

Days of Wine and Rabbits

Rescue group uses private-label vintage and the amorous image of rabbits to raise funds—and promote awareness of spay/neuter

BY JIM BAKER



MARCY SCHAAF/SAVEABUNNY

The best way to truly appreciate a fine wine is to savor its bouquet, as this lop-eared rabbit demonstrates. SaveABunny, a rescue group based in Mill Valley, Calif., dreamed up the idea of using a custom-labeled wine to spread the message that it is important to spay or neuter house bunnies—and to support the group's efforts at rehoming rabbits.

Lots of wines have funny animal names:

Arrogant Frog Ribet Red, Wild Horse Pinot Noir, the Little Penguin Shiraz.

Now you can add one to that list: Humpington Ridge Roll in the Hay Chardonnay.

The rabbit-themed vintage is the brainchild of Marcy Schaaf, founder and executive director of SaveABunny, a rescue group based in Mill Valley, Calif. And while the name's sure

to draw a chuckle, this humorous vintage is raising money for a very good cause.

The Humpington Ridge label is a clever way to spread the word about the importance of spaying and neutering rabbits. It also fits in with the rescue group's efforts to position house rabbits as great companions for adults, not just for children.

You could say that this unusual vintage was the result of Schaaf thinking outside the (wine) box.

"I was wondering, what could we do that's naughty, because I like to break the rules, and I wanted to tie it in with rabbits. 'Roll in the Hay Chardonnay' just came out," she says. As to the rest of the label, she says, "We were batting around names, and what do rabbits do? They hump."

In smaller print, the label reads, "Spay Or Neuter, Because Bunnies Don't Like Condoms." And below that is the rescue's website, and "SaveABunny. Save A Life."

In the center of the label is a stylized logo of two rabbits enjoying ... intimate time.

A volunteer who's a graphic designer put it all together, and then Schaaf went out and found a local vintner who was willing to work with her.

She tasted some of his wines, and eventually settled on a nice Chardonnay. The owner privately labeled seven and a half cases of it, and got it officially approved for sale.

SaveABunny is selling bottles of the wine—\$22 apiece, \$40 for two—at fundraising events, such as a garden party featuring catered vegan cuisine.

So is the bouquet of the rabbit-themed Chardonnay grassy, with a hint of carrot and alfalfa? Not at all, says Schaaf. "The thing is, it's a good wine, and that's an important thing for people to know—it actually tastes good," Schaaf says. [🐰](#)