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## **Vintners pour on generosity**

By Jerry Shriver, USA TODAY

In honor of Valentine's Day, let's all take a short break from carping about overpriced wines and show some love to a few of the many producers engaged in heartwarming charitable work.

To begin: hugs, kisses and glass-clinks all around.

The wine world long has been known for contributing high-profile bottles to black-tie benefits that raise millions of dollars. The Napa Valley Wine Auction, for example, has raised \$50 million for local health care since 1981, including \$6.5 million last year.

But lately, the goodness has been flowing on a more personal scale. Most commonly, vintners (and at least one brewery) are creating small-production brands and funneling the proceeds into noble causes, from building medical clinics to saving sea turtles. The dollars raised are in the thousands instead of the millions, but the public can participate more easily and (usually) more affordably than by attending a big-bucks

•**Humanitas.** Winemaker Judd Wallenbrock sells three wines (\$15-\$25) under this non-profit label that he launched last year, and already he has raised about \$15,000 for several charities, including Habitat for Humanity. The wines, which carry the tag line "drink charitably," are available through [www.humanitaswines.com](http://www.humanitaswines.com).

"I think there is a huge opportunity to change how businesses do things, through what I call 'compassionate capitalism,' " says Wallenbrock, a former executive with DeLoach Vineyards. "It's like self-imposed taxation — but without the government doing it."