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Nonprofit winery's launch party April 18

Try Bodhichitta offerings at Historic Elsinore Theatre

Statesman Journal

A new nonprofit winery plans a launch party to share its products — and philanthropic message — with the community.

Bodhichitta Winery will host festivities noon to 3 p.m. April 18 at the Historic Elsinore Theatre, 170 High St. SE, Salem.

Bodhichitta was founded in 2008 by Mark Proden, a student at the Northwest Viticultural Center.

One hundred percent of profits are donated to charity.

"The winery's vision and purpose, 'passion for wine; compassion for others,' underscores my desire to serve others while working in this great industry," said Proden, the owner and winemaker.

Bodhichitta (pronounced "boddacheeta") is a Sanskrit word that can be translated to mean "to give of oneself."

The winery's first donation of \$12,000 went to the Central Asian Institute, which builds schools in Afghanistan and Pakistan.

Other charities of interest include the Alzheimer's Foundation of America, Autism Society of America, the Humane Society, The Nature Conservancy and Oregon Trout.

On April 18, sample the winery's Contemplative Cab and Giggling Gris and a selection of appetizers.

Other wines to be available for tasting include Astral Apple, Buddha Blue, Chenin Blanc, Dharma Black, Orange "Lotus" Blossom, Primordial Compassion and Radiant Rhubarb.

Bodhichitta also produces lavender lip balm, lotion, perfume, aromatherapy sprays, lavender scones and lemonade, as well as other products, which also can be sampled.

A special 10 percent discount will be offered for all items sold at the event.

David Hastings and his jazz trio will perform live.

A raffle will cost \$10 per ticket with prizes including a wine gift box; wines; T-shirts; a lavender gift basket; barrel tastings; and dinner with the winemaker.

The event is free, but a suggested donation of \$10 will help defray costs, Proden said.

The wines and lavender products are available online at www.bodhichittawinery.com and in the future will be at Westside Wine Store and LifeSource Natural Foods in Salem, Proden said.

Customers also can join a wine club at the Web site.

Bodhichitta is run by Proden and his all-volunteer team of friends and family who donate time, energy

and materials.

The wines are made by hand with a focus on sustainability.

Additional Facts

More information

Bodhichitta Winery is at 1885 Commercial St. SE. Contact winemaker and owner Mark Proden at (503) 580-9463 or mark@ bodhichittawinery.com or visit www.bodhichittawinery.com for information.
