



VCC MONTHLY TOAST

MAY 2010

Vintners Charitable Cooperative * A Toast to Charity! * www.charityvintner.org

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Directors' Letter: Website Relunched, Wine Store Still Coming!

We are thrilled to relaunch our website today. The most exciting new feature of the site is that **you can pick virtually any nonprofit organization you want to support with your wine purchases!** You can buy wine to benefit your church or synagogue, alma mater or local community group. *See below for more details.*

But unfortunately we are in a holding pattern with the wine store. Until then, you can still sign up for the [VCC Wine Club](#) and choose the charity you wish to support. 25% of **EACH** shipment (excluding tax and shipping) will be donated to your charity - the fall shipment is a \$39.50 donation for your cause. *Read below about the award-winning wines from Judd's Hill that will be the fall offering.*

Lastly, we are excited to share that VCC has raised nearly \$2,000 for charitable causes nation-wide to date. Help us keep that number going up and up! Visit www.charityvintner.org for details.

Regards,

A handwritten signature in black ink, appearing to read 'M. Barch'.

Mackie A. Barch
Founder & Managing Director, East Coast

A handwritten signature in black ink, appearing to read 'A. Capps'.

Adrienne D. Capps, CFRE
Managing Director, West Coast

New Website Features

While the launch of the wine store is on hold, you can still purchase VCC Wine Club memberships for yourself or family and friends. 25% of **EACH** shipment from your wine club membership will be donated to the charity of your choice (excluding tax and shipping)! Go to

www.charityvintner.org/wineclub for more information.



While at the updated VCC site, click around to find some great, new features, including:

- **Choose your charity!** [Join the VCC Wine Club](#) for ANY verified 501(c)3 nonprofit organization. The choice of charity you wish to support will no longer be limited to VCC Charity Partners. Support your favorite cause, including your alma mater, church or other local nonprofit. Read more about getting your charity approved at www.charityvintner.org/howitworks.
 - **Charity Tools:** There is a new main navigation from the VCC homepage called [Charity Tools](#). Once there you will see a comprehensive set of tools for nonprofit organizations (and you!) to use to promote this fundraising opportunity among their donors, friends and family. This includes a downloadable VCC logo, press release, events postcard, brochure, newsletter article, email text and more.
 - **User Reviews:** Read and submit reviews about the wines you receive from VCC on our new [Blog](#).
 - **New Pictures:** Check out the new pictures all over the site. They are of our Vintner Partners and the charities VCC has supported over the past year.
 - **New Information:** Check out new navigation links at the top of the homepage (in addition to those mentioned above), including the [Wine Store](#) (coming soon!), [Wine Club](#) (available now!), [Shipping Policies](#) as well as new information on the [Vinters](#) and [How It Works](#) pages.
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Riverbench Joins as 6th Vintner Partner



RIVERBENCH

Riverbench Vineyard & Winery joins [Vintners Charitable Cooperative](#) as the sixth Vintner Partner.

You can read a full profile and interview with their consulting winemaker, Chuck Ortman, at www.charityvintner.org/riverbench.

Riverbench Vineyard was established in 1973, when its first Chardonnay and Pinot Noir grapes were planted on the property. For years since then, some of the most renowned wineries in Santa Barbara County have purchased its fruit for their own wines. Over time Riverbench has become a prominent name for high quality Chardonnay and Pinot Noir in the Santa Maria Valley.

In 2004, a group of local families purchased the property. Wine drinkers themselves, the owners quickly became enamored with the wine industry and decided to start producing their own wine label using small quantities of their exceptional fruit. Riverbench Winery was born.

The first vintage included both Estate and Reserve versions of Chardonnay and Pinot Noir. Since then, Riverbench's portfolio has increased to include new interpretations of these noble varietals. All Riverbench wines are made in limited quantities, and many are available exclusively through their tasting room.

Next VCC Wine Club Shipment: Judd's Hill

September 17th is the deadline to join the [VCC Wine Club](#). The offering ships October 4th. Click the link above, learn more about the club and wines, sign up and choose virtually any nonprofit you wish to support. If your charity isn't in the list, ask us to verify and add it. Current Wine Club Members: your previous charity selection has been maintained.



JUDD'S HILL

NAPA VALLEY

25% of EACH shipment from your wine club membership will be donated to the charity of your choice (excluding tax and shipping)!

Here are the details about the fall shipment:

- Vineyard: [Judd's Hill, Napa, CA](#)
- [Map this winery!](#)
- Price: \$158.00, plus tax and shipping
- Donation to your charity: \$39.50 (25% of total sale of \$158.00)
- Tax and shipping costs: Varies depending on your state.
- Wines:
 - 1 bottle 2006 Napa Valley Cabernet Sauvignon (*multiple award winner!*)
 - 1 bottle 2006 Founder's Art (*multiple award winner!*)
 - 1 bottle 2008 Central Coast Pinot Noir
 - 1 bottle 2009 Napa Sauvignon Blanc
- Deadline to receive this shipment: September 17, 2010
- Shipping Date: October 4, 2010

Vintners Charitable Cooperative
(888) 770-2448
www.charityvintner.org

To unsubscribe, [click here](#).