

# FUNNY MAN, SERIOUS WINE

Comedian Eric Wareheim's new wine venture is anything but a joke.

Eric Wareheim has a lot to celebrate. The comedian has been on a sold-out tour to mark the 10th anniversary of sketch comedy show *Tim and Eric Awesome Show, Great Job!* Wareheim is also a staple on Aziz Ansari's Netflix show, *Master of None*. He now has something else to toast: his own wines. We talked with Wareheim about his label, Las Jaras Wines. —Jameson Fink

**Did you have an “aha” moment that turned you from a wine drinker into a wine lover?** I think it was a Morgon [Cru Beaujolais]... that Selection Massale sent. I drank it, and there was something so magical about it.

**How did you start Las Jaras?**

We had a funny idea in my comedy world with Dr. Steve Brule, [played by] John C. Reilly. He did a “Sweet Berry Wine” sketch that was so popular that every bar I would



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go into, if they knew me, they would come up with a glass of red wine and say, “This is from the chef. It’s some sweet berry wine.” It seemed like everyone in the service business knew it. I talked to Tim and John and said, “Wouldn’t it be funny if we made a Sweet Berry Wine?” We had two ideas. One, it could be disgusting, like Manischewitz, really sugary wine. Or, why don’t we make it good? We were like, “We should make it good.”

That’s when I talked to Joel [Burt] about starting Las Jaras. We were going to make Sweet Berry Wine and pick a bunch of other grapes and kind of start our business together.

**How did you decide which wines to make?**

The big wineries get the bulk of the grapes. Joel went up there and was like, “Well, we can buy this much Carignan, a little bit of this Cabernet...that’s all that’s available.” So we just bought it all. [From that] we have a 2015 Cab, a 2016 Cab, straight Carignan—one’s going to be the Brule, the Sweet Berry Wine, one’s going to be Las Jaras. From that Carignan, we made the rosé and the pét-nat.

**On Instagram, you have photos walking the vineyards, looking at the grapes. How involved are you in the winemaking process?**

I’m very deep in it...The cool thing about small-production wine is you can go to these farms and wander around...and the farmer will come out, and we just start talking.

It makes tasting it so much more interesting. You know the people and the history. A lot of these vines are old, they’re like 60-year-old vines.