

MARKET WATCH

MARKET INTELLIGENCE ON WINE, SPIRITS AND BEER

Brands With A Cause

Winemakers are donating proceeds of their labels to charitable causes

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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.

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 and Pinot Noir by winemaker Chris Kajani. The wines were created specifically for the Bouchaine Young Artists 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.