



WINEAPAWLOOZA



2024

BENEFITTING JAMESON HUMANE

WINEAPAWLOOZA 2024
FRIDAY & SATURDAY JUNE 21 & 22, 2024
MEDIA COVERAGE

INTRODUCTION TO JAMESON HUMANE



Monica and David Stevens founded Jameson Humane (Jameson) in 2014 to improve animal welfare through global collaboration and education for the benefit of all life - in the name and spirit of their beloved rescued dog - Jameson.

Jameson Humane is an impact-driven nonprofit organization that collaborates and educates to inspire change in animal welfare, not only in local communities, but around the world.

WineaPAWlooza is Jameson's largest annual fundraiser, consistently raising between \$1.4 million and \$2.2 million each year. WineaPAWlooza has been ranked within the top 10 wine auctions in the nation by Wine Spectator magazine and is unique to wine auctions worldwide. 50 top vintners and winemakers attend and participate along with 150 wine collectors and enthusiasts from around the country in a spectacular Grand Tasting and auction event like no other, featuring never-before-seen cult, wine-centric auction lots and experiences. WineaPAWlooza is an inimitable, magical event!

Because of funds raised during WineaPAWlooza, Jameson can provide:

- Mobile Veterinary Unit Program including, spay/neuter, vaccines, microchips, and specialty surgeries for low-income, senior citizens, unhoused communities, those facing domestic violence, and more.
- Community Animal Assistance Program (CAAP) ensuring animals and humans are able to stay together through subsidized medical care, food, behavioral training, landlord deposits, and more.
- Temporary housing and animal care assistance for those fleeing domestic violence or experiencing housing insecurity.
- 7-day per week nationwide Helpline to assist those in need by phone and email
- Rescue and sanctuary for all domestic species in need
- Senior Citizen Pet Wellness Program maintaining activity and care for seniors' companion animals
- Pet Pantry and Disaster Supply Program to provide free pet food for families who are food insecure or unable to provide for their animal companions during a disaster.

“Up until the recent past, the focus of wine auctions was to promote wine consumption and tourism through marketing, but Jameson Humane has flipped that model on its head. Wine has been transformed from the sole focus of such events into what now amounts to an enabler for broader discussions of what it means to be a human living on this planet.

—Tim Carl, *Napa Register*



WINEAPAWLOOZA IN THE PRESS: A SNAPSHOT

Live Auctions Tallying \$1 Million or More

AUCTION	BENEFICIARY	LOCATION	LIVE BIDS
Naples Winter Festival	Naples Children & Education Foundation	Naples, Fla.	\$13,080,000
Auction Napa Valley	Local health and children's education nonprofits	St. Helena, Calif.	\$11,813,000
Sonoma County Wine Auction	Sonoma County education, health, environmental and arts services	Windsor, Calif.	\$3,055,000
Auction of Washington Wines	Seattle Children's Hospital and WSU wine science research	Woodinville, Wash.	\$2,456,780
Destin Charity Auction	Northwest Florida children's charities	Miramar Beach, Fla.	\$2,224,075
Rodeo Uncorked! Champion Wine Auction and Dinner	Houston Livestock Show and Rodeo	Houston	\$1,704,300
Classic Wines Auction	Children's and family charities	Portland, Ore.	\$1,663,583
Festival Napa Valley	Napa Valley Festival Association	St. Helena, Calif.	\$1,636,500
Emeril Lagasse Foundation's Carnivale du Vin	Emeril Lagasse Foundation	New Orleans	\$1,421,300
WineaPAWlooza	Jameson Animal Rescue Ranch	Oakville, Calif.	\$1,400,000
Southwest Florida Wine & Food Fest	Local charities for children's health and education	Bonita Springs, Fla.	\$1,376,000
Toast to Your Health	University of Rochester Heart & Vascular	Canandaigua, N.Y.	\$1,241,500
High Museum Atlanta Wine Auction	High Museum of Art	Atlanta	\$1,024,105
TOTAL			\$44,096,143

Wine Spectator tracks the results of charity wine auctions in the U.S. These auctions have multiple revenue streams, including ticket sales, sponsorships, silent auctions and live auctions, with the latter segment the sole event common to them all. Above are the self-reported totals for all live auctions that brought in \$1 million or more in 2019.

"Our lots continue to become more and more impressive, and the in-person events are irreplaceable," said Monica Stevens, Co-Founder, Jameson Humane. She added that **what brings her the most satisfaction is "the belief and trust that our vintners, donors and community have in our mission."** (*Wine Spectator*, July 13, 2022)

"WineaPAWlooza is Jameson's key annual fundraiser, **an event that has earned its place as one of the top 10 wine events in the country, according to Wine Spectator magazine.** Since 2014, Wineapawlooza has raised nearly \$9M to support our mission, supplying the critical funds necessary for Jameson programs to improve the state of animal welfare and save animal lives." (*Haute Living*, August 3, 2021)

"WineaPAWlooza is Jameson's annual fundraiser, an event that **has earned its place as one of the top ten wine events in the country according to Wine Spectator magazine.** The money raised from this sought-after weekend supplies the critical fund necessary for Jameson's programs to improve the state of animal welfare and save animals' lives. Because of Wineapawlooza, Jameson has been able to help thousands of animals and their humans through vital programs that work across the inextricable web between animal welfare, local communities, and the environment." (*Venu Magazine*, Issue 51, Dec, 2023)

"Auctioneer Fritz Hatton led the spirited bidding for 20

unique lots from around wine country. The top lots were: ten cases of 2021 TOR Beckstoffer to Kalon Vineyard Cabernet, which went for \$200K - the highest winning bid on a single lot; a barrel of Bevan, \$160K, a party with Million Dollar winemaker, Jesse Katz \$140k, a four-night stay in Augusta, a round of golf at Forest Hills and a TUSK wine dinner, \$100K; and a private tasting at RAEN Winery, Monarch Tractor tour, a tasting at Brandini winery in Italy, and a two-night stay at Brandini's Agriturismo, \$100k." (*KRON4*, July 2, 2022)

Media Contact:

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“Star winemakers and celebrity guests came together for Wineapawlooza’s charity wine auction, raising more than \$2.2 million for Napa’s Jameson Humane. The total is a big increase from last year’s virtual auction results of \$1.4 million and a new high total for the event.” —*Wine Spectator*, July 2022

HAUTE SEAT



Monica and David Stevens

FOR THE LOVE OF ANIMALS

Monica Stevens, Co-Founder of Jameson Humane, Napa, Reaching Higher for Animal Welfare and Community

BY ERIN HUNT MOORE

HL: What inspired you to create the Jameson Humane? And tell us about the origin of the name.

MS: From the time I was a little girl, I wanted to rescue animals of all types, including ants and fireflies! After moving to Napa Valley in 2006, I revitalized my childhood dream when my sweet and understanding husband, David, and I began visiting animal rescues around the region, in particular farm animal rescues.

Because of these visits, I became aware of the atrocities that befall animals every day. As I traveled around and met with more people in rescue, I realized that the cruelty, abuse, and neglect of all animals

is endless. I then started attending events for Mercy for Animals and Animal Legal Defense Fund and made a pact with David that something needed to be done. Two months later, Jameson Animal Rescue Ranch (now Jameson Humane) was founded on the premise of ending overpopulation, abuse, and neglect for all domestic animals. The ranch and organization was named after Jameson, our sweet Great Pyrenees, who brought immeasurable companionship and love to our lives. Some say we ran before we walked. I would agree. Every day that goes by we are inspired to reach higher and do more for animal welfare and our planet.

HL: You've been a key organization protecting and sheltering animals during the devastating regional fires we've had. How have these challenges—fires, pandemic, etc.—shifted and strengthened your education and awareness campaigns?

MS: Jameson Humane's evolution and the way our community responds to wildfires is still in process, which is why disaster preparation, response, and recovery programs continue to lie at the heart of Jameson's animal welfare work. Five years and seven disasters later, we stand committed to forging a new path for the disaster preparedness, safety, and education of humans on behalf of our beloved animals in the region. This is why we're focused this year on teaming up with the Napa, Sonoma, and Solano Community Animal Response Teams (CARTs) and CERT to ensure Fireline PPE (Personal Protective Equipment) and ASAR (Animal Search and Rescue) supplies are available for our brave frontline responders to face the wildfires that are just around corner.

Also, we tackle other disasters beyond fires. Case in point: when COVID-19 hit, Jameson Humane kicked into high gear, providing the Bay Area and community (across 10 counties and 15 cities, including our homebase, Napa County) with the support it needed. We were honored to be able to provide tens of thousands of pounds of food at no cost, helping save hundreds of animals from starving or being surrendered or abandoned. This need led to the creation of an adjunct program: Napa Valley's first Community Pet Pantry and Disaster Supply Program, which plays a crucial role in ensuring animal needs, like food and supplies, are met year-round, disaster or not.

For more information about our event, programs, and volunteer and partnership opportunities, please reach out to us at <https://www.jamesonanimalrescueranch.org/>.

Thank you for the opportunity!



“Five years and seven disasters later, we stand committed to forging a new path for the disaster preparedness, safety, and education of humans on behalf of our beloved animals in the region.”

— Monica Stevens



HL: Tell us about the creation, success, and impact of your respected annual event, WinePAWloozza.

MS: In its eighth year, WinePAWloozza is Jameson's key annual fundraiser, an event that has earned its place as one of the top 10 wine events in the country, according to *Wine Spectator* magazine. Since 2014, WinePAWloozza has raised nearly \$9M to support our mission, supplying the critical funds necessary for Jameson programs to improve the state of animal welfare and save animal lives. Because of WinePAWloozza, Jameson has been able to help thousands of animals and their humans in our community and beyond through vital programs that work across the inextricable web between animal welfare, our community, and the environment.



The 10th Annual WineaPAWlooza Wins! Celebrated Wine Auction Raises \$1.5 Million for Animal Rescue and Sanctuary in Napa Valley, CA

June 29, 2023



Jameson Humane is thrilled to announce the tremendous success of their 10th Annual WineaPAWlooza wine auction fundraiser held at the picturesque and esteemed Beckstoffer Farm Center in Napa Valley, hosted by Andy & Betty Beckstoffer. The event, held on June 24, 2023, set the stage for an unforgettable evening of philanthropy, fine wine, and compassion. Generous attendees from all over the nation, including passionate animal lovers, wine connoisseurs, and wine industry leaders, gathered to contribute towards the well-being of animals and humans in

need. The auction proved to be an unprecedented success, raising over \$1 million in funds to support the vital mission of the sanctuary.

Jameson Humane is a solutions-based nonprofit and animal sanctuary that educates to inspire change on behalf of companion and farmed animals.

The event, which funds the majority of Jameson Humane's annual operating costs, raised \$1.5 million dollars, \$250,000 of which for the Fund-A-Need, going towards their Mobile Veterinary Unit (MVU) program which provides access to affordable veterinary care in the Bay Area and beyond for Jameson's partner organizations, low-income and unhoused communities, and their animals. Thousands of animals will benefit.

The kickoff of the 10th Annual WineaPAWlooza expanded upon the organization's mission of global collaboration and education for the benefit of all life. A panel discussion bringing together leaders in the wine industry to discuss innovation, behavior, and action-oriented change took place on the evening of Friday, June 23 at the scenic Memento Mori estate in Calistoga, hosted by co-proprietor Adam Craun. Vanessa Conlin MW moderated the panel which included Jaime Araujo of Trois Noix, Kia Behnia of Neotempo Wines, Anna Brittain of Napa Green, and Beth Novak of Spottswoode, plus, celebrity documentary producer, philanthropist, actress, and model, Katie Cleary, previewed her award-winning documentary, *Why on Earth*, showcasing heroes on the ground fighting to protect our earth's most endangered species. The conversation vividly illuminated innovations in wine for the

good of the planet and offered solutions and takeaways for the guests. The plant-based cuisine of the evening was curated by Chef Daniel Gomez-Sanchez of DGS Culinary.

The Grand Tasting, Animal Parade, & Wine Auction with celebrity guest, Katie Cleary, was held on Saturday, June 24 at the famed Beckstoffer Farm Center. The Grand Tasting and Wine Auction featured an exceptional selection of renowned and rare wines generously donated by 50+ distinguished vintners and wineries throughout Napa Valley and Sonoma (Participating Vintners here). The idyllic ambiance of the venue, with stunning vineyard views and the joyful presence



of the sanctuary's rescued and resident animals during the highly anticipated Animal Parade, led by Grand Marshal Steve Bellamy, proprietor of Belse Wine and sponsor of the Grand Tasting, set the stage for an unforgettable evening.

The evening culminated in the much-anticipated live auction of 18 spectacular lots, featuring cult wines, one-of-a-kind experiences, and trips to global wine destinations, led by celebrity wine auctioneer and personality, Fritz Hatton. With each bid, attendees demonstrated their unwavering commitment to the sanctuary's cause, as well as their appreciation for Napa Valley's exceptional wines. Dinner included a fully plant-based menu designed and executed by Deborah Blum of Goatlandia Kitchen, a premiere plant-based, organic catering service and event space in Sebastopol, CA, committed to supporting local farms and creating seasonal food that nourishes and benefits people, animals, and the planet.

The live auction kicked off with a single bottle of El Negocio tequila that sold for \$10K ahead of its debut release; a rare 1999 Screaming Eagle Cabernet 6L, from the cellar of Founder Jeanie Phillips and personalized by winemaker Heidi Barrett - one of only two in the world, selling for \$125K; and a Beckstoffer & Bevan custom barrel from Andy Beckstoffer's personal vineyard, handcrafted by winemaker Russell Bevan who has earned over fifteen 100-point wines, was the largest winning bid on a single lot at \$150K.

"In its 10th year, David and I continue to be both honored and humbled by the support of WineaPAWloozza by our amazing vintner and winemaker friends from Napa Valley, our sponsors, and volunteers. The weekend was beyond exhilarating with guests flying in from all over the country to experience the magic of WineaPAWloozza and support an organization that does so much good for so many," said Monica Stevens, Co-Founder, Jameson Humane.

Napa Valley Register

WineaPAWlooza 2022: a new model for fundraisers

June 30, 2022 | Tim Carl



Starting with the simple idea of rescuing and caring for abandoned animals in Napa County, in 2014 Monica Stevens and her husband, David, launched Jameson Animal Rescue.

Today, the original name and mission have changed. Now known as Jameson Humane, the organization's goals still include animal advocacy, care and support, but it also now operates an animal sanctuary, manages dedicated rescue and veterinary mobile units, conducts regional neuter-and-spay programs, promotes cli-

mate change advocacy, recognizes and rewards philanthropic organizations, initiates mental-health programs, and provides an army of volunteers with the means to provide humane treatment and care to animals.

"We've changed the name to Jameson Humane in light of our expanded mission, but our overall goals remain the same," Stevens said. "Guided by the connection among animals, humans and the environment, we seek to improve animal welfare through global collaborations and education for the benefit of all life."

To support those efforts, Jameson Humane holds a yearly gathering known as WineaPAWlooza. The event, noted by Wine Spectator as one of the top 10 wine events in the country, offers the chance to rub elbows with the wine-world elite while at the same time covering 80% of the organization's annual operating expenses.

This year's extravaganza involved more than 300 attendees, 61 local vintners and nearly 100 volunteers. The two-day event last week included panel discussions on Friday in St. Helena that explored topics ranging from cruelty-free food alternatives to electric tractors and culminated in a lively auction Saturday in Rutherford that raised over \$2.2 million – a record for the event.

The affair included a grand tasting of more than 60 of the valley's most sought-after wines; an animal parade that featured pigs, goats, dogs and horses; and a vegan dinner. World-renowned auctioneer Fritz Hatton conducted the star-studded live auction that followed at the Beckstoffer Farm Center, and Christie Brinkley made a guest appearance.

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Addressing a growing mental-health crisis

In the past, each auction concluded with a fund-a-need request for various special projects, which have included fire-rescue programs and a sanctuary acquisition. This year's event, however, focused on addressing the growing mental-health crisis with a program Stevens calls "Animal Assisted Healing."

"(We can) respond to the staggering mental-health crisis in this region, state, and nation through animal-assisted healing," Stevens said. "The solution of AAH is profoundly beautiful because Jameson is home to over 80 animals who are ready to help the human healing process begin."

Participants in the audience raised their paddles to the tune of \$450,000 for this request alone.

Connecting animal welfare, human health and climate change

A general theme of this year's WineaPAWloozza was to highlight the connection between the mistreatment of animals, human suffering and the climate crisis.

"Our region has witnessed devastating climate change in the form of wildfires and drought which have affected our communities and our animals directly," Stevens said. "Our wine country community is now leading the way in sustainable practices and continues to be good stewards of the planet – which is directly aligned with Jameson's mission."

According to Erin Gort, social media manager at Miyoko's Creamery and one of the event's panelists at the Montagna estate, making plant-based cheeses produces 98% fewer greenhouse gas emissions compared to conventional dairy counterparts.

Whereas it takes more than 160 gallons of water to produce just 1 gallon of animal milk, the Miyoko's method of cheesemaking requires only naturally falling rainwater. Additionally, she pointed out, 1 acre of land yields 6,000 pounds of plant-milk cheese but only 182 pounds of animal dairy cheese.

"Miyoko's Creamery is the natural evolution of cheese and dairy," she said. "Cheese has always been categorized by the type of milk used, whether it be sheep, goat, cow etc. We believe the next on the plate should be plant milk."

Switching to plant-milk-based cheese and incorporating more vegan food options, Gort argues, would mean "significant positive changes for our planet, animals and people, and it doesn't have to mean sacrificing an enjoyment of cheese and butter."



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As a part of this alignment of ideas, one of the special guests was the vintner and climate entrepreneur Carlo Mondavi, winemaker and co-owner of RAEN Winery.

“Jameson Humane does incredible work, and we’re so honored to be part of this event every year,” Mondavi said. “Our connection as humans with animals and all living things is part of protecting and caring for the planet we live on, which is what we strive for with everything we do.”

Beyond making wine, Mondavi has recently co-founded a new company, Monarch, that makes and sells self-driving electric tractors.

“Monarch is more than just an all-electric, driver-optional tractor,” he said. “It’s a movement that is going to totally revolutionize how we farm. It’s the bridge that allows us as farmers to migrate away from expensive fuel by being all-electric and away from dangerous, expensive chemicals by being autonomous. It helps save farmers a significant amount of money while also protecting our planet’s soils, waterways, farmers’ health and elevating our food ecosystem.”

Another panelist, Maia Keerie, media and communications manager for The Good Food Institute, said environmentalists, public health experts, activists and others have often attempted to convey – usually through alarming statistics – the impact of our food choices on the climate. Animal protein production is often highlighted as an area that is a particular threat, and yet meat consumption continues to soar, with estimates that it will double by 2050.

Keerie talked about the nearly 80 Northern California alternative protein companies that are attempting to find solutions to the world’s growing appetite for animal protein. Beyond the need for alternatives, she also encouraged the participants to begin reframing the entire question of animal welfare as directly linked to the climate crisis.

“The new generation of alternative proteins are delicious and require no sacrifice,” she said. “Consumers can now have their meat and eat it, too. This new way of making meat gives people everything they love about meat but with an added environmental halo.”

Flipping wine auctions on their heads

Up until the recent past, the focus of wine auctions was to promote wine consumption and tourism through marketing, but Jameson Humane has flipped that model on its head. Wine has been transformed from the sole focus of such events into what now amounts to an enabler for broader discussions of what it means to be a human living on this planet.

And I believe this is why the WineaPAWlooza event has become so popular. Yes, the event is fun, exciting and includes excellent wine, but instead of leaning toward a hedonistic display of wealth and privilege, this single event allows its participants to transform what they love (wine, animals and the Napa Valley) into a means for a better outcome for all.

Yes, other wine auctions will take your money and disperse it to needed causes, but often those feel like middleman transactions. Jameson Humane is using the funds and support it garners to build new, innovative programs, encourage forward-thinking alternatives, and help make the world a kinder, gentler place – all of which the world is desperately in need.

Wine Spectator

Wineapawlooza Auction Raises \$2.2 Million for Animal Rescue

From Napa legend Andy Beckstoffer to celebrity vintner Christie Brinkley, big names helped attract deep pockets to support animal welfare

July 13, 2022 | Shawn Zylberberg



Star winemakers and celebrity guests came together for Wineapawlooza's ninth-annual charity wine auction on June 25, raising more than \$2.2 million for Napa's Jameson Humane. The total is a big increase from last year's virtual auction results of \$1.4 million and a new high total for the event.

The live auction, which raised \$1.75 million, was held in person at the Beckstoffer Farm Center in Napa Valley. Auctioneer Fritz Hatton and wine retailer Vanessa Conlin co-hosted the event, along with celebrity guest Christie Brinkley, who helped rally 325 excited guests. Catering was provided by Kyle and Katina Connaughton of Wine Spectator Award of Excellence winner, Little Saint, along with a plant-based menu from Deborah Blum, founder of Goatlandia Farm Animal Sanctuary.

"I'm thrilled that we were back in person for Wineapawlooza 2022," Conlin told Wine Spectator. "Having Christie Brinkley lend her star power and participate in Wineapawlooza truly shows us the great work that Jameson does is being noticed."

Notable lots from the live auction were donated by winemaker Tor Kenward, who also attended the event and presented Napa legend Andy Beckstoffer and his wife, Betty, with a Lifetime Philanthropic Achievement Award. Kenward's 10 cases of 2021 Tor Beckstoffer To Kalon Vineyard Cabernet Sauvignon sold for \$200,000.

"Tor and [his wife] Susan are big supporters of Jameson and wanted to do something special this year," said Wineapawlooza and Jameson co-founder and co-chair Monica Stevens. "Beckstoffer To Kalon has never been offered at Wineapawlooza, and Tor offered to take a cut from his barrel for the auction.

Other top lots included 25 cases of Phelan Vineyard's 2022 Cabernet, which sold twice for a total of \$160,000. A two-night stay in Healdsburg hosted by winemaker Jesse Katz sold twice for a total of \$140,000. The lot also includes private tastings at Katz's Aperture Cellars and The Setting, along with Vérité.

Click here to read the full article

<https://www.winespectator.com/articles/wineapawlooza-auction-raises-millions-for-animal-rescue>

WineaPAWlooza Raises \$2.2 Million to Support Jameson Humane

July 2, 2022 | Jennifer Boden



The annual WineaPAWlooza charity event and wine auction held on June 24-25 in Napa Valley, raised \$2.2 million to fund the work at Jameson Humane. WineaPAWlooza is Jameson's biggest fundraiser, producing the majority of the organization's annual operating budget.

The weekend kicked off on Pritchard Hill at Montagna Estate, a premier destination for cabernet sauvignon lovers. Guests enjoyed a tasty selection of Pritchard Hill wines and

cuisine from Little Saint Healdsburg, the new plant-based restaurant led by Chef Kyle Connaughton of 3-Michelin star SingleThread.

The evening included food and wine panel discussions featuring Carlo Mondavi, founder of RAEN Winery and Monarch Tractor, Molly Sheppard, Spottswoode Estate Vineyard & Winery's educational winemaker and Christopher Jackson of Jackson Family Wines. The panels were moderated by technology expert Brian Cooley and sommelier Amanda McCrossin and discussed innovative approaches to food and agriculture, particularly viticulture.

Tasting and Auction

The next evening featured an incredible wine tasting and auction held at the Georges III Vineyard at the Beckstoffer Farm Center in Rutherford. Hosted by the event's honorary co-chairs, Andy and Betty Beckstoffer, the event offered incredible cult wines, the animal parade and an exciting auction in which motivated bidders went after rare offerings.

Guests enjoyed the beautiful surroundings, some of the region's best wines and the opportunity to rub elbows with local vintners. To top it off, Christie Brinkley dropped by to share her new, organic Bellissima Prosecco.

The fund-a-need raised the most - \$450k for two new Jameson programs. The first was for the Vet Mobile, which provides affordable and accessible veterinary care to those most in need across the region. The COVID pandemic generated a severe vet shortage. The second was for the Animal Assisted Healing program, providing support for those suffering from mental health conditions, such as depression, anxiety, trauma, PTSD, Alzheimer's, and dementia while enriching the sanctuary animals' emotional health.

Animals Win Big

August 3, 2022 | Maria Hunt

After a two-year hiatus, the live WineaPAWlooza weekend fundraiser for Jameson Humane roared back June 24 and 25, raising a record \$2.2 million to support the Napa-based no-kill shelter and animal rescue.



"It feels so good to know that our vintners, donors and community believe and trust our mission and are so willing to support it," said Jameson CEO Monica Stevens, who cofounded the shelter with husband David to care for dogs, cats and farm animals.

At the Pritchard Hill estate of Bob Long and Nancy McIntosh, ever-flowing Billecart-Salmon Champagne, appetizers by Healdsburg's Little Saint and stunning views offered a backdrop to an intimate gathering Friday evening. Panelists in-

cluding Christopher Jackson of Jackson Family Wines, restaurateur Tamearra Dyson of Souley Vegan and vegan supermodel Christie Brinkley, who owns Bellissima Prosecco, discussed the future of plant-based eating and wine industry innovation.

On Saturday, an exclusive walk-around tasting that included wines by Aperture Cellars, Melka Wines, The Immortal, Plinth, Trois Noix and The Mascot, along with fabulous Italian-vegan fare by Deborah Blum of Wildseed, was a warm-up for a raucous auction led by Fritz Hatton. Among the big-winning items were a cache of Tor Kenward's cabernet sauvignon from the Beckstoffer To Kalon vineyard, a Masters Tournament golf getaway with Tusk Estates, and a Sonoma-to- Piedmont wine journey with Raen's Carlo Mondavi and fiancée Giovanna Bagnasco, who makes Barolo. Vineyard owners Andy and Betty Beckstoffer were honored with a lifetime philanthropic achievement award for their generosity to Jameson. "This community and this land have given us everything we have," said Andy, "and it's only right we give back."



NAPA

LUXURY LIVING IN CALIFORNIA WINE COUNTRY

NAPASONOMAMAG.COM

SONOMA

WineaPAWlooza

The weekend benefit kicked off on Friday night with a grand tasting that presented wines from Arietta, David Arthur Vineyards, Riverain Vineyards, Sire Estate, and more. On Saturday, wine and animal lovers enjoyed tastings, a pet parade, and a concert featuring the Sun Kings at One Hope Winery. All proceeds went to Jameson Animal Rescue Ranch in St. Helena. 8) Guests attend the grand tasting at a private Oakville estate. 9) Wine luminaries Dario Sattui, Jon Lail, and Andy Beckstoffer.



In High Spirits

The local craft cocktail scene is booming, thanks to these 12 bars. >p. 28

WINEPAWLOOZA BY THE NUMBERS

WINEPAWLOOZA BIDDERS

Income Level

\$250,000 - \$1,000,000+

Average Age

58.8 years

Average Net Worth

\$1MM - \$10MM

JAMESON HUMANE AUDIENCE

Social Media

Facebook: 23,400+

Instagram: 17,100+

Webpage Performance (2023)

89,000+ views

31,000+ visitors

Jameson Database

10,000+ members



PREVIOUS WINEAPAWLOOZA VINTNERS

There exists in wine country a profound affection between humans and their beloved four-legged children. We thank our dear vintner and winemaker friends who have supported Jameson Humane throughout the years by offering their wines during our Saturday night Grand Tasting. Their wine labels represent some of the most sought after, hand-crafted wines in the world...and you get to taste them all!

Accendo
Adversity Cellars
Alejandro Bulgheroni Estate
Antix Wine
Anomaly Vineyards
Aperture Cellars
Arietta
Arkenstone
Arrow & Branch
Azur
Behrens Family Winery
Bevan Cellars
Brand
Brilliant Mistake Wines
Carter Cellars
Continuum
Covert
Dakota Shy
Dana Estates
David Arthur Vineyards
Detert Family Vineyards
Dogfarm
Drinkward Peschon
Eisele Vineyard
Fairchild Estate
Fait-Main
Fe Wines
Gamble Family Vineyards
Gandona
Graham + Stella
Greer
Hamel Family Wines
Harlan/The Mascot
Harumph
Hourglass

Hudson
Immortal
Julian Fayard
K. Laz Wine Collection
Katnip
Keever Vineyards
Keplinger Wines
Kerr Cellars
La Pelle
Lail Vineyards
Larkin
Lithology
Lorenza
Lyrix
Macauley Vineyard
Mad Fritz Brewery
Marciano Estate
Marston Family Vineyards
Melka Estates & Winery
Memento Mori
Myriad
Namo
Neiman Cellars
Nemerever
Neotempo
Nine Suns
Opus One
Ovid
Patria
Paula Kornell Sparkling
Wines
Perfect Season
Perliss Estate Vineyards
Plinth
Pott Wines

Pulido-Walker
Raen
Realm Cellars
Relic
Riise
Riverain Vineyards
Robert Foley Vineyards
Roy Piper
Shibumi Knoll
Silver Oak Cellars
Sire
Spottswode
Staglin Family Vineyard
Switchback Ridge
Teeter Totter
The Mascot
The Vineyardist
Theorem Vineyards
TOR Wines
Tres Perlas
Trois Noix
Venge Vineyards
Vice Versa
Vine Hill Ranch
Wren Hop Vineyards
Zakin Family Estate
Zeitgeist

WINEAPAWLOOZA



2024

BENEFITTING JAMESON HUMANE

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Visit wineapawlooza.com

to learn more about our previous events



OUR ESTEEMED STEERING COMMITTEE

Vanessa Conlin MW
Monica Stevens
Co-Chairs

Fritz Hatton
Auctioneer

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