Like Confirm Napa Valley Register Wine on Facebook
Follow @NVRwine · 99 followers



The Business End by Paul Franson Archive Contact

Vintners adopt county schools

Story Discussion Font Size:

Paul Franson | Posted: Thursday, October 6, 2011 4:58 pm | (0) Comments

0 tweet Recommend Send You recommend Vintners adopt county schools. · Admin Page · Insights · Error

Aside from the beauty and amenities of our chosen home, we who live in Napa Valley have another rare benefit. The Napa Valley Vintners — and individual vintners — are famously generous.

They donate the proceeds from the Auction Napa Valley to local nonprofits, and this year, the total passes $100 million.

They also host functions, provide auction events, donate an ocean of wine and plenty more.

It would be impossible to list the donations of the winery and vineyard owners, and some like Lesley Rudd and the Trinchero family try to keep their donations low key.

In addition, many wineries ‘adopt’ local schools, which need a lot of help in this post-Proposition 13 world. The Napa Valley Vintners and the Napa County Office of Education collaborate on the nationwide Adopt-A-School program.

The goal of the program is to have Vintner members adopt each of the 47 kindergarten to 12th grade public schools including continuations, court schools and the Adult Day School in Napa County.

So far 37 schools have been adopted.

Since 2000, the Vintners have “adopted” Napa High School.

Through this partnership, the Vintners provides support through programs such as AVID, which is designed to prepare students in the academic middle for four-year college eligibility and supporting school spirit through the Tribal Pride program.

Honig Winery in Rutherford adopted Redwood Middle School, and recently donated its tasting fees for a month to the school. The $4,000 was a big gift to the school.

Michael Honig says that the winery took the step after it donated to earthquake relief in Japan, then realized the great need closer to home.

V. Sattui winery hosted a field trip for eighth graders from Robert Louis Stevenson Middle School in St. Helena, which focused on drawing correlations between core subjects — history, social sciences, language arts, mathematics and science — into the real-world workplace situations.

63° F
Sponsored by:
10-Day forecast | Road Closures | Bay Area Traffic





Local internet marketing by PaperG

NEWSLETTERS
Sign up for one of our email newsletters.
Daily Headlines
The news of the day, delivered to your inbox
First:
Last:

Saintsbury landscaped the front of its adopted school, Carneros Elementary, now Stone Bridge School.

Anne Steinhauer, the Vintners' community relations manager, notes that wineries that adopt schools generally tend to give school supplies, provide speakers in classrooms, provide program underwriting for field trips or special programming, support campus beautification projects, support organic school gardening, host fundraisers, provide donations for silent auction lots, hire choirs or bands for events, host receptions for teachers and staff offsite, take phone calls to brainstorm ideas or concerns and more.

The Vintners also provide much of the funding for the Napa Valley College Teaching Winery.

For information on the Napa Valley Vintners' Adopt-A-School program, contact Steinhauer at ASteinhauer@napavintners.com.

Raymond gussies up

Raymond Vineyards has been a solid winery making good wine at good prices, but never tried to show off.

Under new owner Jean-Charles Boisset, that's changing. The old girl has a new image.

They've added an impressive demonstration garden illustrating grape growing, including biodynamic principles. Kids who get bored visiting wineries will love the animals.

Inside are many new programs, an extensive sensory wall where you can sniff aromas wine writers love to recall, blending exercises, a room devoted to Napa's appellations, a room full of Baccarat crystal decanters and chandeliers for high-end wine tasting — and if you join, a fancy private club that'll make you feel like a high roller in Vegas.

All isn't show, however; they're also revamping the vineyards and upgrading the already fine winemaking under new winemaker Stephanie Putnam and consultant Philippe Melka.

Krug planning deli and museum

For decades, V. Sattui has been the only winery in Napa Valley with a deli. That will soon change, as Charles Krug, which is celebrating its 150th anniversary this year, has received permission from St. Helena to add a deli.

Wineries in unincorporated parts of the county can't have restaurants.

The deli will be in the 1861 Redwood Cellar, the original winery. The winery will tear down the existing tasting room and move it into the Redwood Cellar.

It is also adding a picnic area and inside lounge.

The Peter Mondavi family, which owns Krug, has lovingly restored in the last few years. It also restor the adjacent 1881 Carriage House, which is used for events.

Mondavi is also considering adding a museum of Napa Valley wine making. Krug is a key part, but Peter Mondavi Jr. says the museum would be about the whole valley's wine history.

Krug is also the only winery in the Valley other than V. Sattui that legally can host weddings, and does.

Copyright 2011 Napa Valley Register. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

Posted in Paul-franson on *Thursday, October 6, 2011 4:58 pm*

Print Email ShareThis

Other Stories

-

Sponsored Links

Buy Wines at Wholesale
New Sales Daily. Sign Up TODAY to Get Free $25 Credit. Free Shipping.
www.LetsPour.com

food and wine
Compare and Buy from 100 Stores. 50,000 Wines from 5,000+ Wineries.
WineAccess.com

food and wine
Get your child to eat healthy! Recipes and tips from other moms.
www.cafemom.com

Ads by Yahoo!

Monday through Friday at 2:00 p.m.

Email:

Today's Deal
Don't miss local businesses offering 50% or more off their products and services.

ZIP:

Sign up!

Most Popular

Most Read | Most Commented | Facebook

- Vintners adopt county schools
- The wine industry reports to the world
- On 'authentic' wine
- Muscat wines on a roll
- Wineries add food pairings
- Weak economy energizes 'second labels'
- Survey finds most wine not drunk with meals
- John Anthony Truchard builds his own business

Featured Businesses

Adobe Lumber & Decking Center
Adobe Lumber offers the finest in wood products and bui...

American Window Systems, Inc. / Simonton Windows

Bell Products, Inc.

View all of our featured businesses

Deals, Offers and Events

Sleep like an angel tonight!
Matthews Mattress

Clark's Rock - Napa's retail rock supplier
Clark's Rock

Vallerga's Market -- Naturally the Best!
Vallerga's Market

View all of our deals, offers and events

Marketplace

Homes | Jobs | Cars



Advertisers

- Abbey Carpets Unlimited Design Center
- Aesthetic Laser & Vein Centers
- Beringer Vineyards
- Creations By You (2)
- Custom Lending Group

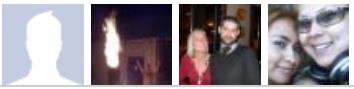
View more >

Napa Valley Register on Facebook

Like Confirm

You like th
Page · Insi
You like th
Page · Insi

5,963 people like **Napa Valley Register**.5,962 people like **Napa Valley Register**.



Facebook social plugin

Connect with Us

Newsletter | Twitter

Facebook | Mobile

Sections

- Homepage
- News
- Sports
- Obituaries
- Classified
- Jobs
- Cars
- Real Estate

Services

- Find Napa Area Businesses
- Find Napa Jobs
- Site Help
- Virtual Newsroom
- Subscriber services
- Advertising contacts
- Newsroom contacts
-
- Calendar of events
- Buy Photos

Other Websites

- St. Helena Star
- Weekly Calistogan
- American Canyon Eagle
- Inside Napa Valley
- Parade Magazine

Search

Go

LEE ENTERPRISES

- A Lee Enterprises subsidiary
- Other Lee Websites

MY YAHOO!

© Copyright 2011, Napa Valley Register, 1615 Second St. Napa, CA | Terms of Service and Privacy Policy