



WINEAPAWLOOZA 2025
FRIDAY & SATURDAY JUNE 20 & 21, 2025
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.
- **Senior Citizen Pet Wellness Program**, maintaining activity and care for seniors' companion animals.
- **Pet Pantry Program** to provide free pet food for families who are food insecure or unable to provide for their animal companions.

“Up until the recent past, the focus of wine auctions was to promote wine consumption and tourism through marketing, but Jameson Humane has tipped 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)**

“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*

"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)**

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CHARITY EVENTS, VENÜ VINES

WineaPAWlooza Weekend

And what a weekend it was!

BY TRACEY THOMAS

Picture this. A sun-dappled afternoon at the Montagna Estate on world-renowned Pritchard Hill in Napa Valley, graciously hosted by Bob Long and Nancy McIntosh. A privileged perch located at the edge of the Vaca Mountain Range, where the views and the vines take your breath away. A gathering of some of the greatest names in California wine, donned in Napa chic attire. An agenda of champion speakers, notable

all and actionably committed to sustainability. And conversation, intimate and engaging, that inspires your passion for pets of all size and pedigree, hooved, horned, feathered and furred – and not a few glasses, filled to the brim, of handcrafted estate vintages, perfectly poured, highly rated and exceptionally easy to drink.

The setting and the scenery paid homage to an event that *Wine Spectator* magazine named “One of the top ten wine events in the country.” Venü was there to support a cause dear to our hearts, the annual WineaPAWlooza fundraiser for Jameson Humane, a Napa Valley rescue sanctuary for homeless companion and farm animals. Their tag line “connecting animals, humans and our planet” was a unifying theme of this year’s event, underscored by a line-up of experts who know a thing or two about inspiring change for the benefit of all life.

This heartfelt annual event wouldn’t happen if not for the vision and passion of Monica Stevens, Co-Founder and president of Jameson Humane, and a rock star in every way. A dedicated animal welfare advocate, she is all about making the world a better place for people and their pets, along with rescued pigs, goats, cows and more saved from a devastating fate. Nurturing a healthy and sustainable environment for animals of all kinds is also critical to her mission and plays out in the disaster recovery aid Jameson Humane provides, including a pet food pantry! From killer wildfires to COVID hardships, animal abuse and neglect, Monica makes sure pets and their people are protected. Since she founded her non-profit organization in 2014, she has inspired collaboration and change in both local and global communities, offering education and intervention solutions that foster lasting harmony between animals, humans and the environment. So how does wine fit into her humane mission? Turns out she and her husband have been pioneers of the Napa Valley Wine Industry for decades, launching 750 Wines to offer high end limited production boutique wines to customers through elevated retail and tasting experiences. Their longstanding relationships with the top Napa Valley vintners and winemakers are a win-win for everyone, animals included. Monica was on hand to share updates about Jameson Humane’s projects and to introduce the speakers each night.

The first program of the event, Innovations in Food and Solutions for Impact, featured a talented trio of knowledgeable panelists dedicated to a more compassionate vegan lifestyle, moderated by Brian Cooley of CNET. Maia Keerle, an ambassador for the alternative protein section and communications manager for The Good Food Institute, a nonprofit think-tank working to make the global food system better for the planet, people and animals, talked about efforts underway to initiate positive change in the food industry. Erin Gort, social media and community manager for Miyoko’s Creamery, who represents celebrity chef and artisan vegan cheesemaker Miyoko Schinner, shared insights about the animal-free transformation of the dairy industry. Chef Tamearra Dyson, renowned for her Souley Vegan cooking and soul food restaurants, talked about her experiences cooking for a line-up of stars like Stevie Wonder and Eric Benet, and her passion for vegan dining.

Christopher Jackson, the son of Barbara Banke and Jess Jackson, kicked off the second half of the program, Innovations in Wine and Solutions for Climate and the Industry, which was moderated by Sommelier and wine personality, Amanda McCrossin, also known as SommVivant.

Christopher grew up surrounded by wine and naturally cultivated a deep respect for the challenges and unique rewards of high-elevation winegrowing. He talked about his family’s 10-year sustainability and climate action plan, Rooted-for-Good, A Roadmap to 2030, with goals and initiatives designed to lead climate solutions, create a positive social impact, and support the Jackson family’s long-term vision for a sustainable future. Additionally, he shared details about the Jackson family’s International Wineries for Climate Action (IWCA), cofounded in 2019 with Spain’s Familia Torres to galvanize the global wine industry to reduce greenhouse gas emissions and mitigate climate impacts in vineyard and winery operations.

Molly Sheppard, Educational Winemaker for Spottswoode Estate Vineyard & Winery, helped turn

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Spottswoode into one of Napa Valley's most iconic and respected wineries. In 2020 Spottswoode became the first Napa winery to achieve rigorous B Corp certification, which measures both a company's environmental impact and what it is doing for workers and the community. Molly spoke eloquently about what it takes to steward meaningful change in the industry.

Carlo Mondavi, grandson of Napa's Robert Mondavi, and today the proprietor of RAEN Winery, and Co-Founder of Monarch Tractor, focused on clean farming and explained how his driver-optional electric tractors help increase profitability, lessen harmful practices and enhance the farm's ecosystem on the whole.

Celebrity guest Christie Brinkley wowed the crowd at the end of the evening by sharing stories about the organic, certified-vegan wines she produces with her Italian partners, including Bellissima Prosecco and her five still wines, all zero-sugar. A classic beauty herself, Christie puts her ideals behind her brands, celebrating friendships, fun and festivities with pourable products that are true to her vegetarian beliefs and taste great too. Even the wine's labels are beautiful to behold, depicting Botticelli's Venus with grace and style. Christie also has a shelter pup at home that only further endeared her to us all.

We enjoyed premium Pritchard Hill wines, Billecart-Salmon Champagne and hors d'oeuvres by plant-based restaurant Little Saint, overseen by a three-time Michelin-starred chef, Kyle Connaughton with his wife, Katina, just as the sun set over the valley. And this was only day one of the event.

The hosts for our next night in Napa were none other than Andy and Betty Beckstoffer at their Beckstoffer Farm Center. Beckstoffer Vineyards owns and farms over 3,600 acres of the highest quality grape growing properties in Napa Valley, Mendocino County and the Red Hills of Lake County. Andy is as down to earth as his land is but his wines sent our taste buds soaring, they were so good. He and his wife were presented with a Lifetime Philanthropic Achievement Award for all the good they spread around California's northern wine country.

Christie Brinkley treated us all to her signature vegan Bellissima Prosecco, made with organic grapes and sparkling with the effervescence Christie is known for. And artist Amy Burkman showed us how to turn it around with her amazing style, painting upside down during her live art show, revealing a perfect portrait of a horse upon completion in record time, what a motivational story she has too. We want to know more about her for a future feature.

The evening included a Vintner Grand Tasting that was truly over the top. We sipped and savored some very special wines, from a velvety Bevan Cellars Sauvignon and Raen's Sonoma Coast's Pinot Noirs to Paula Kornell's sparkling wine, Pulido Walker's Cabernets, Dakota Shy's Cabernet Sauvignon, Detert Family Vineyards Cabernet Sauvignon, Aperture Cabernet Sauvignon and many more delectable, locally grown wines. Check out the sidebar for a complete list of participating vintners featured this year.

A surprise highlight for everyone was the adorable animal parade, with pigs, goats, and puppies stealing our hearts away. Their love for the animals manifested money in the auction tent where they raised a record-setting \$2.2 million for Jameson Humane's programs, including their Vet Mobile and Animal Assisted Healing programs. Well deserved!

Top winning lots included "TOR'S" Cut of Beckstoffer To Kalon, a 10-case lot of 2021 Cabernet Sauvignon at \$200K, the largest winning bid on a single lot in WinePAWloosa's history; A Barrel of Bevan, 25 cases of Cabernet Sauvignon from the Phelan Vineyard, garnered \$80K and doubled to \$160K; and Tusk and the Masters, a four-night stay in Augusta for four, with lodging, TUSK wine and a hosted dinner which went for \$100K.

I can't say enough about the hospitality that poured out all night, with vintners and aficionados bonding over bottles I won't soon forget, and animal lovers happily lending their support to initiatives well-executed and sorely needed.

Wow, what a weekend indeed!



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https://www.napasonomamagazine.com/people/jameson-humane-s-wineapawlooza-2023/article_6f6d9abc-67e7-11ee-a600-37ec4fd2fa16.html

Jameson Humane's Wineapawlooza 2023

The Napa organization raised \$1.5 million at its 10th annual fundraiser.

By Laura Levy Shatkin

Oct 13, 2023



Tim Carl

This year marked the 10th anniversary of Jameson Humane's Wineapawlooza, the animal welfare organization's annual fundraiser. The event, held on June 23 and 24, raised a record \$1.5 million. The funds are targeted at helping with wildlife rescues during wildfires,

supporting local spay and neuter programs, and facilitating pet food distribution in 25 states. It's been quite a journey for founder Monica Stevens, who started the nonprofit in 2014 with her husband, David. "We had only been established as a nonprofit for three months when we put on our first Wineapawlooza," Stevens says. "Somehow, we magically put together a successful fundraiser, and each year since we have added depth and breadth to our event and its messaging."



Tim Carl

Stevens launched the organization with a focus on local rescue, adoption, and sanctuary. Within a few years, the area faced several bouts of wildfires, causing a shift in Jameson's focus to provide comprehensive disaster relief for animals.



Tim Carl

Next up was the global pandemic. Nimble once again, the nonprofit addressed its severe impact on our furry friends, including a shortage of veterinary care and a boom in animal overpopulation, leading to illness and death. The need for low-cost veterinary care became critical.

“Our Mobile Veterinary Unit program was our answer, serving many Bay Area counties with low-cost to no-cost spay/neuters, wellness checks, and even specialty services to those who need it most,” Stevens says.



Tim Carl

The gala was held at the picturesque Beckstoffer Farm Center in Rutherford, sponsored by Andy and Betty Beckstoffer. It featured a whimsical pet parade, ponies and all, followed by a tasting from 50 small wineries. Goatlandia Kitchen of Sebastopol provided the attendees with a beautiful plant-based meal.



Monica Stevens
Thomas Machowicz

The record funds raised were heartwarming for Stevens. “I am humbled by the continued generosity of our donor community, grateful to our wine industry for their support and love, and resolute in our commitment to helping humans and their animals in all the myriad ways Jameson does locally, regionally, and nationally,” says Stevens.

Sunday E-dition: Jameson Humane's WineaPAWlooza Raises \$1.1 Million for Animals

By Dave Stoneberg



NAPA VALLEY FEATURES
JUN 30, 2024



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NAPA, Calif. — The crowd that attended the June 21, WineaPAWlooza auction at Napa's Burgess Cellars was boisterous, noisy and generous. The auction of 17 lots raised nearly \$890,000, and the Fund-A-Need raised an additional \$224,500.



WineaPAWlooza auctioneer Fritz Hatton worked his magic, selling 29 spots — at \$5,000 each — to a Sept. 6 tour of Beckstoffer Dr. Crane Vineyard and dinner at Arrow&Branch winery in Coombsville. The lot raised \$145,000 — Tim Carl Photo

Overall, the event raised \$1.1 million to benefit Jameson Humane, a no-kill rescue and sanctuary based in Napa for homeless companion and farm animals.

That Friday evening, auctioneer Fritz Hatton welcomed Amy Burkman, a muralist, multimedia artist and speed painter, to the stage. In front of her was a blank canvas. Burkman told Hatton it would take her seven minutes to complete a painting. And she was better than her word, completing the painting in six minutes and 20 seconds. It didn't look like a lovable cow — at least until she turned it over. Hatton started the bidding at \$5,000 and got it. When bidding stalled, he admonished a bidder saying, “Show your love for the cow, sir.” The crowd did, and the painting sold for \$7,000. Hatton sold an additional five paintings – yet to be done – for \$7,000 each, raising \$42,000 to start the auction.



Artist Amy Burkman finished a painting in fewer than seven minutes at the June 21 WineaPAWlooza celebration held at Burgess Cellars. The painting sold for \$7,000 — Tim Carl Photo

Chef Daniel Gomez Sanchez was the lead chef for Friday night, when he and his crew fed 280 people in a tent on the Burgess Cellars property. With the volunteers and staff, that number increased to more than 320 people.

“Everything worked. It was flawless,” said Jameson Humane founder Monica Stevens.



WinePAWloozza 2024 was a two-day celebration and raised \$1.1 million for Napa's Jameson Humane — Tim Carl Photo

Screaming Eagle

Several hours later, when Hatton was nearly finished with his night's work, he urged the audience to donate for the Fund-A-Need lot. Stevens said since Jameson began 10 years ago, she has never seen the need larger than it is today. "We get calls, emails, people need help" with their animals' care.

"Who would like to donate \$50,000?" Hatton asked. Jeffrey Miller, friend of Jameson Humane and a resident of St. Helena and Miami, did. In making the significant Fund-A-Need donation, Miller dedicated it to the late David Stevens, [who passed at age 72](#) in November 2023. David and Monica Stevens founded Jameson Humane in 2014.

For the past two years, Miller, a wine collector, has played a significant role at WinePAWloozza by paying \$125,000 each year to buy the coveted cult wine Screaming Eagle cabernet sauvignon. Last year he bought a 6-liter bottle of 1999 Screaming Eagle, one of only two produced, made by Heidi Barrett. This year, it was an even rarer wine, a 3-liter from Screaming Eagle's inaugural year, 1992.



Chef Daniel Gomez Sanchez created a vegetarian feast for 280 seated guests on Friday, June 21, at Burgess Cellars as part of the two-day WinePAWloozza celebration — Tim Carl Photo

Hatton said he has auctioned off a couple dozen big bottles of Screaming Eagle, made from grapes grown in an Oakville vineyard owned by Jean Phillips. The inaugural vintage was "the smallest vintage ever," he said before the auction began. "It was only 175 cases total, so it's the rarest and it's more expensive. It's twice as expensive on the open market as the other Screaming Eagle vintages." The bottle, one of only five made, came from Phillips' own cellar and was signed by Phillips.

In the 2000 Napa Valley Wine Auction, Hatton sold a 6-liter bottle of 1992 Screaming Eagle for a record price of \$500,000.

"And we thought it might sell for \$50,000," Hatton said. "There have been other bottles since then, and we've never been able to push them past \$500,000."

The half-million-dollar mark seems to be the glass ceiling for big bottles of Screaming Eagle cabs.

"The last time we got to \$500,000, I begged the audience for someone to come in at \$501,000," Hatton said. "Begging, begging, but no one did. So there it is. There seems to be great fear about going beyond \$500,000."



The weather was beautiful under the tent at Napa's Burgess Cellars for a sit-down dinner for 280 people, created by chef Daniel Gomez Sanchez and his crew — Tim Carl Photo

Monica Stevens said she and David first met Miller when a driver brought him to their shop, 750 Wines in St. Helena, for a tasting.

"I don't know what year it was," she said. "He just loved David. And, you know, he was a really great client of ours. And we've just stayed friends. He goes back and forth to Miami and has a home here in St. Helena. He really loves Jameson, and he comes to as many WineaPAWlooza as he can."

Stevens and I tried to get an interview with the reclusive Phillips, but it was no deal. She didn't want to answer any questions, even posed by Stevens. She has donated bottles of Screaming Eagle cabs to all 11 WineaPAWlooza events, raising significant funds for the nonprofit, and I'd like to know why animals and Jameson Humane have such a special place in her heart.



One of WineaPAWlooza's most touching moments was the showing of a video of scenes from Jameson Humane, including the late David Stevens, co-founder of Jameson with his partner, Monica Stevens — Tim Carl Photo

Noteworthy lots

In between the first and last lot there were several other noteworthy auction lots: A seven-night trip touring Japan (\$32,000); 60 magnums from Napa Valley producers, from Adversity Cellars to Zakin Family Estate (\$34,000); two VIP seats to Taylor Swift's Eras Tour in Miami in October (\$31,000); and a grand party in September for 29 people touring Beckstoffer's Dr. Crane Vineyard with Andy Beckstoffer and dinner at Arrow&Branch winery (\$145,000).

Wines poured

Friday night was at Burgess Cellars, one of six wineries that make up Lawrence Wine Estates. The others pouring their wines were Heitz Cellar, Ink Grade, Stony Hill and Haynes Vineyard. Burgess winemaker Meghan Zobeck was glad to be hosting WineaPAWlooza and Jameson Humane.

"It's very important for us to support this local charity because we also have animals," she said. "They're a big part of our farming process. We are very excited to be able to host this event today at our home winery."

The tasting area was next to St. Andrews Vineyard, which was the original historic name for the vineyard when it was owned by Clos du Val. After that ownership ended, Luna took over the vineyard, and Burgess bought the Luna space to create its new home on Silverado Trail near Hardman Avenue in Napa.

Zobeck and her crew were pouring Burgess' first sparkling wine, the 2020 Blanc de Blanc from Quartz Creek Vineyard, a cabernet sauvignon from the same vineyard and

a 2021 Promiscua cabernet, which is a blend of fruit from both the valley floor and mountain vineyards.

Remembering Willie Mays

At the media table, Maxwell Glick pulled out his iPhone. On it was a Dodgers cover. Glick is a Los Angeles resident who has Dodgers season tickets. I asked him, “Tell me about Willie Mays,” since it was just days after Mays died at age 93.

“My dad actually saw him play,” Glick said, “which is wild because I’m from New York originally. Dad’s from Brooklyn. So when he was a little boy, my dad saw the catch on TV. Isn’t that insane? He was a big Brooklyn Dodgers fan. Mays, the center fielder for the New York Giants, made that catch on Sept. 29, 1954, in the first game of the World Series against the Cleveland Indians.”

Glick added his grandfather was a New York Giants fan.

“I’ve had a Dodgers, Giants, Yankees connection my whole life because that’s my whole family,” he said.

He is a [content creator on YouTube](#), focusing on food and drink, theme parks and life as an award-winning actor and voice actor in Los Angeles.



For the first time since 2018, Jeff Smith’s rock ‘n’ roll band, Wristrocket, performed at WineaPAWloosa — Tim Carl Photo

Wristrocket performs

The two-day main event continued on Saturday with a tasting from 60 Napa and Sonoma vintners, vegetarian cuisine and an evening concert by Napa Valley’s rock ‘n’ roll band, Wristrocket, headed by Jeff Smith. It was held at St. Helena’s Raymond Vineyards.

“The experience Saturday was special because the vintners loved Jameson,” Stevens said. “There were 60 of them, and they were all telling me the quality of the guests was huge. People were signing up for their lists, people wanting more information, and that means the world to me.”



Mike Hirby is both a consulting winemaker and guitarist. He and Scott Castro, Abe Newman, Scott Turnidge and Murray Castro joined Jeff Smith on stage as Wristrocket on Saturday as part of WineaPAWloosa 2024 — Tim Carl Photo

On Saturday the vegan food was prepared by chef Deborah Blum and her team from Goatlandia Kitchen.

“People loved it, it was like street food,” Stevens said. “It was passed food and then sandwiches, and it was beautiful.”

For several years, Jeff Smith’s Wristrocket rock ‘n’ roll band ended the night at WineaPAWloosa. It’s a special band to WineaPAWloosa attendees, since David Stevens was the band’s longtime bass player. This year, besides Smith, the band included Mike Hirby, Scott Turnidge, Scott Castro, Murray Castro and Abe Newman.

Wristrocket hadn’t closed the event since 2018, and last year Stevens contacted Smith, telling him, “I really want you guys to play.” He committed to 2024 and 2025.

“I think everyone really, really reveled in the experience of both nights and how different they were,” Stevens said.



Jean-Charles Boisset, proprietor of Raymond Vineyards, hosted a grand tasting on Saturday, June 22, along with a concert by Wristrocket at the second day of WineaPAWloooza. He is with Monica Stevens, founder of Jameson Humane (left) and Vanessa Conlin, chairs of WineaPAWloooza 2024 —Tim Carl Photo

Eleven years of memories

When asked what her favorite WineaPAWloooza memory is, Stevens said it was during the height of COVID in 2020. The event was called “Palooza in Place.”

“It was Fritz and I and Vanessa Conlin up in the Vintner’s Room at Meadowood,” Stevens said. “It was so fun because we were able to provide the tasting experience to the guests by sending them wine from our vintners. It was so memorable.”

Four hundred people from all across the United States showed up online and watched the event, which was broadcast live by SOMM TV.

“That was so memorable because it was so different, yet so well received by people,” Stevens said. “Everyone was at home and we provided all the things they could want. We were trying to create WineaPAWloooza for them at home.”

Sep Pirchner started working with the Stevenses in 2011 and has volunteered at every WineaPAWloooza. He said his job is “making sure our vintners are taken care of, that everything is set up so that the grand tasting and any wine-related aspect of WineaPAWloooza comes off perfectly and is a great experience so that people want to come back and be a part of it year after year.”



Heidi and Russell Bevan (right) are owners of St. Helena's Adversity Cellars — Tim Carl Photo

When asked about his best memory of WineaPAWloooza, Pirchner said he has two.

“When vintner Russell Bevan did the impromptu sabering of champagne on stage, which was panic-inducing, thrilling and exciting, all at the same time,” he said. “That’s something that I’ll never forget” — especially the part when the bottle broke apart and glass shards flew into the front row of the audience.

His second memory: “The first year that we broke \$2 million. That was awesome to see those numbers come in and to see that the generosity was real.”

Bevan clarified the story of the broken champagne bottle: “It was too warm, so it shattered,” he said. “Then the next year they gave me a plastic lightsaber to use, and I destroyed that and a chunk of it ended up on somebody’s plate. We’ve had good WineaPAWloooza times.”



According to the WineaPAWloosa catalog, Fritz Hatton is the nation's most experienced wine auctioneer, having begun his career in Christie's Wine Department in 1980. He and his family own Arietta, one of Napa's top producers to Bordeaux-style blended wines — Tim Carl Photo

Early on, Bevan said David Stevens asked him to walk onstage banging a cowbell.

“David was a curmudgeon who had magic in him,” he said. “He had me do different things every year that were so absolutely special. My memories of WineaPAWloosa are his dedication in the way he and Monica inspired each other to make this such a grand event. When I think of WineaPAWloosa, I think of their love of animals and the camaraderie it brings.”

Hatton had the final word: “We’ve got to protect the animals. And with Monica here, in my next life I hope I come back as an animal in Napa Valley.”



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 WineaPAWlooza 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 WineaPAWlooza 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.

(continued next page)

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 WineaPAWlooza 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."



(continued next page)

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 viniculture.

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 WineaPAWloozza 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

SONOMA

NAPASONOMAMAG.COM

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

45 95 / Napa Sonoma

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



WINEAPAWLOOZA VINTNERS & WINEMAKERS

There exists in wine country a profound affection between humans and their beloved fur babies. We thank our dear vintner and winemaker friends who both support Jameson and will be personally pouring during the Grand Tasting at WineaPAWlooza on Saturday night. Their wine labels represent some of the most sought-after, hand-crafted wines in the world...and you get to taste them all!

Adversity Cellars	Lail Vineyards	RAEN Winery
Annulus Cellars	Lithology Wine	RIISE
Arietta Winery	Lorenza Rosé	Riverain Vineyards
Arkenstone Winery	Macauley Vineyard	Roy Piper Wines
Arrow&Branch Winery	MacDonald	Second Line Wines
Azur Wines	Mad Fritz	Shibumi Knoll
Bevan Cellars	Melka Estates & Winery	Sign of the Dove
Carter Cellars	Memento Mori	Simon Family Estate
Castellucci Estate	Modus Operandi	Sire Estate
Citizen Savant	Mowe Napa Valley	Spottswode Estate
Continuum Estate	Namo Wines	Switchback Ridge
Dakota Shy	Neiman Cellars	Sylvan Lake Vineyards
Dalla Valle Vineyards	NEOTEMPO	TOR Wines
DOGFARM Estate	Paula Kornell Sparkling	Venge Vineyards
Fait-Main	Wine	Vice Versa
Fe Wines	Perliss Vineyards	Vida Valiente
Gandona Estate	Phifer Pavitt Wine	Vineyard 29
Hourglass Wines	Plinth	Zakin Family Estate
Keplinger Wines	POTT WINES	Zeitgeist Cellars
LaPelle	PROMONTORY	
	Pulido-Walker	

WINEPAWLOOZA



2025

BENEFITING JAMESON HUMANE

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**Visit wineapawlooza.com
to learn more about our
previous events**

OUR ESTEEMED STEERING COMMITTEE

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Vanessa Conlin MW
Jenny Khachaturian
Monica Stevens

Auctioneer

Frtiz Hatton

Steering Committee

Heidi Bevan
Joyce Bone
Alison Bowyer
Kelly Brophy
Adriana Chinsky
Robert Emery
Ilyse Filowitz
Nick Gajewski
Dean Gray
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THANK YOU FOR YOUR SUPPORT!

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