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Vintner makes a cause for charity

"Most wines are designed to make people feel good. Judd Wallenbrock's wines are designed to make people feel really, *really* good."

The California wine industry veteran has launched a label called Humanitas with the goal of giving all profits to charity...He says he'll steer his profits to groups that fight hunger, homelessness and illiteracy. "I call the idea 'cause capitalism'," Wallenbrock says.

"And we don't want to guilt people into buying our wine. Our tag line is, 'Drink Charitably'."



HUMANITAS