

How to Support Your Favorite Wineries During the Pandemic

By Jonathan Cristaldi

The wine business is a social industry. It's always been built on relationships between wineries, wine lovers, and all the places where people can buy and enjoy wine. That solid foundation is now in jeopardy in the wake of the coronavirus pandemic.

The wine industry as a whole is bracing for the reality of continued uncertainty. From California to Oregon and Washington, east to Texas, Virginia, and New York, along with every state in America where wine is made, wineries are adapting as fast as they can. The best advice the industry is giving itself is: don't panic; and to everyone else the message is: keep buying wine.

So, how can you help American wineries?

The short answer is: buy wine. Shipping is still an essential business. But don't stop there—stay engaged via virtual tastings on Facebook Live, Instagram, and Zoom. (One winemaker, John Benedetti from Santé Arcangeli in the Santa Cruz Mountains, threatened to take a tequila shot for every 12 bottles of wine sold during a "Wreck the Winemaker" live tasting on Facebook Live, which, yeah, could get messy.) And if you subscribe to a winery mailing list, read their emails. Many are sending creative in-home recipes and pairing ideas and a bevy of rich content to help take your mind off the impending doom and gloom that radiates from local and national news outlets.

Here is a long list of most recent notifications to hit our inboxes. This is by no means a complete list, and while it skews heavily California, it does include a smattering of notifications from other states. There are many more offers popping up every day, too. The best advice may be to think of the wines you love from all over, reach out to those wineries, and find out how you can help. Chances are, like the wineries below, they're offering discounts, savings on shipping, and savings on case-purchases. It's a great time to help out, and after all, you'll also end up with some bottles of great wine. (Note: These promotions are subject to expire at varying times, so please check with the winery.)

Individual Wineries

Donum Estate (Sonoma): Offering \$10 ground shipping; use the code FRIEND10. (For every order placed online Donum is donating \$10 to the World Health Organization's COVID-19 Response Fund in honor of Donum customers).