

THE WINES

Bodhichitta is a small Oregon winery dedicated to donating 100 percent of its profits to charitable causes. The winery produces a range of quality, handcrafted wines such as Pinot Noir and Chardonnay from the Willamette Valley and Contemplative Cabernet Sauvignon and Giggling Pinot Gris from Southern Oregon, as well as lavender aromatherapy products. Bodhichitta (pronounced “bodda-cheetah”) is a Sanskrit word meaning inner self or soul.¹ Founded in 2008 by Winemaker, Mark Proden, the winery seeks to service before self and to honor the connection among all of us.

Bodhichitta is run by Proden and his all-volunteer team of friends and family. The wines are made entirely by hand from fermentation to bottling and in an environmentally friendly and sustainable manner. The winery recycles bottles from local wineries and friends, soaking off the labels and sanitizing them before bottling. The purple lotus flower on its label represents the winery team’s innate yearning for the happiness of others, and the Om symbol is a reminder that all things are possible. The wines are available for sale on the winery’s website, www.bodhichittawinery.com.

VINIFERA WINES

2007 Giggling Gris (\$27 SRP)

These “happy grapes” hail from southern Oregon’s Rogue Valley. Apricot, honey and pear flavors abound.

2006 Contemplative Cabernet Sauvignon (\$32 SRP)

From Southern Oregon’s Applegate Valley, this wine exhibits black fruit, hints of pepper, and rich tannins. Also available in magnum (1.5L) for \$60.

2008 Chardonnay (\$30 SRP)

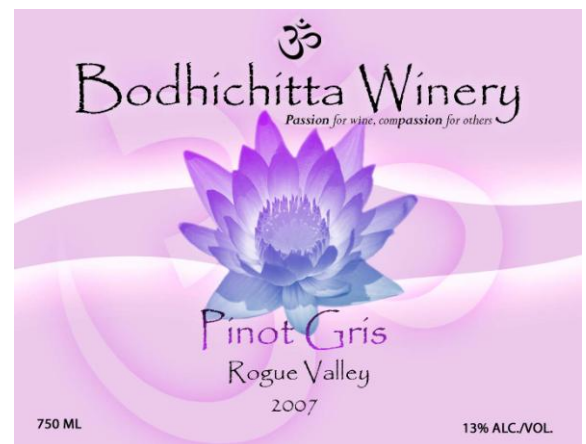
Sourced from the heart of Oregon’s Willamette Valley, it’s steel fermented to strike a balance between acid and flavor, it’s full of tropical fruit aromas and flavors.

2008 Pinot Noir (\$38 SRP)

Sourced from the heart of Oregon’s Willamette Valley, it offers succulent cherry and black currant with a smooth, lengthy finish.

Chenin Blanc (\$27 SRP)

A crisp wine with honey, pear and apple tones from California’s Lodi appellation.



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Bodhichitta Winery
Passion for wine, Compassion for others

Primordial Compassion (\$28 SRP)

A blend of Dharma Black and Contemplative Cabernet, it is a unique with blackberry flavors.

Glühwein (\$30 SRP)

German-style mulled wine spiced with cardamom, cinnamon, cloves and orange peel. Serve warmed.

FRUIT WINES

Dharma Black (\$25 SRP)

Dharma, or “truth”, is hopefully the path we all seek. It is blackberry wine sourced from local fruit.

Buddha Blue (\$25 SRP)

Local blueberries picked by hand during the summer months lend a big, juicy palate.

Radiant Rhubarb (\$25 SRP)

A crisp wine with a twist of Rhubarb inspired by Proden’s grandmother’s recipe.

Astral Apple (\$25 SRP)

We harvest our apples from trees planted by Oregon pioneers over 100 years ago.

Orange Lotus Blossom (\$25 SRP)

A honey wine (mead) made from local orange blossom honey. Also available in magnum (1.5L) for \$45.

LAVENDAR AROMATHERAPY PRODUCTS

Bath salts (\$18)

Body Scrub (\$15)

Bath oil (\$12)

Liquid Soap (\$9)

Bar Soap (\$6)

Bath bomb (\$5)

Sachets -3 (\$8)

Bug Spray (\$12)

Essential Oil (\$9)

Perfume - three sizes available - 0.33oz. (\$11.00); 1oz. (\$30)

Citrus Hand Lotion - four sizes available - 1oz. (\$2.50); 2oz. (\$4); 4oz. (\$8); 8oz. (\$15)

Peppermint Hand Salve - two sizes available - 4oz. (\$9); 8oz. (\$15)

Face Scrub - two sizes available - 4 oz (\$8); 8 oz (\$15)

Massage Oil - two sizes available - 4oz. (\$8); 8oz. (\$15)

Lip Balm - two sizes available - 0.15oz. (\$4); 0.25oz. (\$5)

Calming Spray - three sizes available - 1oz. (\$5); 2oz. (\$8); 4oz. (\$14)

Linen Spray - two sizes available - 4oz. (\$8); 8oz. (\$14)

Soy Candles - three sizes available - 4oz. (\$6); 8oz. (\$13); 16oz. (\$24)

Sugar (\$6.50)

Scone Mix (\$12)

Black Tea - 12 bags (\$11); 8 oz. loose (\$20)

THE STORY

Bodhichitta was born of the Buddhist idea that everything in this life and the next starts with a thought; a thought that may then turn an intangible concept such as “easing the suffering of others” into a concrete reality. For Founder, Mark Proden, Bodhichitta’s vision and purpose, ‘*passion for wine; compassion for others*’, underscores his desire to serve others.

Bodhichitta is modeled after Paul Newman’s “Newman’s Own” product line, which has contributed hundreds of millions over the years to children’s charities. The winery’s first donation of \$12,000 went to the Central Asian Institute (www.ikat.org), which builds schools in Afghanistan and Pakistan. Proden gained early inspiration for the winery after reading *Three Cups of Tea*, a *New York Times* best seller by Greg Mortensen, Director of the Central Asian Institute. Other charities of interest as the winery’s profits allow include the Alzheimer's Foundation of America, Autism Society of America, the Humane Society, The Nature Conservancy and Oregon Trout.

Prior to founding Bodhichitta and attending the Northwest Viticultural Center, Proden was an Air Force pilot for eleven years. It was during his service that he learned the benefit of “Service Before Self”, the Air Force’s motto. Proden is a graduate of the U.S. Air Force Academy with a Bachelor of Science in Astronautical Engineering. He also holds two advanced degrees, a Master of Arts in International Relations and a Master of Science in Environmental Science. A native of Wisconsin, Proden lives in Salem, Oregon with his dog, Buddy, and enjoys hiking, camping, kayaking biking and reading.

Future plans for Bodhichitta include planting a vineyard, lavender field, apple and olive orchard, as well as an apiary to provide honey and wax for its product lines. Proden will then site a more permanent and larger facility to support increased production -- one that will offer a retreat from the fast pace of modern life, concentrating on healing and the easing of suffering through a beautiful, natural setting, counseling, tai chi and yoga.

ⁱ **Bodhichitta** (pronounced "*bodda-cheetah*") is a Sanskrit word for the basic human wisdom that can drive away the sorrows of the world. *Bodhi* means "awake"; free from the ordinary, confused mind, free from the illusion that we are separate from one another. *Chitta* means "heart" or mind." According to the Buddha, the unbiased mind and good heart of bodhi hold the key to happiness. Bodhichitta Winery is a vision to embody that spirit in each feeling, thought and action in our daily lives to bring compassion, equanimity, joy and kindness to our world -- to ease our eliminate suffering and pain. Bodhichitta Winery believes that everything in this life and the next begins with a thought -- a thought that can bring possibilities that already exist into fruition.