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AldenAlli Winery Raises \$46,000 for Fire Recovery
100% Donated to Sonoma County Vintners Foundation Emergency Relief Fund

HEALDSBURG, CA – AldenAlli, an ultra-premium winery founded by food and wine lifestyle pioneers Dan Kosta and Alden Lagasse, announced today a substantial donation in the amount of \$46,000 to fire recovery and relief in Sonoma County. The funds, 100% of which will be directly donated to the Sonoma County Vintners Foundation Emergency Relief Fund, were raised via donations from AldenAlli winery members in response to the Kincade Fire.

“When the fire started, we felt this overwhelming sense of wanting to help,” said AldenAlli co-founder Dan Kosta. “Wine is our way of helping, and we are fortunate to have a generous and supportive community around us.” The topic is particularly meaningful to Kosta, who lost his home in the Mark West region of Santa Rosa during the Tubbs Fire in 2017.

The winery began fundraising before the Kincade Fire was out, and while many local residents were still displaced. The first donations were received during a moving announcement onstage at Emeril Lagasse Foundation’s Carnivale du Vin celebration in New Orleans on Saturday, November 2. When attendees of the gala learned of the Kincade Fire damage, a flurry of online donations were made to help Sonoma County and its wine community.

The next morning, the winery issued an email offering its members an opportunity to aid with fire recovery. The winery provided a case of extremely limited-production AldenAlli Pinot Noir from Kosta’s archives in gratitude for each contribution. Within days, a stunning total of \$46,000 was raised for the cause.

One hundred percent of donations will go to the Sonoma County Vintners Foundation Emergency Relief Fund, a 501(c)(3) organization which addresses the immediate needs of the local community impacted by natural disaster. Michael Haney, Executive Director of Sonoma County Vintners commented, “We are moved by the generosity of partners like AldenAlli for taking action in times of need. Our vintner community has strength in our compassion, and this is a prime example.”

About AldenAlli

AldenAlli Winery was created by two self-made names in wine and food: Kosta and Lagasse. Founders Dan Kosta and Alden Lagasse share a long-lasting friendship and a passion for combining exceptional food, wine and hospitality into a lifestyle. Since 2013, AldenAlli has crafted terroir-driven wines from cool climate regions to share with their extended wine family all over the world. For more information visit aldenalli.com.

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