

Food Newsfeed

In Wake of California Wildfires, Restaurants Rally Around Wine Industry

THE HOSPITALITY INDUSTRY STEPPED UP AFTER DEVASTATING FIRES BLAZED ACROSS THE REGION.

By Beverly Stephen | January 2018 | Wine

Some of the major wineries have donated substantial sums to help the cause. "Gallo has donated over \$1 million. Many are donating \$50,000–\$100,000," Hoffman says. Many, such as Krug, Hall, and Beaulieu, are donating substantial percentages if not all the proceeds from their sales to relief efforts. Vintner Jean-Charles Boisset and his team at Raymond in Napa Valley were to release Honoris, a 2016 Cabernet Sauvignon priced at \$75, and all the proceeds will be donated to Napa and Sonoma relief efforts.

It is hoped these efforts will help those displaced by the fires, as well as help smaller damaged wineries to rebuild. If it turns out that some vines were killed, those vineyards will have to be replanted, and it can take five to seven years for them to mature.

It remains to be seen how the market might react to conditions such as these. For now, though, industry professionals are raising their glasses to peers in California in hopes that the region might quickly recover.