

Montecito Gourmet and One805 Announce Strategic Partnership to Support Santa Barbara County First Responders

Two organizations born from community resilience join forces to expand mental wellness and emergency preparedness efforts across the region

MONTECITO, CA, UNITED STATES, August 19, 2026 /EINPresswire.com/ -- [Montecito Gourmet](#), formerly The Village Cheese and Wine Store, and [One805](#) today announced a strategic partnership to strengthen support of Santa Barbara County's First Responders. The collaboration unites two organizations deeply rooted in the community's response to the 2018 Thomas Fire and Montecito debris flow, channeling their shared commitment to those who protect the region into sustained, year-round action.

The partnership will direct proceeds from select Montecito Gourmet offerings—including the company's small-batch Montecito Coffee and Montecito Wine Company releases—toward One805's mental wellness and equipment grant programs for Fire, Police, and Sheriff personnel across Santa Barbara County.



Lantern of hope, flame representing the Thomas Fire & heart recovery



SUPPORTING FIRST RESPONDERS
nonprofit serving all three primary First Responder agencies in Santa Barbara County

"Montecito Gourmet has always been about bringing people together around great food and drink, but our story has always been intertwined with the bravery of our First Responders," said Patrick Braid, owner of Montecito Gourmet. "On January 9, 2018, this shop was ground zero for

the men and women running toward danger. On that day, they hand-carved more than 50 sandwiches for hungry, thankful crews. Partnering with One805 allows us to turn every meal we serve into ongoing support for the mental wellness of those same heroes."

One805, the only nonprofit organization serving all three primary First Responder agencies in Santa Barbara County, has raised more than \$8.5 million since its founding after the 2018 mudflows. One805 funds critical equipment and mental wellness counseling services for First Responders who stand on the front lines of every crisis. They are currently focusing on raising \$10 million for the One805 Mental Wellness Endowment Fund, which will make counseling services available to all county First Responders and their families in perpetuity, creating a legacy gift that will be there for generations to come and set an example for other communities nationwide.

"Patrick and the team at Montecito Gourmet didn't just feed First Responders during the darkest days of 2018. They opened their doors when the community needed them most, said Kirsten Cavendish Weston-Smith, Co-Founder and CEO of One805.

Patrick went on to say, "It was all made possible by Vons, Trader Joe's, and Smart & Final, who graciously donated all the food, water, and supplies. I couldn't have done it without their support."

"This partnership honors that legacy by creating a permanent pipeline of support. Every cup of coffee and every glass of wine sold through this collaboration helps ensure that when our First Responders need us, we are there for them—just as they are always there for us."

The partnership launches with [Montecito Brands](#) coffee & wine, featuring the Old Firehouse Cabernet and Firehouse Espresso. A portion of proceeds from each item will be earmarked for One805's Mental Wellness Endowment Fund. The collaboration will also be highlighted at One805's upcoming fundraising events, including concerts on September 25th and 26th, on Kevin Costner's "Field of Dreams" in Carpinteria. The line-up includes Pat Benatar & Neil Giraldo, The Temptations, The Four Tops, George Thorogood, The Fray, Alan Parsons, Slightly Stoopid and the High Kings.

Montecito Gourmet's logo—depicting a bright lantern emanating from the Old Historic Montecito Firehouse—pays homage to the community's resilience and the First Responders who protect it. That symbol now takes on expanded meaning through this partnership, which both organizations say represents a long-term commitment to preparedness, wellness, and community care. "Whether it's a casual breakfast/lunch sandwich, gourmet flatbread pinsa, or an evening glass of wine, our guests can take comfort in knowing that their support is contributing to something bigger," Braid added. "This is about honoring the past and building a stronger, more prepared future together."

About Montecito Gourmet

Montecito Gourmet, formerly The Village Cheese and Wine Store, has been a beloved Montecito

institution for more than 50 years. As one of the oldest established businesses in Montecito, it traces its origins to 1973, when founder John Braid acquired the wine & cheese shop in the Upper Village, given his background and experience as a winemaker and merchant in New Zealand. His son, Patrick Braid, now the owner, took over the business after John's passing in 2016 as a tribute to his father. Thanks to the community's outpouring, he has continued the family's legacy with vision and heart. From the fire, ash & mud, Montecito Brands was created as a tribute to the First Responders & lives lost. Featuring Montecito branded coffee, wine & olives. Under the stewardship of owner Patrick Braid, the refreshed Montecito Gourmet deli, coffee, and wine lounge continues its father's legacy of creating a welcoming hub for all. The shop serves hand-sliced artisan sandwiches, house-made breakfast items, curated wines, Roman-style pinsas, caviar, and espresso in a relaxed, intimate setting. Learn more at [Montecito-Brands.com](https://montecitobrands.com).

About One805

One805 is a Santa Barbara County-based 501(c)(3) nonprofit dedicated to supporting the extraordinary men and women who protect the community every day. Founded after the 2018 Montecito mudflow, One805 is the only organization serving all three primary First Responder agencies—Fire, Police, and Sheriff—in Santa Barbara County. With guidance from the heads of all 11 First Responder departments, One805 provides critical funding for essential equipment, emergency response tools, and mental wellness programs. The organization has raised more than \$8.5 million to date, including a \$2.7 million Mental Wellness Endowment. Learn more at one805.org.

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