e in Israel in the *ikkun Olam*

om-
sap
e first
ring.
s of the
ring
Nev-
orld
s a
its
nent
bal
tik-
' – as
e,
al

time to buy a tree for Israel and Hadassah Sacramento offers a number of tree Certificates and Water Certificates. You can use them to memorialize or to honor a person or an event.

The need to reforest major areas in Israel has become a Zionist imperative. The war waged by Hezbollah in northern Israel has destroyed millions of trees and more than 13,000 acres of land. This loss will seriously affect the ecological balance that brings to the environment.

✡

To plant a tree in Israel through JNF, contact Alice Cartwright at alicemcartwright@yahoo.com or 916-489-0215 or visit www.jewishsac.org.

ticipates in ~dition

which included food and drink. ✡

For more information about NextDor and upcoming programs please visit www.nextdor.org or to sign up for the next Sacramento Tree Planting, visit www.sactree.com

California Native Brings Israeli Wines Home

Vintner's Wine Club Delivers Exclusive Israeli Wines to U.S Doorsteps

BY ELLEN WEISER, SPECIAL TO THE JEWISH VOICE

~r~c~e~lifj:1~~~c:ahut in recent years Israel has been in the midst of a wine revolution. Varieties of top quality wines are being made at some 200 family-owned boutique wineries in the rolling hills above the Mediterranean Sea, mountains and deserts of Israel.

While some might be skeptical that Israel's arid climate can cultivate bounties of fabulous grapes, one Napa Valley native knows otherwise, and his start-up business, Israel Wine Company, is bringing the finest Israeli wines to the doorsteps of American wine lovers.

Ari Erie spent much of his childhood in the Napa Valley, where he became enchanted and intrigued by the world of wine and winemaking. During his freshman year of college in Israel, he fell in love with both the ancient land and its people. He left the college path to serve in the Israeli Paratroopers Brigade and later graduated from the Hebrew University in Jerusalem, traveled the world and worked himself to community development.

When Ari assembled all the pieces, he decided to combine his passion for Israel and its people with his commitment to winemaking. As fate would have it, his Israeli father-in-law has been growing grapes in the rolling hills above the Mediterranean for more than 30 years. They are vineyards that he and his father planted when they came to Israel as immigrants from Turkey.

Before long Ari and his Israeli-born wife Keren returned to California's wine country, where Ari honed his winemaking skills studying Viticulture and Enology at UC Davis and Napa Valley College.

Combining has b~ for both lands, Ari launched his own International Winemaking label, ERLE Wines, featuring artisan crafted Sauvignon Blanc, Carignane, Merlot and Argaman, from his father-in-laws Mold wines in Israel, and Syrah and Carignane from California. Making wines from both Israeli and California grapes under the same label is unique.

In recent years, wine lovers and critics have become vocal about their love of wines from small, family-owned vintners in Israel, which has increased their demand. In response, Ari founded the Israel Wine Company and its wine club, which offer exclusive Israeli wines never before sold in the US, with a 100% satisfaction guarantee.

"Through my work in the Napa Valley with some of the best winemakers in the world at the best 'cult' wineries, I've tasted many wines that cost between $100-$1,000 a bottle. This experience makes me (with the ~Ip 01 my ~in.<nWang colleagues) qualified to help Americans choose the best Israeli wines. Those that I select for my wine club are either chosen or disqualified through a rigorous 'blind' tasting panel of winemaking experts," said Ari.

Ari's ~0ll.. has eooo-oherito much more than [illegible] and selling wine. He said, "Through the club I give American consumers the chance to support small Israeli vintners and the land. The club also presents a great opportunity to celebrate yet another one of Israel's unique gifts to the world!" ✡.

To learn more about the Erie Family International Wine Project and the Israel Wine Company, or to contact Ari directly, please e-mail [illegible] ~ or visit [illegible] Eriefamilywinery.ex~

B'nai Israel to Screen Acclaimed Documentary

"Trembling ... acclaimed 2001 documen...