

California Winery Releases “Sea Turtle Reserve Wines” to Aid the Protection and Recovery of Endangered Sea Turtles

A portion of all proceeds benefits nonprofit Sea Turtle support & preservation Groups.

Weibel Family Vineyards of Lodi, CA, and select nonprofit Sea Turtle support & preservation groups have joined forces to raise awareness for the protection of threatened and endangered sea turtles with the release of “Sea Turtle Reserve Cabernet Sauvignon,” “Sea Turtle Reserve Chardonnay,” and “Sea Turtle Sparkling Moscato” wines.

The winery is offering the special-edition Sea Turtle Reserve Selections, in conjunction with select Distributor Partners with a portion of all proceeds being donated directly to participating local nonprofit Sea Turtle support groups.

These special support groups assist in a broad range of Sea Turtle preservation, including rescue and recovery, nest search and protection, and ongoing monitoring of their important nesting beaches. They also bring awareness and give support to local coastal Sea Turtle friendly 'give them a chance' lighting / illumination programs.

Although California wines and sea turtles may seem to have little in common, Fred Weibel, winemaker and owner of Weibel Family Vineyards, is a long-time sea turtle enthusiast and wants to give something back to help protect these magnificent marine animals. “We wanted to bring attention to the many survival challenges sea turtles face,” Fred Weibel said. “They are truly beautiful creatures that play important roles in our marine and coastal environments. Hopefully, we can all do our part to make sure sea turtles are around for future generations.” adding, “Our main goal in producing the Sea Turtle brand of wines is to make and promote a product that helps raise much-needed financial support for sea turtle protection, conservation and education programs in our coastal regions.”

The Sea Turtle Reserve Wine's labels feature the beautiful sea turtle illustration by renowned Florida artist Damien Share. “Damien’s inspiring sea turtle artwork, which was donated by the artist for the program, provides a focal point for the uniquely crafted label design on these Reserve wines. Anyone who cares about sea turtles or marine wildlife will immediately be drawn to these special wines.”

Weibel Family Vineyards is using premium selected varietals in crafting the Sea Turtle Reserve Wine selections. These specially produced reserve varietals offer broad appeal and have been very popular with the growing number of restaurants and quality wine accounts which are supporting this unique Sea Turtle Wine preservation program.