

Drinking Well and Doing Good



The wine industry is an extremely philanthropic business. Many wineries support charities by donating bottles or tasting experiences to benefit auctions. But a growing number of wineries give back to a particular charitable cause through donations that are tied directly to the sale of their wine.

Sales-based donations may not be as dramatic as an auction lot which sells for tens of thousands of dollars, but sales-based donations can still be significant and allows consumers to participate, knowing that their purchase of a particular wine will help somebody. Drinking well never felt so good!

HEART

Colby Red, for example, was a wine created to raise money for heart-related charities; Colby Groom is now 13 years of age. Just prior to his 10th birthday he underwent back to back open heart surgeries. He is now a seasoned volunteer with the American Heart Association and was inspired to raise money for heart research through creating a wine with his Dad, notable winemaker Daryl Groom – think Grange! – and Colby Red was born. To date, Colby Red has raised over \$500,000! The **2012 Colby Red** from California is a flavorful California cuvee of Cabernet Sauvignon, Zinfandel, Shiraz, Merlot & Petite Sirah with jammy notes of cherries, red berries, red licorice and mocha. **\$10**

MILITARY SERVICE

Local entrepreneur-slash-do-gooder David Keuhner is one of the partners behind Honor Winery. David's father served two tours of Vietnam as a helicopter pilot and tragically was killed in 1976 when David was just six years old. Honor Winery is committed to supporting and celebrating those that have served or are serving, and dedicated to the continued growth and development of our men and women in uniform by providing a premium wine selection in Honor of them. The **2012 Honor Pinot Noir** from the Russian River Valley is perfectly poised between decadent and delicate with spiced berries, lavender, cedar and a hint of smoke on the nose. Its palate is soft and rich with cherries, strawberries, pomegranates and raspberries unfolding slowly, punctuated by notes of clove, toasted vanilla, violets and smoked paprika. The finish is long with a delicate minerality supporting the lingering notes of cocoa, berries and spices. **\$49**

BREAST CANCER

Cheryl Indelicato is part of wine making royalty, growing up in one of California's premier winegrowing families. As part of her passion to make a positive difference in people's lives, Cheryl created the program "HandCraft Cares" to support important causes with financial and in-kind donations. Since 2012, HandCraft has contributed \$200,000, to support breast cancer research, prevention and awareness. Cheryl is also personally involved in a number of initiatives at the community level to increase awareness and early detection of breast cancer. The **2013 HandCraft Artisan Cabernet Sauvignon** from California features robust aromas of cherry, blackberry, pepper and tobacco. Layers of black cherry, clove, spice, currants and dark chocolate treat the mouth to balance and nuance. This full bodied wine is rich and robust with round tannins that lead to a long and generous finish. **\$13**

MAKE-A-WISH

Transcendence Wines is a boutique operation in Lompoc that focuses on Santa Barbara County wines. Joey Gummere is a winemaker with a remarkable pedigree; his wife, Sara, works in health care and has been involved in nonprofits. Joey Gummere calls Transcendence "the bridge" between their interests. It all started in 2006, when a close friend was diagnosed with a brain tumor. The Gummeres donated their first vintage to the family and to a brain surgery research foundation. Today, the couple has donated 10 percent of sales to charity, primarily the Make-A-Wish Foundation. Three Transcendence wines are currently available. My favorite is made from grapes grown by a friend of mine, Steve Zotovitch. The **2011 Zotovich Vineyard Chardonnay** from Santa Barbara offers scents of toasty oak, pears and lime zest on the nose and fresh flavors of apple, pear and grapefruit on the palate. Notes of lemon-lime and minerality linger on the bracing finish. **\$34**

YOU CHOOSE!

Cultivate was launched in November 2011. Originally, ten percent of sales were donated to charity through a program called "The Give," where people go online and vote for which charities should receive money. Cultivate is now considering building long-term relationships with specific charities. The **2010 Cultivate "Dream Walking" Chardonnay** is a classic California Chardonnay with aromas of toasted almonds, citrus and baked bread. A bright mouthfeel features green melon, pineapple, green apple and rounds out towards the creamy finish with a nice lift and notes of candied lemon peel. **\$26**