Monticello wine country.

George Hodson, who joined the family business as general manager before he was named CEO in the summer of 2012, is a past president of the Monticello Wine Trail, the current president of the Virginia Wineries Association and current vice chair of the Virginia Wine Board, part of the state Department of Agriculture.



Emily Hodson is winemaker at Veritas Vineyard and Winery in Afton.

VERITAS VINEYARD AND WINERY

When Virginia's was named the top wine country in the world by Wine Enthusiast magazine in 2023, it was George Hodson who delivered the news.

That achievement, he would later tell The Daily Progress, was only possible because Virginia wineries see themselves as collaborators and not competitors.

“It’s us versus everyone else,” he said in a 2024 interview after he was named among The Daily Progress’ Distinguished Dozen, an annual list of movers and shakers in Central Virginia and the neighboring Shenandoah Valley. “We want each winery to produce the best wine they can, so we’re going to cooperate. We’re unified in a way that very few wine regions are, and it’s a testament to who we are, why our quality has improved so much and where we’re eventually going to go.”

But as investor groups begin to move into Virginia, as they have already done in California where wineries are more competitive, it raises the question: How long will that camaraderie last?



Grapevines are seen at Veritas Vineyards and Winery in Afton on Friday, Nov. 17, 2023.

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