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# Sox wines benefit charities

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NESN's Heidi Watney serves as emcee as she and special guest Jacoby Ellsbury of the Red Sox launch the newest celebrity fundraising wines last week. Anyone for a glass of ZinfandEllsbury?

JC Photography / John Corneau

Anything that brings me by Fenway Park is a story worth covering.

That's how I ended up at the Foundation Room at the House of Blues behind the Green Monster on Lansdowne Street for the launch of this season's Red Sox charity wines: ZinfandEllsbury (a Zinfandel named for [Jacoby Ellsbury](#)) and Chardon-K (a Chardonnay for [Josh Beckett](#)).

They are produced by Clos LaChance winery out of San Martin, Calif..

Because of a back injury, Beckett was unable to attend but Ellsbury was on hand to talk about why sales of his wine will benefit the Navajo Relief Fund in Arizona as well as local charities of Project Bread and the Ellsbury-Read Project.

His mother and grandmother are native Americans (full Navajo, he said) and it's important for him to give back to that community of 300,000. He also said he lives in Arizona in the off-season making the Southwest-based charity close to his heart. A representative of the Relief Fund offered him a Navajo bracelet as a thank you.

It was at the podium in the private club with walls covered by wedding dresses from India that the injured Ellsbury said he was almost ready to begin a rehab assignment to return to the baseball field.

Beckett's Chardon-K will benefit his Josh Beckett Foundation which supports many charities including Children's Hospital.

Both wines are expected to retail for about \$14 a bottle, and will be available beginning in May 2010 across New England, wherever wine is sold.

Two New Englanders, Brett Rudy and Mike Lembo, founded Charity Wines as a sports marketing agency to connect professional athletes, brands and worthy causes.

In 2007, Longball Cellars debuted three wines with Red Sox players featured on the bottles. There was Manny Being Merlot (with Manny Ramirez), Schilling Schardonnay (with Curt Schilling), and CaberKnuckle (with [Tim Wakefield](#)). They sold more than a quarter-million bottles with the money going not to the players but to their chosen charities or foundations.

And the Sox won the World Series giving a little cachet to the wines.

In 2008, three more Sox participated: [David Ortiz](#) (Vintage Papi), [Jason Varitek](#) (Captain's Cabernet) and [Kevin Youkilis](#) (SauvignYoouuk Blanc).

Last year there was no Sox-wine tie in and Charity Wines offered several Chicago White Sox-themed wines.