

MARKET WATCH

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Brands With A Cause

Winemakers are donating proceeds of their labels to charitable causes

Wine and philanthropy have long gone hand in hand, but winemakers nowadays are becoming more and more creative in their charitable endeavors. Napa Valley winemaker Bouchaine Vineyards, for example, partnered with Festival Napa Valley at the start of 2019 to launch Crescendo, an exclusive annual bottling of Chardonnay (\$47 a 750-ml.) and Pinot Noir (\$54) by winemaker Chris Kajani. The wines were created specifically for the Bouchaine Young Artist Series, which brings young classical musicians to Napa Valley to perform live for the local community. Bouchaine Vineyards owner Tatiana Copeland donates a full 100% of Crescendo's proceeds to the series, demonstrating her commitment to the festival's mission of making the performing arts accessible to all.

In 2016, C. Mondavi & Family partnered with the Purple Heart Foundation on the production of Purple Heart red blend (\$20 a 750-ml.). The label contributes annually to the foundation, which serves the needs of military members and their families. Winemaker John Moynier, an Air Force veteran, is the sole creator of the wine, and developed the blend for the inaugural 2015 vintage—comprising Merlot, Zinfandel, Petit Verdot, and Cabernet Franc—himself.

Another cause-based label is Constellation Brands' Dreaming Tree Wines, an environmentally conscious collection co-founded in 2011 by musician Dave Matthews and winemaker Sean McKenzie. The Dreaming Tree range features six wines: Chardonnay, Sauvignon Blanc, Cabernet Sauvignon, Pinot Noir, Crush red blend, and Rosé, all of which are California-sourced and priced at \$15 a 750-ml. For every bottle sold, a portion of the proceeds goes to environmental organizations including The Wilderness Society and Living Lands & Waters; thus far, Dreaming Tree has donated over \$1.5 million. The wines themselves are also sustainably made—each has a recyclable cork and a label made from recycled paper, and uses a minimal amount of glass.



Napa Valley winemaker Bouchaine Vineyards partnered with Festival Napa Valley earlier this year to launch Crescendo (lineup pictured), an exclusive annual bottling whose proceeds support young musicians.

Garnering more than \$3 million in donations since its launch in 2005, Onehope Wine donates half of its profits to a variety of charitable organizations and social causes. Its Cabernet Sauvignon (\$25 a 750-ml.) funds applied behavioral analysis (ABA) therapy treatment for children with autism, while the Rainbow Brut sparkling wine (\$59) supports the Trevor Project Lifeline, a group aiding LGBTQ teenagers and young adults. Additionally, sales of two Sauvignon Blancs (both \$25) support environmen-

tal causes. The winery's site carries more than 60 wines, and consumers can view available options by type, varietal, price, or cause—the current listed causes being children, education, environment, global, health, veterans, women, and animals. Onehope CEO Jake Kloberdanz—formerly E. & J. Gallo Winery's district sales manager—co-founded the company after one of his childhood friends was diagnosed with cancer; he and seven of his co-workers left their jobs and launched Onehope as a charitable business, under an initial partnership with Sonoma Wine Co. and vintner David Eliot. In 2010, Robert Mondavi Jr., owner and president of Folio Fine Wine Partners, became the company's winemaker.

The mission at Chateau La Paws, a Bronco Wine Co. brand re-launched in 2015, is to rescue, nurture, and aid in the adoption of shelter dogs. The brand donates its proceeds to no-kill organizations across the U.S. via its national partnership with North Shore Animal League America (NSALA), the world's largest no-kill animal rescue and adoption organization. Chateau La Paws has donated over \$100,000 to NSALA since its launch. A total of 12 different labels featuring photographs of NSALA rescue dogs adorn the bottles of the brand's five wines, including Chardonnay, Cabernet Sauvignon, Pinot Noir, Merlot, and a red blend (all \$14 a 750-ml.). The images, taken by photographer Amanda Giese with help from animal behaviorist Carli Davidson, are meant to grab customers' attention and promote the cause.

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