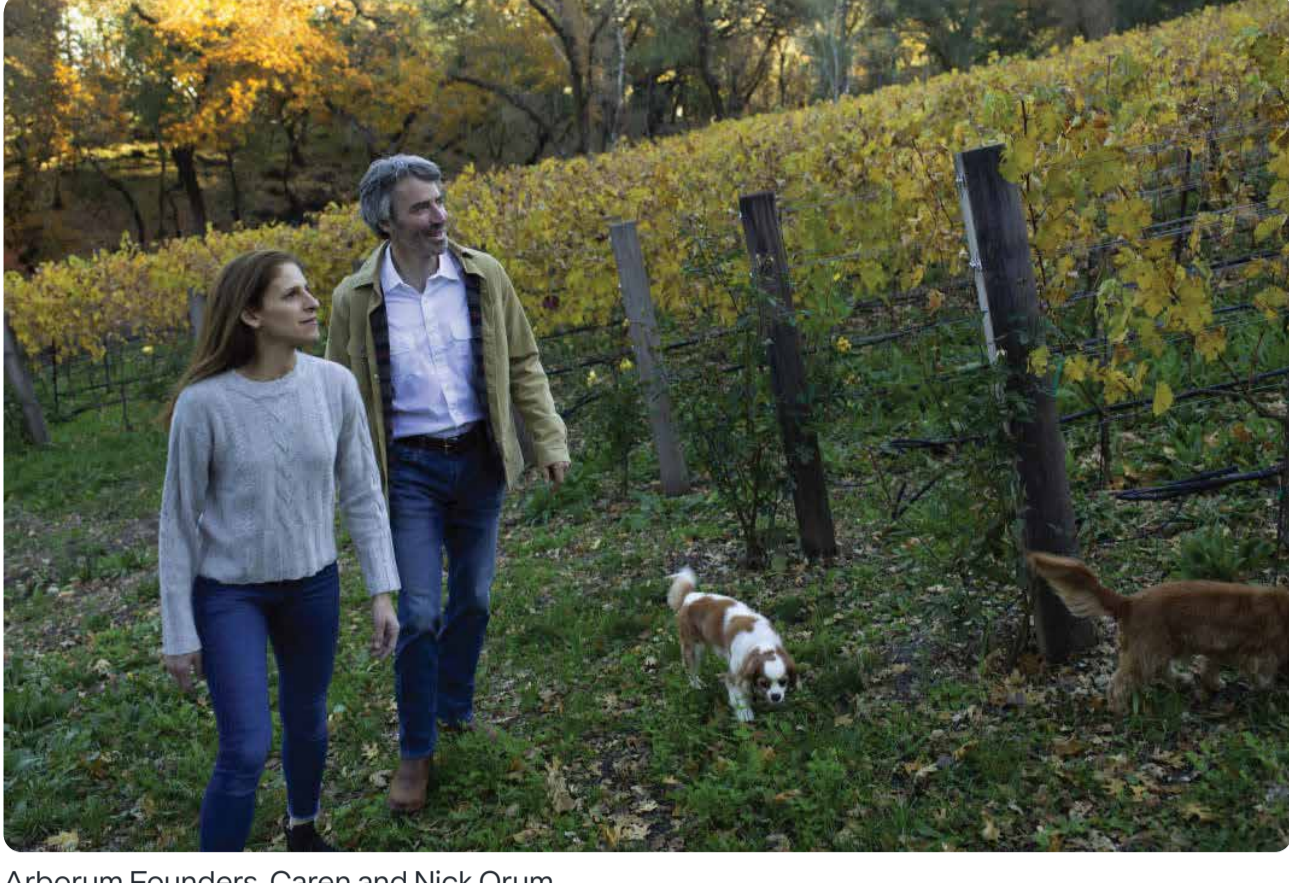


# The New Napa Valley Brand Designed To Change the Lives of Those Around It

Matthew Kaner | Will Travel For Wine

Tue, August 20, 2024 at 8:00 AM PDT · 3 min read



Arborum Founders, Caren and Nick Orum

Photo by Thomas Heinsner

Caren and Nick Orum are complete and total saints. The kind we will study and make toasts to for generations to come. Today marks the entry of a new Napa wine project from the Orums, proprietors of [Arborum](#). Today marks the launch of their wine releases, from a brand set to send all of its proceeds directly to charitable organizations. In fact, as a lead up to the launch they committed a whopping \$1,000,000 to local and environmental causes as a baseline philanthropic contribution. The Orums simply operate on another level. Vini Sancte Spiritus.

The inaugural wines, a [2021 Proprietary Red Wine](#) (SRP: \$265) from their historic St. Helena hillside vineyard and a [2022 Proprietary White Wine](#) (SRP: \$125), are crafted by prestigious winemaker Andy Erickson. The Orums are committed to supporting their community and environmental causes as part of their mission. To that end, in conjunction with the release of their first wines, the Orums are pledging \$1 million to charities that support Napa Valley vineyard workers and their families, as well as environmental causes. Going forward, 100% of the net earnings from all wine sales will support these same purposes. This is not your average Napa Valley wine project. This is different.



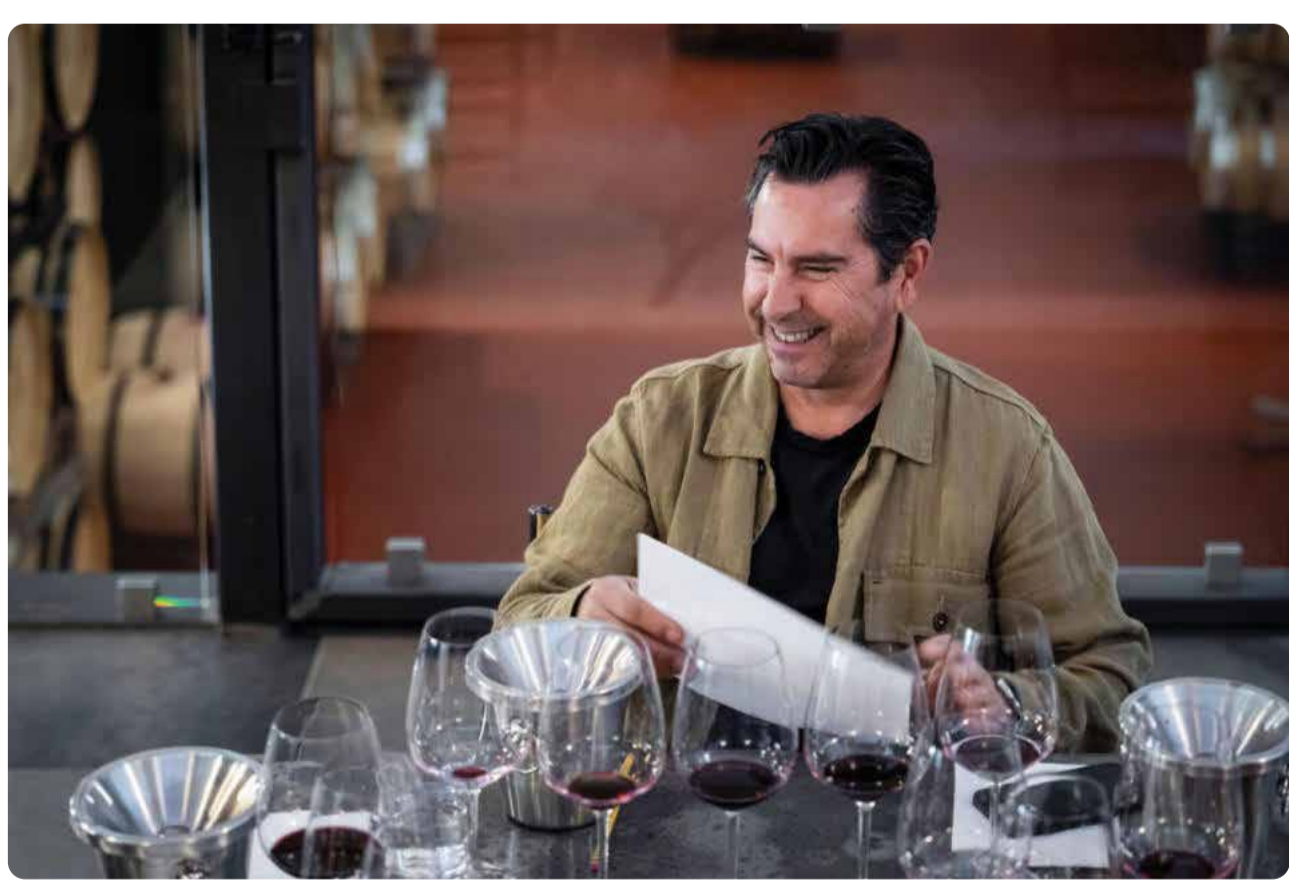
Arborum is set near St. Helena, among some big time neighbors

Photo by Thomas Heinsner

Founders Caren and Nick Orum have been residents of Napa Valley since 1999. After a detailed, decade-long search, they acquired the oasis that would become Arborum in 2013, falling in love with its location, fascinating history, and significant potential for producing world-class Cabernet Sauvignon. The historic 20-acre property, set on a steep hillside near St. Helena, is surrounded by esteemed neighbors, including Vineyard 29, Morlet Family Vineyard, Colgin Cellars' Tychson Hill Vineyard, and Grace Family. The Orums were intentional in their approach, and it took more than ten additional years to establish the CCOF-certified organic Cabernet Sauvignon vineyard named Hidden Key.

*"Our family's personal motto, 'in the acorn sleeps a forest,' is displayed on every bottle of Arborum wine, reminding us that even the smallest acts of kindness can plant seeds that sprout and spread. And we believe the best place to start is with the community and the natural world surrounding us. That's why we actively support nonprofit organizations that deliver valuable social services in the Napa Valley and contribute to organizations that help preserve the environment there and beyond,"*

shared Arborum Founder and Proprietor Caren Orum.



Winemaker Andy Erickson

Photo by Suzanne Becker Bronk

Beyond the Orum's passion for making great wine in partnership with Oscar Renteria, his farming team, and Winemaker Andy Erickson, the true heart of Arborum is the desire to help make the world a better place.

*"Caren and Nick's unwavering commitment to establishing a world-class vineyard drew me to Arborum, but it's their steadfast vision and commitment to supporting our local community and environmental causes that truly sets them apart,"* says winemaker to the stars, Andy Erickson.

[Click here to purchase the first White & Red releases of Arborum Wines](#)



Photo by Suzanne Becker Bronk

[10,000 Degrees](#)