

California North Coast Grape Growers Association

710-A SOUTH STATE STREET • P.O. BOX 205
UKIAH, CALIFORNIA 95482 • (707) 462-1361

February 6, 1974

Mr. Lawrence Carlson
Assistant Director of Regional Enforcement
Bureau of Alcohol, Tobacco and Firearms
1111 Constitution Avenue, N.W., Room 1615
Washington, D.C. 20226

Dear Mr. Carlson:

The purpose of this letter is to point out to the Bureau of Alcohol, Tobacco and Firearms that the wine industry and its consuming public recognize that the North Coast Counties' appellation refers exclusively to the counties of Napa, Sonoma and Mendocino. We raise this point at this time because the Bureau of Alcohol, Tobacco and Firearms does not have an official definition on its books concerning this area. This letter continues the philosophy that was written in our first letter relating to defining all items that appear on wine labels so as to insure the public truth-in-labeling. In this light, the Association would like to express full cooperation with AT&F in defining all aspects of labeling. The North Coast appellation is one area where we would like to begin.

Enclosed is a copyrighted ad that plainly spells out that California's North Coast is composed of Napa-Sonoma-Mendocino Counties exclusively. Over the years this ad has appeared throughout the world. Because of the renowned 100-plus year record of premium wines produced within this region, consumers and vintners have recognized this area of California as being unique and separate from any other grape area. Both have sought out the North Coast as an area where the region alone will assure quality.

Now that grapes are being planted in other areas, these regions are also claiming to be part of our North Coast. They have not been in existence long enough to even begin to develop a reputation. These areas are trying to capitalize on the long history of North Coast's reputation. This practice is resulting in consumers being deceived and the reputation of the North Coast being downgraded. Appellations must be defined to protect against these developments.

Attached to this letter is a resolution that was passed unanimously on January 21, 1974, by the CNCGG Board of Directors. This resolution was circulated to various North Coast wineries, both new and old. The enclosed copies of correspondence from wineries are examples of some of their thoughts on this subject. The oldest wineries, as well as the newest, have voiced similar thoughts. Certainly, the General consensus is that consumers are being misled because there are no clear definitions by AT&F concerning the North Coast appellation.

North Coast Grapes Produce California's Finest Wines

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CONSUMERS KNOW AND WILL ACCEPT NO SUBSTITUTE

In 1937, the State of California saw fit to group 13 counties together to remove them from a marketing order that affected other parts of California's grape industry. These 13 counties were termed the "Central Coast Counties." The North Coast was part of this area; however, even then it was understood the entire central coast area could not be referred to as the North Coast. Surely the North Coast industry feels that quality wines can be produced in other areas. However, these areas must stand by themselves first if they are to add to California's reputation. Over the years, other areas have come and gone along with the wine booms and busts. In all of these years, the North Coast has retained its preeminence in the wine industry. Consumer demand for quality is the inherent reason for this fact. We all must respect this consumer trust. We can only do this with the cooperation of the Bureau of Alcohol, Tobacco and Firearms.

The CNCGG's annual meeting will be held March 9, 1974. At that time, we would like to announce to our industry leaders and our consuming public that the North Coast reputation will be perpetually saved and that AT&F will guard and police this fact in the consumer's interest. In this respect, by clearly defining the boundaries of the North Coast, the job of AT&F in guarding the public's interest will be made much easier.

It is hoped that the spirit of this letter and the cooperation that has already been given by AT&F will be continued in the future. Our Association will assist whenever we are asked.

Respectfully submitted,

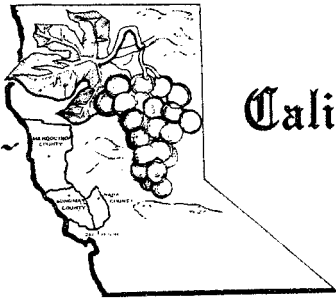
CALIFORNIA NORTH COAST GRAPE GROWERS



Ed Bernard
President

Enclosures

cc: (with enclosures)
Addressee
Charles Foster, AT&F, San Francisco Office



California North Coast Grape Growers Association

710-A SOUTH STATE STREET • P.O. BOX 205
UKIAH, CALIFORNIA 95482 • (707) 462-1361

WHEREAS, the area of Napa, Sonoma and Mendocino Counties have historically been recognized by the fine wine industry as the North Coast grape growing region of California, and

WHEREAS, the consumers of fine wines have historically looked to the North Coast region of Napa, Sonoma and Mendocino Counties for the purchase of outstanding wines,

NOW, THEREFORE, BE IT RESOLVED that the Counties of Napa, Sonoma and Mendocino be designated as the North Coast Counties of California in order to protect the best interests of the consumer and the industry.

CALIFORNIA NORTH COAST GRAPE GROWERS

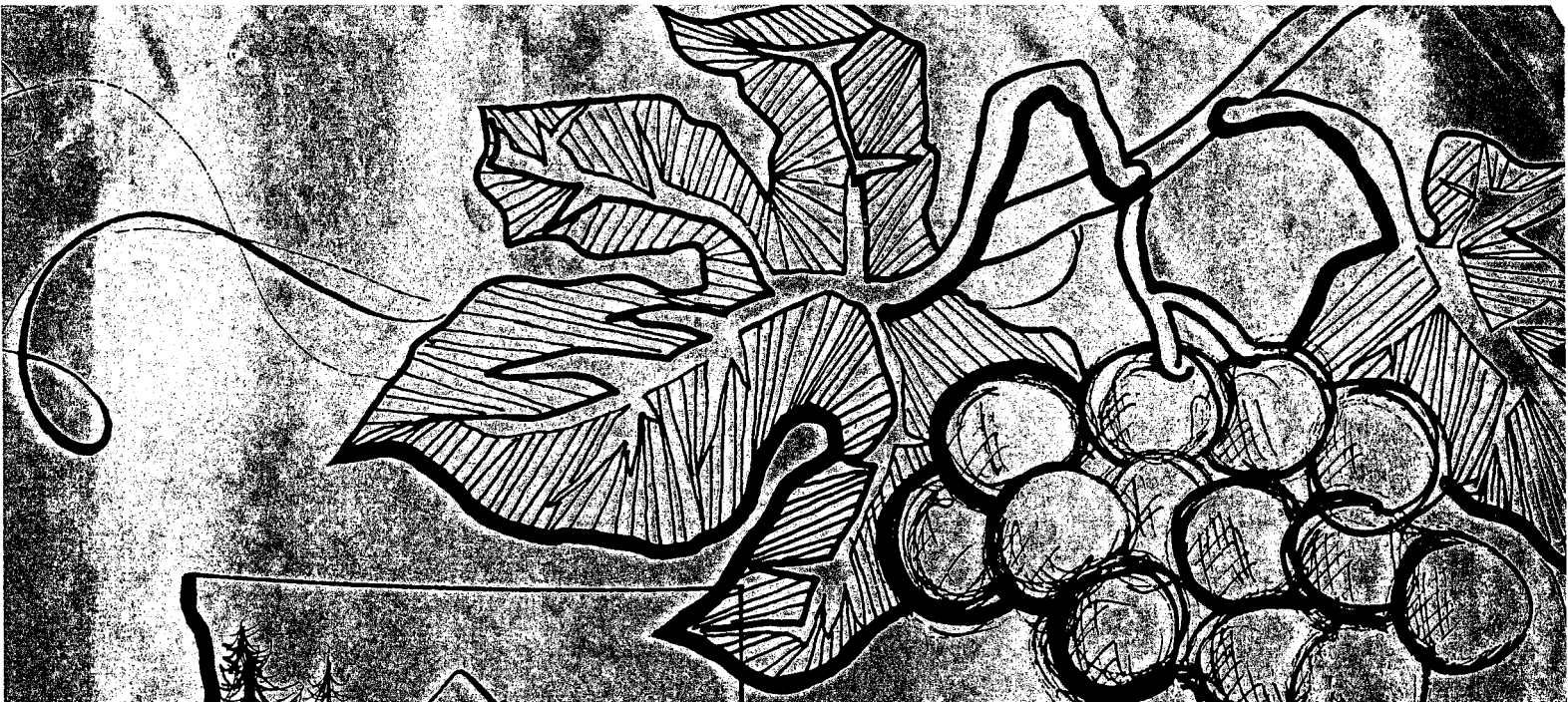
Ernest Butow, Secretary



Adopted by the Board of Directors of the California North Coast Grape Growers Association at its regular meeting held on January 21, 1974, in Santa Rosa, California.

North Coast Grapes Produce California's Finest Wines

CONSUMERS KNOW AND WILL ACCEPT NO SUBSTITUTE



**NORTH
COAST
GRAPES**

**produce
California's Finest Wines**

**CONSUMERS KNOW
AND WILL ACCEPT
NO SUBSTITUTE**



Buena Vista Vineyards

VINEYARDS AND VINEYERS OF SONOMA, CALIFORNIA

REPLACES
CALIFORNIA
WINE GROWERS
ASSOCIATION

January 26, 1974

California North Coast Grape Growers
710-A South State Street
Ukiah, California 95482

Gentlemen:

As a vintner and winegrower, I endorse and will support your program for identifying the limits of California's finest wine producing area -- the North Coast counties of Sonoma, Napa and Mendocino -- in the interests of the wine buying public.

You will recall that after experimenting with wine growing the length of California, and with the entire state at his disposal, Count Agoston Haraszthy selected this favored region as best of all for production of the finest European varieties.

Haraszthy, the titled vintner from the court of Emperor Ferdinand of Austro-Hungary, planted vineyards first in San Diego's Mission Valley; next in San Mateo county's Spring Lakes area, next in San Francisco's sunny Mission district, and finally in the true North Coast area.

Here were imported for the first time hundreds of thousands of cuttings of the finest varieties of France, Germany, Italy and Spain; and here Haraszthy supplied such famous pupils as Charles Krug to spread the wines to the Napa Valley, and to Mendocino county.

Nothing in the whole history of California viticulture has happened since to challenge the three North Coast counties as the preeminent wine growing district of the No. 1 winegrowing state.

Now, however, major corporations (very few of them with primary interest in winemaking) have planted great acreages in other areas where the land was available and cheap, and are now launching substantial promotional campaigns to present these marginal areas to the less sophisticated as startling new discoveries. There is no doubt but that new records in quantities produced will be established, but the quality remains to be demonstrated. It is well to remember that over a century ago California's great pioneer winegrowers tried them all -- each of these "newly discovered" wine districts -- and that after the first experimentation almost without

HACIENDA
085
Wine Cellars

California North Coast Grape Growers

January 26, 1974

-2-

exception these areas were abandoned until the present wine boom and the advent of Eastern interests seeking a "piece of the action" have put the promotional spotlight on them once again.

The North Coast Counties have continuously grown fine grapes through the better part of two centuries. In my opinion your organization should take steps, in the interests of the wine buying public, to see that the limits of the area are clearly established or the public may indeed be confused by stretching limits (as secondary wines are stretched) to include all areas north of Tehachapi in a generalization as the "North Coast Counties."

The French protect their wine lovers by the federally-enforced "Appellation Controlee" laws and we should do the same for the great and growing family of American wine lovers. I heartily support your proposed resolution.

Cordially yours,

Thomas J. Patterson

FHB/vj

VINEBURG WINE COMPANY

Post Office Box 37
Vineburg, California 95487
(707) 938-4194

January 30, 1974


California North Coast Grape Growers Association
Attention: Rich Kunde
Post Office Box 205
Ukiah, California 95482


Dear Mr. Kunde;


It is apparent that the North Coast grape growing region is presently experiencing growing pains. Until recent years people in and out of the industry used the designation to define a grape growing area located along the coastal region northerly of the San Francisco Bay. If the trend continues it is conceivable the North Coast grape growing region could extend itself south to the Tehachapi Mountains and north to the State of Washington. This would do great injustice to those in the industry located in the original area. This expansion must be stopped and the North Coast grape growing region must be accurately defined; this not only to protect the investment of those in the industry who have worked so diligently to build the reputation they have attained for this region, but also to protect the consuming public who have been educated to distinguish the better wines coming from this region. At present the consuming public relate Napa, Sonoma and Mendocino Counties to the North Coast region and this designation must not be changed. The region must be officially designated and defined so that those in the industry not located in the specific area will be prevented from taking advantage of the region name and distracting from its meaning and reputation. We request the North Coast Grape Growers Association take affirmative action to implement the attainment of an official designation of the North Coast grape growing region that would limit its boundaries to Napa, Sonoma and Mendocino Counties.

Sincerely,

VINEBURG WINE COMPANY


James T. Bundschu, President


Barney Fernandez, Vice President


John Merritt, Secretary

DRY CREEK VINEYARD, INC.

P.O. Box 1
Healdsburg, California 95448

Winery located at
3685 West Dry Creek Road
DAVID S. STARE --- Winemaker
January 30, 1974

California North Coast Grape Growers Assoc.
P. O. Box 205
Ukiah, Calif. 95482

Gentlemen:

This letter is in support of your resolution which designates that Napa, Sonoma, and Mendocino Counties be declared as the North Coast region of California. As one of the newest wineries in the area and one dedicated to producing only the finest possible wines using only the finest possible grapes grown by ourselves and other farmers in the North Coast area, we are vitally concerned in protecting our area from other grape growing districts which seek to climb on our reputation. You have our support in this worthwhile project.

Sincerely yours,



David S. Stare



January 30, 1974

California North Coast Grape Growers
P. O. Box 205
Ukiah, California

Gentlemen:

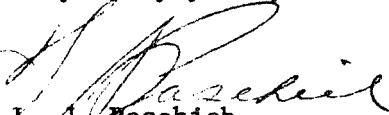
This is to advise you of our position and understanding in regards to your organization.

Chateau Montelena will produce only high quality premium wine, made from grapes grown only in the North Coast Counties. It is, and always has been, our understanding, that the North Coast Counties, as promoted by your organization, includes only Napa, Sonoma and Mendocino Counties, and no others.

It is our belief that the grapes grown in these three counties are of superior quality and when wine, made from these grapes, are offered to the consumer, as North Coast grapes, there should be nothing in that bottle but wine from these grapes.

We believe there should be a **strong** effort made to protect the consumer. It is our intention to tell our customers that our wine is made only from grapes grown in the North Coast Counties. If others are permitted to use "North Coast" as a reference, and use wine made from grapes grown in other areas, we feel our marketing efforts could be undermined.

Very truly yours,



L. J. Paschich

LJP:db



1 8 5 7

THE HARASZTHY CELLARS

Buena Vista Winery, Inc.

IN THE VALLEY OF THE MOON

OLD WINERY ROAD
SONOMA, CALIFORNIA 95476

January 31, 1974

California North Coast
Grape Growers
P. O. Box 205
Ukiah, California 95482

Gentlemen:

I support your resolution and approve of taking further steps to create a 'North Coast Region' which includes only the counties of Sonoma, Mendocino and Napa.

Historically, these three counties have produced California's greatest premium wines. Soil and climatic conditions are unique, not to be duplicated by any other region in the world.

This point is particularly true and proven by our founder, Agoston Haraszthy, when he came to California. Both Southern California and the area south of San Francisco still was not considered to be prime producing areas for premium grapes. It was not until he discovered the Sonoma Valley that he exclaimed "this is the finest premium grape growing area I have ever seen". His wisdom of the area, in 1850, has proven itself to this date.

Very truly yours,

Philip C. Gaspar
President

PCG/dah

Soda Rock Winery

8015 HWY 128
HEALDSBURG, CALIF.

January 31, 1974

Calif. North Coast Grape Growers
P. O. Box 205
Ukiah, Calif. 95482

Gentlemen:

Following are my comments on why I feel that Napa, Sonoma and Mendocino Counties be designated as the North Coast Region of California..

The reason for operating in Sonoma County is that fortunately that is where our winery and vineyard is located. In my opinion this (Napa, Sonoma & Mendocino) is the best wine country in California or any other place in the United States. The three most important reasons are climate, soil and terrain. Years ago in this particular area, Alexander Valley, there was nothing but grapes being raised until someone came along with the idea of planting prunes. This was a sad mistake. This is GRAPE COUNTRY. If you have had the pleasure of driving through this valley in recent years you will agree that it has returned to what it should be - GRAPE COUNTRY.

Sincerely,


J. B. Ruessle
Manager

JDN/j



WINERY and RESTAURANT

5700 Gravenstein Highway North
Forestville, California 95436
Telephone (707) 887-2243

31 January 1974

California North Coast Grape Growers
Post Office Box 205
Ukiah, California 95482

Gentlemen:

We strongly support the resolution of keeping the North Coast separate from the rest of California's wine growing areas. Our reasons are that the area of Mendocino, Napa and Sonoma Counties have historically been recognized by the fine wine industry as the North Coast grape growing region of California and that the consumers of fine wines have historically looked to the North Coast region of Mendocino, Napa and Sonoma Counties for the purchase of outstanding wines.

Let it be resolved now, that the counties of Mendocino, Napa and Sonoma be designated as the North Coast Region of California in order to protect the best interests of the consumer and the industry.

Respectfully submitted,

Robert V. Lasdin, Attorney-in-Fact
RUSSIAN RIVER VINEYARDS

Burgess Cellars

31 January, 1974

California North Coast Grape Growers
P. O. Box 205
Ukiah, California 95482

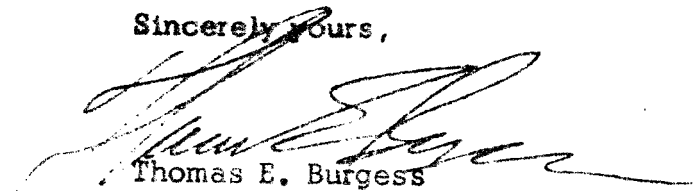
Dear Sirs:

I would like to extend the support of Burgess Cellars for the enclosed resolution. I believe that the designation "North Coast Region" would be of great benefit both for the winery and consumer. This designation should be used only if 100% of the grapes used in said wine come from either Napa, Sonoma or Mendocino.

My reasons for operating in the North Coast are as follows:

1. I believe the area has the best climatology and soil conditions for premium table wine grapes.
2. Other factors which make it unique are the physical beauty of the area which helps support the industry from the tourist standpoint.

Sincerely yours,

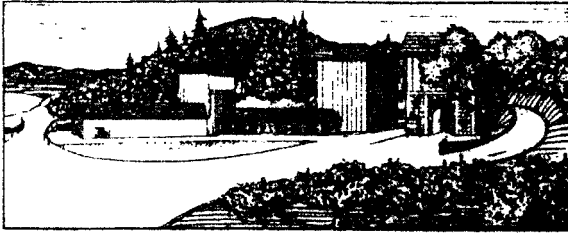


Thomas E. Burgess
President



FETZER VINEYARDS

FINE VARIETAL WINES



Telephone (707) 485-8671

Route 1, Box 361X . Redwood Valley, California 95470

February 4, 1974

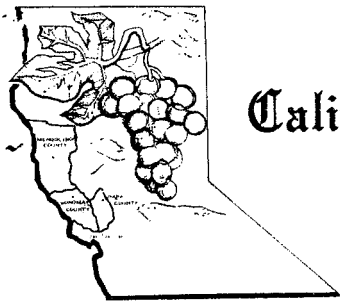
TO WHOM IT MAY CONCERN :

We wholeheartedly support the resolution of the California North Coast Grape Growers relative to designating Mendocino, Napa, and Sonoma Counties as the North Coast Region of California.

These three counties, due to their geographic location, soil and weather can produce unique quality wines and in the interest of consumers this production of table wine should be identified and other areas of California producing wines of less quality and greater yield should not be permitted to market under the North Coast appellation.

Yours very truly,


FETZER VINEYARDS



California North Coast Grape Growers Association

710-A SOUTH STATE STREET • P.O. BOX 205
UKIAH, CALIFORNIA 95482 • (707) 462-1361

February 14, 1974

Lawrence Carlson
Assistant Director of Regional Enforcement
Bureau of Alcohol, Tobacco and Firearms
1111 Constitution Avenue, N.W., Room 1615
Washington, D.C. 20226

Dear Mr. Carlson:

Thank you for the courteous attention which you and your staff extended in the meeting with the three members of our Board of California North Coast Grape Growers Association and Rich Kunde, our field Director.

In retrospect, while we talked of many things, the main topic of our meeting was the designation of the three North Coast counties of Napa, Sonoma and Mendocino as a region of appellation. For many years the grape growers and some wineries recognized these three North Coast counties as something special. About ten years ago when CNCGG was formed, definite steps were taken by this Association to emphasize the distinction between these three counties and the rest of the wine growing regions of California. Now we are at the place where many, both inside and outside this region, are placing an ever increasing value on the term "North Coast" which CNCGG has been promoting. And while wineries within the boundaries are identifying themselves more strongly with the term "North Coast," we as an Association see danger signs ahead where people outside our boundaries will also try to use the term "North Coast." Because economic and prestige factors in the wine industry are beginning to mushroom at a rapid pace, it is our concern that the boundaries of the North Coast counties of Napa, Sonoma and Mendocino are becoming more vulnerable to compromise.

It is the intention of the Association to continue promoting boundaries which have been recognized for years as North Coast. And we hope the Bureau will support this effort by giving its official approval while time is still on our side. Costly conflicts are sure to arise in the near future unless this matter is resolved very soon.

North Coast Grapes Produce California's Finest Wines

CONSUMERS KNOW AND WILL ACCEPT NO SUBSTITUTE

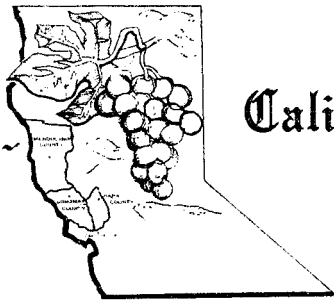
Thank you again for your complete attention and interest.
Be assured that if there are still some questions you would
like clarified, we are ready to meet with you or members of
your staff at any time.

Sincerely yours,

CALIFORNIA NORTH COAST GRAPE GROWERS
Board of Directors

Charles Barra
Charles Barra
Committee Chairman

cc:
Charles Foster, AT&F, Oakland Office
Mr. Gibson, AT&F, San Francisco Office
EB/mrm



California North Coast Grape Growers Association

710-A SOUTH STATE STREET • P.O. BOX 205
UKIAH, CALIFORNIA 95482 • (707) 462-1361

April 3, 1974

Mr. Lawrence Carlson
Assistant Director of Regional Enforcement
Bureau of Alcohol, Tobacco and Firearms
1111 Constitution Avenue, N.W., Room 1615
Washington, D. C. 20226

Re: CNCGG letter of 2/6/74
CNCGG letter of 2/14/74

Dear Mr. Carlson:

Enclosed are more copies of letters from wineries which substantiate our position that the geographical area north of the Bay of San Francisco and, more specifically, termed "North Coast" refers to Napa, Sonoma, and Mendocino Counties.

In addition to these letters, we wish to call your attention to a news clipping in which Mr. Leon Adams recently made some very pertinent comments about the history of the North Coast Counties of Napa, Sonoma and Mendocino. Leon D. Adams, of Sausalito, California, is internationally known as an authority on wines and spirits. He was the founder of The Wine Institute in California, and he also founded the Wine Advisory Board. As you can see in his comments, he pays tribute to the North Coast Counties of Napa, Sonoma, and Mendocino.

There is now another important fact which has come to our attention. California North Coast Grape Growers, a California corporation chartered in 1964, consists solely of membership which is limited to Napa, Sonoma and Mendocino Counties, and is so stated in the By-laws which accompany the Articles of Incorporation. During these ten years, the corporation has spent thousands of dollars in promoting the name "North Coast Counties of Napa, Sonoma and Mendocino". And all through this time we have no record of anyone else outside this area who has either used this name or promoted it.

We would very much like you to refer this to your legal staff for an opinion as to whether or not CNCGG already owns the right to North Coast as a region of Appellation consisting of Napa, Sonoma and Mendocino Counties?

North Coast Grapes Produce California's Finest Wines

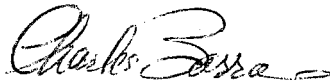
CONSUMERS KNOW AND WILL ACCEPT NO SUBSTITUTE

Mr. Lawrence Carlson
Page 2
April 3, 1974

Awaiting your reply, I remain

Very sincerely yours,

CALIFORNIA NORTH COAST GRAPE GROWERS
Board of Directors



Charles Barra
Committee Chairman

P.S. You may find the enclosed copy of the 1974 Viticulture
Show Directory of interest.

CB:br

cc: AT&F Office - San Francisco
Charles Foster, AT&F Office - Oakland

Enclosures

Grape industry show draws 10,000 persons

The recent third annual California North Grape Growers' Viticulture Industry Show has broken all previous records. Estimates of 10,000 people were common. The gas crisis did not seem to have an effect on attendance, since less than 5,000 people were expected. Growers and exhibitors alike were amazed at the turnout.

At the show, the directors of the association elected their new officers for the 1974-75 year. They include Malcolm King, who was elected president. He owns a vineyard near Ukiah. Vice President Gene Cuneo lives in and produces wine grapes in the Dry Creek Valley near Healdsburg. Ernest Butow of Redwood Valley was re-elected as secretary-treasurer.

President King introduced Leon Adams, author of the best-selling book "The Wines of America," as the association's keynote speaker at the annual Vintage Banquet and Vitiball. His address was entitled "The Wine Revolution." He traced California's wine history, indicating its premium reputation was due to the original efforts of men who

pioneered the Napa, Sonoma and Mendocino counties and developed the North Coast as the best wine producing region in California.

Adams paid tribute to such men as General Vallejo, Samuel Sebastiani, Auguston Harazthy, Gustave Niebaum, Charles Krug, Jacob and Frederick Beringel, Adolph Parducci, and the Mondavi family. He indicated that "climate and soil play a large and fundamental part in the premium nature of this region, however past accomplishments of these men helped to make these North Coast counties' wines known for their greatness." He concluded his address by proposing a toast to honor the men.

Following Adams' address, Cong. Don Clausen addressed the association and introduced retiring association president Ed Bernard. Clausen praised him for his devoted service to the region and his work for the protection of Napa Valley. Bernard was given a standing ovation from the over 700 people in the audience.

Clausen then presented a pair of congressional cuff links to Bernard and indicated a flag would be flown over the nation's capitol in his honor. Bernard owns St. Helena Vineyards and serves the association as a Napa County director.

1974 VITICULTURE INDUSTRY DIRECTORY



James Gordon

California
North Coast
Grape Growers Association



California North Coast Grape Growers Association

710-A SOUTH STATE STREET • P. O. BOX 205
UKIAH, CALIFORNIA 95482 • (707) 462-1361

April 29, 1974

Mr. George Reese
State Fruit and Vegetable Quality Control
1220 'N' Street
Sacramento, California

Dear Mr. Reese:

It has come to the attention of the California North Coast Grape Growers Association that appellations of origin on wine labels are becoming increasingly important. In the interest of protecting our consumers and assuring them the finest of grapes possible, we request that a "county of origin" space be printed on all grape inspection certificates and/or weights and measures certificates, beginning with the 1974 harvest. This action will provide an accurate documented receipt so that wineries will be in a better position to assure their consuming public that the appellation appearing on their wine label is indeed correct.

At the present time this may not be the case. For example, a large grower could have a business office in one of our three counties, although his vineyards are owned throughout the Central Valley. The current weight tag would show all grapes to be from the North Coast County where the office is located, which would definitely not be the true case. In the interest of truth in labeling, this situation must be corrected this season so as to avoid any possible breach of trust with our consumers.

We hope to hear from you shortly on this matter. If you have any questions, please call our office for further thoughts on the problem.

Very truly yours,

CALIFORNIA NORTH COAST GRAPE GROWERS

MK:br

Malcolm King
President

cc: Mr. Carlson, Ass't Director of ATF, Washington, D.C.
Al Delfino
Ted Erikson
Mr. Gibson, Regional Director ATF, San Francisco
Harry McCracken

North Coast Grapes Produce California's Finest Wines

PLEASE KNOW ALL WINE ACCOUNTS MUST BE PAID

DEPARTMENT OF AGRICULTURE



1220 N Street
Sacramento
95814

May 7, 1974

Mr. Malcolm King, President
California North Coast Grape Growers
P. O. Box 205
Ukiah, California 95482

Dear Mr. King

Thank you for your comments in your letter of April 29, 1974 to Mr. Reese regarding the "county of origin" being placed on the inspection certificate.

At the Department's Grape Inspection Advisory Committee Meeting, February 22, 1974, a motion was passed asking our unit to check with the Division of Measurement Standards to see if the "county of origin" could be placed on the weight certificate.

We contacted Mr. Carl Meyers, Program Manager, Division of Measurement Standards, and it was agreed that this could be done. Subsequently, a letter was written to all weigh masters giving instructions on where to place this information on the weight certificate. A copy of that letter is attached for your convenience.

Since wine grapes are not always inspected by either the County or State but every load is weighed, this approach appears to be the best way of obtaining this information for the industry.

Thank you again for your comments on this subject and I know this is of great concern to all growers. Please let me know if I can be of any further help to you.

Sincerely

James D. Sullivan, Program Supervisor
Fruit and Vegetable Quality Control

bcc D. Bingham
L. Carlson, Ass't Director of ATF, Washington D.C. ✓
A. Delfino
T. Erikson
D. Fultz
R. Gibson, Regional Director ATF, San Francisco
H. McCracken
drf

8500 Fruitridge Road
Sacramento
95826

There is one additional item of information that should be added to all State Certificates of Weights and Measures issued for Wine Grapes. It is the county of origin.

If your present certificate is not designed so as to provide a space for the above entry, please write in the county of origin near the space provided for "weighing location."

Please submit your present certificate form to this office for revision before your next printing.

Thank you for your cooperation.

Sincerely

Carl L. Meyers
Program Manager
Division of Measurement Standards

Inglenook

CALIFORNIA

NAVALLE®

RUBY CABERNET

THE RUBY CABERNET GRAPE, A HYBRID CROSS OF CARIGNANE AND CABERNET SAUVIGNON, YIELDS A SMOOTH, ROUND WINE THAT MATES BEST WITH BEEF... SERVE AT COOL ROOM TEMPERATURE



*Produced and Bottled by Inglenook Vineyards
San Francisco California B.V. 1989 Alcohol 12% by Vol.*



The Inglenook heritage is legendary, and dates back to 1879. Through the years, the excellence of our wines has become a matter of record in worldwide wine judgments, and is represented in every bottle bearing the name of Inglenook.

There are three bottlings of Inglenook premium table wines: ESTATE BOTTLED from the Napa Valley, VINTAGE bottled from the North Coast counties, and NAVALLE of California.

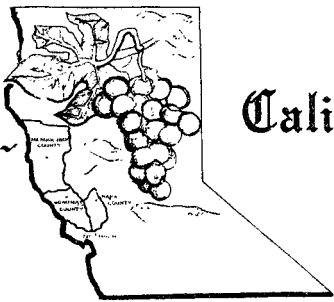
Inglenook Navalle wines are made of carefully selected grape varieties grown in Northern California and include Premium Burgundy, Claret, Chablis, Rhine and Vin Rosé.

Inglenook Vintage wines are made from rare wine grapes grown in the North Coast counties of Napa, Mendocino, Solano and Sonoma. These wines are fully aged in wood, and both red and white wines carry the vintage year on the label.

Inglenook Estate Bottled wines have built Inglenook's quality reputation. The wine is made from grapes grown in the famous Napa Valley under our supervision, and released by our wine-maker only when it has reached maturity. Each bottle carries the name of the specific grape variety and the vintage year.

Inglenook Vineyards

Wines as it Pathosred in the Napa Valley



California North Coast Grape Growers Association

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UKIAH, CALIFORNIA 95482 • (707) 462-1361

AP
12/26

December 18, 1974

Mr. Lawrence S. Carlson
Bureau of Alcohol, Tobacco & Firearms
Washington, D. C. 20226

Dear Mr. Carlson:

Since your letter of October 16, 1974 concerning the bureau's official recognition of the North Coast appellation we have had tremendous favorable response from all segments of the industry, including vintners, growers and consumers, as well as the University of California. Everyone familiar with the North Coast and its premium wine reputation have applauded your bureau's actions which go a long way in assuring that the quality of our area is not diluted due to the use of grapes not measuring up to North Coast standards.

As has been pointed out to you previously, there have been various attempts to capitalize on the reputation of our area. Surely these attempts will be made in the future again. We hope your bureau stands firm on the limits of the North Coast appellation and does not step down on its action that has been so vitally acclaimed. As a result of your directive, we are now stepping up our program with substantial additional expenditures of money in such areas as research and the continued upgrading of our wines in the interests of our consumers.

Do not hesitate to call upon us at any time in the future if we can be of assistance to you.

Very truly yours,

CALIFORNIA NORTH COAST GRAPE
GROWERS ASSOCIATION

Malcolm King
Malcolm King,
President

MK:ds

RECEIVED

JAN 1975

Assistant Director, Regulatory Enforcement

North Coast Grapes Produce California's Finest Wines

CONSUMERS KNOW AND WILL ACCEPT NO SUBSTITUTE

025



Chateau Montelena

January 30, 1974

California North Coast Grape Growers
P. O. Box 205
Ukiah, California

Gentlemen:

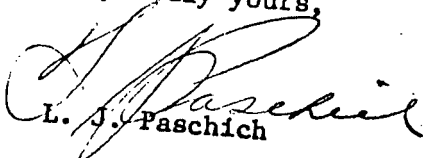
This is to advise you of our position and understanding in regards to your organization.

Chateau Montelena will produce only high quality premium wine, made from grapes grown only in the North Coast Counties. It is, and always has been, our understanding, that the North Coast Counties, as promoted by your organization, includes only Napa, Sonoma and Mendocino Counties, and no others.

It is our belief that the grapes grown in these three counties are of superior quality and when wine, made from these grapes, are offered to the consumer, as North Coast grapes, there should be nothing in that bottle but wine from these grapes.

We believe there should be a strong effort made to protect the consumer. It is our intention to tell our customers that our wine is made only from grapes grown in the North Coast Counties. If others are permitted to use "North Coast" as a reference, and use wine made from grapes grown in other areas, we feel our marketing efforts could be undermined.

Very truly yours,



L. J. Paschich

LJP:db

Post Office Box 37
Vineburg, California 95487
(707) 938-4194

January 30, 1974

California North Coast Grape Growers Association
Attention: Rich Kunde
Post Office Box 205
Ukiah, California 95482

Dear Mr. Kunde;

It is apparent that the North Coast grape growing region is presently experiencing growing pains. Until recent years people in and out of the industry used the designation to define a grape growing area located along the coastal region northerly of the San Francisco Bay. If the trend continues it is conceivable the North Coast grape growing region could extend itself south to the Tehachapi Mountains and north to the State of Washington. This would do great injustice to those in the industry located in the original area. This expansion must be stopped and the North Coast grape growing region must be accurately defined; this not only to protect the investment of those in the industry who have worked so diligently to build the reputation they have attained for this region, but also to protect the consuming public who have been educated to distinguish the better wines coming from this region. At present the consuming public relate Napa, Sonoma and Mendocino Counties to the North Coast region and this designation must not be changed. The region must be officially designated and defined so that those in the industry not located in the specific area will be prevented from taking advantage of the region name and distracting from its meaning and reputation. We request the North Coast Grape Growers Association take affirmative action to implement the attainment of an official designation of the North Coast grape growing region that would limit its boundaries to Napa, Sonoma and Mendocino Counties.

Sincerely,

VINEBURG WINE COMPANY

James T. Bundschu
James T. Bundschu, President

Barney Fernandez
Barney Fernandez, Vice President

John Merritt
John Merritt, Secretary

DRY CREEK VINEYARD, INC.

P.O. Box 1
Healdsburg, California 95448

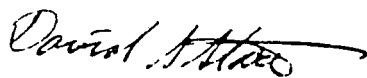
Winery located at
3685 West Dry Creek Road
DAVID S. STARE — Winemaker
January 30, 1974

California North Coast Grape Growers Assoc.
P. O. Box 205
Ukiah, Calif. 95482

Gentlemen:

This letter is in support of your resolution which designates that Napa, Sonoma, and Mendocino Counties be declared as the North Coast region of California. As one of the newest wineries in the area and one dedicated to producing only the finest possible wines using only the finest possible grapes grown by ourselves and other farmers in the North Coast area, we are vitally concerned in protecting our area from other grape growing districts which seek to climb on our reputation. You have our support in this worthwhile project.

Sincerely yours,



David S. Stare

Burgess



Cellars

31 January, 1974

California North Coast Grape Growers
P. O. Box 205
Ukiah, California 95482

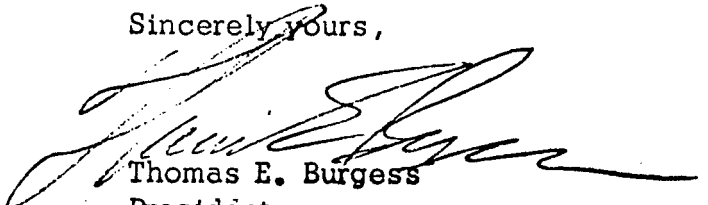
Dear Sirs:

I would like to extend the support of Burgess Cellars for the enclosed resolution. I believe that the designation "North Coast Region!" would be of great benefit both for the winery and consumer. This designation should be used only if 100% of the grapes used in said wine come from either Napa, Sonoma or Mendocino.

My reasons for operating in the North Coast are as follows:

1. I believe the area has the best climatology and soil conditions for premium table wine grapes.
2. Other factors which make it unique are the physical beauty of the area which helps support the industry from the tourist standpoint.

Sincerely yours,



Thomas E. Burgess
President





THE HARASZTHY CELLARS

Buena Vista Winery, Inc.

IN THE VALLEY OF THE MOON

OLD WINERY ROAD
SONOMA, CALIFORNIA 95476

January 31, 1974

California North Coast
Grape Growers
P. O. Box 205
Ukiah, California 95482

Gentlemen:

I support your resolution and approve of taking further steps to create a 'North Coast Region' which includes only the counties of Sonoma, Mendocino and Napa.

Historically, these three counties have produced California's greatest premium wines. Soil and climatic conditions are unique, not to be duplicated by any other region in the world.

This point is particularly true and proven by our founder, Agoston Haraszthy, when he came to California. Both Southern California and the area south of San Francisco still was not considered to be prime producing areas for premium grapes. It was not until he discovered the Sonoma Valley that he exclaimed "this is the finest premium grape growing area I have ever seen". His wisdom of the area, in 1850, has proven itself to this date.

Very truly yours,

Philip C. Gaspar
President

PCG/dah



**RUSSIAN
RIVER
VINEYARDS**

WINERY and RESTAURANT

5700 Gravenstein Highway North
Forestville, California 95436
Telephone (707) 887-2243

31 January 1974

California North Coast Grape Growers
Post Office Box 205
Ukiah, California 95482

Gentlemen:

We strongly support the resolution of keeping the North Coast separate from the rest of California's wine growing areas. Our reasons are that the area of Mendocino, Napa and Sonoma Counties have historically been recognized by the fine wine industry as the North Coast grape growing region of California and that the consumers of fine wines have historically looked to the North Coast region of Mendocino, Napa and Sonoma Counties for the purchase of outstanding wines.

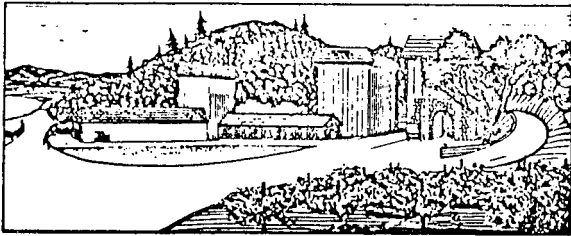
Let it be resolved now, that the counties of Mendocino, Napa and Sonoma be designated as the North Coast Region of California in order to protect the best interests of the consumer and the industry.

Respectfully submitted,

Robert V. Lasdin, Attorney-in-Fact
RUSSIAN RIVER VINEYARDS

FETZER VINEYARDS

FINE VARIETAL WINES



Telephone (707) 485-8671

Route 1, Box 361X . Redwood Valley, California 95470

February 4, 1974

TO WHOM IT MAY CONCERN :

We wholeheartedly support the resolution of the California North Coast Grape Growers relative to designating Mendocino, Napa, and Sonoma Counties as the North Coast Region of California.

These three counties, due to their geographic location, soil and weather can produce unique quality wines and in the interest of consumers this production of table wine should be identified and other areas of California producing wines of less quality and greater yield should not be permitted to market under the North Coast appellation.

Yours very truly,


FETZER VINEYARDS

FOPPIANO VINEYARDS

ESTABLISHED 1896

February 6, 1974

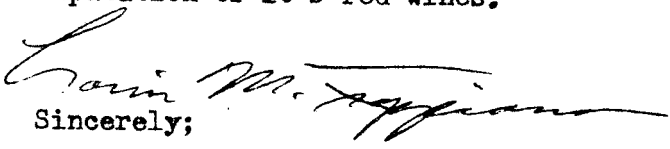
California North Coast Grape Growers
P. O. Box 205
Ukiah, Ca. 95482

Gentlemen:

We strongly support the resolution of the California North Coast Grape Growers that the counties of Sonoma, Napa, and Mendocino, be designated as the North Coast Region of California.

This three-county area forms an autonomous unit that is seventy-five miles removed from any other grape-growing region.

The area is unique because of the justifiably fine reputation of it's red wines.


Sincerely;

Louis M. Foppiano
LMF/hb

Grand Cru' Vineyards

NO. 1 VINTAGE LANE • GLEN ELLEN, CALIFORNIA 96442



PHONE (707) 996-8100

7 February 1974

California North Coast Grape Growers
P.O. Box 205
Ukiah, California 95482

Gentlemen;

We are in support of the resolution to designate Napa, Sonoma and Mendocino counties as the North Coast Region of California as it pertains to grape growing. We support our beliefs by the following reasons.

We chose the North Coast Region to establish our vineyards and winery in because of the unique balance of climatic and soil conditions. Throughout the North Coast Region can be found nearly any combination of climate and soil conditions to enable the growing under "optimum" conditions, all the premium varieties. For the most part annual rainfall is adequate for "dry farming" but water is generally available where irrigation is necessary.

Grape growing and wine making is the major agricultural product of the area and the technical capabilities of the farm advisors from the areas are very evident. The large accumulation of wineries here in the North Coast Region is further proof of the regions desirability from a vintiners point of view. This massing of wineries promotes good technical communications and in general will result in a further up-grading of the wine quality. The consumer should be able to recognize wines that are produced exclusively from only North Coast Region grapes.

We fully support a North Coast Appellation on wines providing that the wines are produced exclusively from North Coast Region Grapes, being only Napa, Sonoma and Mendocino counties.

Page Two

North Coast Grape Growers

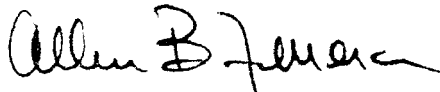
7 February 1974

We additionally would deem it necessary to enforce labeling practices to restrict the use of the North Coast Region appellation to wines of 100% North Coast Grapes and to provide both Federal and State regulations with penalties for mis-label wines.

We sincerely hope that our support of the California North Coast Grape Growers in their efforts will bring fruitful results.

Respectfully,

GRAND CRU' VINEYARDS



ALLEN B. FERRERA, PRESIDENT



ROBERT L. MAGNANI, WINEMAKER

CC/File

ABF/oo

TREFETHEN VINEYARDS

February 7, 1974

California North Coast Grape Growers
P. O. Box 205
Ukiah, California 95482

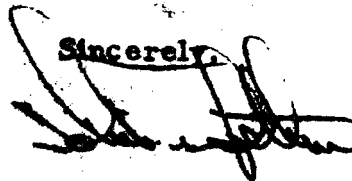
Gentlemen:

Trefethen Vineyards and Winery supports the resolution to designate the counties of Napa, Sonoma and Mendocino as the North Coast Region of California.

Our location in the Napa Valley attests to our long term interest, commitment and confidence that the North Coast Counties represent a quality grape growing area that can not be duplicated.

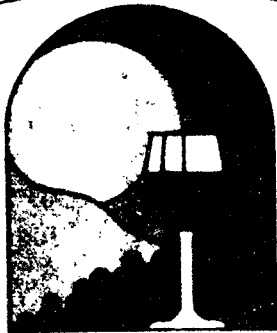
We strongly feel that the North Coast designation will assist the consumer in recognizing true wine quality at the point of purchase.

Sincerely,



John V. Trefethen

:db



CUVAISON

February 8, 1974

California North Coast Grape Growers
P. O. Box 205
Ukiah, California 95482

Gentlemen;

We at Cuvaison heartily support the efforts of the North Coast Grape Growers to establish the designation "North Coast Reigon" for the area of Napa, Sonoma, and Mendocino Counties.

We feel that wines made from the grapes grown in the area designated North Coast Reigon are of higher quality than wines made from grapes grown elsewhere in California. This is the reason we founded our winery here.

We feel that recognition of regional wines will assist consumers in their buying decisions. We also feel that the higher prices brought by grapes grown in this region should allow a distinctive label to show the consumer why the North Coast wines can legitimately sell for higher prices than wines produced in other areas or from grapes grown in other areas.

The distinction of the wines made from grapes grown in this region is due, of course, to the unique combinations of rainfall and summer growing season temperatures which are not matched anywhere else in the State, or world. Other regions may have areas with the same heat summations, but heat summation tells only part of the story. Diurnal extremes, morning fogs, the fall of water tables during ripening weeks have a marked effect and are unique to the region
Thank you for pushing this concept ahead.

Best regards,

Thomas H. E. Cottrell

Thomas H. E. Cottrell
President, Cuvaison, Inc.

THEC/cb

Labels - Nomenclature -
apple of origin
am/ Calif.

A MOVE TO RESERVE the appellation "North Coast," for wines from Napa, Sonoma and Mendocino counties only, deserves a careful look from other California North Coast regions. Some observers say that if anywhere north of the Tehachapis is "Northern California" then the "North Coast" extends a good deal farther south and traditionally includes Santa Clara, Alameda, Contra Costa and Solano counties. Plus, in the new order of things, San Benito and Monterey. And possibly San Luis Obispo. Would Napa, Sonoma and Mendocino settle for "North Bay?" With "North" being a word of considerable sales appeal for buyers of wine it's no wonder that exclusivity is sought.

Wines + Vines
April, 1974



DEPARTMENT OF THE TREASURY
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
WASHINGTON, D.C. 20226

OCT 16 1974

REFER TO
R:T:C:RLP

AIR MAIL

Mr. Malcolm King
California North Coast Grape Growers Association
P. O. Box 205
Ukiah, California 95482

Dear Mr. King:

This is written in further response to your letter of June 26, 1974, with regard to the appellation of origin "North Coast".

This is to advise you that the Bureau now takes the position that "North Coast Counties" or "North Coast", when used as an appellation of origin on wine labels, is restricted to mean the three California counties of Napa, Sonoma and Mendocino.

Sincerely yours,

Lawrence S. Carlson
Assistant Director, Regulatory Enforcement



KORBEL

SINCE 1862

California Champagne, Wines and Brandy

F. KORBEL AND BROS., GUERNEVILLE, CALIFORNIA

December 18, 1974

Regional Director
Bureau of Alcohol, Tobacco and Firearms
525 Market Street, 34th Floor
San Francisco, California 94105

Gentlemen:

It is our understanding that Bureau of Alcohol, Tobacco and Firearms has received an official position statement from the California Wine Institute relative to the definition "Estate Bottled" and the designation "North Coast".

Korbel Winery has not been contacted by the Wine Institute in this regard and although we are a member of that group, we would like to plainly state our opposition to the Wine Institute's view on both matters.

First, it is our general understanding that the term Estate Bottled, at present, may be used only on wines from vineyards owned or leased by the winery using that designation and that they must be in a radius not greater than ten miles from the winery.

The new suggestion that the vineyards be contiguous is practical only for wineries now owning contiguous vineyards and does not take into consideration the geographic realities of many existing non-contiguous winery vineyards.

One of these considerations is the recognition of different micro climatic conditions found in Sonoma County within a matter of a few miles. These conditions are directly related to variety selections by winegrowing firms dedicated to obtaining the maximum quality in premium estate bottled wines. A case in point, that I'm sure is not unique in our area, is the particular layout of the Korbel Vineyards. Within a distance of five miles we have four non-contiguous vineyards, each of which exhibit unique climate and soil characteristics. These vineyards have been carefully chosen for the particular variety which will produce a superior wine. I might add that the land separating the vineyards is not suitable for grapes and it would not be practical or possible under any circumstance for us to acquire it.

I'm quite sure a field survey of other North Coast vineyards would yield many similar conclusions. Certainly, the public is not served in any material way

F. KORBEL AND BROS.

Regional Director
Bureau of Alcohol, Tobacco and Firearms
December 18, 1974
Page Two

by injecting the question of contiguity into the "Estate Bottled" definition and in the cases described above, quality may suffer in the interest of pursuing this technicality.

The second matter on which we have differing viewpoints than the Wine Institute is regarding the North Coast designation. It is our feeling that historically Napa, Sonoma and Mendocino Counties have developed an identity referred to as "North Coast". This was a result of public recognition and acceptance of the high quality wines originating from our district. This quality was obtained at a higher cost to both the farmer and the winery in the past years due to terrain and lower tonnage per acre. Certainly this cost factor has not escaped the accounting departments at the newly founded, large, corporately operated neighboring wineries.

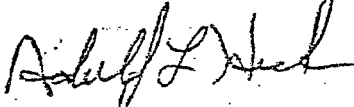
With the tremendous new plantings in the San Joaquin and Salinas Valleys, it is unrealistic to believe that large quantities of this fruit will not find its way into bottles originating from the North Coast. This fact is acceptable to us as long as the public is not led to believe that the grapes used are the higher quality more expensive type we use.

It is our strong feeling that your department should continue to reserve the designation "North Coast" to Napa, Sonoma, and Mendocino Counties and thus avoid allowing the public to be misinformed.

My thanks for your consideration on these subjects and a suggestion that you solicit input from other affected wine firms directly rather than through Wine Institute.

Sincerely,

F. KORBEL AND BROS.



Adolf L. Heck
President

ALH:gd

CALIFORNIA WINE INSTITUTE

GRAL PORTION OF EXECUTIVE COMMITTEE REPORT TO BOARD OF DIRECTORS DEC. 3, 1974

The special meeting of the Executive Committee this morning was for the purpose of considering three matters which we were not able to take up at the November meeting because of lack of time.

Estate Bottled. BATF asked for the industry's views with respect to use of the term "Estate Bottled" on wine labels. The Executive Committee has adopted the following definition for recommendation to BATF:

"Estate Bottled" wine shall be 100 percent crushed, fermented and bottled from grapes grown on land contiguous to and controlled by the winery. For purpose of this definition, "contiguous" shall include land across a road or waterway, and "controlled" shall mean land owned by the winery or on long-term lease pursuant to which the winery owns the vines or which has a cooperative relationship with the vineyard.

Designation "North Coast." Information was received that the Washington Office of BATF had issued a letter to the North Coast Grape Growers Association that the designation "North Coast Counties" or "North Coast" would be restricted to the counties of Napa, Sonoma and Mendocino. At the Executive Committee's request, Mr. Peyser's office requested that BATF refrain from issuing a formal ruling until the matter could be considered by Wine Institute.

At its meeting this morning the Executive Committee requested Counsel to advise BATF that Wine Institute disapproves of the designation "North Coast" being limited to the counties of Napa, Sonoma and Mendocino.

Appellation of Origin/Vintaged Wines. The third matter considered this morning dealt with the subject of appellations of origin in relation to vintaged wines.

Under Federal regulations a wine shall be entitled to an appellation of origin if at least 75 percent of its volume is derived from fruit grown in the place or region indicated by such appellation. However, in the case of vintage wines, the appellation of origin is increased to 95 percent so that a vintage wine must be derived 95 percent from fruit grown in the area of appellation.

A special committee was appointed to study the matter and they recommended that no action be taken until other related matters were fully explored and that a committee be appointed to consider the following subjects and report their recommendations thereon to the Executive Committee not later than February 1, 1975:

1. Separation of appellation of origin requirements from vintage wine requirements, and
2. Separation of varietal requirements from vintage and appellation of origin requirements.
3. Such other clarification of language in labeling regulations that would improve them.



Buena Vista Vineyards

ESTABLISHED JANUARY 1857 BY COUNT AGOSTON HARASZTHY

SONOMA, CALIFORNIA 95476 • P.O. BOX 311 • [707] 938-2244

January 2, 1975

Mr. Lawrence S. Carlson
Bureau of Alcohol, Tobacco & Firearms
Washington, D. C. 20226

Dear Mr. Carlson:

We are pleased to note that the Bureau has approved the use of "North Coast Counties" and/or "North Coast" to be used as an appellation of origin on wine labels restricted to mean the three California counties of Sonoma, Napa and Mendocino.

Cordially yours,

Frank A. Bartholomew

FHB/vj

HACIENDA
Wine Cellars

1000 VINEYARD LANE

FOPPIANO VINEYARDS

ESTABLISHED 1896

*file
No Coast County file*

January 13, 1975

Mr. Lawrence S. Carlson
Bureau of Alcohol, Tobacco & Firearms
Washington, D. C. 20226

Dear Mr. Carlson:

We are a California winery doing business in Healdsburg, Sonoma County, since the late 1800's. We firmly support the position taken by B.A.T.F. that "North Coast" used as an appellation of origin on wine labels means only Sonoma, Napa, and Mendocino Counties.

Sincerely:



Louis M. Foppiano

IME/hb



1857

California Nord

THE HARASZTHY CELLARS

Buena Vista Winery, Inc.
IN THE VALLEY OF THE MOON

OLD WINERY ROAD
SONOMA, CALIFORNIA 95476

January 14, 1975

Copy for N.C. H.A. Au

Mr. Lawrence S. Carlson
Bureau of Alcohol - Tobacco -
Firearms
Washington, D. C. 20226

Dear Mr. Carlson:

I was very pleased to hear from our association, the California North Coast Grape Growers Association, that the Bureau of Alcohol, Tobacco & Firearms agrees with our interpretation of the appellation, North Coast counties, being restricted to the three California counties of Napa, Sonoma and Mendocino.

We will certainly support the Bureau in all actions to protect this interpretation.

Mr. Lawrence S. Carlson
Bureau of Alcohol - Tobacco -
Firearms
Washington, D. C.

Very truly yours,

ORIGINAL SIGNED BY
P. C. GASPAR

Philip C. Gaspar
President

Thank you for your prompt action in this matter.

PCG/dah

CALIFORNIA NORTH
COAST GRAPE GROWERS
ASSOCIATION

Philip C. Gaspar
President

NE:da
enls.



DEPARTMENT OF THE TREASURY
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
525 MARKET STREET, 34TH FLOOR
SAN FRANCISCO, CALIFORNIA 94105

JAN 17 1975

REFER TO
W:R:T:DHM/pr
BW-74

F. KORBEL & BROS., INC.
3 mi. S.E. of Post Office
Guernoville, CA

Gentlemen:

Thank you for your letter of December 18, 1974, in which you expressed your position to the definition of "Estate Bottling" and the designation of "North Coast."

A final decision on the above matter has not been made, since we are still in the process of evaluating different sources of input. We therefore welcomed your recommendations and forwarded a copy of your letter to Bureau Headquarters for due consideration.

Thank you for your interest.

Sincerely yours,

K. Naito
Chief, Technical Services Branch

RECEIVED
JAN 20 1975

KORBEL & BROS.



**RUSSIAN
RIVER
VINEYARDS**

WINERY and RESTAURANT

5700 Gravenstein Highway North
Forestville, California 95436
Telephone (707) 887-2243

23 January 1974⁵

Mr. Lawrence S. Carlson
Department of the Treasury
Bureau of Alcohol Tax
Washington, D.C. 20226

Dear Mr. Carlson:

In reference to a letter to Mr. King, California North Coast Grape Growers Association, letter # R:T:C:RLP, dated 16 October 1974, we, Russian River Vineyards, BW-4327-CA strongly support the position that the Bureau now takes that "North Coast Counties" or "North Coast", when used as an appellation of origin on wine labels, is restricted to mean the three California counties of Napa, Sonoma and Mendocino.

Respectfully submitted,


Robert V. Lasdin, Attorney-in-Fact
RUSSIAN RIVER VINEYARDS

RVL:self

copy to: Malcolm King, President
California North Coast Grape Growers Association

RECEIVED
JAN 9 1974
Assistant Director, Regulatory Enforcement

WINE INSTITUTE



717 MARKET STREET SAN FRANCISCO CALIFORNIA 94103

Please reply to:
WASHINGTON OFFICE
538 Pennsylvania Bldg.
425 - 13th St., N.W.
Washington, DC 20004
202/347-3101

January 27, 1975

Mr. Rex D. Davis, Director
Bureau of Alcohol, Tobacco & Firearms
Department of the Treasury
Washington, D. C. 20226

Attention: Mr. George F. Bonifant, Chief
Trade and Consumer Affairs Division

Gentlemen:

This letter is intended to put Wine Institute on record as opposing any proposal to limit the term "North Coast" or "North Coast Counties" on wine labels or in wine advertising.

The use of the term "North Coast" or "North Coast Counties" is prevalent in the California wine industry. Therefore, the Wine Institute Executive Committee has gone on record as opposing any limitation.

Enclosed is a list of references which support the position of Wine Institute.

Sincerely,

WINE INSTITUTE

By *Arthur H. Silverman*
Arthur H. Silverman,
Washington Counsel

AHS:js

Enclosures - General Viticulture, A.J. Winkler, et al
Frank Schoonmaker's Encyclopedia of Wine
Alexis Lichine's New Encyclopedia of Wines and Spirits
The Great Book of Wine
Wines & Vines, April 1974 (Article)

Chateau st. Jean

January 28, 1975

Mr. George Bonifant
Bureau of Alcohol, Tobacco & Firearms
Room 6205
Ben Franklin P. O. Building
Washington, D. C. 20226

Dear Mr. Bonifant:

We would like to take this opportunity to express our feelings on the "North Coast" appellation.

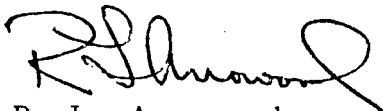
We feel very strongly that the North Coast area as indicated in the written response from the Department of the Treasury, dated October 16, 1974, is correct as it stands. The counties of Sonoma, Napa, and Mendocino have long been recognized by winegrowers and consumers as a premium wine producing area. We feel that the inclusion of other county appellations would be unfair both to ourselves and to the consuming public.

Although we are a member of the Wine Institute, we do not support their feeling that other counties should be included in the North Coast appellation and wish to make our wishes known herewith.

Thank you for your consideration in this matter.

Sincerely,

CHATEAU ST. JEAN



R. L. Arrowood
Vice President
Winemaster

RLAbp/
cc: North Coast Grape Growers Association
P . O . Box 205, Ukiah, Ca. 95482

vineyards and winery

8555 sonoma highway • post office box 293 • kenwood, california 95452

707/833-4134

Chateau st. Jean

January 28, 1975

*Sandra
file*

Mr. George Bonifant
Bureau of Alcohol, Tobacco & Firearms
Room 6205
Ben Franklin P. O. Building
Washington, D. C. 20226

Dear Mr. Bonifant:

We would like to take this opportunity to express our feelings on the "North Coast" appellation.

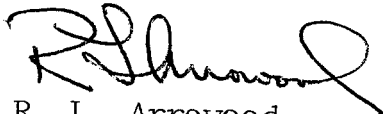
We feel very strongly that the North Coast area as indicated in the written response from the Department of the Treasury, dated October 16, 1974, is correct as it stands. The counties of Sonoma, Napa, and Mendocino have long been recognized by winegrowers and consumers as a premium wine producing area. We feel that the inclusion of other county appellations would be unfair both to ourselves and to the consuming public.

Although we are a member of the Wine Institute, we do not support their feeling that other counties should be included in the North Coast appellation and wish to make our wishes known herewith.

Thank you for your consideration in this matter.

Sincerely,

CHATEAU ST. JEAN



R. L. Arrowood
Vice President
Winemaster

RLAbp

cc: North Coast Grape Growers Association
P . O . Box 205, Ukiah, Ca. 95482

vineyards and winery

8555 sonoma highway • post office box 293 • kenwood, california 95452

707/833-4134

VINEBURG WINE COMPANY, INC.

Post Office Box 37
Vineburg, California 95487
(707) 938-4194

January 28, 1975

Mr. George Bonifant
Bureau of Alcohol, Tobacco & Firearms
Room 6205
Ben Franklin P. O. Building
Washington, D. C. 20226

Dear Mr. Bonifant:

As a winery located in the Sonoma Valley we crush nothing but Sonoma Valley grapes and we pay a premium for them. We believe most of California's finest wines originate from Sonoma, Napa & Mendocino counties and that the consumer should have a way of discovering this for himself. The easiest way of establishing this is to designate these three counties as the official North Coast Appellation.

This Appellation is obviously a valuable commodity as witnessed by the fact that the wineries south of San Francisco Bay also maintain they are North Coast when actually they are Central Coast. The consumer should have the right to differentiate between the two regions. Likewise, the winery should have some way of conveying to the consumer that his or her wine emanates from one of the three counties without the consumer having to pull the cork!

Therefore, we at Vineburg Wine Company hope that your Bureau would restrict the North Coast Appellation to Sonoma, Napa and Mendocino Counties.

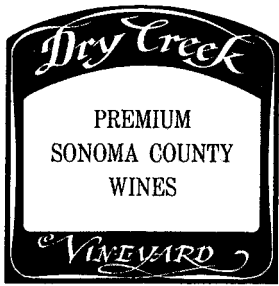
Sincerely,



James T. Bundschu
President
Vineburg Wine Company, Inc. BW 64

JTB/gf

cc: California North Coast Grape Growers Association



David Stare, Winemaker

DRY CREEK VINEYARD, INC.

Post Office Box T
Healdsburg, California 95448
Telephone (707) 433-1000

January 28, 1975

Mr. George Bonifant
BATF
Room 6205
Ben Franklin P.O. Building
Washington D.C. 20226

Dear Mr. Bonifant,

I am writing you to express my opinion on the North Coast appellation.

As a small producer of premium quality wines located in Sonoma County, I feel that the use of this term should be restricted to wines made substantially (75% or more) from grapes grown in the traditional North Coast Counties of Napa, Sonoma, and Mendocino. These three counties which have traditionally produced California's outstanding wines have long been recognized as the North Coast or North Coastal Counties.

I understand that the Wine Institute, of which we are members, has recently taken the position that the term North Coast Counties should not be limited to Napa, Sonoma, and Mendocino, but should include many additional counties. Unfortunately, the Wine Institute did not poll its members, and so wineries such as ourselves could not object to their position.

Thank you for taking the time to read this letter and learn our position on the matter.

Sincerely yours,

David S. Stare
President

VINEYARDS ESTABLISHED 1826
Sebastiani



VINEYARDS

January 28, 1975

*Saudi
File*

Mr. George Bonifant
DEPARTMENT OF THE TREASURY
Bureau of Alcohol, Tobacco and Firearms
Room 6205
Ben Franklin P. O. Building
Washington, D. C. 20226

anti

Dear Mr. Bonifant:

We have been asked by the California North Coast Grape Growers Association to write to you requesting that the designation "North Coast" be restricted to the three counties of Napa, Sonoma, and Mendocino.

Unfortunately we do not agree with the Growers Association. We do not feel that this designation should be restricted to these three counties. We do not feel it would be fair to the other counties in the area. I believe this is what the Board of Directors of the Wine Institute had in mind when they also expressed themselves along the line of our thinking.

Yours very truly,

SEBASTIANI VINEYARDS

August Sebastiani
August Sebastiani

AS:kc



1 8 5 7

THE HARASZTHY CELLARS

Buena Vista Winery, Inc.

IN THE VALLEY OF THE MOON

OLD WINERY ROAD
SONOMA, CALIFORNIA 95476

January 29, 1975

Mr. George Bonifant
Bureau of Alcohol, Tobacco & Firearms
Room 6205
Ben Franklin P.O. Building
Washington, D.C. 20226

Dear Mr. Bonifant:

It has recently come to our attention that the Wine Institute has taken the position that the appellation "North Coast Counties" should be broadened to include areas other than Sonoma, Napa, and Mendocino.

As members of the Wine Institute, we would like to express to you our complete disagreement with the Institute's action. Further, we disagree in exactly the same spirit in which we would refuse to use any other geographical appellation on our own wines.

Our disagreement stems from two reasons, one of which we will admit is somewhat possessive but the other is rooted firmly in the universal truth of fairness to the consumer.

The first reason is simply this. For many generations, many men have worked long and hard in our three counties to produce wine grapes of excellence equal to the bounty nature has given this area. Men like Agoston Haraszthy and Mariano Vallejo, and men like the forgotten and long gone vineyardists who tended their vines and produced the best wines of which they were capable. The end result was that our area gained in reputation as the years passed, until a wine bearing the appellation of our three counties became unique, synonymous with quality, of a certain character which only the higher quality of fruit can give. Frankly, we do not want to lose this heritage, and we feel it is a sad commentary on human nature that others want to use, for their own commercial reasons, an appellation not rightfully theirs.

The second reason is that the consumer deserves to know the truth of the product he buys. If he is led to believe, in the matter of wines, that the beverage is made from superior fruit grown in our three counties when, in fact, a large proportion is grown



1 8 5 7

THE HARASZTHY CELLARS

Buena Vista Winery, Inc.

IN THE VALLEY OF THE MOON

OLD WINERY ROAD
SONOMA, CALIFORNIA 95476

elsewhere, then the credibility of any appellation is weakened. Beyond this, it follows that appellations of any sort could then progressively dissipate to the point of no meaning, since if "North Coast" becomes meaningless it seems logical to assume that other deviations and variations will follow.

We felt that you would be interested in our reaction to the Wine Institute's position. As grand-daddy of wineries in the North Coast, we are naturally much aware of our heritage. But over one hundred years of operation have not dimmed our concern for the consumer's rights -- his right to the best quality we can produce and his right to know the truth of its production and origin.

We cannot state the above more objectively, since we ourselves do not use the "North Coast" appellation on any of our labels.

Yours very sincerely,

Jan Haraszthy

FOPPIANO VINEYARDS

ESTABLISHED 1896

January 29, 1975

Mr. George Bonifant
Bureau of Alcohol, Tobacco & Firearms
Room 6205
Ben Franklin P. O. Bldg.
Washington, D. C. 20226



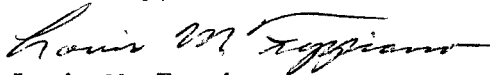
Dear Mr. Bonifant:

Please be advised that although we are a member of the Wine Institute, we do not concur with their position on the North Coast Appellation.

It is our understanding that their position is that the term "North Coast" should not be restricted to the three counties of Mendocino, Napa, and Sonoma.

We feel that by using the term "North Coast", consumers have the right to expect the unique wines made from the higher quality of fruit grown only in the above names counties.

Sincerely;


Louis M. Foppiano

LMF/hb
c.c. Calif. North Coast Grape Growers Ass'n.

TEL. HEALDSBURG 433-1937
B. W. No. 312

FOPPIANO
LUIGI
WINES

L. FOPPIANO WINE COMPANY
PRODUCERS OF CALIFORNIA FINE WINES

P. O. Box 606
HEALDSBURG CALIFORNIA 95448
January 29, 1975

Mr. George Bonifant
Bureau of Alcohol, Tobacco & Firearms
Room 6205
Ben Franklin P. O. Bldg.
Washington, D. C. 20226

Dear Mr. Bonifant:

Please be advised that although we are a member of the Wine Institute, we do not concur with their position on the North Coast Appellation.

It is our understanding that their position is that the term "North Coast" should not be restricted to the three counties of Mendocino, Napa, and Sonoma.

We feel that by using the term "North Coast", consumers have the right to expect the unique wines made from the higher quality of fruit grown only in the above named counties.

Sincerely,

Louis M. Foppiano

LMF/hb
c.c. Calif. North Coast Grape Growers Ass'n.



Buena Vista Vineyards

ESTABLISHED 1832 IN THE VALLEY OF THE MOON

P. O. BOX 311, SONOMA, CALIFORNIA 95476

TELEPHONE 938-2244 AREA CODE 707

January 30, 1975

Mr. George Bonifant
Bureau of Alcohol, Tobacco & Firearms
Room 6205
Ben Franklin P. O. Building
Washington, D. C. 20226

Dear Mr. Bonifant:

As a member of Wine Institute for some thirty-two years, I certainly do not agree with the position which I understand that organization takes relevant to the appellation of origin for wines of "North Coast" or "North Coast Counties".

The letter from Mr. Lawrence S. Carlson of your office on October 16 clearly stated that the Bureau took the position that these appellations were restricted to mean the three California counties of Sonoma, Napa and Mendocino. This I think is entirely the correct position and I am opposed to any effort by Wine Institute to extend the boundaries to other areas or counties not properly and geographically included in the term "North Coast Counties" as apparently understood for many years.

Sincerely yours,

Frank S. Bartolomeo

FHB/vj

bc - California North Coast Grape Growers
✓ P. O. Box 205
Ukiah, California 95482



KORBEL

SINCE 1862

California Champagne, Wines and Brandy

F. KORBEL AND BROS., GUERNEVILLE, CALIFORNIA

February 3, 1975

Mr. Malcolm King, President
California North Coast Grape Growers
P.O. Box 205
Ukiah, California 95482

Dear Mr. King:

Allan Hemphill has asked that we send you a copy of our December 18 letter to BATF and a copy of their reply.

These are with regard to the Wine Institute's position on the definition "Estate Bottled" and the designation "North Coast".

Sincerely,

F. KORBEL AND BROS.

Allan J. Hemphill

Allan J. Hemphill
Vice President

AJH:gd

Enclosure



Wines

P. O. BOX 900
SONOMA, CALIFORNIA 95476

February 4, 1975

Mr. George Bonifant
Bureau of Alcohol, Tobacco & Firearms
Room 6205
Ben Franklin P.O. Building
Washington, D.C. 20226

Dear Mr. Bonifant,

I have just been informed by the California North Coast Grape Growers Association that the Wine Institute has taken the position that the term "North Coast" should not be restricted to the three counties of Napa, Sonoma, and Mendocino.

This letter is to advise you that although ZD Wines is a member of the Wine Institute, and support most of its policies, that I do not support this position.

The counties of Napa, Sonoma, and Mendocino have withstood the test of time in proving the quality of wines which can be produced from grapes grown in these regions. It would not be fair to the consumer to allow this designation to extend to warmer interior regions whose primary asset is quantity rather than quality of grapes, or to unproven central coast areas. This would in essence be diluting the high quality of the North Coast designation.

I therefore urge you to maintain your position that the North Coast appellation be restricted to mean the three counties of Napa, Sonoma, and Mendocino.

Sincerely Yours,

Norman deLeuze
Co-partner, ZD Wines

cc;
California North Coast Grape Growers Association
Wine Institute

TREFETHEN VINEYARDS

February 5, 1975

Mr. George Bonifant
Bureau of Alcohol, Tobacco and Firearms
Room 6205
Ben Franklin P. O. Building
Washington, D.C. 20226

Dear Sir:

Trefethen Vineyards is a grape grower of some 600 acres in the Napa Valley. In addition we own and operate Bonded Winery 4635. As such we are keenly interested in the future of the North Coast County Wine Industry. We feel that the grapes grown and the wine that can be produced from these grapes of North Coast County origin can be of superior quality to those of other areas. In any case we feel it only fair to the consumer that he is able to recognize products from these areas when he is doing his wine buying.

Although we are a member of the Wine Institute we must at this time disagree with their position that the term "North Coast" should not be restricted to the three counties of Napa, Sonoma and Mendocino. We do support the position of the California North Coast Growers Association and the position of the Department of the Treasury as indicated in their letter to the North Coast Grape Growers Association that the term North Coast Counties be an appellation of origin and be restricted to mean the three California counties of Napa, Sonoma and Mendocino.

Sincerely yours,

John V. Trefethen

:db
cc: California North Coast Growers Association

Encl

TREFETHEN VINEYARDS

February 7, 1974

California North Coast Grape Growers
P. O. Box 205
Ukiah, California 95482

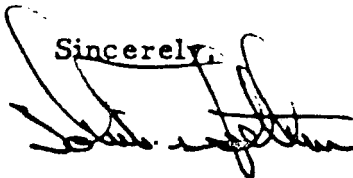
Gentlemen:

Trefethen Vineyards and Winery supports the resolution to designate the counties of Napa, Sonoma and Mendocino as the North Coast Region of California.

Our location in the Napa Valley attests to our long term interest, commitment and confidence that the North Coast Counties represent a quality grape growing area that can not be duplicated.

We strongly feel that the North Coast designation will assist the consumer in recognizing true wine quality at the point of purchase.

Sincerely,



John V. Trefethen

:db

UNITED VINTNERS, INC.

601 FOURTH STREET • SAN FRANCISCO, CALIFORNIA 94107 • (415) 421-3213

February 11, 1975

Mr. George F. Bonifant
Chief, Trade and Consumer Affairs Division
Bureau of Alcohol, Tobacco & Firearms
Washington, D. C. 20226

Dear Mr. Bonifant:

For a number of years United Vintners, Inc. has produced wines in the Napa Valley which have been labeled with the "North Coast Counties" appellation. In fact, it is our understanding and belief that we are the leading producers of bottled wines carrying this appellation. Based on information, from what we believe to be authoritative sources, we confined our production of North Coast County wines to those derived exclusively from grapes grown in Napa, Sonoma, Mendocino and Solano counties.

In July of 1974, we received a letter from your office stating that, "The Bureau has held that the appellation of origin 'North Coast Counties' would include only the counties of Napa, Sonoma and Mendocino. Accordingly, the inclusion of Solano as a North Coast county is considered erroneous." We presented both verbal and written information which we feel supported our position regarding inclusion of Solano county.

On September 24, you wrote a second letter recognizing our position, however you also stated, "we have much more convincing evidence that in connection with wine production, Solano county is not regarded as part of the North Coast Counties." We did and still disagree with this position. However, we did take immediate steps to correct our production procedures and labeling to conform to your ruling. The cost to United Vintners, Inc. was significant.

It has now been brought to our attention that a segment of the industry is proposing that wine produced in eight or nine counties

UNITED VINTNERS, INC.

GF Bonifant

BATF

February 11, 1975

Page 2

be eligible for the appellation "North Coast Counties". We wish to go on record as being opposed to any liberalization of this magnitude. We believe the climatic conditions, differences in grape quality and resultant grape values to be so dissimilar in those counties South and East of San Francisco Bay as compared to the northern counties that any effort to blanket them under the "North Coast Counties" appellation would be deceptive.

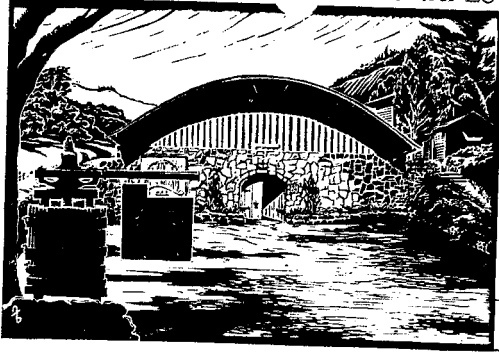
Very truly yours,



W. G. Teale, Jr.

Assistant Secretary

WGT:jp



Parducci

Wine Cellars

501 PARDUCCI ROAD
UKIAH, CALIFORNIA 95482
(707) 462-3828

WHERE THE VINEYARDS MEET THE REDWOODS

February 11, 1975

anti

Mr. Lawrence S. Carlson
Assistant Director, Regulatory Enforcement
DEPARTMENT OF THE TREASURY
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
Washington, D. C. 20226

REFER TO: R:T:C:RLP

Dear Mr. Carlson:

I have been provided with a copy of your letter addressed to Mr. Malcolm King of NORTH COAST GRAPE GROWERS ASSOCIATION, bearing the above reference symbols, dated October 16, 1974, with regard to wine entitled to be labeled "North Coast Counties" or "North Coast" and the Bureau's position thereto.

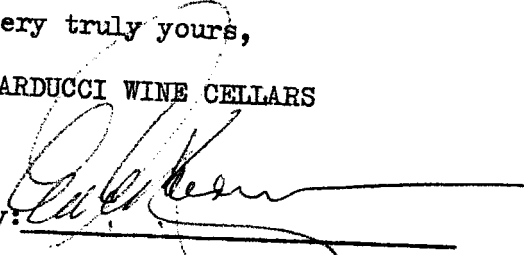
As members of the Wine Institute and being wine producers located in the northern-most part of California, it is our position that the Bureau consider including Lake County as a county more northerly located than either Napa or Sonoma and which county adjoins Mendocino County to the east and is most certainly entitled to the use of the appellation "North Coast Counties" or "North Coast", probably more so than either Napa or Sonoma.

Please accept this letter as a statement of our position and we respectfully ask that Lake County, with its increasing acreage of high-quality grapes which someday may equal or surpass the aforementioned counties in quality recognition of the wines that may be produced, be included.

Very truly yours,

PARDUCCI WINE CELLARS

By:


Geo. E. Parducci
Co-General Manager



Geyser Peak Winery

2351 POWELL STREET • SAN FRANCISCO, CALIFORNIA 94133 (415) 397-8383 / WINERY: GEYSERVILLE, CALIFORNIA (707) 857-3561

February 12, 1975

Mr. George Bonifant
Bureau of Alcohol, Tobacco and Firearms
Room 6205
Ben Franklin Post Office Building
Washington, D.C. 20226

Dear Mr. Bonifant:

We are firmly in support of your position designating Napa, Sonoma, and Mendocino counties as "North Coast".

Historically and traditionally, these three counties have been referred to as the North Coast counties, even long before "appellation" was ever an issue or consideration.

While we are members of the Wine Institute, we cannot agree with their contention that other California counties should be so classified.

Before and during the prohibition period, when the writer was in the grape shipping business, Napa, Sonoma, and Mendocino were always referred to as "North Coast" and your action now is a formal affirmation of a long established tradition.

Sincerely,

Dante A. Bagnani
Vice President

DAB:sl

A. A. VASCONI, MANAGER

Eugene Cuneo
~~HENRY KORNELSEN~~, SEC.-TREAS.

SONOMA COUNTY COOPERATIVE WINERY

PRODUCERS OF

Sonoma County Dry Wines

WINERY BOND NO. 4138

TELEPHONE (707) 838-6649

P. O. BOX 36 - WINDSOR, CALIFORNIA 95492

February 14, 1975

Mr. George Bonifant
Bureau of Alcohol, Tobacco & Firearms
Room 6205
Ben Franklin P.O. Building
Washington D. C. 20226

Dear Mr. Bonifant:

Re: R:T:C:RLP

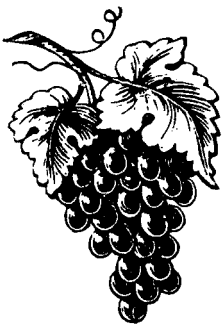
The Sonoma County Co-operative Winery is a member of Wine Institute, but we do not agree with the position Wine Institute has taken in respect to appellation of origin "North Coast."

We believe that when "North Coast" is used in appellation of origin, it should be restricted to Napa, Sonoma and Mendocino counties.

Sincerely,
Sonoma County Co-operative Winery



A.A. Vasconi - Manager



SONOMA COUNTY WINE GROWERS ASSOC.
P.O. Box 946, Healdsburg, Ca. 95448 Telephone (707) 433-4276

February 19, 1975

Mr. George Bonifant
Bureau of Alcohol, Tobacco and Firearms
Room 6205
Ben Franklin Post Office Building
Washington, DC 20226

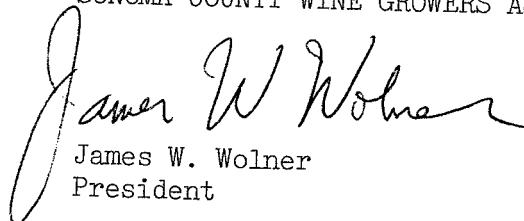
Dear Mr. Bonifant:

At the February 11th meeting of the Sonoma County Winegrowers Association, a resolution was passed by unanimous vote supporting, unequivocally, the current position of the Bureau of Alcohol, Tobacco and Firearms on the issue of "North Coast" or "North Coast Counties."

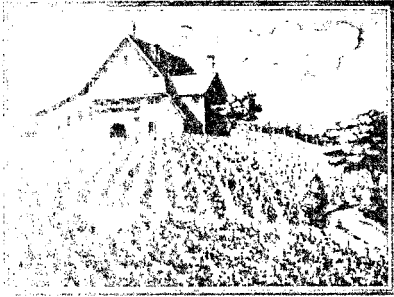
It is our definite judgment that "North Coast" or "North Coast Counties" when used, as an appellation of origin, should refer only to wines produced from grapes grown in Napa, Sonoma, and Mendocino Counties.

Very truly yours,

SONOMA COUNTY WINE GROWERS ASSOCIATION


James W. Wolner
President

JWW/cd



Hanzell

VINEYARDS

April 2, 1975

18596 LOMITA AVENUE
SONOMA, CA. 95476

Mr. Malcom King
North Coast Grape Growers Association
710 S. State
Ukiah, Calif.

Dear Mr. King:

We at Hanzell Vineyards support very warmly the efforts of the North Coast Grape Growers to gain a federally recognized appellation of the Napa, Sonoma and Mendocino counties as the North Coast viticultural region.

It is obvious to anybody associated with wine in any way--from the grape grower to the consumer--that there are always significant, sometimes immense, differences between grapes grown in the counties north of San Francisco and those elsewhere. In fact, any farmer of any crop could make the same statement.

Long ago the major wine-producing countries of Europe made the decision to separate their regions and districts by appellation in order to protect their wine-drinking citizens. We believe that American consumers deserve no less a protection.

Yours sincerely,

Robert Sessions

Robert Sessions
General Manager

cc:

Mr. George F. Bonifant
Chief, Trade and Consumer Affairs
Department of Treasury

Mr. George Neis
Inspector, Department of Treasury
Sonoma Valley Vintners Association

LEON D. ADA S

P. O. BOX 218 • SAUSALITO • CALIFORNIA 94965 • (415) 332-0366, 388-9744

March 6, 1975

Mr. Rex D. Davis
Director, Bureau of Alcohol, Tobacco and Firearms
Treasury Department
Washington, D.C. 20226

Dear Mr. Davis:

As a long-time advocate of informative and accurate wine labeling and of higher quality standards for wines, I feel I should express to you my views concerning the recent controversy about the labeling of wines with the appellation "North Coast Counties." I am told that the Bureau has been asked to make a ruling about this appellation.

I have studied geographic appellations for alcoholic beverages since the present Regulations 4 and 5 were first proposed in the 1930s and have written, lectured, and engaged in research on the subject in the Americas and in Europe since that time. The views I express are independent of the parties to the controversy.

The California counties bordering the Pacific north of San Francisco are, of course, Del Norte, Humboldt, Mendocino, Sonoma, and Marin. Counties bordering the ocean south of San Francisco -- San Mateo, Santa Cruz, and Monterey -- are also considered by some people to be "north coast counties," although in my book THE WINES OF AMERICA I have classed them as "central coast," believing that this best conveys the geographic and climatic picture to my readers.

During the past century of viticulture in California it has become recognized that grapes grown in the valleys of the Coast Ranges west of the Central Valley share characteristics favorable for the production of quality table wines. Those characteristics are attributed to climates and microclimates influenced by proximity to the ocean. Academic authorities, viticulturists, and vintners have long observed that this coastal-proximity climatic influence extends throughout the Coast Ranges valleys and is evident in the grapes and wines of Lake, Napa, Solano, Contra Costa, and Alameda Counties to the same extent as in the grapes and wines of the counties directly bordering the ocean. This appears to be equally true of the counties south of San Francisco, but that subject may not be at issue in the present controversy.

In my forty-seven years of close acquaintance with grape growers, vintners, and academic authorities in California, the term "north coast counties" applied to grapes or wines was meant all of these counties that had appreciable acreages of vineyards.

Urbanization in recent decades has displaced most of the old vineyards of Marin and San Mateo Counties, but in recent years there have been new plantings of wine grapes in Marin and San Mateo Counties, and also in Humboldt County. Professor A.J. Winkler has surveyed potential new winegrowing areas, and I mention on page 204 of my book THE WINES OF AMERICA his findings of such areas in Humboldt County. In Table 10 of "California Grape Acreage 1974" by the Crop Reporting Service you will find evidence of new wine-grape plantings in Humboldt, Marin, and San Mateo Counties.

I was aware many months ago that an organization of my grower friends in

2 ... Mr. Davis

Mendocino, Napa, and Sonoma Counties had requested your Bureau to rule that only wines entitled to use those three counties' names as appellations of origin be henceforth permitted to be labeled as "north coast counties" wines.

Although I am sympathetic with their general purpose, I think that such a ruling naming only those three counties would be contrary to the evident geographic, climatic, and viticultural facts. It would injure the interests of the present and future winegrowers of Alameda, Contra Costa, Humboldt, Lake, Marin, and Solano Counties. It would also be regarded by growers in the counties south of San Francisco as unfair to them.

I favor geographic labeling of wines of high quality. Many years ago I guided the originators of the first California appellation (Cucamonga District) recognized by the ATU. I favor higher quality standards for appellation-labeled wines. But the ruling that has been proposed with reference to the appellation "North Coast Counties" would not be a sound step in informative and accurate labeling of wines.

Sincerely,

✓ copy to Mr. George Bonifant



COUNTY OF SONOMA
DEPARTMENT OF AGRICULTURE
HARRY F. McCracken
AGRICULTURAL COMMISSIONER



2555 MENDOCINO AVE., RM. 101-P
SANTA ROSA, CALIFORNIA 95401
TELEPHONE (707) 527-2371

March 10, 1975

Mr. George Bonifant
Bureau of Alcohol, Tobacco & Firearms
Room 6205
Ben Franklin P. O. Building
Washington, D. C. 20226

Dear Mr. Bonifant:

Dry Creek Valley in Sonoma County is one of our areas which produces high quality premium grapes. This valley at present has on record over 4,000 acres of high producing vineyards and I am sure you would agree the area would warrant an appellation of origin.

Very truly yours,

Harry F. McCracken
Agricultural Commissioner
Sonoma County

GF

copy to: Dry Creek Vineyard, Inc.

WENTE BROS.

Fine Wine Growers Since 1883

5565 TESLA ROAD
LIVERMORE, CALIFORNIA 94550

March 13, 1975

file

Mr. George Bonefont, Director
Bureau Alcohol, Tobacco & Firearms Division
Internal Revenue Service
Treasury Department
Washington, D. C. 20224

Dear Mr. Bonefont:

It is come to our attention that there are a group of people pushing for the appellation designation "North Coast". I would like to take this opportunity to speak against such a designation.

It seems to us that this appellation is superfluous as there are already the designations Sonoma Valley, Napa Valley, Livermore Valley and this would add a confusing element to what is now a fairly clear cut system here in California. I am sure the consumer will be confused and possibly misled by such a designation.

May I respectfully request that the appellations remain as they now are and the designation "North Coast" be turned down.

Yours truly,


Karl L. Wente

KLW:haf

FROMM AND SICHEL, INC.
655 BEACH STREET • SAN FRANCISCO, CALIF. 94109 • (415) 673-6333

March 14, 1975

Mr. George Bonifant
Bureau of Alcohol, Tobacco & Firearms
2615 Internal Revenue Bldg.
Washington, D.C. 20025

Dear Mr. Bonifant:

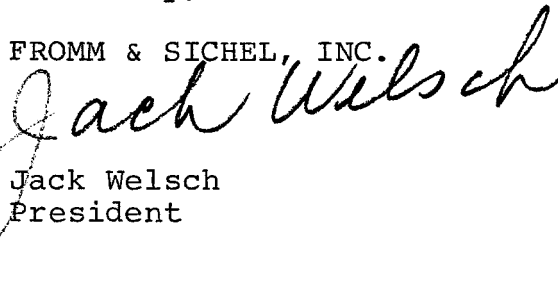
Fromm and Sichel and the Mont LaSalle Vineyards,
the producers of The Christian Brothers Wines and
Brandy wish to state their opposition to the creation
of a new appellation known as "North Coast Counties."

Inasmuch as each of these counties presently have
their own assignment of appellation, it would only
tend to confuse the consumer and reduce the quality
of products that are offered on an appellation basis
from a multi-county area.

Thank you for giving this your consideration.

Sincerely,

FROMM & SICHEL, INC.



Jack Welsch
President

JW/an


B.A.T.F.

3/22/75

Gentlemen, We have enclosed a copy of a letter to the California North Coast Grape Growers Association in support of their movement to obtain a Federally recognized appellation for the North Coast Counties of Napa, Sonoma and Mendocino Counties. Please file this with your records on this application.

Thank-you.

Grand Cru' Vineyards, Inc.

A handwritten signature in cursive script, appearing to read "Allen B. Ferrera", with a long horizontal flourish extending to the right.

Allen .B. Ferrera

Grand Cru' Vineyards

NO. 1 VINTAGE LANE • GLEN ELLEN, CALIFORNIA 95442



PHONE (707) 996-8100

22 March 1975

Mr. Malcom King, President
California North Coast Grape Growers Association
710 - A South State Street
Ukiah, California 95482

Mr. King,

I am writing this letter to advise you of our total support in the efforts of the C.N.C.G.G.A. to obtain the Federally recognized appellation for the Napa, Sonoma and Mendocino counties as the "North Coast Counties".

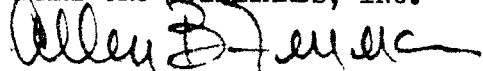
We feel that the raw products or grapes of this area, the Napa, Sonoma and Mendocino Counties, are of an extremely high quality which, when properly processed, produce wines of significantly outstanding quality. We feel that the American consumer deserves the right to know the origin of the grapes used in the production of the wines they purchase.

If we may be of some assistance to your organization in this matter please call on us for what ever we may do.

I am forwarding copies of this letter to both the local and Washington, D.C. office of the B.A.T.F. In Washington I have sent the letter in care of Mr. George F. Bonifant, Chief, Trade and Consumer Affairs Division.

Sincerely,

GRAND CRU' VINEYARDS, INC.



ALLEN B. FERRERA, PRESIDENT

COPIES: B.A.T.F. SANTAROSA, CALIF
WASHINGTON, D.C.

SONOMA VALLEY VINTNERS ASSOCIATION
FILE



Send copy of Proposed Rule making

LOUIS M. MARTINI

Distinguished California Wines

BONDED WINERY NO. 3596

F. A. A. PERMIT NO. 14W386

P. O. BOX 112 • ST. HELENA, NAPA COUNTY, CALIFORNIA 94574 • TELEPHONE 707 963-2736

April 1, 1975

Director
Department of the Treasury
Bureau of Alcohol, Tobacco and Firearms
Washington, D.C. 20026

Dear Sir:

We understand that B.A.T.F. is considering regulations which would limit the designation "North Coast" on wine to the counties of Napa, Sonoma and Mendocino.

We wish to object to "North Coast" being limited to these counties on the following basis:

1. Traditionally "North Coast" has meant the counties surrounding San Francisco Bay with climatic regions suitable for the production of premium red and white table wines.
2. The counties of Napa, Sonoma and Mendocino have no more in common with regard to wine quality or type than each has with the other counties surrounding the Bay.
3. Selecting the narrower interpretation of the term "North Coast" implies the three counties produce wines of equal quality which they do not.
4. It would be unfair to the other counties of the traditional North Coast viticultural areas to be deprived of using the term.
5. It would be misleading to consumers who over the years have come to accept wines from all of the counties around San Francisco Bay as North Coast wines.

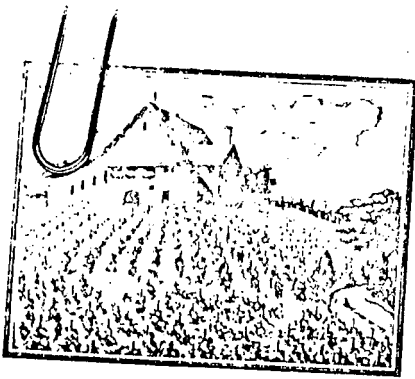
On the basis outlined above we oppose the proposal that "North Coast" be limited to the counties of Napa, Sonoma and Mendocino and urge that B.A.T.F. recognize the traditional counties surrounding San Francisco Bay with climatic and soil conditions to growing premium table wine grapes as entitled to the appellation "North Coast".

Sincerely,

LOUIS M. MARTINI

Louis P. Martini
President

LPM:lh
cc: Wine Institute



Hanzell

VINEYARDS

April 2, 1975

18596 LOMITA AVENUE
SONOMA, CA. 95476

Mr. Malcom King
North Coast Grape Growers Association
710 S. State
Ukiah, Calif.

Dear Mr. King:

We at Hanzell Vineyards support very warmly the efforts of the North Coast Grape Growers to gain a federally recognized appellation of the Napa, Sonoma and Mendocino counties as the North Coast viticultural region.

It is obvious to anybody associated with wine in any way--from the grape grower to the consumer--that there are always significant, sometimes immense, differences between grapes grown in the counties north of San Francisco and those elsewhere. In fact, any farmer of any crop could make the same statement.

Long ago the major wine-producing countries of Europe made the decision to separate their regions and districts by appellation in order to protect their wine-drinking citizens. We believe that American consumers deserve no less a protection.

Yours sincerely,

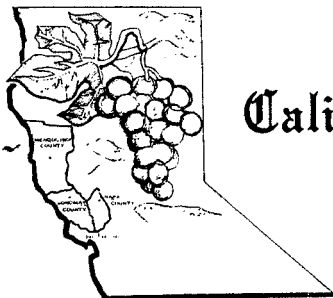
Robert Sessions

Robert Sessions
General Manager

cc:

Mr. George F. Bonifant
Chief, Trade and Consumer Affairs
Department of Treasury

Mr. George Neis
Inspector, Department of Treasury
Sonoma Valley Vintners Association



California North Coast Grape Growers Association

710-A SOUTH STATE STREET • P. O. BOX 205
UKIAH, CALIFORNIA 95482 • (707) 462-1361

April 16, 1975

Mr. Rex Davis, Director
Bureau of Alcohol, Tobacco & Firearms
Washington, D. C. 20226

Dear Mr. Davis:

Enclosed please find the April 1975 issue of WINES & VINES magazine. We would like to refer you to the advertisement on the inside back cover concerning the North Coast Seal, as well as a short synopsis on page 40. This, we believe, will further demonstrate to you our promotional efforts in connection with the appellation for the North Coast which had the Bureau's official recognition in its letter of October 16, 1974. As you can see, we are continuing to pursue the program as set up by our association.

Very truly yours,

CALIFORNIA NORTH COAST
GRAPE GROWERS ASSOCIATION

Malcolm D. King
Malcolm D. King,
President

MDK:ds
encls.

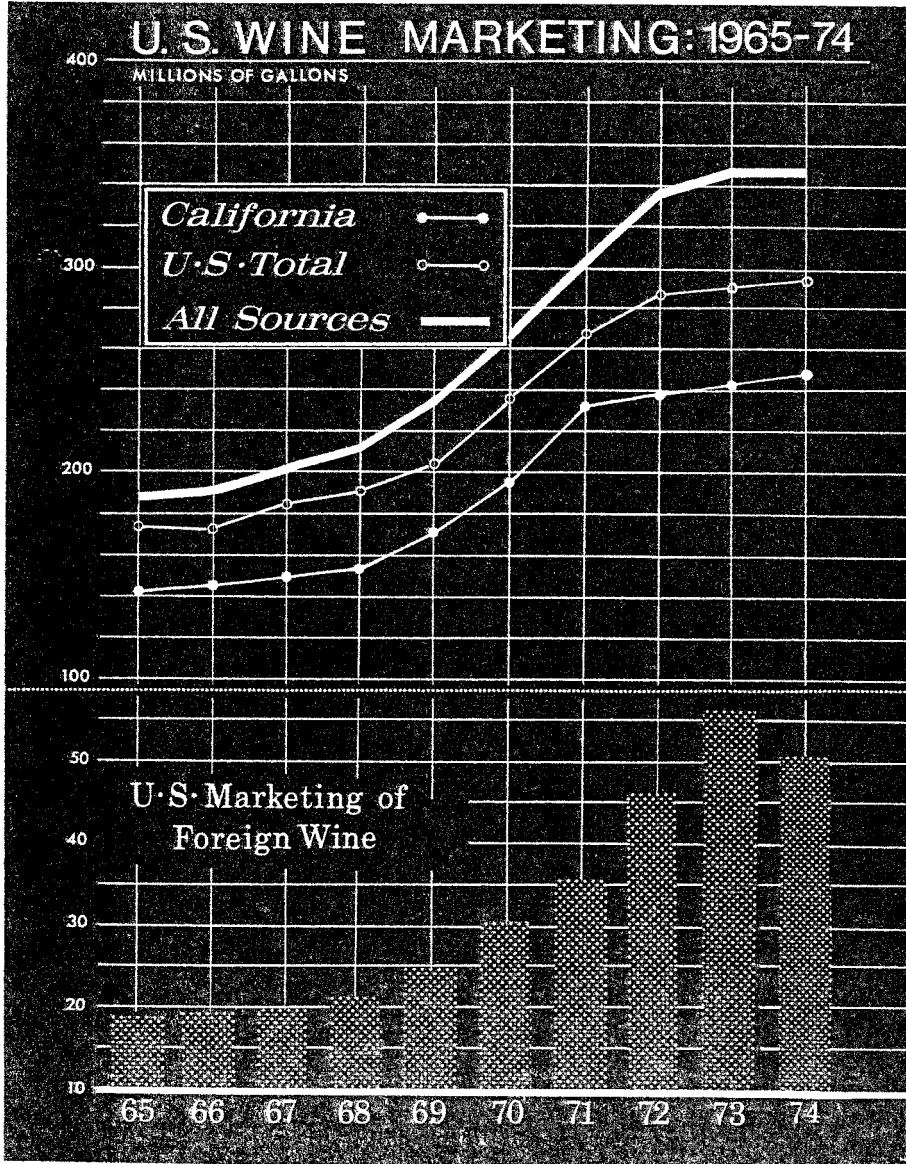
North Coast Grapes Produce California's Finest Wines

CONSUMERS KNOW AND WILL ACCEPT NO SUBSTITUTE

WINES & VINES®

four/1975

THE AUTHORITATIVE VOICE OF THE WINE INDUSTRY



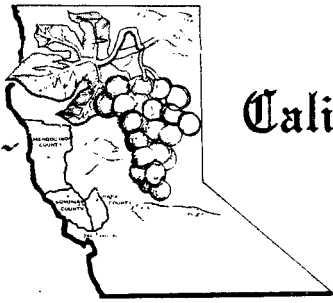
Setting the guidelines for wine in metric sizes

A vineyard joint venture brings American know-how to help develop Brazil

HERE IS 32nd ANNUAL STATISTICAL ISSUE

Ingredient labeling: the industry says it's can of worms;
BATF hearing is scheduled for Washington on April 29

California North Coast Growers 8/75-7 Y
P. O. Box 205
Ukiah, CA 95482



California North Coast Grape Growers Association

710-A SOUTH STATE STREET • P.O. BOX 205
UKIAH, CALIFORNIA 95482 • (707) 462-1361

May 8, 1975

Rex D. Davis, Director
Bureau of Alcohol, Tobacco & Firearms
Department Of The Treasury
Washington, D.C. 20226

Dear Mr. Davis:

It has been some time since we have had correspondence with you on the subject of the North Coast appellation. We are still anxiously waiting to hear what ever information you have which casts doubt on the Bureau's previous position in this matter.

Napa, Sonoma and Mendocino counties have a proven record of many years for producing fine wines of a unique character and quality, and when called upon, these wines can live to full maturity and true greatness. This Association and most wineries in our three counties believe it is of paramount importance that the integrity of this proven region be preserved.

This Association also feels strongly that the Bureau's designation of a North Coast appellation last October has been an historic step toward the development of the American Wine Industry. And would further like to point out that the Bureau should not stop here, but encourage other areas to have clearly defined regions of appellation because of their special characteristics and geographical location.

Hoping we may hear favorably from you in the near future, I remain.

Sincerely,

Malcolm D. King

Malcolm King
President

MK/vp

North Coast Grapes Produce California's Finest Wines

CONSUMERS KNOW AND WILL ACCEPT NO SUBSTITUTE

COUNTY OF SONOMA
DEPARTMENT OF AGRICULTURE
HARRY F. McCracken
AGRICULTURAL COMMISSIONER



2555 MENDOCINO AVE., RM. 101-P
SANTA ROSA, CALIFORNIA 95401
TELEPHONE (707) 527-2371

May 29, 1975

Mr. George Bonifant
Bureau of Alcohol, Tobacco & Firearms
Ben Franklin P. O. Building, Room 6205
Washington, D. C. 20226

Dear Mr. Bonifant:

I am writing at the request of the Grand Cru¹ Vineyards who have applied for an "appellation" for the Sonoma Valley. This valley, made famous by Jack London as the "Valley of the Moon", is very unique and distinct for soil and climatical conditions allowing for special viticultural practices which produce quality varietal grapes rarely found in other areas.

At the present time, the Sonoma Valley has in excess of 4,000 acres of these premium grapes on our records and should certainly qualify for an "appellation" of their own.

Very truly yours,

A handwritten signature in cursive script that reads "Harry F. McCracken".

Harry F. McCracken
Agricultural Commissioner
Sonoma County

gw
cc: Grand Cru¹ Vineyards

ROBERT L. LEGGETT, M.C.
4TH DISTRICT, CALIFORNIA

MEMBER OF
COMMITTEES ON:
ARMED SERVICES
MERCHANT MARINE AND
FISHERIES

WASHINGTON OFFICE:
ROOM 2263
RAYBURN HOUSE OFFICE BUILDING
WASHINGTON, D.C. 20513
202/113-5716

OWEN CHAFFEE
ADMINISTRATIVE ASSISTANT

DISTRICT REPRESENTATIVE
JAMES COAKLEY
1522 TENNESSEE STREET
VALLEJO

SACRAMENTO OFFICE:
VIRGINIA HARPER
650 CAPITOL MALL

Congress of the United States
House of Representatives

Washington, D.C. 20515

June 6, 1975

Mr. William H. Wetzel
Route 1, Box 203A
Suisun City, California 94585

Dear Bill:

Thank you for letter of May 21.

I again reviewed the situation with Assistant Secretary David R. Macdonald of Treasury, and he advises that as I previously indicated, the Solano County grapes will continue to enjoy their traditional designation as North Coast Grapes.

If there is anyone in the Federal agencies not supporting the Secretary's position, I would appreciate your calling the Secretary immediately at 202/964-2203.

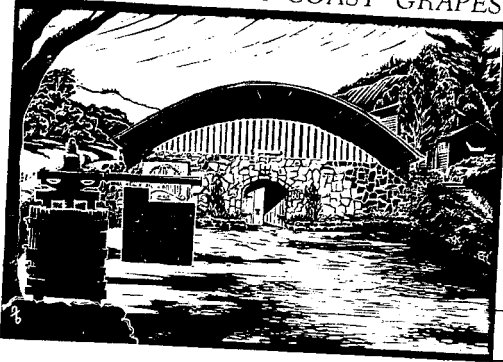
Very sincerely,



ROBERT L. LEGGETT
Member of Congress

RLL:wm

CALIFORNIA'S FINEST NORTH COAST GRAPES



Parducci

Wine Cellars

501 PARDUCCI ROAD
UKIAH, CALIFORNIA 95482
(707) 462-3828

WHERE THE VINEYARDS MEET THE REDWOODS

July 18, 1975

Mr. George Bonifant
Bureau of Alcohol, Tobacco & Firearms
Room 6205
Ben Franklin P.O. Building
Washington, D.C. 20226

Dear Mr. Bonifant:

This letter will be an attempt to clear up the confusion surrounding the use of the terms "North Coast Counties" and "North Coast" as it applies to labeling of wine.

On February 11, 1975, we directed a letter to Mr. Lawrence S. Carlson, Assistant Director, Regulatory Enforcement, BATF, replying to a letter received by us from Mr. Malcolm King, President, CALIFORNIA NORTH COAST GRAPE GROWERS ASSOCIATION, and that Association's desire to restrict use of these terms to wine produced only in Napa, Sonoma and Mendocino Counties. Mr. King's letter was directed to all vintners in our North Coast Region and resulted because of a letter he received from Mr. Carlson, dated October 16, 1974, with reference symbols R:T:C:RLP, wherein Mr. Carlson restricted use of those terms to the three counties mentioned above. Please bear in mind that Mr. Carlson's letter was directed to Mr. King personally, as president of CALIFORNIA NORTH COAST GRAPE GROWERS ASSOCIATION, not to the industry as a whole, in response to a request from him personally and not as a representative of the vintners.

Our letter to Mr. Carlson, dated February 11, 1975, outlined our objections to that position and offered reasons why Lake County, which lies to the East of our county and North of Sonoma and Napa Counties should be included. We have had no direct reply from the BATF or anyone regarding the Department's position referred to in the letter to Mr. King, dated October 16, and we find the limitations set forth in that letter to be contradictory to Title 27 CFR, Para. 4.25, wherein it states that "A wine shall be entitled to appellation of origin if at least 75% of it's volume... in the place or "REGION" indicated by such appellation....,etc.,".



Parducci

Wine Cellars

501 PARDUCCI ROAD
UKIAH, CALIFORNIA 95482
(707) 462-3828

WHERE THE VINEYARDS MEET THE REDWOODS

Mr. George Bonifant
July 18, 1975
Page 2

The correspondence between BATF and Malcolm King and between Malcolm King and the vintners has created unbelievable confusion. We believe Mr. Carlson's decision to be contradictory to the CFR and would like to know if the board's position is as set forth; why the industry at large was not made aware of that position before millions of labels were printed.

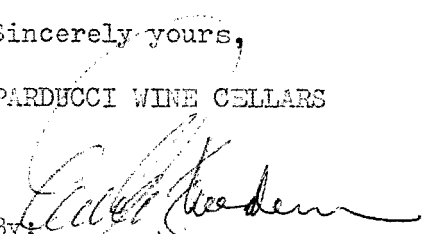
May we please have a reply to our letter of February 11, wherein we asked for inclusion of Lake County as a "North Coast County" and entitled to that appellation, and the decision made in that respect.

Thanking you for your kind assistance, we are.

Sincerely yours,

PARDUCCI WINE CELLARS

By


Geo. E. Parducci
Controller

cc: File

bas



1 8 5 7

THE HARASZTHY CELLARS

Buena Vista Winery, Inc.

IN THE VALLEY OF THE MOON

OLD WINERY ROAD
SONOMA, CALIFORNIA 95476

September 20, 1977

Rex D. Davis, Director
Bureau of Alcohol, Tobacco & Firearms
Department of the Treasury
Washington, D. C. 20226

Re: (a) Notice No. 304 amended
(b) BATF ltr R:T:C:RLP dtd 10/16/74

Dear Mr. Davis:

We urge the Bureau to maintain the "North Coast" appellation of origin on wine labels.

As pointed out by the California North Coast Grape Growers Association, the North Coast is a clearly defined region and areas within it are quite similar. We agree, and feel that the North Coast winegrowing region has proven itself over the years, and that customers are becoming more aware of North Coast as a premium wine area.

We wish to express our support for this position and hope that the North Coast appellation will be retained.

Sincerely yours,

Rose M. Murphy
Public Relations Director

RMM/ed

cc: California North Coast Grape Growers



Souverain
September 29, 1977

Mr. Rex D. Davis
Director
Bureau of ATF
Washington, DC 20226

RE: BATF Notice 304, Amended,
page 12, para. 2.

Dear Mr. Davis:

In light of the coming hearings on the new BATF labeling proposals, we wish to reaffirm our full support of the counter-proposal prepared by the Wine Institute.

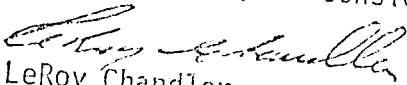
On the issue of Appellations of Origin, we are very concerned about the possibility of the Bureau reversing its position on regional appellations, as it might affect the NORTH COAST appellation, now defined as consisting of Napa, Sonoma and Mendocino counties.

Souverain Cellars is owned by a Limited Partnership of growers, members of the California North Coast Grape Growers Association, and our entire operation is oriented to the NORTH COAST appellation.

The North Coast viticultural area has consistently produced fine varietal wines, and over the years, has been accepted by the public as an assurance of quality. The three counties, being contiguous, have many similarities in microclimates, with subtle differences within smaller areas. The judicious blending of the grapes from these counties has enabled our Winemaker to produce outstanding North Coast premium table wines.

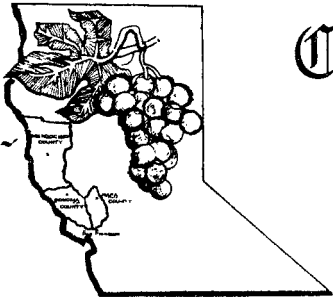
In order to continue our operation, we urgently need your support to help retain the NORTH COAST as an appellation of origin.

Thank you for your consideration.



LeRoy Chandler
General Manager

/jm
cc: Wine Institute, CNCGA, Santa Rosa BATF Office



California North Coast Grape Growers

An Association of Growers in the North Coast Counties of Napa, Sonoma and Mendocino

712 SOUTH STATE STREET · P.O. BOX 213
UKIAH, CALIFORNIA 95482 · (707) 462-1361

*11/13/78
Regulations*

November 6, 1978

Director
Bureau of Alcohol, Tobacco & Firearms
Department of the Treasury
Washington, D.C. 20226

Dear Sir:

On October 16, 1974, the Bureau, by letter to California North Coast Grape Growers, established that "North Coast" when used as an appellation of origin in wine labels is restricted to mean the three California counties of Napa, Sonoma and Mendocino.

In petitioning for this appellation we believe all the requirements listed in the Bureaus' new regulations have been met and should be in your files, except a map defining the area. In order to complete your files we submit, herewith, two copies of a map that shows the political boundaries of the "North Coast" region. While this is not a USGS map, we believe it is more appropriate for this three-county appellation.

If you have any further questions, we would be pleased to hear from you.

Sincerely,

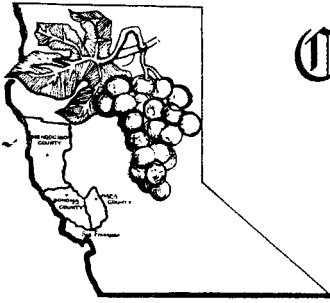
John Batto
President
California North Coast
Grape Growers

JB:nkb

Encls.

North Coast Grapes Produce California's Finest Wines

CONSUMERS KNOW AND WILL ACCEPT NO SUBSTITUTE



California North Coast Grape Growers

An Association of Growers in the North Coast Counties of Napa, Sonoma and Mendocino

710-A SOUTH STATE STREET • P.O. BOX 205
UKIAH, CALIFORNIA 95482 • (707) 462-1361

December 28, 1978

Director
BATF
Dept. of the Treasury
Washington, D.C.

Dear Sir:

On Monday, December 4, 1978, our Board of Directors' Labeling Committee met with seven of your local representatives to discuss the newly adopted labeling regulations. At that time, your Western Regional Regulatory Administrator, Charles Foster, informed us that he had just spoken to the Washington office and had been told that according to their records, the California North Coast Grape Growers Association had already re-applied for the "North Coast" appellation. If your office believes we have already re-applied for the "North Coast" appellation due to our November 6, 1978 letter and map we sent you, this is incorrect. Our November 6th letter was sent to complete our present "North Coast" appellation file in your office.

We do intend to keep and use the "North Coast" appellation until 1983 and intend to re-apply for this appellation under the new order. We are in the process of re-compiling all the necessary data. We will be fully prepared to testify, submit written materials, and any other action necessary to secure our "North Coast" appellation of Napa, Sonoma, and Mendocino Counties.

Sincerely yours,

John Batto

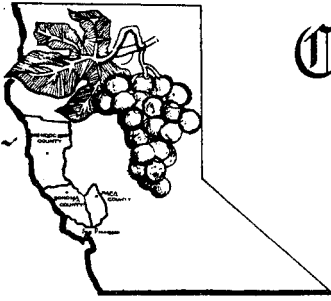
John Batto, President
California North Coast
Grape Growers

JB:td

Some
1/11/79
John Batto
President
California North Coast
Grape Growers

North Coast Grapes Produce California's Finest Wines

CONSUMERS KNOW AND WILL ACCEPT NO SUBSTITUTE



California North Coast Grape Growers

An Association of Growers in the North Coast Counties of Napa, Sonoma and Mendocino

712 SOUTH STATE STREET · P.O. BOX 213
UKIAH, CALIFORNIA 95482 · (707) 462-1361

January 25, 1979

Thomas B. Busey
Research & Regulations Branch
Bureau of Alcohol, Tobacco, & Firearms
1200 Pennsylvania Avenue
Washington, D.C. 20226

Dear Mr. Busey:

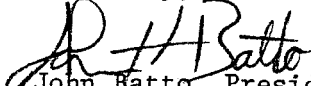
Recently in one of our local magazines (Redwood Rancher, Nov./Dec.) there was a brief article explaining that Lake County had applied to be considered a part of the North Coast appellation of Napa, Sonoma, and Mendocino. Many counties have desired to become part of the North Coast appellation in the past, so this application did not surprise us. Furthermore, our Board of Director's appellation committee has been concerning itself with interpreting the newly adopted labeling regulations which become effective January 1, 1983.

It is our belief that the North Coast appellation can only be used by wineries who bottle wine produced from grapes grown in the three counties of Napa, Sonoma, and Mendocino until January 1, 1983. As we plan to retain our three county viticultural area appellation by re-applying for it in the near future, we want to be assured that no other counties could be included in the North Coast appellation until we re-apply or January 1, 1983, whichever comes first.

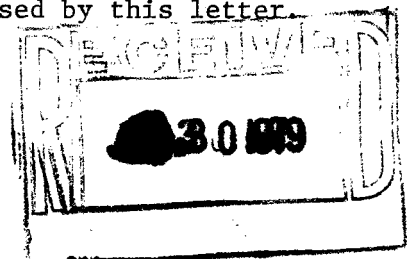
In the early summer of 1974 when the Bureau was considering our request for the appellation North Coast to mean Napa, Sonoma, and Mendocino counties, we called the Bureau's attention to an Inglenook label that arbitrarily added Solano County with Napa, Sonoma, and Mendocino calling it all 'North Coast'. The Bureau subsequently required Inglenook to remove Solano from its label. Again, it has come to our attention that Konocti Cellars, located in Lakeport, California (Lake County), is using a back label on their 1975 Johannisberg Reisling which states that 'Lake County is located in the heart of California's North Coast premium wine region'. How can the Bureau have approved this label when you have already recognized the North Coast to be Napa, Sonoma, and Mendocino Counties and denied Solano County previously?

We would sincerely appreciate a response to the issues raised by this letter.
Thank you.

Sincerely,


John Batto, President
California North Coast Grape Growers

North Coast Grapes Produce California's Finest Wines



090



David Stare, Winemaker

DRY CREEK VINEYARD, INC.

Post Office Box T

Healdsburg, California 95448

Telephone (707) 433-1000

June 28, 1979

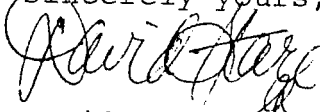
Calif. North Coast Grape
Growers Assoc.
P.O. Box 205
Ukiah, Calif. 95482

Gentlemen:

This letter is in support of your resolution which designates that Napa, Sonoma, and Mendocino counties be declared as the North Coast region of California. As one of the newer wineries in the area, and one dedicated to producing only the finest possible wines using only the finest possible grapes grown by ourselves and other farmers in the North Coast area, we are vitally concerned in protecting our area from other grape growing districts which seek to climb on our reputation.

You have our support in this worthwhile project.

Sincerely yours,


David S. Stare

:lh

Foppiano

Vineyards

"Established 1896"

California North Coast Grape Growers
P. O. Box 205
Ukiah, Ca. 95482

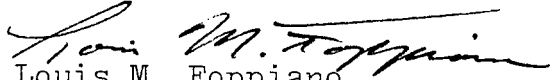
Gentlemen:

We strongly support the resolution of the California North Cost Grape Growers that the counties of Sonoma, Napa, and Mendocino, be designated as the "North Coast" region of California.

This three-county area forms and autonomous unit that is seventy-five miles removed from any other grape-growing region.

The area is unique because of the justifiably fine reputation of it's red wines.

Sincerely,


Louis M. Foppiano
General Manager

LMF/pg



KENWOOD
VINEYARDS EST. 1906

P.O. BOX 447 - KENWOOD CA 95452 - WINERY: 707-833-5891

July 5, 1979

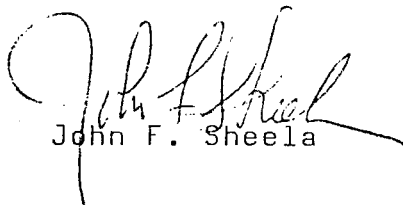
Mr. John Batto
California North Coast Grape Growers
P.O. Box 213
Ukiah, Ca 95482

Dear Mr. Batto;

In response to your letter of June 21, 1979 regarding the Appellation of Origin "North Coast", Kenwood Vineyards does support your application.

It is our feeling that the quality of grapes grown in the counties of Sonoma, Mendocino and Napa warrant the special distinction of a "North Coast" appellation. Historically and practically the wines produced from grapes grown in these counties have been among the highest quality produced in the State of California. Consumer acceptance of this quality standard is evident in the higher prices paid to growers for their grapes grown in these counties.

Sincerely,


John F. Sheela

Hacienda Wine Cellars

In Historic Buena Vista Vineyards

P.O. BOX 416 • SONOMA, CA 95476 • (707) 938-3220

July 19, 1979

California North Coast
Grape Growers
712 South State Street
Ukiah, California 95482

Gentlemen:

This letter is written in support for the permanent designation "North Coast" as an American Viticultural Area.

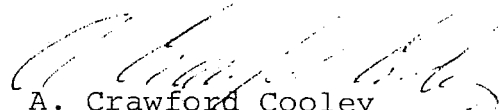
Although North Coast has long been associated with the premier grape growing area of California and consequently for the production of California's finest wines the words took on greater importance in 1974. It was in that year that BATF officially recognized "North Coast" on wine labels as meaning wines produced from grapes grown in Mendocino, Sonoma and Napa Counties. It is appropriate that we now apply for an American Viticultural Area under recently promulgated regulations.

Historically, the area has been long recognized as the birthplace of viticulture in California, containing as it does the site of the first plantings of vinifera grapes in America. It contains vineyards and wineries of the greatest historical significance. More importantly the area is recognized as a homogeneous unit not only in California, but also nationally and internationally.

North Coast area has both soil and climate diversity that a broad spectrum of grape varieties may be successfully grown. However, certain factors are so overwhelmingly important to give homogeneity to the area. These are rainfall, the effects of close proximity to San Francisco Bay and the Pacific Ocean, annual temperature ranges and heat accumulation during the summer months.

While numerous smaller viticultural areas are proposed and will be approved within the North Coast Area, I strongly urge the designation of "North Coast" as an American Viticultural Area.

Yours very truly,



A. Crawford Cooley
President

ACC:ck

Beringer Vineyards

July 23, 1979

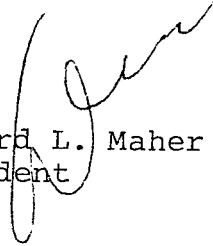
Mr. John Batto
President
California North Coast Grape Growers
712 South State Street
P.O. Box 213
Ukiah, California 95482

Dear John:

Beringer recognizes the need of the North Coast appellation and agrees that it should only include Napa, Sonoma and Mendocino counties. Historically, this appellation has meant only the three counties you propose despite attempts by other wineries to dilute this appellation by calling "North Coast" anything north of Baja, California.

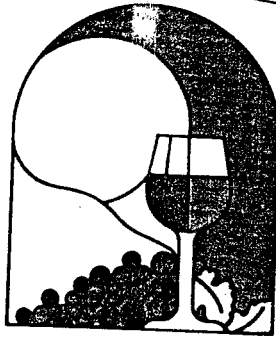
Please count on our support and let me know if there is anything we can do to help you further.

Very truly yours,



Richard L. Maher
President

RLM:cd



CUVAISON

July 26, 1979

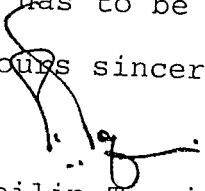
California North Coast Grape Growers
P.O. Box 213
Ukiah, California 95482

Gentlemen:

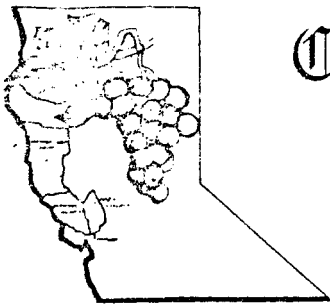
I am writing in support of the designation "North Coast". I feel that this term should be retained in its current restrictive extent to mean only wines from Napa, Sonoma and Mendocino.

We already have sufficient backlog of experience to show that these wines are individual and distinctive. It follows that any place name has to be protected.

Yours sincerely,


Philip Togni
President, Winemaker

PT/ms



California North Coast Grape Growers

An Association of Growers in the North Coast Counties of Napa, Sonoma and Mendocino

712 SOUTH STATE STREET · P.O. BOX 213
UKIAH, CALIFORNIA 95482 · (707) 462-1361

September 14th 1979

Mr. G.R. Dickerson, Director
Bureau of Alcohol, Tobacco
and Firearms,
Department of the Treasury,
Washington, D.C. 20226.

Dear Mr. Dickerson:

The California North Coast Grape Growers herewith requests the Bureau to affirm that the term "North Coast Counties" and or "North Coast" when used as an Appellation of Origin on a wine label is restricted to mean the three contiguous counties of Napa, Sonoma and Mendocino, Reference your letter of 10/16/74 Ref: RTC:RLP, and that this region is designated a Viticultural Area under the terms of the Federal Wine Labeling Regulations paragraph 4.25a (V) and (VI).

In support of this request, we offer the following evidence:-

EVIDENCE THAT THE VITICULTURAL AREA IS KNOWN AS REFERRING TO THE AREA SPECIFIED IN THE APPLICATION.

- (1) The term "North Coast" comprising the counties of Napa, Sonoma and Mendocino has been advertised extensively for many years by wineries. In addition, CNOGG has advertised the "North Coast" every year since 1967 in Wines and Vines Directory which has world wide circulation (see enclosure #1.)
- (2) For eight years, this association has presented a Viticulture Directory (see enclosure #2) as a part of an industry show which has attracted statewide, national and even international attention. The show and the Directory have clearly shown the "North Coast" to mean the counties of Napa, Sonoma and Mendocino.

North Coast Grapes Produce California's Finest Wines

098

CONSUMERS KNOW AND WILL ACCEPT NO SUBSTITUTE

HISTORICAL OR CURRENT EVIDENCE THAT THE BOUNDARIES OF THE VITICULTURAL AREA ARE AS SPECIFIED IN THE APPLICATION.

- (1) The Boundaries of this Viticultural Area are the statute boundaries of the counties of Napa, Sonoma and Mendocino as shown on the attached USGS map.
- (2) The terms "North Coast" and "North Coast Counties" have been used to describe a grape growing region of California for more than 100 years. In 1964, this association formalized the term to mean exclusively the counties of Napa, Sonoma and Mendocino. The BATF formally recognized this region in October, 1974 when it ruled that the term "North Coast" "when used on a wine label was restricted to mean the counties of Napa, Sonoma and Mendocino" (reference your letter dated October 16th 1974 Ref: RIC:RLP, copy attached - enclosure #3).
- (3) The fact of Historic Precedent, the Advertised and the Formalized and Legitimized existence of the "North Coast" as including only the counties of Napa, Sonoma and Mendocino clearly excludes any and all other counties which might lay claim to the name.
- (4) There is clear legal precedence for protection of the terms "North Coast" and "North Coast Counties" as trade names.

EVIDENCE OF GEOGRAPHICAL, CLIMATICAL, SOIL ELEVATION, PHYSICAL FEATURES ETC., WHICH DISTINGUISH THE VITICULTURAL FEATURES OF THE PROPOSED AREA FROM SURROUNDING AREAS.

- (1) Professor Crowley, Phd., of the Geography Department of Sonoma State University makes two significant observations: He says, counties south of the San Francisco Bay "... have different climates from the counties north of the bay. Soils at times are quite different. The Growers in those areas offer their own proof of this statement. Have you heard of North Coast Viticulturists leaving their grapes on the

vine...

vine until mid-December? Monterey growers boast of their ability to do this. Have you heard of wide spread planting of rootstocks that are not phylloxera resistant in the real North Coast region? Monterey County makes much of an issue of their vinifera rootstocks."

Note: Crowley specifically, in this statement, refers to the "North Coast" as being "... north of San Francisco Bay" The only 'coastal counties' north of San Francisco Bay which grow wine grapes are Napa, Sonoma and Mendocino.

- (2) Doctor A.D. Webb, Chairman of University of California; Davis, Viticulture Department states that "The North Coast is in general characterized by shallower soils which are less fertile than those found in the lower part of the state and which are, therefore, capable of producing finer wine grapes". Also, "... the North Coast Counties are subject to much greater variations in soil and climate than the lower state and, as a result, are able to produce more varieties of wine grapes to premium quality." Doctor Webb further states that "... the coastal counties of Napa, Sonoma and Mendocino are subject to oceanic winds and fog patterns which in conjunction with their varied elevations make for micro-climates highly conducive to the production of premium varietal wine grapes.
- (3) Many wineries within the "North Coast" support the CNOGG application for affirmation of the delimited Viticultural Area "North Coast" covering the contiguous counties of Napa, Sonoma and Mendocino because they believe it to be of benefit to the consumer to be able to identify a region capable of producing fine wine grapes. And, they believe, that the Appellation will help to ensure that wine made from grapes in this region will not be adulterated with grapes from other areas.

Sample copies of letters from wineries are submitted as enclosure #4 of this petition. These wineries further point out that our three counties have continuously grown fine wine grapes through the better part of two centuries and - from their own experience and evidence of consumer acceptance - the North Coast produces fine wines whose characteristics are unique and incomparable. Wineries attribute these fine characteristics to the uniqueness of the soils and climate; the combination of rainfall and temperature during the growing season; diurnal and nocturnal extremes; morning fogs; and the lowering of the water tables during the ripening weeks, all of which conditions have a marked effect and are unique to the North Coast region.

- (4) Over 35% of all the wineries in California are located in the North Coast Counties of Napa, Sonoma and Mendocino. Yet, these three counties together produce only about 5% of the grapes grown in the entire state.

When asked, wineries which locate here - where grapes produce fine wine - will testify that it is because of the unique balance of climate and soil conditions that they chose to establish their wineries and vineyards in the North Coast.


SPECIFIC BOUNDARIES OF VITICULTURAL AREA BASED UPON FEATURES TO BE FOUND ON
U.S. GEOLOGICAL SURVEY MAPS.

- (1) U.S.G.S. maps (enclosure #5) are submitted outlining the outside boundaries of the contiguous counties of Napa, Sonoma and Mendocino defining a single Viticultural Area with the Appellation of Origin "North Coast" or "North Coast Counties" and with the requirement that 'when used as an Appellation of Origin on a wine label, not less than 85% of the wine is derived from grapes grown within the states boundaries of this single Appellation comprising the California Counties of Napa, Sonoma and Mendocino.'

We have restricted our submission to answer the specific questions framed by the regulations. We believe that the preponderance of evidence supports the historic and current establishment of the "North Coast" as a clearly defined Viticultural Area with boundaries as delineated in this application.

We would appreciate your early and favorable response.

Respectfully submitted,


John H Batto,
President,
California North Coast Grape Growers.

Copies: Original plus one copy with enclosures to
Director, BATF, Washington.
C.C. Regional Director without enclosures.

GENERAL VITICULTURE



by A. J. Winkler

J. A. Cook

W. M. Kliever

L. A. Lider

UNIVERSITY OF CALIFORNIA PRESS
Berkeley • Los Angeles • London

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Geographical Distribution of Grape Growing

The following non-western states, listed in the order of their production, are responsible for most of the grapes of American varieties: New York, Michigan, Pennsylvania, Ohio, Arkansas, Missouri, Iowa, Illinois, and North Carolina. No other states produce more than 2,000 tons annually.

Arizona, which lies to the east of Southern California, and Oregon and Washington, which border on the Pacific Ocean to the north of California, are the other states that have substantial plantings of *vinifera* grapes. Arizona has about 4000 acres and the 1971 crop was 14,500 tons, all of early table varieties—Perlette, Thompson Seedless, and Cardinal. The vineyards are in the vicinity of Glendale and Phoenix, with smaller areas near Yuma. These desert areas are sometimes subject to summer rains.

The vineyards of Oregon are near Grants Pass and Roseburg, with several plantings in the Willamette Valley. According to Professor R. Garren of Oregon State University, the state has a quarantine against importation of rooted vines; only cuttings certified to be free of known viruses and phylloxera may be brought in. The state has about 300 acres of mostly non-bearing vines. At the moment, interest in *vinifera* is very high.

In Washington the vineyards are located in the Yakima and Columbia River Valleys. Other than California, it ranks second among the states in grape production, about 80,000 tons in 1971. The plantings are principally for sweet juice and wine production. The acreage, currently about 18,100, has increased 70 per cent since 1968 (Folwell and Dailey, 1972). The production is mostly Concord, although some other American varieties and French hybrids are grown. A small acreage of *vinifera* varieties, mostly in trial stage, has been planted in recent years and interest in these is increasing in spite of danger of winter freezing.

CALIFORNIA.—Few countries or even provinces have the advantages for grape growing found in California. In general the grape areas of California have mild to moderate winters, with rainfall varying from 3 to 4 inches in the southern deserts to 40 inches in parts of northern Sonoma and Mendocino counties. The growing season is long, with few unseasonable frosts, and the summers are warm to hot and practically rainless. The ripening season is usually rainless except in the dry-wine areas of the coastal valleys, where occasional rains may occur after September 1. Damaging hailstorms almost never occur. The hot, dry summers all but eliminate the natural, winged spread of phylloxera. Downy mildew (*Peronospora*), black rot, and anthracnose are unknown in cultivated vineyards. Similarly, the grape moths *Eudemis*, *Cochylis*, and the berry moth are absent.

Geographical Distribution of Grape Growing

Grapes can be grown in California wherever soil and water conditions are favorable, except at high elevations or near the northern coast, where the temperatures and/or heat summations are too low. As the industry developed, however, certain sections were found better adapted than others for certain kinds of grape growing. Professor F. T. Bioletti (of the University of California from 1890 to 1935) recognized these differences as arising primarily from variations in climate brought about by the topography of the state and its proximity to the ocean. He designated six geographic regions that still guide growers in selecting locations for planting table and raisin grapes. The five climatic regions (see chap. 4)

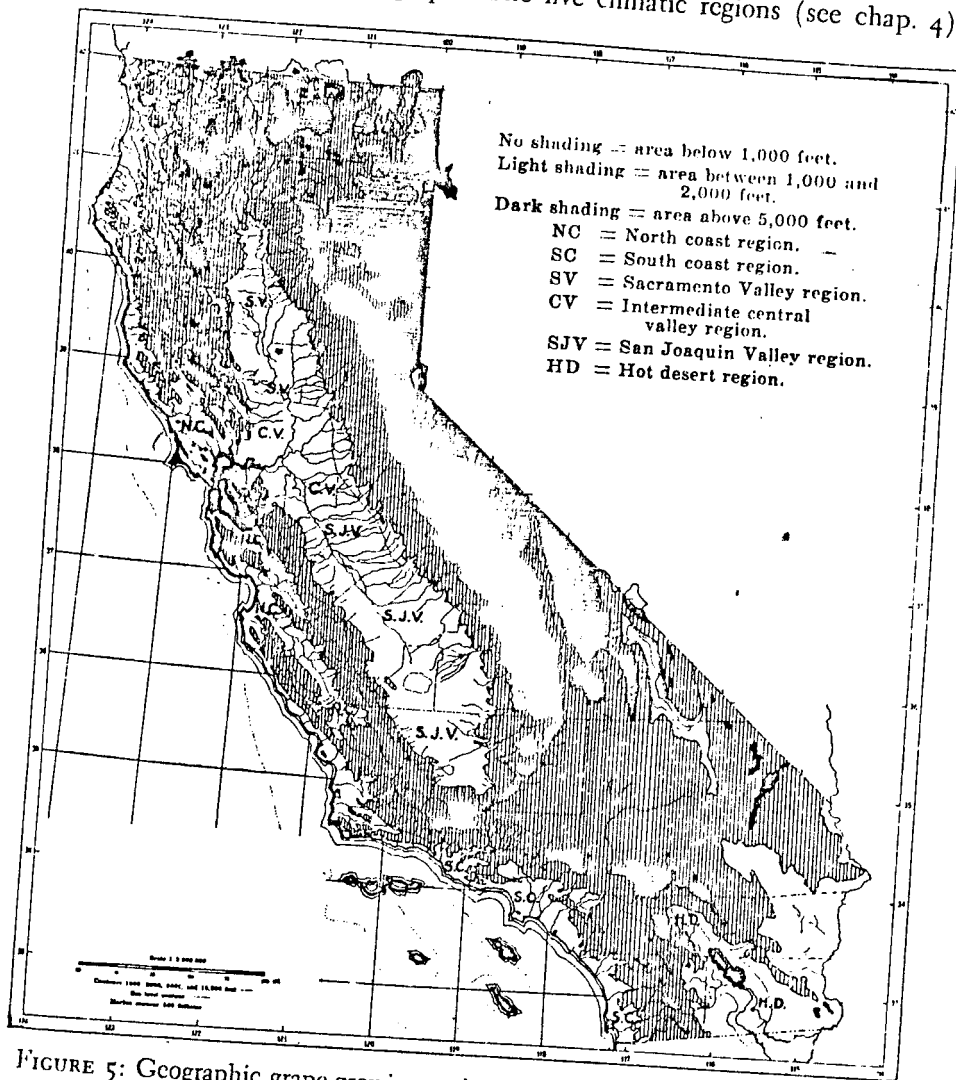


FIGURE 5: Geographic grape-growing regions of California. (From Ext. Cir. 30)

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Geographical Distribution of Grape Growing

are a more accurate guide in selecting locations for wine grapes. The geographic regions are known as the NORTH COAST, SOUTH COAST, INTERMEDIATE CENTRAL VALLEY, SACRAMENTO VALLEY, SAN JOAQUIN VALLEY, and HOT DESERT.

Since the NORTH COAST and SOUTH COAST regions (the counties adjacent to the Pacific Ocean or San Francisco Bay) produce mostly wine grapes, the reader is referred to the discussion of climatic regions I, II, and III, on page 66.

In the NORTH COAST region the rainfall diminishes from 40 inches in Mendocino County to 13 inches in San Benito County. Some vineyards are dry farmed, but irrigation is becoming more general in the areas of low rainfall or shallow soils. The sprinkler irrigation systems are also used for protection against unseasonal frosts and occasional high temperatures.

} North Coast

In the SOUTH COAST region the rainfall varies from 18 inches at Santa Barbara to 9 inches at San Diego. Irrigation is generally necessary except at the higher elevations. Besides wine grapes, some table grapes are grown for local markets.

The INTERMEDIATE CENTRAL VALLEY (climatic region IV, with limited areas in III) extends roughly from Sacramento to Livingston, in the great interior valley. It is air conditioned by ocean breezes that pass inland through Carquinez Strait and over Altamont Pass, in the coastal range of mountains adjacent to San Francisco Bay. The rainfall varies from 18 inches in the north to 11 inches in the south, so irrigation is necessary. Here the brilliant (Flame) Tokay table grape comes nearest to perfection. There are also large acreages of heavily bearing table- and dessert-wine varieties. Recent plantings include varieties of greater potential for table wines of better quality. The region is too cool for the production of natural raisins, but "golden bleached" raisins are produced in quantity around Modesto.

Northward through the SACRAMENTO VALLEY (climatic region V), the influence of the ocean breeze diminishes, and the seasonal rainfall increases from 18 inches at Sacramento to about 24 inches at Chico and 37 inches at Redding. The temperature, which is high, *increases* from south to north. Irrigation is beneficial except on the deep soils at the northern end of the region. Here the autumn rains come early, making the sun-drying of raisins hazardous. Wine grapes adapted to the heat of region V, however, do very well; as the market for California wines expands and new varieties are introduced, the acreage in this valley may be extended. The occasional severe north winds in early summer make most of the valley unsuited for table grapes, but some of the good quality are grown in sheltered locations along the eastern side.

South of the Central Valley, and likewise deprived of the ocean breeze, is the SAN JOAQUIN VALLEY (climatic region V). The temperature, which

Geographical Distribution of Grape Growing

increases from north to south, is high enough for the varieties that require abundant heat. The annual rainfall decreases gradually from 11 inches at Merced to about 5 inches at Arvin. Irrigation is necessary. This region produces a large part of the world's raisins. The table grape varieties Cardinal, Emperor, Ribier, Red Malaga, and Thompson Seedless, among others, thrive along the eastern side of the valley from east of Fresno to Arvin. Common table and dessert-wine varieties are grown extensively. This area is adapted for the production of good dessert wine varieties.

The HOT DESERT consists of certain areas in the Coachella and Imperial valleys, in the southeastern corner of the state. This, the hottest and driest grape-growing region of California, produces the earliest grapes. Yields are low and production costs high, but their earliness gives the table grapes of the desert a prominent place in the grape industry. Owing to the intense heat and high costs, raisins and wine grapes are not produced.

California, with about 2 per cent of the world's grape acreage, produces about 3 per cent of the grapes crushed, 11 per cent of the table fruit, and 30 per cent of the raisins.

PRODUCTION, ALL VARIETIES. 3,300,600 TONS

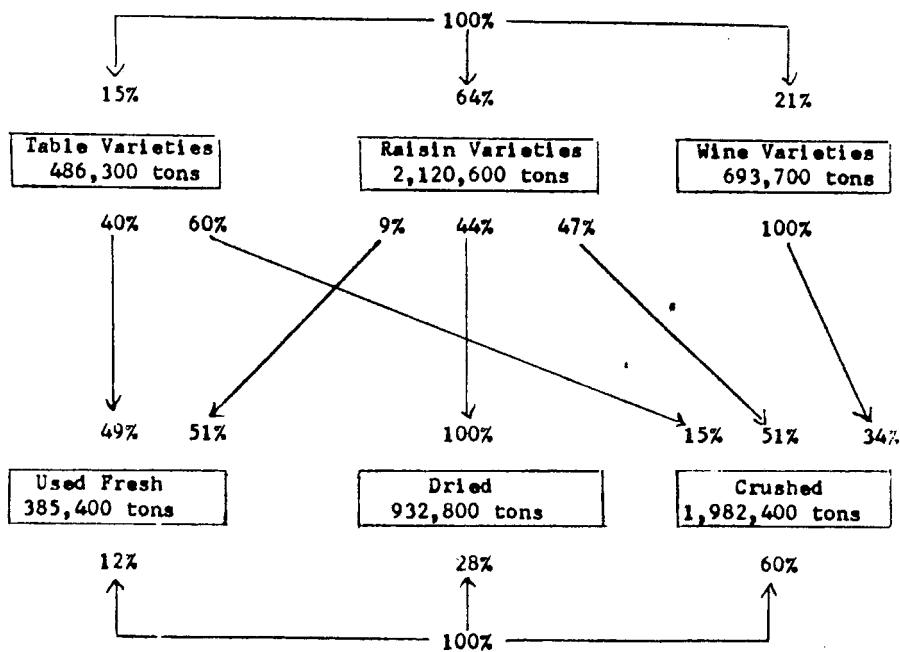
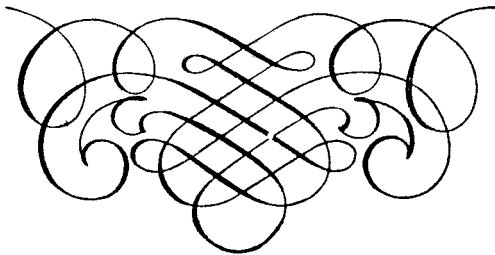


FIGURE 6: The production and utilization of table, raisin, and wine grapes in California: 1969-1971. (Source of Data: Henderson et al., 1969-1971)

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easy to come by, and it is pleasant to be able to report that instead of being ranked as a V.D.Q.S. wine, it has at last been accorded the *Appellation Contrôlée* which it obviously deserves.

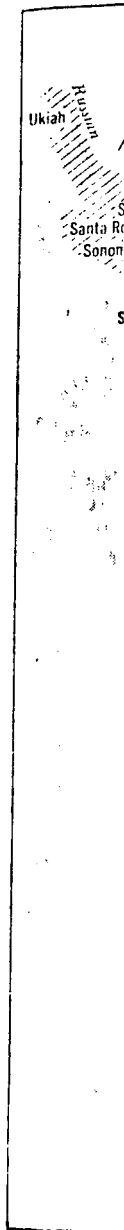
CAILLIOU, Château — (Ky-you) — 2nd Classed Growth of Barsac, and definitely one of the best of these, its production not far from 5,000 cases a year. Not to be confused with many other Bordeaux chateaux bearing quite similar names.

CAIRANNE — (Kay-rahñ) — One of the better wine-producing villages of the lower Rhône Valley, in France, some twenty-five miles northeast of Avignon. Its red, white and *rosé* wines are among the best of those sold as Côtes-du-Rhône, and carry the special appellation Côtes-du-Rhône-Cairanne.

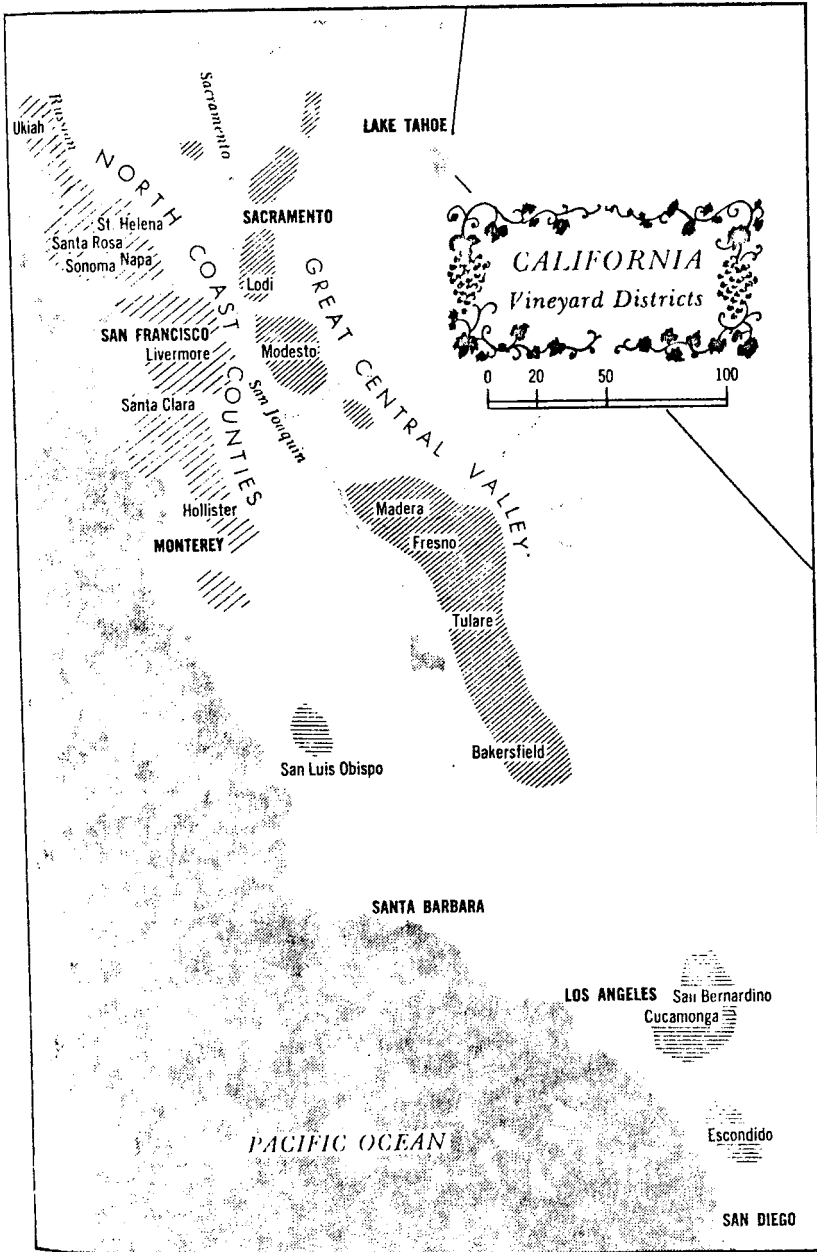
CALDARO — (Kahl-dar-o) — Picturesque little vineyard town some ten miles southwest of Bolzano, in the Italian Tyrol. The surrounding hillsides are covered with vines trained on their characteristic pergolas, and produce a remarkably diverse collection of fresh, light, eminently agreeable table wines, both red and white. Many of these, notably those made from the Traminer *aromatico* (Gewürztraminer), the Riesling, Silvaner (Sylvaner), Pinot *bianco* (Pinot Blanc), Moscato Giallo and Pinot *nero* (Pinot Noir) are marketed under these varietal names. What is sold as Caldaro or Caldaro Collina is a rather tart red wine, light in body and color but fruity and appetizing, made from a grape known as the Schiava (*see*). A somewhat finer but very similar wine is called Lago di Caldaro (*see*) and comes from the steep shores of a little lake three miles to the south. In Austrian days Caldaro was called Kaltern, and the lake wine was known as Kaltererseewein; in Switzerland and Austria, where both wines are still great favorites, they are often still so listed and so sold.

CALIFORNIA — America's one major vineyard country, producing over 80% of the wine consumed in the United States, as against about 6% of imports and some 14% from the other states, much of the latter being made of grapes grown in California, but crushed and fermented elsewhere. There are over 500,000 acres under vines and the crop varies between 2.3 and 3.2 million tons of grapes a year; a little less than half of this is made into wine, most of the rest being marketed as table grapes or raisins. In 1971, the state's 250 bonded wineries (there were over 500 in 1940) produced a total of 276 million gallons, as compared with an average of 68 million gallons in the years 1936-1940.

At present, two-thirds of California's output is table wine, whereas for many years after the repeal of Prohibition it had been fortified wine (Sherry, Port, Angelica, Muscatel) rather than table wine, which predominates in almost all other wine-producing lands, Australia being an odd exception. Thus California produced only one-eighth as much table wine as Spain, but over three times as much Sherry, and only one-fourth as much table wine as Portugal, but nearly ten times as much Port. With a few rare and notable exceptions, most of this was mass-produced for a mass market, sold and consumed when less than a year old; it was poor stuff, drunk because it contained 20% of alcohol by volume, and was cheap.



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In the past twenty years, and particularly in the past ten, however, the producers of superior wine in California have made extraordinary progress, especially in the field of table wines. The cheaper California

reds and whites are, on the average, quite as good as the *vin ordinaire* of France or Italy or Spain, and the finer ones, the varietal wines (*see*), can stand comparison with all but the rare, truly great wines from European vineyards. The plantings of fine European grape varieties (Cabernet, Pinot, Riesling, Sémillon, etc.) have greatly increased; in equipment and technique, California's best wineries are now on a par with those of Germany and France.

North
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Grapes are grown in most of California's 58 counties (there are bonded wineries in 34), but the major wine districts are two: the cool North Coast area, centered round San Francisco, producing principally table wines; and the much warmer interior valleys, where most of the fortified wines are made. The North Coast area includes the counties, from north to south, of Mendocino, SONOMA, NAPA, Contra Costa, Alameda (the LIVERMORE Valley), SANTA CLARA, Santa Cruz, SAN BENITO and MONTEREY (those in caps being the more important). In the interior valleys there are vast irrigated areas where raisin and table grapes predominate and where cheap fortified wines are made, often from culls — over 60% of the grapes used for wine in California are not "wine grapes" but what the California Wine Institute itself calls "raisin or table grapes." The counties where these are grown, in the San Joaquin and Great Central valleys, are, from north to south, Sacramento, San Joaquin, Stanislaus, Madera, Fresno, Tulare, Kings and Kern. Fresno County alone produces three times as much wine as the entire fine wine district round San Francisco.

A third district, directly east of Los Angeles, in San Bernardino County (the largest county in the United States) has some 16,000 acres of wine grapes, and produces wines comparable to, and in general superior to, those of the French Midi.

Several species of grape vine grow wild west of the Rockies, including *Vitis californica* and *Vitis arizonica*, but *Vitis vinifera*, the "wine-bearing" grape of Europe, was brought to California by Franciscan monks, who established a chain of missions from what is now the Mexican border all the way to Sonoma, north of San Francisco, before 1840. The original grape introduced, now known as the Mission, is a hardy variety giving on the whole poor wine; it has been largely replaced, and now ranks only ninth among red wine grapes, in acreage. What was planted in its stead, especially during Prohibition, hardly represented an improvement and the leading red wine varieties in acreage are, today: Zinfandel (of uncertain origin, productive, giving a rather common but agreeable wine, fruity, not too heavy, fair — and in superior mountain vineyards, quite good); Carignan (the "old dependable" of the French Midi and of Algeria — rather coarse, full-bodied wines, no real quality but not too bad); the Alicante Bouschet (an inferior hybrid, which has no possible virtue except the deep color of the wine it yields); the Grenache (in the proper location, and *only* there, an admirable grape for *rosé*; elsewhere, a passable variety for Port-type wine); the Mission; the Mataro (a common, coarse, productive grape from Spain); the Petit Sirah (an aristocrat in France, the grape of red Hermitage; very probably *not* the same variety in California, possibly the Duriff, yielding very full-bodied wines without any trace of distinction or breed).

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as the *vin ordinaire* varietal wines (*see*). That wines from European varieties (Cabernet-reared; in equipment on a par with those of

counties (there are two: the cool producing principally S., where most of the includes the counties, CONTRA COSTA, CLARA, Santa Cruz, being the more imported areas where raisin-tified wines are made, for wine in California the Institute itself calls these are grown, in the north to south, Sacramento, Tulare, Kings and as much wine as the

S. in San Bernardino has some 16,000 acres alone to, and in general

the Rockies, including *vitis californica*, the "wine-bear" by Franciscan monks, it is now the Mexican Mission, before 1840. The Mission, is a hardy and largely replaced, and in acreage. What was hardly represented and in acreage are, today: a rather common but and in superior mountain "vendable" of the French red wines, no real quality inferior hybrid, which has the wine it yields); the here, an admirable grape (type wine); the Mission; grape from Spain); the of red Hermitage; very possibly the Duriff, yielding (injection or breed).

The roster of mass-production white "wine grapes" is much shorter, since by far the largest part of inexpensive California white wine is made from the Sultanina, or Thompson Seedless, a vastly productive raisin grape which gives a neutral, almost flavorless, pale white wine. The leading true wine grape is the Palomino (excellent for Sherry, almost worthless for table wine); the next, the Sauvignon Vert, is definitely no better; the third, the Burger, is so poorly thought of in its native Alsace that it has not even been "tolerated" in the better Alsatian vineyards since 1965.

Nevertheless, on the whole, the cheap, ordinary table wines of California are at least as good as the *vins ordinaires* of Italy and France. If they were sold under honest American names, and presented with less fanfare, the reds would be quite acceptable; the whites (as is very often the case with *ordinaires*) somewhat less so.

When it comes to better table wines, California has little to be ashamed of and in fact much of which we can be proud. These increasingly tend to go to market under their "varietal" names — the name of the variety of grape from which they are made — and no one could devise a more honest system of labeling. This, plus the name of a respectable vineyard and a good district, is about all that a wine-buyer can ask in the way of a guarantee, and those who know California wines ask for Cabernet Sauvignon, Pinot Noir, Gamay Beaujolais or even Zinfandel when they want good red wine, and Chardonnay, Johannisberg Riesling, Pinot Blanc, Sauvignon Blanc, Chenin Blanc, etc. when they want fine white. These are still produced in limited quantity, but their quality is at least as good as European wines in the same price bracket, and their production will increase as more people come to appreciate this fact.

The following list of California varietal wines is complete, except for a few oddities which are of no great interest and not widely available:

WHITE WINES

| Variety | Quality | Nearest European Equivalent |
|---|-----------|-----------------------------------|
| Chardonnay (or Pinot Chardonnay) | Excellent | Pouilly-Fuissé or Chablis |
| Johannisberg Riesling (or White Riesling) | Excellent | Dry Rhine Wines |
| Sauvignon Blanc (or Blanc Fumé) | Very good | Superior Dry Graves, Pouilly-Fumé |
| Pinot Blanc | Very good | Lesser White Burgundy-Macon Blanc |
| Chenin Blanc (or White Pinot) | Very good | Vouvray or Saumur |
| Traminer (or Gewürztraminer) | Very good | Alsatian |
| Sylvaner | Good | Lesser Rhine Wines |
| Green Hungarian | Fair | Vin Blanc |
| Sémillon | Good | Dry Graves |
| Folle Blanche | Fair | Vin Blanc Supérieur |
| Grey Riesling | Fair | Vin Blanc |
| Colombard | Fair | Vin Blanc |
| Ugni Blanc | Fair | Vin Blanc |

Cabernet Sauvignon
 Pinot Noir
 Gamay Beaujolais
 Barbera
 Gamay
 Zinfandel

RED WINES

Excellent Red Bordeaux
 Very good Lesser Burgundy
 Very good Beaujolais
 Good Italian Barbera
 Fair Lesser Red Macon
 Fair Vin Rouge Superieur

Grenache
 Grignolino
 Gamay

ROSÉ WINES

Excellent Tavel
 Fair Italian Grignolino
 Fair Vin Rosé

All of these grape varieties and wines will be found, described in much greater detail, in their proper alphabetical place in this volume; and additional details concerning them in the Appendix.

The California producers who have undertaken the difficult and often unprofitable and thankless job of turning out this country's best wines and marketing them under honest but relatively unknown varietal names, deserve well of all wine drinkers and of their country. They are of course not very numerous, but they are the elite of California, and most of them are in the North Coast counties. It is to be regretted that they cannot all be listed here, but at least, below, are those that have some national distribution, whose wines are not just locally available. Most of them, and their plant managers and wine makers as well, have a genuine love of good wine and an inextinguishable enthusiasm for it, and rarely willingly deviate from the path that leads toward better quality. This is by no means a blanket endorsement of everything they make, but in general they are people of good taste and good will.

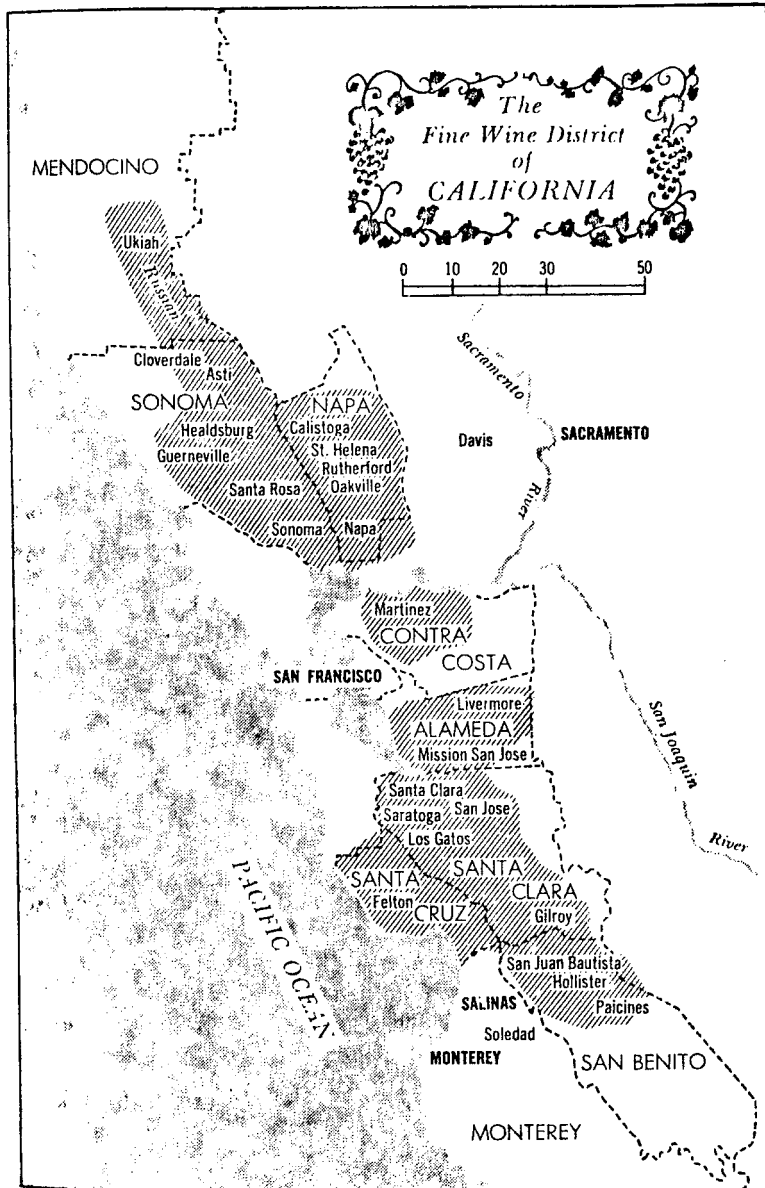
Leading Producers of Varietal Wines

| Vineyard | County or District |
|-------------------------|--|
| Almadén Vineyards | Santa Clara-San Benito, Alameda, Monterey |
| Beaulieu Vineyard | Napa |
| Beringer | Napa |
| Buena Vista | Sonoma |
| Christian Brothers | Napa, etc. |
| ✓ Concannon | Livermore |
| Cresta Blanca | Mendocino |
| Freemark Abbey | Napa |
| Inglenook | Napa |
| F. Korb & Bros. | Sonoma |
| Charles Krug | Napa |
| Louis M. Martini | Napa, Sonoma |
| ✓ Mirassou | Santa Clara, Monterey |
| Robert Mondavi | Napa |
| ✓ Paul Masson Vineyards | Santa Clara, Monterey |

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| <i>Vineyard</i> | <i>County or District</i> |
|-------------------|---------------------------|
| Sebastiani | Sonoma |
| Souverain Cellars | Napa |
| Ville Fontaine | Sonoma |
| Weibel | Alameda |
| Wente Bros. | Livermore, Monterey |

California also produces a substantial amount of sparkling wine, most of it made by the authentic Champagne process and therefore legally entitled to the appellations California Champagne and Sparkling Burgundy. However, in our laws there are no restrictions (like those that exist in France) as to the grape varieties that can be used and only a few, especially honorable, top producers conform voluntarily to what are the legal minimum standards abroad. The best California Champagnes are made, and well made, largely from the Chardonnay, the Pinot Blanc and Chenin Blanc, and they are extremely good sparkling wines, better, in the opinion of most experts, than those of New York State, and among the best produced in the world outside the Champagne Country of France. But there is a large amount of California sparkling wine, most of it labeled Champagne, which is a long way from fine. The best and most dependable producers, in alphabetical order, are Almadén, Beaulieu, Korbel, Kornell, Paul Masson and Schramsberg; also Christian Brothers, Cresta Blanca, and Weibel.

In the field of California Sherry and Port, the situation is even worse: hardly a half-dozen producers follow the classic and costly solera method which is normal practice in Spain and Portugal, but what these producers make is remarkably good. Almadén has been the principal pioneer in this field but Louis M. Martini also produces a good Sherry and Ficklin Vineyards an outstanding Port. But most California Sherry and Port is a sort of by-product of the raisin and table-grape industry, and the average age of California Sherry and Port, when it reaches the consumer is under eighteen months.

A more discriminating public of wine-drinkers (and their numbers are increasing daily) can certainly help make of California one of the very good, possibly great, wine districts of the world. But there is a long road ahead and the good producers need, meanwhile, all the encouragement they can get.

CALON-SÉGUR, Château — (Cal-awn Say-gour) — 3rd Classed Growth of St. Estèphe, Haut-Médoc. Produces some 20,000 cases a year of outstandingly good claret, full-bodied, yet soft and fine. One of the best 3rd Growths today.

CALUSO — (Cahl-loos-o) — Town north of Turin, in the Piedmont region of Italy, and the unusual, rather sweet white wine which is its specialty. This is made from grapes of the Erbaluce variety, left to partially raisin (*see Passito*) indoors over the winter, and pressed and fermented in the spring.

CAMENSAC, Château — (Cam-on-sack) — 5th Classed Growth of St. Laurent, Haut-Médoc.

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NEW YORK *Alfred A. Knopf* 1974

United States: California

try, is red wine made sparkling by either of the two methods used for champagnes. It is usually semi-sweet or sweet, and produced from Pinot Noir, Carignane, Mondeuse, and Petite-Sirah. Of the sparkling wines, mosel- and sauternes-types are treated by the champagne method and are made from the table wines bearing the same names. Sparkling Muscats are made from light Muscat wines, usually Muscat Canelli (Muscat de Frontignan): they tend to be very sweet and are sometimes sold under the Italian name "Moscato Spumante." Another wine is made from the Malvasia Bianca which produces a sweet Muscat-flavored sparkling wine.

Californian carbonated wines are made to sparkle by artificial carbonation and under Californian law must be designated as such. Sometimes known as effervescent wines, they are mass-produced and much cheaper than the relatively better quality and naturally fermented sparkling wines.

VINE-GROWING REGIONS

There are five natural vine-growing regions in California—the North Coast, the Sacramento, the Central, the San Joaquin Valley, and the South Coast. Each has its well-known districts, and almost every grape and type of wine is produced in one or more of these.

North Coast

The North Coast region is to the north and south of San Francisco Bay in the many valleys which lie parallel to the coastal ranges and is generally characterized by warm summers and moderate annual rainfalls. The best dry table wines, both red and white, are grown here. The principal districts are Napa, Sonoma, Mendocino, Livermore, Santa Clara, San Benito, Santa Cruz, and Monterey.

(1) *Napa*

This is undoubtedly the most famous red wine district in California, with fifty bonded wineries and some of the finest vineyards in the country. Napa is the Indian word for "plenty," and the valley abounds in rich, fertile land, while the hillsides are planted in fine grapes. There are approximately 16,500 acres (6,600 hectares) of vineyard, and in 1973, 40,000 tons of grapes were harvested. The average yield per acre was about 3 tons, or 50 hectoliters per hectare. This average is low, since much of the acreage was not bearing. The value of the crop exceeded \$20 million, compared with \$15 million for the Sonoma harvest.

Two-thirds of the production is in red wine. The Cabernet Sauvignon is the royal grape of Napa, producing better than the Pinot Noir. The Cabernet, the same variety used in the great red Bordeaux, is very slow to mature in the Napa region and the wine is sometimes left in casks to age for as long as four years.

The cooler parts of Napa Valley produce the best Cabernet Sauvignon wine in America. Since 1970, more than 1,200 acres (480 hectares) of this one variety have been added to the valley vineyards. With 3,500 acres (1,400 hectares) of Cabernet now growing in Napa, only So-

nomia and Monterey combined can count more of this fine variety.

Napa is divided into the Upper Valley and the Lower Valley. The center of the Upper Napa Valley is the dignified town of St. Helena, but the district stretches 7 miles (11.3 kilometers) north toward Calistoga and in the south it goes as far as Rutherford and Oakville. The Lower Valley covers the area around the city of Napa, an hour's drive from San Francisco, and takes in the northwestern part of a wide valley bottom running up to the Sonoma County border. The soil in the southernmost part of Napa County is heavy and this region is the coolest, owing to its proximity to the bay. The Upper Valley has a gravelly soil, and the mountains influence both the climate and the exposure.

It is a general opinion in Napa that if more grapes were planted on the slopes, better wine would be made—three-quarters of the vines are planted on the flats; and this is one of the few districts where the growers admit that they have good and bad years, so that some will be regarded as vintage years and others not. Another sign of progress in the valley has been the establishment of many group cooperatives; and since 1942 there has been a Vintners' Association to deal with recurrent problems.

The most important vineyards are those of Beaulieu, Beringer, Robert Mondavi, Christian Brothers, Inglenook, Charles Krug, Louis Martini, Freemark Abbey, Sterling Vineyards, Souverain, Hanns Kornell, Schramberg, Joseph Heitz, and Chappellet.

The Lower Napa Valley and Solano County are relatively small producers but the area has recently expanded into neighboring Chiles Valley. The Carneros area of the valley has recently proven to be a prime location for the best varietal grapes.

Beaulieu Vineyard. Georges de Latour founded this beautiful estate and the vineyards in 1900. He imported many cuttings from his native France and found the ideal site for them near Rutherford, where the gravelly soil holds the annual rains without need of irrigation. Beaulieu has maintained a continuous operation right from its beginning; the winery made sacramental wines during Prohibition, and when Repeal followed, Beaulieu enjoyed a success it had never had before with a wide distribution of wines throughout the United States.

There are now four vineyards with about 1,000 acres (400 hectares) in active production, all of them in the center of Napa Valley, except for about 150 acres in the Carneros region, the southernmost part of the valley, where the bay breezes temper the climate. The principal varieties grown are the Pinot Noir, Pinot Chardonnay, and the Cabernet Sauvignon. The Muscat de Frontignan is not too often seen in California, but at Beaulieu this variety thrives abundantly and makes a fine varietal wine. In 1969, the vineyard was sold to the Heublein Corporation.

One of the great wine-makers of the Napa Valley, André Tchelistcheff, supervised production at Beaulieu from 1938 until his retirement in 1973. His BV Private Reserve Cabernet Sauvignon is one of the most distinctive red table wines in the country. The winery has expanded

United States: California

under the new Heublein ownership, and a second tasting pavilion was built in 1973.

For the past thirty-five years, the wines of Beaulieu, particularly the private reserve label, have been among the finest wines produced in the United States.

Beringer Brothers. Two German brothers, Frederick and Jacob Beringer, assured the success of this well-known winery founded in 1876 at St. Helena in the Napa Valley on the north coast of California. The entrance to the spacious and recently refurbished old "Rheinhaus" is just north of the city limits. The vineyard known as Los Hermanos has been active from the very beginning and even flourished during Prohibition by selling sacramental wines to the clergy throughout the country. After many years of operation by the Beringer family, the vineyard and winery were sold in 1970 to Nestlé International, the large food and beverage company. The beautiful tunnels excavated in the limestone hills behind the old winery were preserved, and the rest of the facilities were modernized in a three-year program. New tasting rooms have been opened. Myron Nightengale, one of the most respected wine masters in California, has been put in charge of the wines.

Vintage varietal wines include Cabernet Sauvignon, Pinot Noir, and Pinot Chardonnay. One of the most popular wines is "Bärenblut," a blend of Pinot Noir and Grignolino. "Ports" and "sherries" are also bottled.

The original winery is one of the most picturesque in the Napa Valley and it is visited by thousands every year. The Nestlé Company will build a new winery directly across Highway 29 from the Rhine House. This facility will handle the production of the 2,700 acres (1,080 hectares) of Napa and 1,300 acres (520 hectares) of Sonoma vineyards, plus that of the Carneros vineyards near San Pablo Bay.

Chappellet Vineyards. One of the most beautiful of the new wineries constructed in the North Coast area is Chappellet, situated on Pritchard Hill 1,400 feet (425 meters) above the floor of the Napa Valley. It was planned and built by Donn Chappellet, a southern Californian who made a success in the automatic food vending business. The hillside land he purchased in 1967 included hundreds of acres of vineyards, much of which was replanted in Merlot, Pinot Chardonnay, Cabernet Sauvignon, Chenin Blanc, and Johannisberg Riesling.

The handsome pyramid-shaped winery, built into the side of a hill among oak trees, blends beautifully into the terrain. Its gleaming stainless steel fermenting vats contrast with the new wooden cooperage and the matte metal roof. The oenologist, Philip Togni, has worked in three countries, and for the author in France.

The Christian Brothers. Known in the United States as "The Brothers of the Christian Schools," these are members of a monastic order founded in the early eighteenth century, in France, by St. Jean-Baptiste de La Salle, primarily for teaching. The winery of the Brothers is now one of the most important producers in the North Coast region of California. The large vineyards are at Mont La Salle on the edge of the Napa Valley and along Redwood Road in the Mayacamas range, with new vineyard properties throughout the other sections of the Napa Valley.

The grape plantations total more than 1,500 acres (600 hectares) most in Napa and the San Joaquin Valley, where the dessert wines and brandies are made. The Brothers control more vineyard land than any other Napa group, and in fact own a half a dozen wineries, including the old "Greystone" ageing cellars just north of St. Helena near Charles Krug and Beringer Bros. Their mountain vineyard produces excellent Pinot Chardonnay and Pinot St. Georges. Two of the well-known Christian Brothers wines are Château La Salle, a light Muscat table wine, and Pineau de la Loire. As a whole, Christian Brothers wines are some of the best made on the North Coast. Fromm and Sichel are worldwide distributors for their products. Christian Brothers sell more brandy than any other distiller in the United States.

The vice-president and cellar-master is Brother Timothy, whose collection of antique wine accessories and illustrations has toured museums throughout the country.

Cuvaision, Inc. This small winery is north of St. Helena along the Silverado Trail, which runs parallel to "wine" Highway 29. In 1970 two wine-lovers, Thomas Cottrell and Thomas Parkhill, established Cuvaision with the intention of making a limited number of 100% varietal, vintage-dated table wines. In 1973 a controlling interest was purchased by Oakleigh Thorne of New York.

Jerome Draper Vineyards. Though no wine is made, the Jerome Draper Vineyards have for more than a decade been an important contributor to the Napa wineries. The fine quality wine grapes grown on the 105 acres (42 hectares) of vineyards are sold to some of the best wineries in the valley, including Beaulieu, Inglenook, Schramsberg, Mayacamas, and Buena Vista. The beautiful, well-tended hillsides are planted with Riesling, Cabernet Sauvignon, Pinot Noir, Pinot Chardonnay and other *Vitifera* varieties.

In 1875 a San Francisco jeweler, Charles Lemme, bought the land, planted vines, and named the estate La Perla. Lemme sold it to the Schilling Spice Company; and then Horace Lanza, a well-known California vintner, bought the property. La Perla was acquired by Mr. Draper in 1943. He has kept most of the land forested and continually improves the charming vineyards.

Franciscan Vineyards. Another of the new small wineries of Napa is Franciscan Vineyards, with 180 acres (70 hectares) of vines and a medium-sized wine-making facility on the wine highway 6 miles (9.5 kilometers) south of St. Helena at Rutherford. The first grapes were harvested in 1973, and the first white wines were ready for sale late the following year.

Freemark Abbey. Seven partners reorganized this winery, which is located a short distance north of St. Helena, the premier wine town of the Napa Valley. Freemark Abbey's modern and well-equipped wine-making facilities are in the lower levels of a handsome old brownstone building built in the late nineteenth century. The upper section of the large structure is a store devoted to candles, cookware, and specialized merchandise. Only varietal table wines such as Pinot Noir and Chardonnay, Johannisberg Riesling and Cabernet are produced. The partners have experimented extensively with ageing their wines in oak cooperage from a number of European countries. 120

recent New York blind tasting with a distinguished panel of judges, a Freemark Pinot Chardonnay won top honors.

Joseph Heitz Winery. With but 30 acres (12 hectares) of home vineyards at his winery, Joseph Heitz looks to other growers in the Napa Valley for the grapes to be used in his good varietal table wines. Heitz, a former professor of oenology with a reputation as a master wine-blender, began his own operations in the early 1960s. He first bought the tiny property of Leon Brendel in St. Helena and then purchased an old stone winery with vineyards on Taplin Road a few miles east of the town. Within a decade, his wines had such a success that Heitz expanded his facilities. Yet the operation is still small, with production each year around 15,000 cases, just about the same volume of an average-sized château in Bordeaux. However, unlike a Bordeaux wine property, Heitz makes a wide variety of wines: Chardonnay, Cabernet, Pinot Noir, White Riesling, Zinfandel, Barbera, and Grignolino, plus a few "ports" and "sherries."

Inglenook Vineyards. This winery is just off Highway 29—called the Napa Valley Wine Road—at the crossroads town of Rutherford. The nearby vineyards were founded in 1879 by Captain Gustav F. Niebaum, on the slopes of Mount St. John. He kept up the vineyards until his death in 1908, when Inglenook was passed on to his nephew, the late John Daniel, Jr. Daniel directed its operation through Prohibition, and after Repeal successfully carried on the family tradition of growing fine grapes on the 225-acre (90-hectare) vineyard. The best were Cabernet Sauvignon, Pinot Noir, Sémillon, Pinot Chardonnay, Pinot Blanc, and Traminer, with some land planted in the Gamay of Beaujolais and the Merlot from Bordeaux. In 1972 this old family estate, including the vineyards and country house, was purchased by Oakville Vineyards. Eight years before, the first of the Inglenook organization had been sold to United Vintners, which in turn became part of Heublein in 1968.

Though the production of generic wines was begun by the new owners, they have continued to make some of the fine vintage varietal wines which originally brought fame to the property. The great days of Inglenook started in the late 1930s, when the company became the first California winery to restrict its output to varietals. Bottles of Cabernet Sauvignon and "Cask Selection" wines from these vintages are rare and fetch very high prices at auctions.

Hanns Kornell Champagne Cellars. The Hanns Kornell cellars are 5 miles (8 kilometers) north of St. Helena east of the main Calistoga highway. German-born and -trained Kornell is one of the few remaining independent "champagne" producers in California, even though his winery on Larkmead Lane has been turning out sparkling wine for only the past fifteen years. The winery itself dates from the late nineteenth century. Kornell took it over after moving from Sonoma, where he had established his first winery in the early 1950s. Today he makes what he calls "Third Generation" champagnes—wines which have won numerous medals at international competitions. There are no vineyards, for Kornell buys still wine and then develops his sparkling *cuvées*. He has an inventory of more than 1.5 million individually-processed

bottles resting in his cellars. One of the new vintages is a "Sehr Trocken" wine in the style of the German Sekt. Kornell produces sparkling wines for other vintners lacking the skill or inclination to make their own.

Charles Krug Winery. Established in 1861, this is the oldest operating winery in Napa Valley. It is now owned and family operated by C. Mondavi & Sons, who produce and bottle at Charles Krug Winery, St. Helena, fine generic and varietal wines. The old winery building trimmed in brown and gold is north of St. Helena along Highway 29, and the site is framed by nearby mountains.

Charles Krug, one of the great names in California wine history, was a worthy pupil of Colonel Haraszthy in Sonoma. In 1858 he made the first commercial wine in Napa County, using a small cider press. He built his first winery and planted his first vines on the present St. Helena site in 1861; and soon his wines were famous throughout America and in Europe. During his lifetime he trained C. H. Wentz, Jacob Beringer, C. J. Wetmore, and many other leading Californian wine-makers, and was a prominent figure in California wine circles until his death in 1892.

Since 1943, when the Mondavis acquired the Krug winery buildings and vineyards, the size, scope, and efficiency of the cellars have been enlarged. They are among the best equipped and most efficient in California. The family has also pioneered wine-making innovations and techniques. The vineyards are planted in such fine white grapes as Chardonnay, Chenin Blanc, Gewürztraminer, Johannisberg Riesling, Sémillon, and Sauvignon Blanc, and red varieties which include Cabernet Sauvignon, Gamay, and Pinot Noir. Krug Chenin Blanc was the first varietal made from that grape in California.

In 1962 the Mondavis purchased approximately 500 acres in nearby Oakville of the historic To Kalon vineyard, considered one of the finest in all Napa Valley. Other sources of fine Napa Valley wine grapes contribute to the vineyard program.

The premium wines of C. Mondavi & Sons bear the label Charles Krug. Other labels are Napa Vista and CK. In 1966, Robert Mondavi dissociated himself from his brother and started a winery under his own name in Oakville.

Louis M. Martini Company. Louis M. Martini, the founder of this fine wine firm, was born in Pietra Ligure, Italy in 1887 and came to the United States at the turn of the century. For many years his dream had been to produce excellent wines, and when Prohibition was repealed in 1933, he built a large winery at St. Helena, some 65 miles (104 kilometers) north from San Francisco. Over the next ten years he acquired three important, well-situated vineyards and planted them with fine grape varieties. In 1941, the author and his then associate, Frank Schoonmaker, started selling American wines under American names. It was then that Louis Martini wines, among others, were for the first time offered east of the Rockies.

The family vineyards today consist of 380 acres (152 hectares) in the Carneros district, 280 acres in the mountains near Sonoma, 200 acres in Healdsburg, and 280

acres near St. Helena. These include the expansion carried out in the late 1960s by the son, wine-maker Louis P. Martini.

St. Helena grapes are mainly Cabernet Sauvignon, Johannisberg Riesling, Zinfandel, and Chenin Blanc. In the Napa vineyards Chardonnay and Cabernet predominate. The Martini land in Sonoma is planted with Gewürztraminer, Chardonnay, Folle Blanche, Zinfandel, Merlot, and Gamay. A varietal Merlot has just been placed on the market.

The elder Martini at age 86 is the dean of Napa Valley wine-growers and certainly one of the most important figures in the California industry. His wines have a national reputation for quality and fair price.

A third Martini generation is now learning the family business in Napa.

Mayacamas Vineyards. The beautiful terraced Mayacamas vineyards are high on the crests of the Mayacamas Mountains, up the steep Lokoya Road and 1,000 feet (300 meters) above the Mont La Salle property of the Christian Brothers. They are about 12 miles (19 kilometers) from the town of Napa. The original owner, Jack F. M. Taylor, began to make wine there in 1945. He and his wife, Mary, were among the first new producers of good wine in Napa after the Second World War. Their output included seventeen red and white table wines, and a remarkable Zinfandel Rosé.

In 1969 Robert Travers and his wife, together with a few partners, bought the winery and vineyards from the Taylors. The quality has remained high, but wisely, the selection of wines has been cut to four vintage-dated varieties: Chardonnay, Chenin Blanc, Cabernet Sauvignon, and Zinfandel Rosé.

There are 40 acres (16 hectares) of vines.

Robert Mondavi Winery. One of the leaders of the premium wine industry in California today is quality-minded Robert Mondavi. He and his son Michael produce some of the best varietal wines in the United States. Years of work as a partner in the Charles Krug Winery have given Mondavi the experience needed to launch a new operation of his own in 1966. The winery, northwest of the historic town of Yountville, is one of the most efficient and handsome in the state. Mondavi's philosophy is similar to that of the other conscientious North Coast vintners: "There is a place for a relatively small winery to produce, in a limited quantity, wines that will have the complexity and character to be found in the great growths of the world."

A selection of excellent varietal wines is made, including a fine Cabernet Sauvignon, Chardonnay, Riesling, Traminer, Chenin Blanc, Fumé Blanc, Sauvignon Blanc, Gamay Rosé, and Gamay Beaujolais. The Mondavi vineyards cover 800 acres (320 hectares). Once the winery had had its first harvest and began to grow, a share of the business was bought by the Rainier Brewing Company of Seattle, Washington.

Robert Mondavi travels extensively in Europe to search out new wine-making equipment and the latest in technique. He was one of the first in California to experiment with barrels for ageing made from different types of

oak. The Spanish-style winery with handsome paneling and spacious patios is used by groups for luncheons and wine tastings. The Mondavis also sponsor musical events.

Oakville Vineyards. At the Oakville crossroads along the Napa-St. Helena highway stands the Oakville winery, re-established in 1969 by a syndicate headed by Wilfred E. van Löben Sels. Oakville was once the Madonna Winery, owned by the Bartolucci family, who produced bulk wines and brandies. Today the old still house is a tasting and retail sales room. The new owners have bought 300 acres (120 hectares) of vines and begun to produce several varietal and generic wines. Oakville bought the valuable family vineyard and home at Inglenook in 1973. The winery is known for its Sauvignon Blanc, Napa Gamay, Chenin Blanc, Cabernet Sauvignon, and a dry "champagne."

Schramsberg Vineyards. Established by a German pioneer, Jacob Schram, the old winery had fallen upon bad days until Jack Davis, an energetic man from Los Angeles, bought the abandoned building and vineyards in 1965. He brought into the venture a group of partners, but Davis and his wife live at Schramsberg and produce its famous sparkling wines. Schramsberg makes only sparkling wines. President Nixon took Schramsberg wine (which is served at the White House) to China for his 1972 visit. Davis has replanted the 50 acres (20 hectares) of home vineyard with Pinot Noir and Pinot Chardonnay grapes, from which he makes Blanc de Blancs and a Blanc de Noir wine.

The winery is on a winding road off Highway 29, between St. Helena and Calistoga. The building dates from the middle of the nineteenth century and has been designated a state landmark.

Souverain Cellars. When Pillsbury, the large food company, entered the wine business in California, it first bought and rebuilt the old Souverain Cellars and then constructed a new facility called Ville Fontaine in neighboring Sonoma County. The large concrete slab Sonoma winery dominates the site 4 miles (6.5 kilometers) north of Healdsburg and produces 1 million gallons annually.

The original Souverain winery was started by Lee Stewart in 1943 on a fine slope along the Silverado Trail overlooking the floor of Napa Valley. His original 30 acres (12 hectares) of vineyards had been planted by a Swiss in 1871. The modest winery makes 12,000 cases of wine each year, some of it Johannisberg Riesling, Pinot Chardonnay, Cabernet Sauvignon, Chenin Blanc, and Green Hungarian. Stewart was one of the first in the state to make a decent wine from the Petite-Sirah grape; since his early effort many other vintners have followed suit. The winery was sold in the late 1960s and then bought by Pillsbury.

Spring Mountain Vineyards. In 1963 Michael Robbins, an engineer, moved into a Victorian residence on the hillside a mile north of St. Helena. Within five years he joined the ranks of Napa Valley vintners. His 20 acres (8 hectares) of varietal grapes at Oakville produce Spring Mountain Sauvignon Blanc, Chardonnay, and Cabernet. A new winery was finished in 1973 just behind the old house.

Sterling Vineyards. Sterling Vineyards is owned by several executives of Sterling International paper products company. The medium-sized and modern winery opened in 1973 is 4 miles (6.5 kilometers) north of St. Helena. The 400 acres (160 hectares) of vineyards were cleared in the early 1960s and eventually planted in Chardonnay, Chenin Blanc, Cabernet Sauvignon, Merlot, and Zinfandel. The Pinot Chardonnay wine is good and well known.

The new winery is located high above the valley and is reached by an aerial tramway, making it a favorite attraction for the many Napa tourists.

Stony Hill Vineyard. Situated on a private road north of St. Helena, Stony Hill is small and secluded. The winery produces two or three wines only: Pinot Chardonnay, White Riesling, and Gewürztraminer. Frederick McCrea started the operation in 1951 and raised the buildings on the family's summer-home site. The 40 acres (16 hectares) of vines followed. The small-scale winery makes some of the best white wines in California; they have won awards at the State Fair; but unfortunately the very small supply is sold only by mailing list. McCrea plans to make a red varietal table wine in a few years.

Sutter Home Winery. Driving north into the heart of the North Coast wine country, one can find Sutter Home just south of the pleasant town of St. Helena near so many of the other best wineries. The wines are good and have been made by the Trichero family since the late 1940s. They produce Sauvignon Vert and a nice Zinfandel plus a marsala-type wine called Moscato Canelli and an aperitif named Chinato.

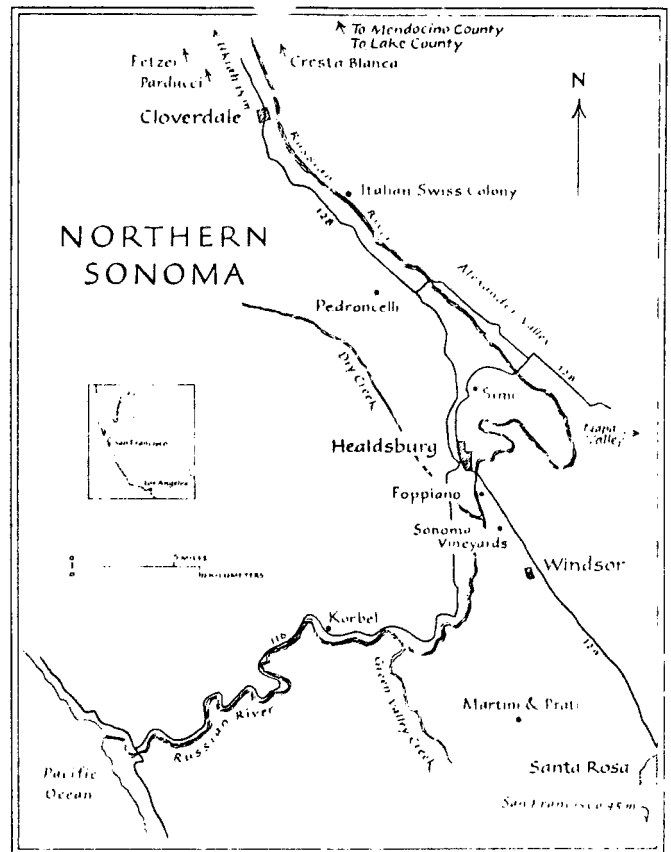
(2) Sonoma

This district, which lies directly north of San Francisco, yields some excellent table wines and sparkling wines which rank with the very best in the state. Sonoma is one of the three top wine-producing counties in California, with an average total of 17,000 acres (6,800 hectares) planted in vines, and with a total of thirty-five it is second only to Napa in number of bonded wineries. Unfortunately, however, although in this district conditions seem perfect for the production of fine wines, quantities of rather ordinary table wines are in fact made here. The wines of Sonoma County come from the Sonoma Valley, Santa Rosa, and the Russian River Valley.

The Sonoma Valley runs parallel to the Napa Valley, separated from it by the high peaks of the Mayacamas Mountains; this is the original "Valley of the Moon" of Jack London, who wrote and died in this beautiful country. The Buena Vista Vineyards, Hanzell, and Sebastiani make the best quality table wines. In north Sonoma County, Simi and Sonoma Vineyards are gaining good reputations.

Santa Rosa derives its name from the Santa Rosa Creek which empties its waters into the Russian River. The Fountaingrove Vineyard, founded in 1873, has been uprooted and is now a cattle ranch. Wine is no longer produced on this romantically named estate.

In the Russian River Valley are a number of the area's wineries. The most important of them is Korbelt & Bros. champagne company, with vineyards on the hillsides



along the river. The average yield for all the Sonoma region vineyards at the last harvest was about 2.5 tons per acre, a little more than 40 hectoliters per hectare. The average is low because of many non-bearing acres included.

Buena Vista Vineyards. Situated on what has become "winery row" a mile from the historic town plaza of Sonoma, and 40 miles (64 kilometers) north of San Francisco, are these historic vineyards originally planted by the great Californian viticulturist, Colonel Agoston Haraszthy, who wrote his classic *Report on Grapes and Wines of California* on the terrace of his Buena Vista house and advised growers from many parts of California on the cultivation of their vines. After his death in 1869, his winery was carried on by his sons Attila and Árpád. The phylloxera plague destroyed many of the European vines at Buena Vista, and the final catastrophe came with the earthquake of 1906, when the winery and storage caves collapsed in ruins. Thereafter, viniculture at this famous vineyard remained at a standstill until 1943, when the two wineries were restored and more acreage was bought. At present, the vineyards near the charming stone winery are planted with Pinot Noir, Cabernet Sauvignon, Riesling, Traminer, and Sylvaner.

The Young's Market company of Los Angeles bought Buena Vista in 1968; it now is one of the major distributors of the wines. These new owners have purchased a 600-acre (280-hectare) tract in the promising Carneros area—that fine region for the varietal wine grape which straddles the border between Sonoma and Napa.

Frank Bartholomew, the former owner, has opened a new winery in Sonoma, of which a description follows.

Hacienda Wine Cellars. Former newspaper editor Frank

H. Bartholomew's new winery is in the heart of the Valley of the Moon, a mile and a half from the center of town. His Hacienda Wine Cellars aims to offer not only its own wines but also the best vintages from the other good Sonoma producers. The wines are sold only at the Sonoma location.

Hanzell Vineyards. When James D. Zellerbach retired as U. S. ambassador to Italy in the 1950s, he came to Sonoma wanting to make wines as good as the fine European ones he had come to know. He modeled his wines, vineyards, and the winery itself on a French original. The building and plantation attempted to resemble those of the Clos Vougeot, and the wines were made from only Burgundy grapes: Pinot Noir and Pinot Chardonnay. In his close attention to every French detail, Mr. Zellerbach discovered that much of the complexity of European wines derives from the ageing in barrels made from oak common only to parts of Europe. He was the first to import French barrels, but today the practice is widespread. Hanzell is a combination of the ambassador's last name and his wife's first name, Hannah.

After Mr. Zellerbach's death, the property was bought by Douglas Day. Mrs. Mary S. Day, his widow, has continued to make the same small number of fine wines reminiscent of Burgundy.

Italian Swiss Colony. This sprawling winery in the gently rolling hills of Asti, California is the largest of the United Vintners operations, all owned by Heublein. The original Italian-Swiss colony was founded in 1881 as an agricultural haven for displaced citizens of those two nations. Even before the turn of the century, it counted more than 1,500 acres (600 hectares) of vineyards. Today, hundreds of grape-growers throughout the region supply the enormous winery, and United Vintners has 2,000 acres (800 hectares) of its own vineyards.

Andrew Sbarboro started the company and built the winery in 1887, but his first wines were failures. A young Italian pharmacist from San Francisco, Pietro Rossi, came to Asti and brought the wine-making skills he learned in Europe. Soon the wines were a success. The present generation of Rossis is still active in the company.

When Louis Petri ran Italian Swiss Colony from the 1940s through the 1960s, the winery organization became one of the largest in the world.

The capacity of the six Heublein wineries at Asti, Madera, Reedley, Oakville, and Stockton, combined with Inglenook at Rutherford, is 95 million gallons (1.146 million imp. gallons, 3.6 million hectoliters). They produce a wide range of table wines, dessert wines, "ports," "sberries," "champagnes," as well as brandy and flavored wines. Among the many national brands are Lejon, Petri, Bali Hi, and Annie Green Springs.

F. Korbelt & Bros., Inc. The Korbelt winery and vineyards are located in one of the most picturesque sections of California, alongside the winding Russian River at Guerneville. The Korbelt brothers came from the small town of Behine in Czechoslovakia to settle down in Guerneville in the Russian River Valley of Sonoma County. They made their first "champagnes" in the nineties, and after the Second World War they dropped their table wines and

devoted their skill exclusively to the production of sparkling champagnes. Early in 1954 Anton and Leo Korbelt sold the corporation to Adolph, Ben, and Paul Heck. Adolph and Paul Heck, originally from St. Louis, were formerly president and production manager of Italian Swiss Colony of Asti, California; Adolph became the president and wine-maker of Korbelt and Paul Heck the executive vice-president.

Some of the important varieties used at the ranch for the production of sparkling wines are Pinot Noir, Pinot Blanc, Sémillon, and White Riesling. The winery produces Korbelt Brut and Korbelt Extra Dry (for eastern markets mainly), and Korbelt Sec (medium dry), Korbelt Rouge, and Korbelt pink champagnes.

Although the Heck brothers continue to run the winery and vineyards, the Jack Daniels Distilling Company has owned Korbelt and distributed the wines since 1966. The winery makes table wines as well as sparkling ones. Many of the grapes for the still wines come from the 700 acres (280 hectares) of varietal vineyards in the northwestern section of the county.

Martini & Prati Wines, Inc. Seven miles (11 kilometers) northwest of Santa Rosa on Laguna Road stands one of the oldest and largest wineries of Sonoma. From its 62 acres (25 hectares) of vine, Martini & Prati make generic wines, fruit wines, vermouth, and a pleasant Zinfandel. Some of these are shipped in bulk to bottlers in other parts of the country. The winery owns the Fountaingrove label, which at one time marked some of the best California wines.

J. Pedroncelli Winery. Though less well known than some of its neighbors, the Pedroncelli winery makes good wines: a fine Zinfandel, Pinot Chardonnay, Chenin Blanc, Cabernet Sauvignon, Pinot Noir, and Petite-Sirah. The vineyards and winery are a mile northwest of Geyserville along Highway 101. John Pedroncelli, Sr., chose the Canyon Road property in 1927 because the land and climate reminded him of his native Italy. There are today nearly 150 acres (60 hectares) of vineyard. Pedroncelli made the first Zinfandel rosé in California.

Sebastiani Vineyards. The town plaza of Sonoma, where the State Bear Flag was briefly raised in the 1840s to mark the capital of California, sits in the midst of quite a few buildings that have the same name: Sebastiani. The reason for this is the Sebastiani Winery and vineyards, founded by Samuele Sebastiani in 1904. He had saved enough money in the eight years since his arrival from Italy to come to Sonoma and make wines. Soon the original bulk-wine business was profitable, and buildings with the family name started appearing around the town.

Twenty-five years ago the winery gave up making anonymous bulk wines and started to produce better ones under the family label. Their successes have been admirable, and include Green Hungarian, Gamay Beaujolais, Barbera, and a pleasant and fruity Gewürztraminer. The Pinot Noir and Cabernet Sauvignon are among the best in the state.

The winery is still family-owned and -managed. There are about 2,000 acres (800 hectares) of vineyards.

Simi Winery, Inc. This winery, with a distinctive stone

façade, is north of Healdsburg along the dramatic Redwood Highway. It was built in 1876 by the Simi brothers, two early San Francisco wine merchants. Russell Green bought the winery in 1970, rebuilt it and started to make good varietal wines from grapes grown on vineyards he had owned since 1958. His 500-acre (200-hectare) plantation in the Alexander Valley section of Sonoma is planted in a wide range of good wine grapes. All Simi wines are vintage-dated.

Sonoma Vineyards. Started in a tiny tasting room at Tiburon facing San Francisco Bay, Tiburon Vintners has grown into a large wine and grape enterprise in only a decade. A striking, modern winery is located at the small town of Windsor off Highway 101 near Santa Rosa. This impressive building includes a tasting and reception area and an outdoor amphitheater for summer musical productions.

Rodney Strong, a dancer who had performed on Broadway and in Europe, sold generic and varietal wines with the Tiburon label throughout the bay area. His business grew and Strong planned what has become one of the largest quality vineyard operations in northern California. Many of the 5,000 acres (2,000 hectares) of vines are controlled by "tax-shelter" syndicates. Sonoma Vineyards operates these on a management fee basis. This method has recently been employed by some wineries to control grape production without assuming the financial burden of purchasing and developing vineyard land. Most of the wines are not yet quite equal to the high quality of the vineyards, although the sparkling wine is among the better bottle-fermented "champagnes" of California. In 1971 Sonoma—then called Tiburon Vintners—made a public stock offering.

(3) Mendocino

Growers in this district have recently begun to cultivate finer wine grapes, and vineyard area has increased from 1,200 to more than 7,000 acres (2,800 hectares) and is still growing. Hillsides once thought impossible to irrigate for frost control are now being watered from farm ponds filled by the run-off from the mountain rains. Cabernet Sauvignon and Gamay Beaujolais are the major grapes planted, but some interest is shown in Pinot Chardonnay and the reliable Zinfandel. Mendocino may have great potential as a fine-wine district, but until the beginning of the present decade, it was somewhat ignored. Certain vineyards, especially those in the cooler micro-climate, will indeed produce some of the best wine from northern California. The best wineries in this county are found near Ukiah.

Cresta Blanca Winery. The famous name of California's first premium winery has come to life again. Now north of Ukiah, rather than in the Livermore Valley near San Francisco, Cresta Blanca has returned to the production of good varietal wines.

Charles Wetmore, an early and innovative vintner, established Cresta Blanca in 1892. He had traveled in Europe for the state Viticultural Committee and brought back cuttings of fine vines from France. Remarkably, only

one year after the estate was founded, Cresta Blanca wines won medals at the 1893 Paris Exhibition. After some poor vintages under Schenley ownership, the winery was bought by the Guild Wine Company in 1971. Gamay Beaujolais, Petite-Sirah, Cabernet Sauvignon, Zinfandel, Grignolino, Sylvaner, and Pinot Chardonnay are produced, along with some dessert and sparkling wines.

Fetzer Vineyards. In the secluded Redwood Valley on Bel Arbes Road lies the 90-acre (36-hectare) vineyard and winery owned by Bernard and Kathleen Fetzer. Strictly a family enterprise, with John Fetzer the wine-maker and James Fetzer the manager, Fetzer Vineyards make 100% varietal vintages, which are sold as Mendocino wines. The winery is one of the few in the area to use the county place-name. The Fetzers have been making wine at their facility since 1968, but the vineyards planted in Sémillon, Sauvignon, and Cabernet date from the late 1950s.

Parducci Winery. Three miles (about 5 kilometers) north of Ukiah are these forty-year-old cellars, established after Repeal by Adolf Parducci. One of the better-known North Coast wineries, Parducci makes most of its wines from new and not always proven vineyards in Mendocino and Lake counties. Four 1969 Cabernet Sauvignons vinified from grapes grown on four scattered plots were produced in an effort to try out new wine growing districts. John and George, Adolf's sons, now operate the winery. There is a new tasting room for visitors. John Parducci prefers to age their wines in redwood, rather than in oak, as is the custom in Europe and most parts of California.

(4) Livermore

This is a district noted for its production of many fine wines. Alameda County's Livermore Valley is known throughout the country for its good Sauternes-type, as well as for other outstanding white wines. The valley was named after pioneer Robert Livermore who, as early as 1848, had a vineyard near the town that bears his name.

The Livermore Valley (more of a basin than a valley) comprises two important wine-growing areas—the vineyards surrounding the town of Livermore, and the neighboring sector of Pleasanton. In 1887, Charles A. Wetmore said of the valley: "Here every condition known to be essential for the production of the highest grades of wines and brandies, approximating the noblest French types, exists." With cuttings he brought directly from the vineyards of Margaux and Château d'Yquem in Bordeaux, Wetmore founded in 1882 the concern which won renown as Cresta Blanca, now reopened in Mendocino. Today, the two outstanding wineries of Livermore Valley are Concannon Vineyard and Wente Bros.

The soil of most of the vineyards in this section is made up largely of coarse, arid-looking stones like that of the Châteauneuf-du-Pape vineyards of the Rhône Valley and the gravel of some of those in Graves and the Médoc. This soil is, in California, particularly adapted to the production of full-bodied white wines ranging from very dry to sweet. Recent attempts to make the wines lighter have been successful, and early bottling has done much to improve these wines which only in 1964 were considered by many to be very heavy. Because of the climate and the

This Los Gatos-Saratoga area produces some of the finest table wines and sparkling "champagnes" of California. The principal vineyards are those of Almadén, Mount Eden (Martin Ray), Mirassou, and Paul Masson.

The second area of Santa Clara lies to the east of San José and the vineyards of the Evergreen area stretch onto the slopes of Mount Hamilton. Although this district does not produce heavily, the wines are generally superior. The hundred-year-old home winery and vineyards of the Mirassou family are here.

The third area is in the southern part of Santa Clara County near the towns of Madrone, San Martin, and Gilroy. One of the largest in this area is San Martin, and there are many small wineries making good average wine and catering to the local trade. Santa Clara County is one of the world's greatest fruit-growing districts, and its viticultural past goes back to the days of the Spanish padres who planted the valley's first domestic grapes.

Santa Cruz County is separated from Santa Clara only by the bordering Santa Cruz Mountains. Although there are only three bonded wineries, the vineyards produce good sound grapes. In the past decade this county has become more important because of its good varietal vineyards. It has yet to gain greater recognition, since there is a total of only 80 acres (32 hectares) of grapevines; most of these are at higher and cooler elevations.

The counties of San Benito and San Luis Obispo lie south of Santa Clara and Santa Cruz, and their output of table wines is improving and increasing. Largely because of Almadén, San Benito counts 4,600 acres (1,840 hectares) of varietal grapes, plus four bonded wine cellars. The four producers in San Luis Obispo are grouped around the quiet town of Templeton.

Almadén Vineyards. These vineyards produce some of the finest wines made in California. About 8 miles (13 kilometers) south of San José and between Los Gatos and the former quicksilver mining town of Almadén stands the California State Historical Landmark No. 505. "In 1852 Charles Le Franc made the first commercial planting of fine European wine grapes in Santa Clara County and founded Almadén Vineyards." Whether Le Franc or Étienne Thée, his French compatriot from Bordeaux, was the original founder, is open to debate, but it was undeniably Charles Le Franc who planted choice European grape varieties at the foot of the Santa Cruz Mountains, where the heat of the constant Californian sun is tempered by cool evening breezes from the Pacific. The rocky soil is not fertile enough for large yields, but the hillsides of Almadén offer grapes of special quality.

Almadén wines are almost all varietal wines, bearing the grape name on the label. The Pinot Chardonnay is a good American white wine; and the local Cabernet Sauvignon is a red wine of distinction. The pride of this winery is probably its particularly fine rosé—the Almadén Grenache Rosé, a really delightful pink wine.

Louis Benoist, a San Francisco businessman, bought the vineyards in 1941 and increased the acreage in varieties by securing, under the recommendation of soil experts, two vineyard tracts totaling 300 acres (120 hectares). One of these, in the Santa Cruz Mountains near

Eagle Rock, is planted entirely with Johannisberg Riesling; the other, the Foothill Vineyard, lies 2 miles south of the main ranch, and its principal growths are Cabernet Sauvignon and Pinot Chardonnay.

In 1959 the 3,500-acre (1,400-hectare) Rancho Paicines, 150 miles (240 kilometers) south of San Francisco in San Benito County, was purchased by Almadén Vineyards, and grapes were planted in hillside land among them Pinot Noir, Cabernet Sauvignon, Johannisberg Riesling, Gewürztraminer, Sémillon, and Pinot Chardonnay. The property, classified as a mountain vineyard with elevation ranging from 700 to 1,000 feet (200 to 300 meters), includes several soil types and climate exposures, particularly adapted to the cultivation of fine varietal wine grapes. Almadén later leased and then purchased the winery and 500 acres (200 hectares) of vines on the old Valliant property of the W. A. Taylor Company. This land, 4.5 miles (7.2 kilometers) south of Paicines, has become the Almadén Cienega branch. Still other new vineyards are in Alameda and Monterey. National Distillers bought Almadén in 1967; today it is one of the fastest-growing wineries in the state and has more acres of varietal vines than any other producer.

David Bruce Winery. Located along Bear Creek Road in the peninsula town of Los Gatos, David Bruce's winery includes a small cellar and some varietal grape vineyards planted with Zinfandel, White Riesling, Pinot Noir, Chardonnay, and Cabernet Sauvignon. Dr. Bruce, a physician, has been producing wines in California since 1964. His Zinfandel and "Pinot Noir Blanc" are good wines.

Paul Masson Vineyards. Begun in Santa Clara in the 1880s, the Paul Masson operations were for many years confined to that region. Only in the past decade has the large company moved into Monterey, where the soil and climate encourage good varietal wines. The main table wine and "champagne" cellars remain at Saratoga, about 15 miles (24 kilometers) from San José.

The winery is named for a Burgundian who came around the Horn to San Francisco in 1878. Masson carried an introduction to a fellow Frenchman, Charles Le Franc, and soon the two were making a popular "champagne." Masson became Le Franc's partner, son-in-law, and when Le Franc died in 1892, his successor. In 1905 Masson built a hillside "château" and winery in the midst of his Santa Cruz mountain vineyards. Martin Ray took charge in 1936 but later established his own winery. Since 1942 Paul Masson has been owned by the Seagram distillers.

Five thousand acres (2,000 hectares) of good vineyards have been planted in the Gilroy and promising Pinnacles sections of Monterey. In addition to a selection of varietal wines, fortified wines, "champagnes," and brandies, much of the Paul Masson production consists of "proprietary" blends using grapes developed by the University of California. Examples are Rubion, Baroque, and Emerald Dry.

Mirassou Vineyards. The vineyards of Mirassou are in the Evergreen district 5 miles (8 kilometers) east of San José and 75 miles (125 kilometers) south near Soledad in

Monterey. Mirassou wines are made at Evergreen, where they may be sampled in a new tasting room.

The Mirassou wine business started in Gold Rush days. When the daughter of Pierre Pellier, himself a wine-grower, married Pierre Mirassou, the winery began to prosper. In the 1960s a fifth generation took over the company and started to sell the wines under the family name instead of in bulk as had been done before. Within a few years wines from Mirassou were known throughout the state.

The better wines are Cabernet Sauvignon, Gewürztraminer, Zinfandel, and Chenin Blanc. Auctions of varietal wines are held at the winery several times during the year.

Novitiate Winery. This branch of the Jesuit order has operated a winery in California since 1888. The present one overlooks the town of Los Gatos and can be reached by a circuitous road from the village below. Most of the surrounding vineyards have been sold to developers, and the grapes for the wines come from 600 acres (280 hectares) in San Benito. A few are shipped from the interior valleys. Novitiate is known for its fortified dessert wines and "sherries," but has recently made good table wines: Pinot Blanc, Chenin Blanc, Pinot Noir, and Cabernet Sauvignon. Eighty per cent of the production used to be sacramental wine, and churches are still major customers.

Ridge Vineyards. Begun as an experiment by a group of Stanford University scientists, Ridge Vineyards is located high in the Santa Cruz Mountains at Cupertino. The wines made by David Bennion and three friends were such a success that he left the University to devote full time to viticultures. The abandoned nearby Montebello winery was taken over in 1970. Cabernet Sauvignon, Petite-Sirah, "Lodi Zinfandel," and White Riesling are among the wines produced.

San Martin Vineyards Co. Known to thousands of motorists who drive between Los Angeles and San Francisco, San Martin is situated along Highway 101 south of San José. The winery is closed to visitors, but a tasting room offers a good variety of the wines for sampling. San Martin is owned by the Bruno Felice family, whose ancestors settled in Santa Clara Valley during the last century. San Martin and Castlewood label wines include varietals and generics, plus some made from berries. Sparkling wine is produced. In 1972 the Southdown Land Company bought a controlling interest in the winery.

(6) Monterey

This district south of San Francisco may become the largest varietal wine-growing region in California. The principal vineyards are in the Salinas Valley and foothills around Soledad and in the region of the Pinnacles National Monument. The valley runs from Monterey Bay 130 miles (210 kilometers) southeast into San Luis Obispo County. The soil is extremely fertile. Although about 10,000 acres (4,000 hectares) are now bearing grapes in Monterey, an additional 10,000 is planted and will begin to add to the local harvests in the next few years. Within the next decade, in fact, the area may well overtake both Napa and Sonoma with acres in vines.

Thirty years ago, scientists at the University of California declared that Monterey County had great potential for fine wine-growing.

The climate zones are I, II, and III. Mirassou and Paul Masson, when faced with the spreading towns of Santa Clara County, took the word of the university experts and planted vines in the new district. Now at least twenty varieties of the best wine grapes grow in Monterey. The major ones are Cabernet Sauvignon (2,000 acres—800 hectares), Chenin Blanc (1,500 acres—600 hectares), Pinot Noir (1,000 acres—400 hectares), Zinfandel (1,000 acres), and Johannisberg Riesling (750 acres—300 hectares). Other varieties planted include Emerald Riesling, Pinot St. Georges, Malbec, Merlot, Ruby Cabernet, and Royalty. All of these plantings are continually expanding.

The rich benchlands surrounding the floor of the Salinas Valley are seldom bothered by frost. They have abundant water from underground sources, including the great underground Salinas River.

Chalone Vineyards. High in the Gavilan Mountains on the eastern edge of Salinas Valley is Chalone Vineyards, founded in 1966. The location at first seemed impossible for wine-growing, since there was insufficient groundwater and inadequate rainfall. Owner Richard Graf now hauls water by tank truck and irrigates with the Israeli "drip" system. The Pinot Chardonnay, Pinot Noir, Chenin Blanc, and Pinot Blanc are well-made regional wines. Graf studied musicology at Harvard and took oenology courses at the University of California at Davis before entering the wine business.

Sacramento Valley

The region extends from the northern part of San Joaquin County up as far as Oroville in Butte County and comprises Sacramento, Placer, Yolo, Armador, Butte, and northern San Joaquin counties. The Sacramento Valley is merely an extension of one great inland valley region marking the heart of Californian agriculture, but with its variations in soil, contour, and climate it is one of four important subdivisions. This region is somewhat affected by the moderating influence of San Francisco Bay, and consequently the summers become slowly hotter and the winters cooler. Some parts of the valley, particularly where the winter frosts are negligible and the summers mild, may eventually prove to be the home of better wines. Much of the land to the north is broken and irregular and entirely unsuitable to the planting of wine grapes. Butte County shows some promise, and wine grapes are grown there in increasing numbers. The whole valley produced few good grapes for many years, but a total of 3,000 acres (1,200 hectares) is now planted.

Most of the region's vineyards are found in the northern section of San Joaquin County and in Sacramento County. The majority go in for mass production, and ordinary table wines and dessert wines abound.

The major district of the Sacramento Valley region is the Lodi-Sacramento, which dominates the better part of the region's wine-growing area. From the state capital of Sacramento southward to the town of Elk Grove, table and dessert wines are bulk-produced and types of "bur-

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nia. The native industry never quite regained full stride after the Repeal: of the many thriving states only New York's viticultural concern remains sound and vigorous. Others, such as Ohio, Maryland, New Jersey and Washington, lag behind.

There is, in fact, a continuous struggle between the American winegrowers who advocate the production of native grapes and the growing ranks of those who believe that only French-American hybrids based on European-type and native American parent vines will bring the market level with European competition (from which native American wines, with their distinctive and unusual flavour, have so far been kept). It should be remembered that native American and European wines are extremely dissimilar. If judged on its own particular merits, native American wine has many qualities which could bring it farther into the

mainstream of world appreciation, a goal that at imitating French or German wines cannot. Facts are significant: each year a greater number of connoisseurs add Californian wines to their lists. And each year the total production rises. In 1968 the figure was 120 million gallons and in 1968 (although dessert wines have lost some ground in the same period). These successes encourage a new enter the winegrowing scene; so it is that a number of such as Heitz Cellars could be established in California by 1968 already enjoy a fine reputation.

It is this continuing atmosphere of change and excitement to wine in California that said it well: California offers the same sense of discovery that Burgundy must have offered before me. Clos of Vougeot and of Tart were better neighbours. Will the example be followed?

CALIFORNIA

There are nine winegrowing regions in California. Of these, five ring San Francisco Bay; three far larger ones inland occupy the length of the San Joaquin Valley; the ninth lies to the east of Los Angeles.

The five districts near San Francisco are Sonoma-Mendocino (with the sub-districts of the Valley of the Moon and North Sonoma) and Napa to the north, Livermore to the east and Santa Clara-San Benito and Santa Cruz-Monterey to the south. Together they form the North Coast Counties or North Coast Districts. The relatively cold climate of these regions is suited to grapes of European origin: *Cabernet Sauvignon* from Bordeaux, *Pinot Noir* and *Chardonnay* from Burgundy, *Sauvignon Blanc* from Sauternes, *Barbera* from Piedmont, and so forth.

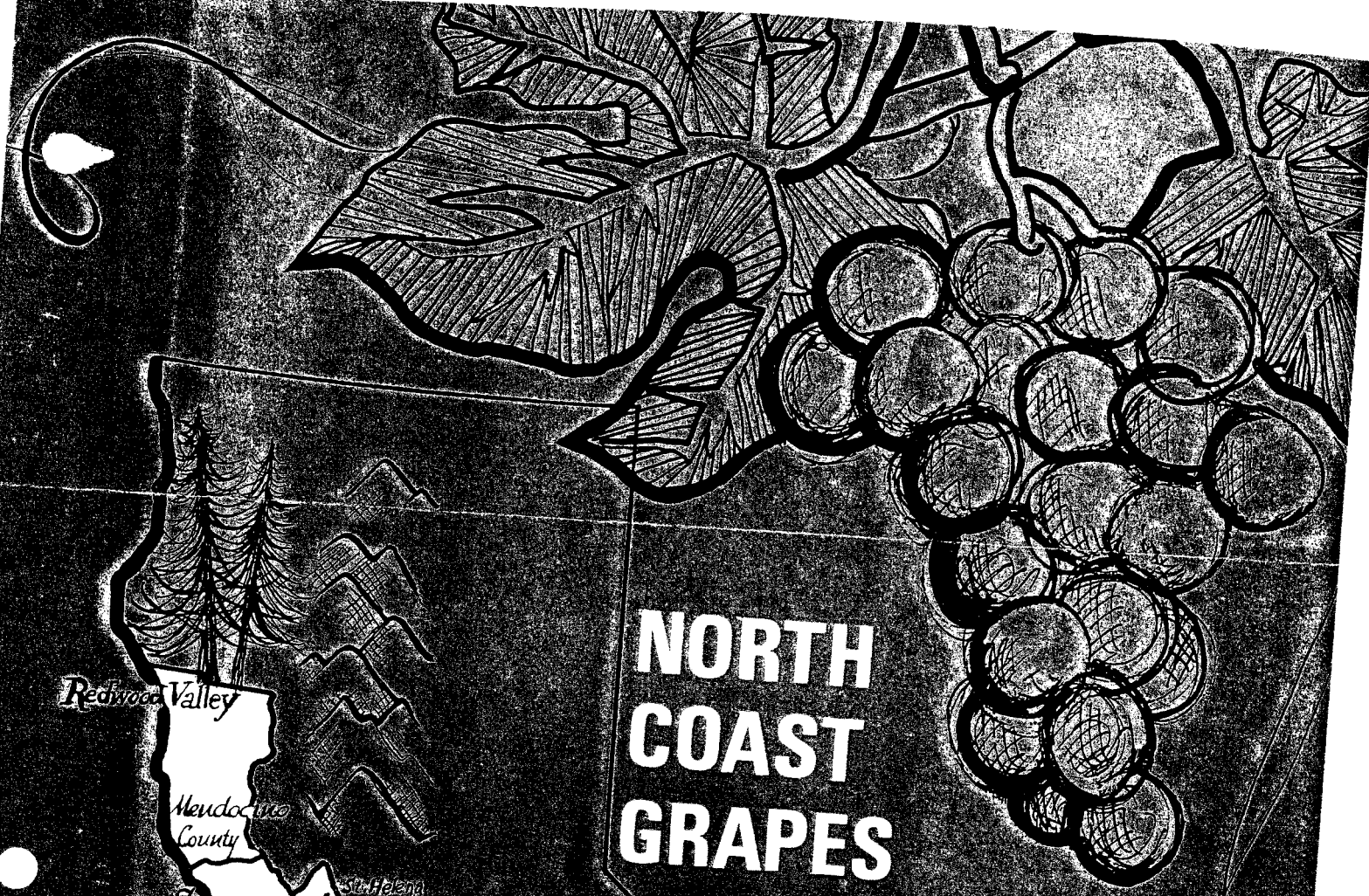
Each of the wine types is likely to be grown in each of the five districts, and with success: most wineries produce eight to twelve different wines, although perhaps two or three afford especial pride. To the uninitiated the fact that more than one wine comes from a

formly hotter and more spacious parts have been bred on sweet grapes such as *Palomino*, the *Ti* of Portugal and several grapes of the *Mu*. But in order to keep up with the increasing demand for table wines (and counteract the falling demand figures) growers are gradually turning to table wines to boost the limited capacity of the North Coast. New agricultural techniques and grape types developed by research centres and at the University of California at Davis have helped with this.

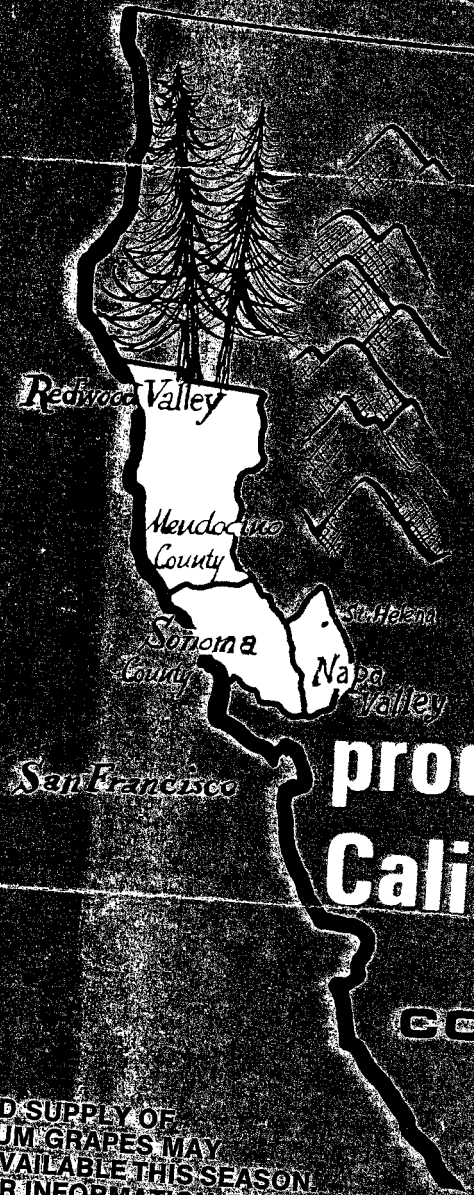
The ninth region, Cucamonga, is named after the roads in the plain east of Los Angeles, and in the sun grapes producing a light, sweet wine are grown.

In California wines are named by three methods. The first group, known as "generics", covers the area brought over with the vines by immigrants in the late nineteenth century: some of these are still in use today, like *CHARLIS* and *SHER*. Since the late 1940s, there has been a growth in the use of names to call wines after their predominating grape variety. *CHARDONNAY* and *PALOMINO* are examples.

Th



NORTH COAST GRAPES



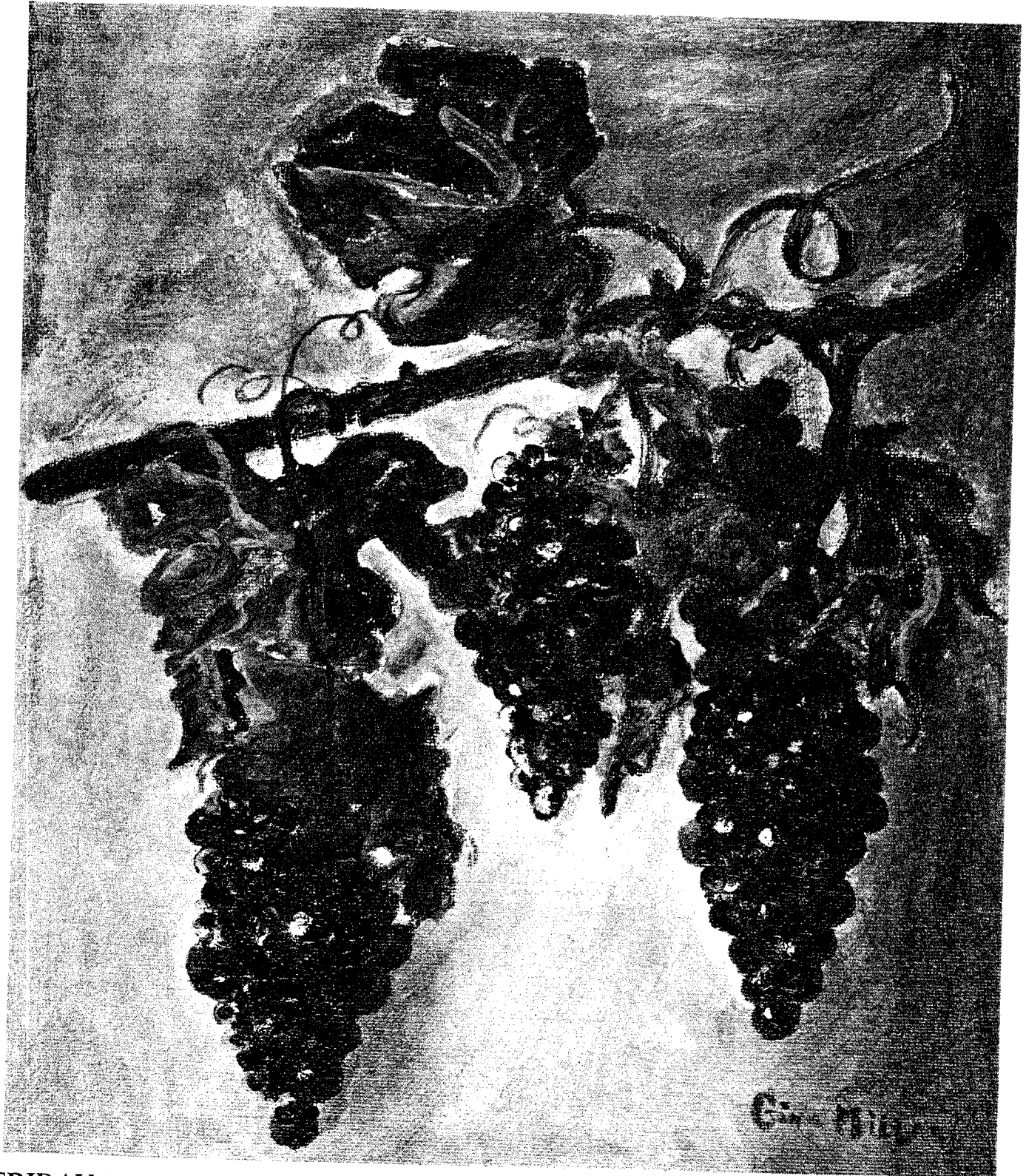
produce California's Finest Wines

**CONSUMERS KNOW
AND WILL ACCEPT
NO SUBSTITUTE**

LIMITED SUPPLY OF
PREMIUM GRAPES MAY
BE AVAILABLE THIS SEASON.
FOR INFORMATION, PHONE
(707) 462-1361, OR WRITE
P.O. BOX 205, UKIAH, CA
95482

CALIFORNIA NORTH COAST GRAPE GROWERS
(AN ASSOCIATION OF GROWERS)
UKIAH, CALIFORNIA

California North Coast Grape Growers 1979 Viticulture Directory



FRIDAY & SATURDAY,
JUNE 1ST AND 2ND, 1979

CLOVERDALE FAIRGROUNDS,
Cloverdale, California 131



California North Coast Grape Growers

An Association of Growers in the North Coast Counties of Napa, Sonoma and Mendocino

776 SOUTH STATE STREET • P.O. BOX 213
UKIAH, CALIFORNIA 95482 • (707) 462-1361

December 24, 1980

Mr. Thomas Minton
Research and Regulations Branch
Bureau of Alcohol, Tobacco and Firearms
P.O. Box 385
Washington, DC 20044

The following information submitted by the California North Coast Grape Growers is designed to clarify the boundaries of the viticultural area termed "North Coast". The documentation is being sent to the B.A.T.F. in accordance with Regulation 27 CFR 4.25a, (e) Viticultural Area and 27 CFR Part 9, Subpart A. This supplementary petition delimiting the "North Coast" does not or is not intended to preclude other viticultural areas from existing within the boundaries of the proposed "North Coast" viticultural area.

The boundaries of the proposed "North Coast" viticultural area have previously been submitted utilizing U.S.G.S. State of California Map, North Half, describing that portion of the state of California being the counties of Napa, Sonoma and Mendocino more particularly described as follows: Beginning at the westernmost extension of the common line between Mendocino County and Humboldt County at its intersection with the mean high tide of the Pacific Ocean; thence along aforementioned common line between said Mendocino County and Humboldt County line to the common corner of Mendocino, Humboldt and Trinity Counties;

North Coast Grapes Produce California's Finest Wines

CONSUMERS KNOW AND WILL ACCEPT NO SUBSTITUTE



California North Coast Grape Growers

An Association of Growers in the North Coast Counties of Napa, Sonoma and Mendocino

776 SOUTH STATE STREET • P.O. BOX 213
UKIAH, CALIFORNIA 95482 • (707) 462-1361

thence along the common line between Mendocino County and Trinity County to the common corner of Mendocino, Trinity and Tehama Counties; thence continuing along the "North Coast" viticultural boundary being the common line as it meanders between the following named counties: Mendocino and Tehama, Mendocino and Glenn, Mendocino and Lake, Sonoma and Lake, Napa and Lake, Napa and Yolo, Napa and Solano, Sonoma and Solano and the common line between Sonoma and Marin and the westernmost extension thereof to its intersection with the mean high tide of the Pacific Ocean being the southwest corner of the "North Coast" viticultural area; thence north up the coast of Sonoma and Mendocino Counties to the beginning. It is the intent of this description to describe in total the area within Napa, Sonoma and Mendocino Counties as being the whole of the "North Coast" viticultural area.

Cordially,

John Batto, President

cc: Mr. George Neis
Mr. Bruno Desideri

COOPERATIVE EXTENSION
UNIVERSITY OF CALIFORNIA
SOLANO COUNTY

2000 WEST TEXAS STREET
FAIRFIELD, CALIFORNIA 94533

(707) 429-6381
4-H: (707) 429-6383

December 11, 1980

Chief, Regulation and Procedure Division
Bureau of Alcohol, Tobacco, and Firearms
Post Office Box 385
Washington, D. C. 20044

Dear Sir:

On behalf of the Solano County (California) wine grape industry, I would like to request time for several wine grape producers to present our area's position at the North Coast Viticulture Hearings scheduled for Santa Rosa, California on January 12-13, 1981. I believe a total of 30 minutes would be sufficient to present our case.

Respectfully yours,


James E. DeTar
Farm Advisor

JED/jd

cc: Mrs. Jean Siebe
Mr. Robert Carty
Mr. Ben Volkhardt, Jr.
Mr. John Brown

The University of California Cooperative Extension in compliance with the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, and the Rehabilitation Act of 1973 does not discriminate on the basis of race, creed, religion, color, national origin, sex, or mental or physical handicap in any of its programs or activities. Inquiries regarding this policy may be directed to: Warren E. Schoonover, 317 University Hall, University of California, Berkeley, California 94720, (415) 642-0903.

Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the United States Department of Agriculture, James B. Kendrick, Jr., Director, Cooperative Extension, University of California.

Cooperative Extension work in Agriculture and Home Economics, U. S. Department of Agriculture, University of California, and Solano County cooperating.

TURNER WINERY
3750 E. Woodbridge Road
P. O. Box R
Woodbridge, CA 95258

December 30, 1980

Chief, Regulation & Procedures Division
Bureau of Alcohol, Tob. & Firearms
P. O. Box 385
Washington, DC 20044

Dear Sir:

It is my desire to testify at the January 12th B.A.T.F. hearings on the "North Coast Viticultural area", to be held in Santa Rosa, California.

Our family owns Turner Vineyards which represents 600 acres of vineyards in Lake County. The grapes from our vineyards have long been delivered into wineries on the North Coast and we have always considered these wineries as being in our viticultural area.

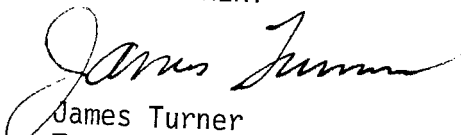
Several years ago when the B.A.T.F. gave "North Coast to Napa, Sonoma, and Mendocino there had been no contact made with anybody in Lake County which was an integral part of the real North Coast. We have long awaited our chance to properly testify on this matter.

Our family also owns Turner Winery at 3750 E. Woodbridge Rd., Acampo, California. Our testimony will be in the name of Turner Vineyards and Turner Winery. We would like approximately 10 minutes of your time and would prefer late morning or an early afternoon appointment.

Thanking you in advance for your time.

Sincerely yours,

TURNER WINERY


James Turner
Turner Vineyards
5744 Highland Springs Rd.
Lakeport, CA 95453

Turner Vineyards 707-263-3007
Turner Winery 209-368-5338

WINDREM, FEENEY AND WILLIAMS

ATTORNEYS AT LAW

December 30, 1980

301 NORTH FORBES STREET
LAKEPORT, CALIFORNIA 95453
TELEPHONE 707 / 263-5261

Chief, Regulations and Procedures Division
Bureau of Alcohol, Tobacco and Firearms
P. O. Box 385
Washington, D. C. 20044

Re: Request to Comment at Hearing on North Coast
Viticultural Area - January 12, 1981

Dear Sir:

I hereby request an opportunity to comment on a proposed rule to designate a North Coast Viticultural Area.

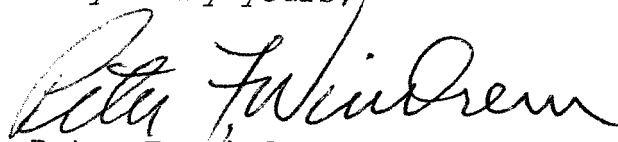
I wish to speak on behalf of Lake County Vintners, an agricultural marketing cooperative, of which I am a member and legal counsel.

I wish to speak in support of a North Coast Viticultural Area that includes the grape growing regions of Lake County.

The most convenient time would be any time in the afternoon of January 12, 1981.

Thank you for your consideration of this request.

Very truly yours,



Peter F. Windrem

PFW:fem

4720 Clark Drive
Kelseyville, California
December 28, 1980

Chief; Regulations and Procedures Division
Bureau of Alcohol, Tobacco, and Firearms
P. O. Box 385
Washington, D. C. 20044

Dear Sir:

I would like to request time to comment at the hearing to be held January 12, 1981 concerning the establishment of the North Coast Viticultural Area.

Having been a grape grower in Lake County since 1965, I am currently producing 105 acres of wine grapes. These are marketed exclusively to wineries in Lake, Sonoma, and Mendocino counties.

It has been my experience that wineries will use the "North Coast" designation to avoid paying as much for Lake County grapes. Quality or quantity are not the criteria. Excluding Lake County from an official North Coast Viticultural area will further penalize us.

Since there will be other speakers from Lake County, I would request being part of a block of all these presentations. It would facilitate organizing the presentation to avoid unnecessary repetition and redundancy—allowing the hearing to run a smoother course.

Thank you for granting this request.

Yours truly,



Myron Holdenried
707-279-4456



Bartolucci Vineyards

POST OFFICE BOX 86, FINLEY, CALIFORNIA 95435
TELEPHONE (707) 263-0183, 279-1684

Dec. 30, 1980

Chief, Regulations, & Procedure Division

B A T F

P.O. Box 385

Washington, D.C. 20044

Gentlemen:

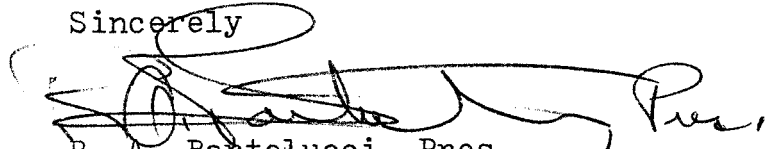
We, Bartolucci Vineyards, Inc, hereby request an opportunity to be heard and to comment on the North Coast Appellation hearing of Jan. 12, 1981.

Further, we would prefer our time slot to coincide with other spokesmen of Lake County, Calif. Our issue is with including Lake County in the North Coast.

Our, Bartolucci Vineyards, Inc., address is P.O. Box 86, Finley, Calif. 95435 and our telephone number is (707) 263-0183.

Thank you for your prompt cooperation in this matter.

Sincerely



R. A. Bartolucci, Pres.

WILLIAM S. IRWIN
1900 South Main
Lakeport, CA 95453

December 29, 1980


Chief, Regulations and Procedures Division
Bureau of Alcohol, Tobacco and Firearms
P.O. BOX 385
Washington, DC 20044

Dear Chief,

I, William S. Irwin, desire to testify at the "North Coast
Hearing - January 12, 1981." I will speak at the time devoted to
Lake County. My comments will be on the inclusion of the viticultural
areas of Lake County within the North Coast grape growing area.

Thank You.

Sincerely,

A handwritten signature in cursive script that reads "William S. Irwin".

William S. Irwin

pg1

LAW OFFICES
HANSON, BRIDGETT, MARCUS, VLAHOS & STROMBERG

333 MARKET STREET
SAN FRANCISCO, CALIFORNIA 94105

(415) 777-3200

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GERALD D. MARCUS
ROSS E. STROMBERG
RONALD C. PETERSON
DUANE B. GARRETT
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STEVEN V. SCHNIER
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JOAN L. CASSMAN
ALLAN D. JERGESEN
THEODORE A. HELLMAN
ROBERT L. RUSKY
DIANE W. CARTER
PETER N. GRANT

December 30, 1980

PENINSULA OFFICE
SUITE 220
TWO PALO ALTO SQUARE
PALO ALTO, CALIFORNIA 94304
(415) 494-9211
SACRAMENTO OFFICE
SUITE 260
1225 EIGHTH STREET
SACRAMENTO, CALIFORNIA 95814
(916) 448-5868
OF COUNSEL
THOMAS C. LYNCH

IN REPLY REFER TO:
SAN FRANCISCO OFFICE

Chief
Regulations and Procedures Division
Bureau of Alcohol, Tobacco and Firearms
P.O. Box 385
Washington, D.C. 20044

RE: Oral Comments at Forthcoming North Coast Appellation
Hearing (January 12, 1981)

Dear Sir:

This is to inform you in accordance with 45 F.R. 82472 (Dec. 15, 1980) that we plan to make comments at the hearing to be held by the Bureau of Alcohol, Tobacco and Firearms on January 12, 1981 in Santa Rosa, California on the proposed North Coast appellation. We discussed our participation in a telephone conversation earlier today. We will be submitting our comments on behalf of our client, the Lake Wine Producers, Inc., an organization representing grape growers in Lake County, California. We will be arguing that any "North Coast" appellation that is approved by the Bureau should include the Lake County grape growing regions, as well as those in Napa, Sonoma, and Mendocino Counties.

In addition, we expect that a number of other interested persons will be presenting arguments and evidence demonstrating the need to include the Lake County grape producing areas in any North Coast appellation. The various presentations will establish that consumers, vintners, enologists, and viticulturalists recognize and include the Lake County grape growing areas in the North Coast region. Because of the very short notice given, we are unable at this moment to submit either a complete list of these persons or an outline of the precise points that each intends to make. At this point, we expect that there will be at least six or seven speakers, including Dr. C.S. Ough of the Department of Viticulture and Enology at the University of California at

Chief
December 30, 1980
Page Two

Davis, Mr. James Lider, a vineyard agricultural consultant, and Mr. Louis Gomberg, a wine industry consultant in San Francisco. All commentators will make the point that a North Coast appellation will only be appropriate under 27 C.F.R. Sections 4.25a(e)(2) and 9.3(b) if the Lake County grape growing regions are included. Thus, evidence will be presented that the North Coast area is nationally and locally known as including the Lake County grape producing regions; that the boundaries of the North Coast area have historically included the Lake County regions; and that common geographical characteristics define a North Coast area which includes the Lake County grape growing regions.

In the time that remains, we will attempt to provide the Bureau with more details about these speakers and the topics that they will address. Please let us know if you desire any further information about our position or presentation.

Very truly yours,


Allan D. Jergesen

ADJ:sp

309

STEPHENS & WILLIAMS
ATTORNEYS AT LAW
201 NORTH STATE STREET
P. O. BOX 883
UKIAH, CA 95482

PANO STEPHENS
BURGESS WILLIAMS

TELEPHONE
(707) 462-1996

February 24, 1982

Chief, Regulations and
Procedures Division
Bureau of Alcohol, Tobacco
and Firearms
P. O. Box 385
Washington, D.C. 20044-0385

RE: Notice No. 404

Dear Sir:

The California North Coast Grape Growers Association is a client of this office. On behalf of the Association, I am submitting the following comments and additional evidence regarding your Notices numbered 360 and 404:

1) Enclosed please find a photocopy of the certification from the Patent and Trademark Office showing registration of the Mark "NORTH COAST" (Napa, Sonoma, Mendocino) on the PRINCIPAL REGISTER, No. 1,037,119.

The Mark has now become incontestable pursuant to 15 U.S.C. 1065. We believe that use by Lake and Solano grape producers of the "NORTH COAST" designation on wines produced by them will constitute infringement of the Mark under 15 U.S.C. 1115(a) and (b). In addition, use of such designation by Lake and Solano wine producers would create a misleading impression to consumers, contrary to CFR Sections 4.39 and 4.64. Accordingly, your proposal to include Lake and Solano counties in the viticultural area is not in accordance with applicable law, thus it is contrary to 5 U.S.C. 706(1)(2)(a,c).

2) The action proposed by your agency in Notice No. 404 is taken without observance of procedure required by law (5 U.S.C. 706(2)(D)). Specifically, no petition has been made to establish Lake or Solano counties as part of a North Coast viticultural area (CFR 4.25a(e)(2), 9.3, 71.41c). No general notice has been published, following such petition from an interested party, regarding proposed establishment of a NORTH COAST viticultural area which includes Lake/Solano pursuant to such petition, as required by 5 U.S.C. 553(b) and CFR 4.25, 9.3 and 71.41(c).

In short, the only petition pending before you is for establishment of the NORTH COAST viticultural area of Napa,

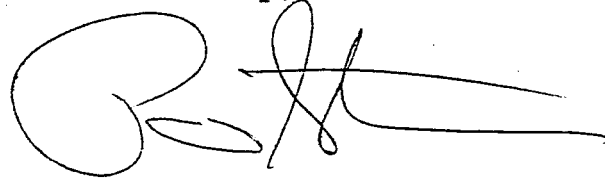
Chief, Regulations and
Procedures Division
February 24, 1982
Page Two

Sonoma and Mendocino counties. It thus appears that the legal duty of your agency is to act on the petition that is submitted to it, rather than to create a viticultural area which has not been requested according to law and applicable regulations.

In addition to the matters set forth above, we will be presenting additional comments and/or evidence concerning the conclusions set forth in Notice No. 404. We believe those conclusions overlook established facts that have already been presented and/or are not supported by any facts relevant to the establishment of the viticultural area. Such additional comments and evidence will be forthcoming on or before the agreed March 5th extension date.

Thank you for your consideration of these matters. We would be pleased to provide further information or discussion at your request.

Yours truly,

A handwritten signature in black ink, appearing to be 'Pano Stephens', with a long horizontal line extending to the right.

Pano Stephens
sh
Enclosure
cc: CNCGG



Nº 1037119

THE UNITED STATES OF AMERICA

This is to certify that from the records of the Patent and Trademark Office it appears that an application was filed in said Office for registration of the Mark shown herein, a copy of said Mark and pertinent data from the Application being annexed hereto and made a part hereof,

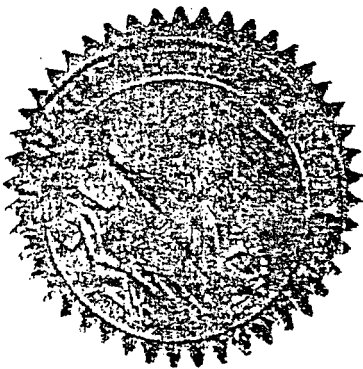
And there having been due compliance with the requirements of the law and with the regulations prescribed by the Commissioner of Patents and Trademarks,

Upon examination, it appeared that the applicant was entitled to have said Mark registered under the Trademark Act of 1946, and the said Mark has been duly registered this day in the Patent and Trademark Office on the

PRINCIPAL REGISTER

to the registrant named herein.


This registration shall remain in force for Twenty Years unless sooner terminated as provided by law.



In Testimony Whereof I have hereunto set my hand and caused the seal of the Patent and Trademark Office to be affixed this thirtieth day of March, 1976.

C. Marshall Dunn
COMMISSIONER OF PATENTS AND TRADEMARKS

NOTICE

 This Registration will be canceled by the Commissioner of Patents and Trademarks at the end of six years following the date of registration, unless within one year next preceding the expiration of such six years, the registrant files in the Patent and Trademark Office an affidavit showing that said mark is still in use or showing that its nonuse is due to special circumstances which excuse such nonuse and is not due to any intention to abandon the mark. A fee of \$10.00 for each

U.S. Cl.: A

United States Patent Office

Reg. No. 1,037,119
Registered Mar. 30, 1976

CERTIFICATION MARK
Principal Register



California North Coast Grape Growers Association (California non-profit corporation)
710-A S. State St.
Ukiah, Calif. 95482

For: WINES, in CLASS A.
First use at least as early as Mar. 1, 1975; in commerce at least as early as Mar. 1, 1975.
The mark certifies that the wines represented by the mark in question are made from 100% North Coast grapes.

Ser. No. 48,017, filed Mar. 28, 1975.

B. H. VERTIZ, Examiner

PANO STEPHENS
BURGESS WILLIAMS

STEPHENS & WILLIAMS
ATTORNEYS AT LAW
201 NORTH STATE STREET
P. O. BOX 883
UKIAH, CA 95482

Rec'd.
5-17-82
Pano

TELEPHONE
(707) 462-1996

May 6, 1982

~~309~~
416

Charles N. Bacon
Regulations and Procedures Division
Department of the Treasury
Bureau of Alcohol, Tobacco & Firearms
U. S. Federal Building, Room 6226
1200 Pennsylvania Avenue, N.W.
Washington, D.C. 20226

RE: North Coast Grape Growers Association

Dear Mr. Bacon:

I am responding to your recent inquiries made to Mr. Harry Sullivan of the North Coast Grape Growers Association. You have asked the following questions:

1. Can our trademark be used by wineries outside of Napa, Sonoma and Mendocino counties?
2. If the trademark is used, what percentage of North Coast grapes must be used in the wines?
3. Does the trademark imply quality?
4. Has the trademark been renewed?

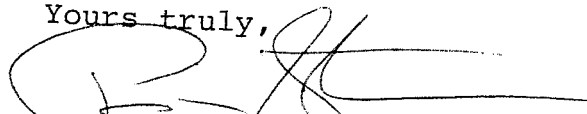
In answer to questions 1 and 3 above, we rely on the applicable trademark law found in U.S.C. 1115(a) and related sections, as establishing the exclusive right of North Coast Grape Growers Association to use the mark in commerce, and as carrying the quality implications we have built and established over the years of use of the mark. It is our belief that the trademark law exists to protect the quality consumers identify with any particular mark, and that quality is built or established by the owner of the mark and the product.

Answering question 2, a user of the mark must use 100% of grapes produced in our area.

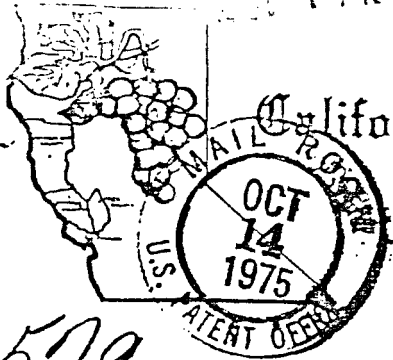
Answering question 4, yes, the trademark has been renewed.

If Mr. Sullivan or I can be of further assistance please let us know.

Yours truly,



Pano Stephens
sh



California North Coast Grape Growers Association

710-A SOUTH STATE STREET • P.O. BOX 205
UKIAH, CALIFORNIA 95482 • (707) 462-1

DEC 12 1975

579
11/78

1037119

October 9, 1975

U: S. Department of Commerce
Patent Office
Washington, D.C. 20231

Attention: M. K. Kurzbard

48017
582
11/18

Dear Sirs:

In answer to your questions:

(15) North Coast Wine Foundation, Corp. No. 752223
(a subsidiary of CNCGG), incorporated as a
non-profit corporation in the County of
Mendocino, State of California.

(18) (a) "Does any other group or entity have
a right to the use of the mark?"

No!

(b) "Does applicant act under government
authority?"

Yes. Truth in labeling regulations of the
Bureau of Alcohol, Tobacco and Firearms is
the governing authority.

Very truly yours,

CALIFORNIA NORTH COAST
GRAPE GROWERS ASSOCIATION

Ernest E. Butow
Ernest E. Butow,
Secretary

EEB:ds

U.S. Cl.: A

United States Patent Office

Reg. No. 1,037,119
Registered Mar. 30, 1976

CERTIFICATION MARK

Principal Register



California North Coast Grape Growers Association (California non-profit corporation)
710-A S. State St.
Ukiah, Calif. 95482

For: WINES, in CLASS A.

First use at least as early as Mar. 1, 1975; in commerce at least as early as Mar. 1, 1975.

The mark certifies that the wines represented by the mark in question are made from 100% North Coast grapes.

Ser. No. 48,017, filed Mar. 28, 1975.

B. H. VERTIZ, Examiner

PRIOR U. S. CL.

A

48017

APPLICANT CALIFORNIA NORTH COAST GRAPE GROWERS ASSOC.

ADDRESS 710-A South State Street

Ukiah, CA 95482

FIRST USE March 1, 1975 IN COMMERCE March 1, 1975

GOODS OR SERVICES WINES

1037119

9

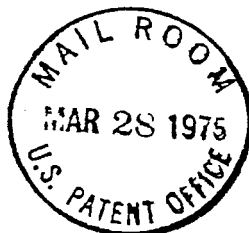


RECEIVED

JAN 6 1976

U.S. PATENT OFFICE

A 667



THERE'S NEVER ENOUGH OF THE BEST OF ANYTHING

Sample 7

There are any number of good wines produced in California. But, as in most things, there are very few exceptional wines. And of these exceptional wines, all but a very few are made from grapes grown in Napa, Sonoma and Mendocino Counties.

Warm days, cool nights and ideal soil conditions combine in the North Coast Counties to produce grapes of exceptional character. Premium varietals from which the wines of these three small counties are made. And today, premium wines produced entirely from North Coast grapes may bear the North Coast Seal.

May bear? Just may. Because even though the wine may be



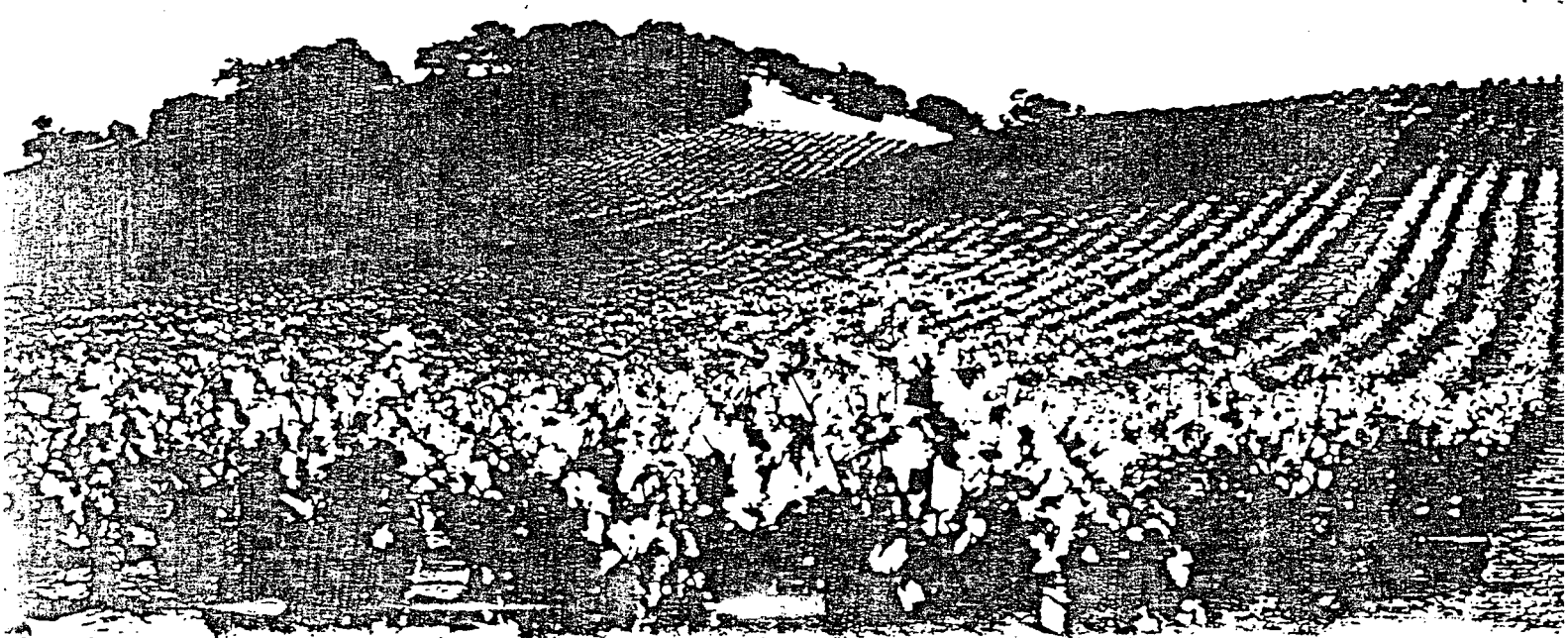
This seal is your assurance that the wine contained in this bottle is made wholly from the premium grapes of California's Napa, Sonoma & Mendocino Counties.

made entirely of North Coast grapes, it must pass a stringent blind-bottle tasting. By a panel of experts. Only then may the wine be certified worthy of a numbered North Coast Seal.

When you're considering premium wines, look for the Seal. It's your assurance that the wine bearing it is worthy of its pricing. And when you find the North Coast Seal on a bottle, buy it. Because, unfortunately, there's never enough of the best of anything.

The North Coast Seal Corporation

A non-profit Association of dedicated vintners and growers in California's Napa, Sonoma and Mendocino Counties. Telephone: (707) 462-1361.



Nevertheless, some deposits found in wine bottles are not the natural sediments caused by age. If the wine is found to have unpleasant taste or aroma, it is defective and the supplier should be consulted.

Cloudiness in wine is also often misunderstood. Some delicate, high-quality wines become cloudy after constant vibration during shipment or when stored in excessively hot or cold temperatures. Normally, if left to rest a few days or a few weeks, they will become clear by themselves, and are just as good as before shipment. If a wine remains cloudy after resting, it then is time to consult the supplier.

Sometimes consumers complain that they taste sulphur in a wine. As described on Page 8, a small, harmless quantity of sulphur dioxide is used to arrest fermentation in sweet table wines. A few individuals are "sensitive" to sulphur and taste the slightest trace. Wines so complained about are usually entirely without defect, as the dealer can ascertain by sampling them himself. Federal and state quality standards establish maximum sulphur content for wines, and wines of this country cannot exceed that maximum.

Wine Districts

Where the grapes are grown influences the type and quality of wine, although frequently viticultural districts are over-emphasized. Many grapes are grown in one district and fermented in another, and often several wines grown in different districts are brought together in one place and blended. These things combine to prevent the wine district from being an infallible guide to type and quality.

Virtually every combination of climate and soil in the world is to be found in America, and particularly in California, which has within its borders the highest snow-covered mountains and the hottest and driest lowlands of the United States. Almost every known grape and wine type finds an ideal home in one or more California wine districts. There are many wine districts, but the eight best-known large producing areas in California, from north to south, are:

California Districts

Sonoma-Mendocino district, directly north of San Francisco, grows all wine types, but is especially noted for its dry red and white table wines and

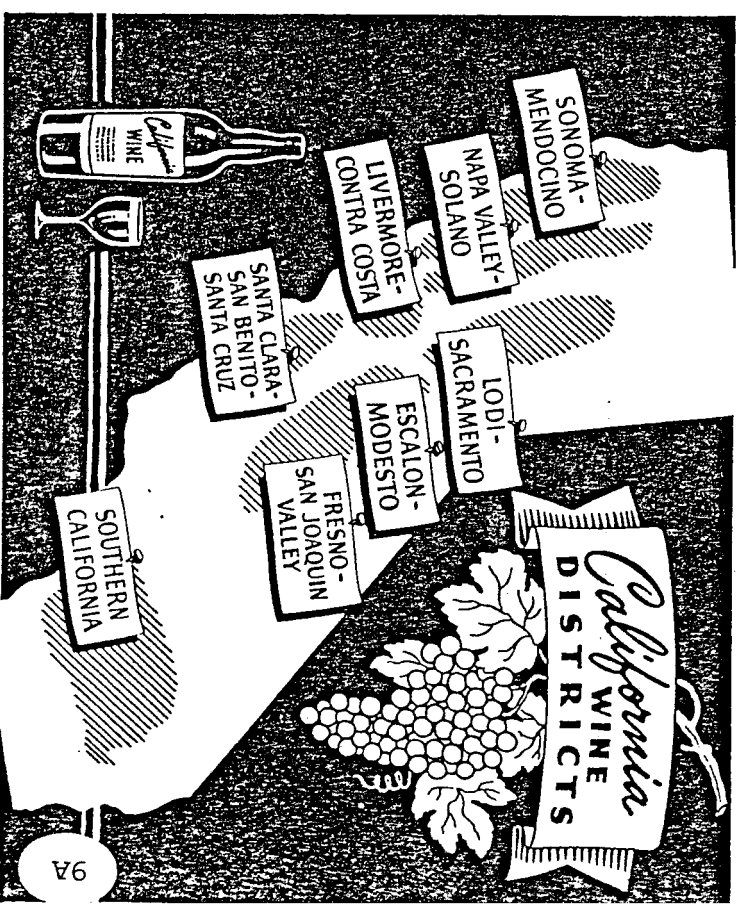
Napa Valley and neighboring *Solano County*, also north of San Francisco most famous for dry red and white table wines, but also a producer of dessert wines.

Lodi-Sacramento district, best known for its dessert wines but also producer of table wines.

Livermore-Contra Costa district, just east of San Francisco, whose best known wines are its white table wines, particularly its Sauternes, but which also produces red table wines and dessert wines.

Escalon-Modesto district, a dessert wine district located between the Lodi and Fresno districts, also produces table wines.

Santa Clara-San Benito-Santa Cruz district, immediately south of San Francisco, especially noted for its white and red table wines and Champagnes, but also a dessert wine producer.





Mr. Heintz
Wine Statistics for 1944

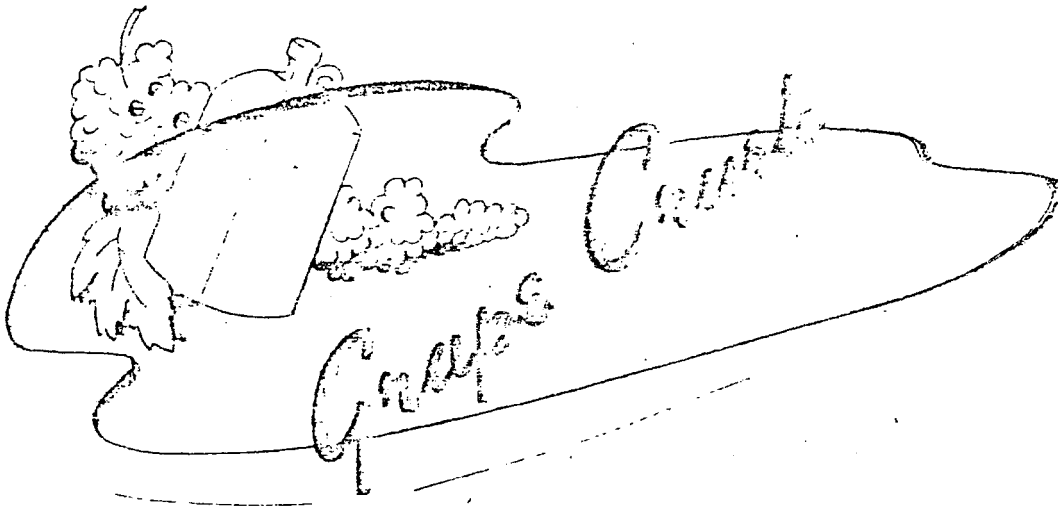
★ Production

★ Consumption

★ Grape Crush

★ Inventories

Ex #2
*Statistical information in this issue compiled through the
cooperation of the Wine Institute*



IN CALIFORNIA, 1944* . . .

| | Tons |
|--|----------------|
| DISTRICT NO. 1 Los Angeles, San Bernardino, San Diego Counties | 91,371 |
| DISTRICT NO. 2 Fresno, Kern, Tulare Counties | 366,320 |
| DISTRICT NO. 3 Sacramento, San Joaquin, Stanislaus Counties | 278,106 |
| DISTRICT NO. 4 Mendocino, Napa and Sonoma Counties | 94,027 |
| DISTRICT NO. 5 Alameda, Contra Costa, San Francisco, Santa Clara Counties | 27,547 |
| Total | 857,371 |

* July 1-December 31. Raisins and other fruits not included. Includes grapes crushed for both wine and brandy.

APPROXIMATELY 857,371 tons of grapes were crushed by California wineries and fruit distilleries during the 1944 vintage season, 8½ per cent more than in 1943. This figure does not approach the record crush of 1,120,107 tons in 1940. The increase was due to the fact that government wartime controls over raisin variety grapes were relaxed during the vintage season, thus making available for crushing upwards of 140,000 tons that had been earmarked for drying. The crush consisted of 454,130 tons of wine grapes, comprising 53 per cent of the total crush; 250,927 tons of table grapes, representing 29 per cent of the total; and 152,314 tons of raisin varieties, accounting for the remaining 18 per cent. The table grape crush consisted of 114,123

tons of Tokays and 136,804 tons of other table varieties. Muscats accounted for 78,009 tons of the raisin grape total. Thompson Seedless for 59,660 tons and Sultanas for the remaining 14,645 tons.

California grape growers received the highest average crop return in history in the 1944 vintage season crush. Preliminary reports tentatively place the season average return to growers at \$98 per ton, compared to an average of just under \$80 in 1943. Later reports are expected to raise the 1944 season average to well over \$100 per ton, since the preliminary estimate does not fully reflect payments for grapes released for crushing by the War Food Administration. In previous war years, there were no OPA ceilings on California grapes for crushing in 1944.



WINE PRODUCTION

CALIFORNIA WINE PRODUCTION

| | | |
|-----------------------------|-------------|---------|
| Total Table, 1947..... | 28,554,000 | gallons |
| Total Table, 1946..... | 49,970,000 | gallons |
| Total Dessert, 1947..... | 75,461,000 | gallons |
| Total Dessert, 1946..... | 127,664,000 | gallons |
| Total Production, 1947..... | 104,015,000 | gallons |
| Total Production, 1946..... | 177,634,000 | gallons |

* * *

BY DISTRICT AND COUNTY

| | | |
|--|------------|---------|
| District 1 (Los Angeles, San Bernardino, San Diego) | | |
| Gross Production, 1947..... | 6,427,000 | gallons |
| Gross Production, 1946..... | 11,562,000 | gallons |
| District 2 (Fresno, Kern, Madera, Tulare) | | |
| Gross Production, 1947..... | 47,182,000 | gallons |
| Gross Production, 1946..... | 93,790,000 | gallons |
| District 3 (Sacramento, San Joaquin, Stanislaus) | | |
| Gross Production, 1947..... | 31,478,000 | gallons |
| Gross Production, 1946..... | 44,497,000 | gallons |
| District 4 (Mendocino, Napa, Sonoma) | | |
| Gross Production, 1947..... | 14,861,000 | gallons |
| Gross Production, 1946..... | 21,548,000 | gallons |
| District 5 (Alameda, Contra Costa, San Francisco, Santa Clara) | | |
| Gross Production, 1947..... | 4,067,000 | gallons |
| Gross Production, 1946..... | 6,237,000 | gallons |

★ GROSS WINE PRODUCTION in California during the 1947 vintage was 104,015,000 gallons, a decrease of 41.4% and 73,619,000 gallons under 1946 record production.

Gallonage production in 1947 dropped 52,203,000 gallons in dessert wines, and 21,416,000 gallons in table wines. Red table wine production dropped 8,937,000 gallons, while white table wine production dropped 12,479,000 gallons.

Percentage-wise, biggest drop in production occurred in white table wine, which was reduced 57.6%. Red table wine dropped 31.6%, while dessert wine production dropped 40.8%. Over-all table wine production dropped 42.8%.

A bigger proportion of red table than of white table wines were produced. 19,348,000 gallons of red table wines, and 9,206,000 gallons of white table wines were vinted.

Gross California production rang up a total of 75,461,000 gallons of dessert wines, and 28,554,000 gallons of table wines.

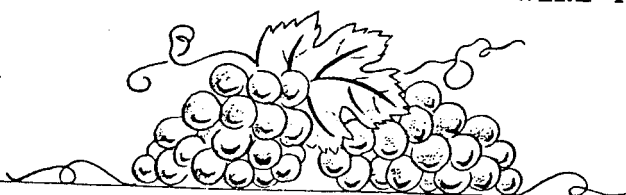
By districts, production in 1947 followed the same pattern as did inventory, with the Fresno district producing 47,182,000 gallons, the San Joaquin district producing 31,478,000 gallons, Napa-Sonoma district producing 14,861,000 gallons, Southern California producing 6,427,000 gallons, and Santa Clara-San Francisco district producing 4,067,000 gallons.

Of the state's entire production, 75.6% was achieved in the central California region, as compared with 77.8% in 1946.

By counties, the leading five counties in total production in the state and their production figures are: (1) Fresno—28,302,000 gallons, (2) San Joaquin—22,156,000 gallons, (3) Tulare—8,264,000 gallons, (4) Sonoma—7,066,000 gallons, and (5) Stanislaus—6,353,000 gallons. Only change in county position since 1946 was that of Stanislaus replacing San Bernardino in fifth place.

By types, most red table wines were produced in the Napa-Sonoma district, with Sonoma county leading all other counties in the state; most white table wines were produced in the Fresno area, with Fresno county leading all others; total table wine production honors were taken by the Napa-Sonoma district, with Sonoma county leading all others; most dessert wines were produced in the Fresno area, with Fresno county garnering top honors. Only change in standings from 1946 was the over-taking of San Joaquin county by Fresno county in white wine production.

SOURCE



CALIFORNIA GRAPE CRUSH

STATE TOTALS

| | |
|-------------------------|----------------|
| State Total, 1948 | 1,386,283 tons |
| State Total, 1947 | 965,956 tons |

BY DISTRICT AND COUNTY

| | |
|--|--------------|
| District 1 (Los Angeles, San Bernardino, San Diego) | |
| Total, 1948 | 75,571 tons |
| Total, 1947 | 56,634 tons |
| * * * | |
| District 2 (Fresno, Kern, Madera, Tulare) | |
| Total, 1948 | 746,990 tons |
| Total, 1947 | 477,979 tons |
| * * * | |
| District 3 (Sacramento, San Joaquin, Stanislaus) | |
| Total, 1948 | 415,758 tons |
| Total, 1947 | 317,704 tons |
| * * * | |
| District 4 (Mendocino, Napa, Sonoma) | |
| Total, 1948 | 116,121 tons |
| Total, 1947 | 86,522 tons |
| * * * | |
| District 5 (Alameda, Contra Costa, San Francisco, Santa Clara) | |
| Total, 1948 | 31,843 tons |
| Total, 1947 | 27,117 tons |

July 1 - December 31. Includes fresh grapes crushed for both wine and brandy. Raisins and other fruit not included.

HIGHLIGHTING the 1948 GRAPE CRUSH PICTURE

PERHAPS the most noticeable feature, if you term it that, was the heavy California grape crush for 1948—1,386,283 tons, utilizing approximately 50 per cent of the total California grape crop, last estimated at 2,813,000 tons . . . This year's crush was 43½ per cent over that of 1947 and was only exceeded by the year 1946, when California bonded wineries and distilleries crushed 1,651,926 tons . . . Again, District No. 2, Counties of Fresno, Kern, Madera, and Tulare, was responsible for the most im-

portant gain, 269,000 tons over 1947 . . . Every District's crush exceeded that of last year—District No. 1 by nearly 19,000, District No. 3 by 98,000 tons, District No. 4 by 29,000 tons and District No. 5 by 4,700 tons . . . The 1948 crush consisted of 517,305 tons of wine variety grapes, 334,369 tons of table varieties and 534,609 tons of raisin varieties . . . Wineries in Fresno County crushed over 450,000 tons and San Joaquin County, 316,000 tons—over 50 per cent of the State's total.

ET #3

THE WINE GRAPE INDUSTRY
OF
SOLANO COUNTY

By: James E. DeTar, Farm Advisor

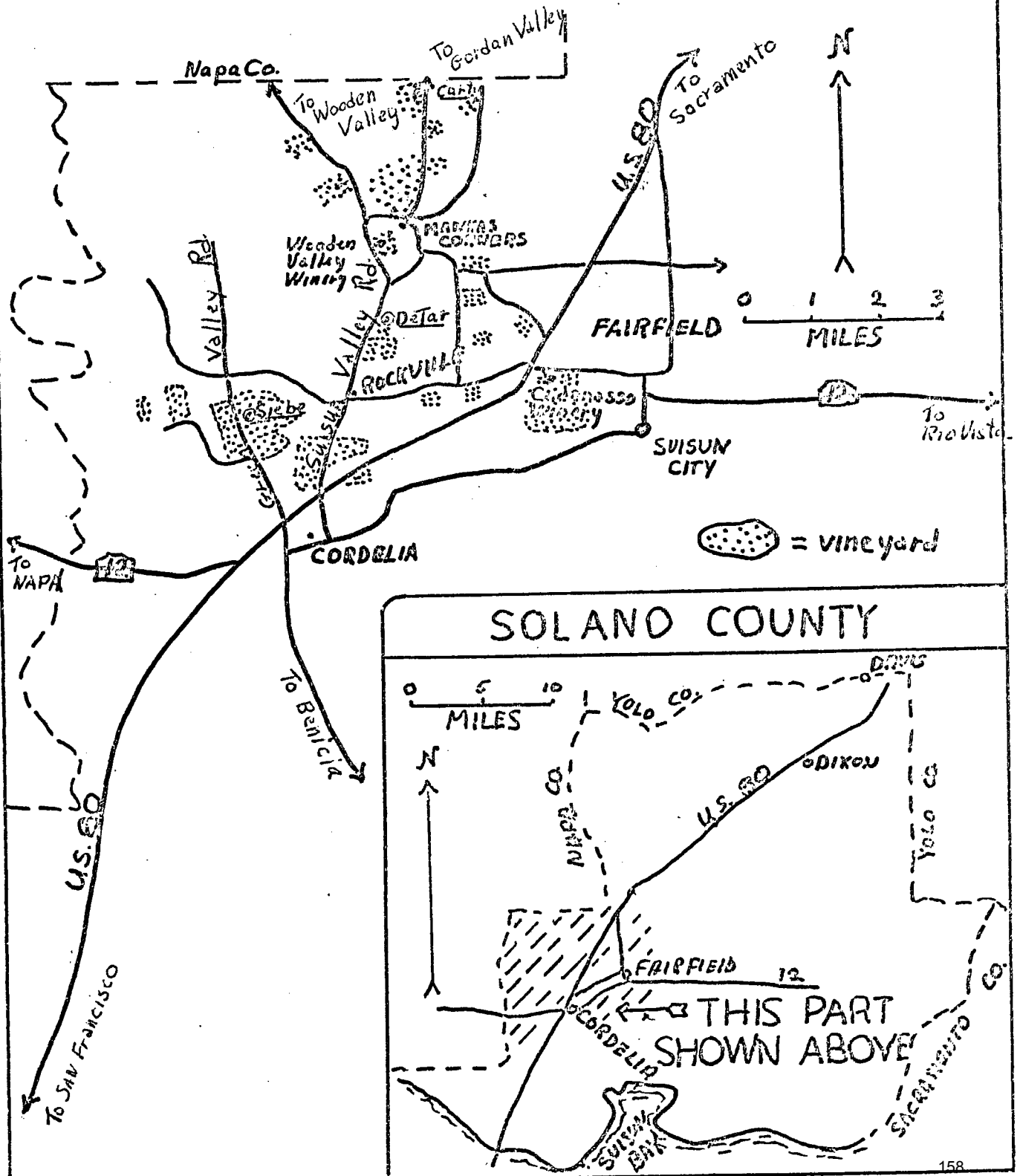
UNIVERSITY OF CALIFORNIA

COOPERATIVE EXTENSION

3/3/75

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Green Valley - Suisun Valley Wine Grape Area



THE WINE GRAPE INDUSTRY IN SOLANO COUNTY

Historically the grape industry has been centered in Green Valley and Suisun Valley in the south-western portion of the county, adjacent to the Napa County line, and closely linked with the Napa-Sonoma wine industry. These two valleys lie within the southern end of two ranges of the Coast Range, the Vaca Mountains on the east and the Mount George Range on the west. The valleys terminate in the south at the marshlands of Suisun Bay and constitute the drainage basins of Green Valley, Suisun Valley and Ledgewood creeks. In the 1960's new plantings were established in Lagoon Valley, just east of the Vaca Mountains, and in the 1970's on Ryer and Hastings Islands in the Delta area of eastern Solano County.

Grapes have been grown commercially in Solano County since the late eighteen hundreds. As early as 1909, over two-thousand acres were recorded by the Bureau of the Census (Table 1). Since that time a small but stable wine grape acreage has been continuously maintained (Table 1a).

The principal varieties grown in decreasing order of acreage are: Gamay, Petite Sirah, Cabernet Sauvignon, Carignane, Zinfandel, French Columbard, Chenin Blanc, Early Burgandy, Gamay Beaujolais, and Gray Riesling (Table 1b).

Traditionally a large portion of the grape crop has been crushed outside of the county, primarily at wineries in the north coast counties. In 1974 about 20 percent of the crop was processed by the two local wineries, Cadenasso Winery and Wooden Valley Winery, while 80 percent was crushed at wineries in Napa and Sonoma Counties (Table 2).

^{Sonoma} Solano Grapes from western Solano County have been well received by Napa-Solano vintners and growers have experienced no difficulty in meeting the minimum acid and sugar requirements for north-coast grapes (table 3).

The major consideration in fitting grape varieties to the climate has traditionally been the accumulation of heat units during the growing season, April to October. Five grape growing regions have been designated in California:

- Region I - Less than 2500 degree-days over 50°F.
- Region II - 2501 - 3000 degree-days
- Region III - 3001 - 3500 degree-days
- Region IV - 3501 - 4000 degree-days
- Region V - 4001 or more degree-days

SOLANO COUNTY GRAPE ACREAGE

1909 - 1973 ^{1/}

| YEAR | BEARING ACREAGE | TOTAL ACREAGE |
|------|-----------------|---------------|
| 1909 | 2427 | NA |
| 1919 | 1131 | 1194 |
| 1924 | NA | 2102 |
| 1929 | 2412 | 2669 |
| 1934 | 1981 | 2185 |
| 1936 | 1656 | 1842 |
| 1941 | 1320 | 1345 |
| 1943 | 895 | 915 |
| 1949 | 782 | NA |
| 1953 | 690 | 690 |
| 1958 | 613 | 613 |
| 1963 | 554 | 629 |
| 1968 | 730 | 800 |
| 1973 | 796 | 942 |

^{1/} Prepared by James E. DeTar, University of California Cooperative Extension

Source: 1909 - 1936, U.S. Department of Commerce, Bureau of the Census, all grapes; 1941 - 1973, Bulletin, Department of Agriculture, State of California, all grapes; 1949, Solano County, Department of Agriculture.

1974 SOLANO WINE GRAPE ACREAGE (over 3 yrs.)

BY VARIETY AND DISTRICT ^{1/}

| | Green Valley Suisun Valley | Lagoon Valley (Vacaville) | Hastings-Ryer (Rio Vista) |
|--------------------|-------------------------------|------------------------------|------------------------------|
| Other White | 4.0 | | |
| Alicante Bouschet | 22.1 | | |
| Black Malvoesie | 5.1 | | |
| Burger | 2.0 | | |
| Cabernet Sauvignon | 80.6 | 3.4 | 60.0 |
| Carignane | 109.4 | 2.1 | |
| Chenin Blanc | 15.0 | 33.7 | 20.0 |
| Early Burgandy | 33.4 | 30.0 | |
| Flora | 5.0 | | |
| French Colombard | 74.4 | | |
| Gamay | 133.9 | | 80.0 |
| Gamay Beaujolais | 46.0 | | |
| Gray Riesling | 45.4 | | |
| Green Hungarian | 11.5 | | |
| Malvasia bianca | 3.8 | | |
| Palomino | 41.6 | | |
| Petite Bouschet | 25.0 | | |
| Petite Sirah | 123.5 | 15.0 | 60.0 |
| Petite Verdot | 8.0 | | |
| Pinot noir | 37.0 | 7.0 | |
| Sauvignon blanc | 10.3 | | |
| Sauvignon Vert | 12.7 | | |
| Zinfandel | 21.9 | 2.4 | 56.0 |
| TOTAL | 871.6 | 93.6 | 276.0 |

^{1/} Prepared by James E. DeTar, Univ. of Calif., Coop. Ext.
Source: Solano County, Dept. of Agr.

UTILIZATION OF SOLANO COUNTY GRAPES - 1974 ^{1/}

| | | |
|--|-----------------------|--------|
| Solano County Wineries | 742 tons | 18.4% |
| Napa, Sonoma, Mendocino County Wineries | 3,238 tons | 80.3% |
| San Joaquin Valley Wineries and Others | 52 tons ^{2/} | 1.3% |
| <hr/> | | |
| TOTALS | 4,032 tons | 100.0% |

^{1/} Prepared by James E. DeTar, University of California Cooperative Extension.

Source: Solano County Department of Agriculture

^{2/} Ryer and Hastings Island grapes from Eastern Solano County.

Table 3

Acid and Sugar Content of all French Colombard,
Petite Sirah, and Napa Gamay Grapes from Solano
County, Delivered to Allied Grape Growers in 1974.

| VARIETY | TONS | TOTAL ACID | ACID REQUIRED ^{1/} | SUGAR | SUGAR REQUIRED ^{1/} |
|------------------|------|------------|-----------------------------|-------|------------------------------|
| French Colombard | 230 | 0.98 | 0.8-1.0 | 21.1 | 20-23 |
| Petite Sirah | 112 | 0.77 | 0.7-0.9 | 22.4 | 21-24 |
| Napa Gamay | 243 | 0.77 | 0.7-0.9 | 21.1 | 20-24 |

^{1/} Requirements of Allied Grape Growers for north-coast grapes
Source; George Buonaccorsi, Allied Grape Growers, St. Helena, Calif.

Table 4

TEMPERATURE SUMMARY FOR WESTERN SOLANO COUNTY, CALIFORNIA

1961 - 1974 ^{1/}

| YEAR | Mid-Suisun Valley ^{2/} | | Upper-Suisun Valley ^{3/} | | Green Valley ^{4/} | |
|---------|---------------------------------|-----------------|-----------------------------------|-----------------|----------------------------|-----------------|
| | Day-Degrees over 50°F. | Grape Region | Day-Degrees over 50°F. | Grape Region | Day-Degrees over 50°F. | Grape Region |
| 1961 | 3145 | III | | | | |
| 1962 | 3182 | III | | | | |
| 1963 | 3065 | III | | | | |
| 1964 | 3384 | III | | | | |
| 1965 | 3375 | III | | | | |
| 1966 | 3766 | IV | | | | |
| 1967 | 3606 | IV | | | | |
| 1968 | 3604 | IV | | | | |
| 1969 | 3687 | IV | | | | |
| 1970 | 3435 | III | | | | |
| 1971 | 3318 | III | | | | |
| 1972 | 2862 | II | 3172 | III | | |
| 1973 | 3460 | III | 3768 | IV | 3684 | IV |
| 1974 | 3256 | III | 3701 | IV | 3498 | III |
| Average | 3368 | III | | | | |

^{1/} Prepared by James E. DeTar, University of California Cooperative Extension
Day-Degrees calculated from average monthly maximum and average monthly minimum
temperatures.

^{2/} V. W. DeTar ranch, Suisun Valley Road at Morrison Lane

^{3/} R. Carty vineyard, Gordon Valley Road, 1 mile south of Napa County boundry.

^{4/} H. Siebe vineyard, Green Valley Road, 1/2 mile south of Rockville Road, 3
miles east of Napa County boundry.

Table 5

TEMPERATURE SUMMARY ^{1/} FOR SUISUN VALLEY ^{2/}
 SOLANO COUNTY, CALIFORNIA, 1961-1970 ^{3/}

| Year | Region | APRIL | | MAY | | JUNE | | JULY | | AUGUST | | SEPT. | | OCTOBER | |
|---------------------------|----------|---------|--------|---------|--------|---------|--------|---------|--------|---------|--------|---------|--------|---------|--------|
| | | Low Min | Hi Max | Low Min | Hi Max | Low Min | Hi Max | Low Min | Hi Max | Low Min | Hi Max | Low Min | Hi Max | Low Min | Hi Max |
| 1961 | III | 32 | 89 | 39 | 80 | 49 | 115 | 47 | 109 | 44 | 100 | 42 | 100 | 31 | 100 |
| | Mo.Temp. | 58.6 | | 58.9 | | 68.6 | | 73.7 | | 72.6 | | 65.9 | | 62.2 | |
| 1962 | III | 35 | 90 | 40 | 87 | 42 | 103 | 49 | 99 | 47 | 103 | 45 | 100 | 41 | 94 |
| | Mo.Temp. | 59.2 | | 60.9 | | 67.4 | | 71.9 | | 70.8 | | 62.4 | | 61.3 | |
| 1963 | III | 33 | 69 | 36 | 91 | 43 | 98 | 46 | 101 | 46 | 103 | 47 | 106 | 36 | 97 |
| | Mo.Temp. | 50.6 | | 59.3 | | 66.1 | | 68.9 | | 71.9 | | 71.0 | | 62.3 | |
| 1964 | III | 34 | 93 | 37 | 89 | 45 | 102 | 47 | 102 | 45 | 103 | 41 | 105 | 41 | 100 |
| | Mo.Temp. | 57.5 | | 60.0 | | 65.8 | | 71.1 | | 71.9 | | 68.8 | | 65.4 | |
| 1965 | III | 32 | 94 | 38 | 92 | 47 | 94 | 49 | 100 | 53 | 99 | 38 | 96 | 37 | 95 |
| | Mo.Temp. | 57.8 | | 62.9 | | 64.3 | | 71.5 | | 74.0 | | 64.8 | | 64.0 | |
| 1966 | III | 39 | 92 | 45 | 95 | 40 | 108 | 48 | 100 | 50 | 104 | 43 | 102 | 36 | 93 |
| | Mo.Temp. | 62.0 | | 64.2 | | 69.4 | | 70.6 | | 74.0 | | 68.9 | | 64.0 | |
| 1967 | IV | 31 | 66 | 34 | 98 | 49 | 97 | 52 | 104 | 47 | 105 | 49 | 102 | 40 | 92 |
| | Mo.Temp. | 48.1 | | 63.0 | | 66.5 | | 74.3 | | 75.1 | | 72.8 | | 65.9 | |
| 1968 | IV | 36 | 88 | 36 | 93 | 43 | 100 | 48 | 103 | 46 | 103 | 44 | 101 | 38 | 90 |
| | Mo.Temp. | 60.6 | | 63.0 | | 70.6 | | 72.1 | | 69.9 | | 70.0 | | 61.7 | |
| 1969 | IV | 34 | 86 | 42 | 96 | 49 | 96 | 50 | 103 | 48 | 105 | 45 | 107 | 38 | 87 |
| | Mo.Temp. | 56.7 | | 65.2 | | 67.1 | | 73.6 | | 74.5 | | 71.2 | | 62.1 | |
| 1970 | III | 32 | 84 | 38 | 103 | 47 | 100 | 50 | 108 | 47 | 106 | 38 | 102 | 29 | 103 |
| | Mo.Temp. | 54.6 | | 66.0 | | 68.0 | | 73.1 | | 70.9 | | 70.2 | | 59.4 | |
| Mean Average of Ten Years | | 56.6 | | 62.3 | | 67.4 | | 72.1 | | 72.6 | | 68.6 | | 62.8 | |

GRAPE REGION SUMMARY

| Year | Degree-Days Over 50°F. | |
|------|------------------------|--------|
| | Apr.-Oct. | Region |
| 1961 | 3145 | III |
| 1962 | 3182 | III |
| 1963 | 3065 | III |
| 1964 | 3384 | III |
| 1965 | 3375 | III |
| 1966 | 3766 | IV |
| 1967 | 3606 | IV |
| 1968 | 3604 | IV |
| 1969 | 3687 | IV |
| 1970 | 3435 | III |

^{1/} Degrees F.

^{2/} Based on records obtained from the University of California, Weather Station V. W. DeTar ranch, Suisun Valley road at Morrison Lane.

^{3/} Compiled by:
 Robert Merritt, Neighborhood Youth Program

Table 7

TEMPERATURE SUMMARY ^{1/} FOR MID-SUISUN VALLEY ^{2/}
 Solano County, California 1971 - 1974 ^{3/}

| Year | Region | APRIL | | MAY | | JUNE | | JULY | | AUGUST | | SEPTEMBER | | OCTOBER | | TOTAL |
|------|------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|----------|----------|----------|--------|
| | | Av. Max. | Av. Min. | Av. Max. | Av. Min. | Av. Max. | Av. Min. | Av. Max. | Av. Min. | Av. Max. | Av. Min. | Av. Max. | Av. Min. | Av. Max. | Av. Min. | |
| 1971 | III | 69.3 | 41.9 | 72.4 | 48.5 | 83.0 | 52.4 | 90.3 | 56.4 | 90.0 | 55.7 | 88.5 | 49.4 | 77.4 | 41.1 | 3318.1 |
| | Mean | 55.6 | 60.5 | 67.7 | 73.4 | 72.9 | 709.9 | 69.0 | 570.0 | 59.3 | 288.3 | 59.3 | 59.3 | 59.3 | 59.3 | |
| | Degree-days over 50°F. | 168.0 | 325.5 | 531.0 | 725.4 | 709.9 | 570.0 | 288.3 | 3318.1 | 288.3 | 3318.1 | 288.3 | 3318.1 | 288.3 | 3318.1 | |
| 1972 | II | 69.0 | 39.8 | 73.1 | 44.4 | 82.2 | 49.1 | 85.0 | 52.9 | 86.0 | 51.9 | 82.6 | 49.4 | 71.6 | 49.5 | 2862.4 |
| | Mean | 54.4 | 58.8 | 65.7 | 69.0 | 69.0 | 589.0 | 66.0 | 480.0 | 60.6 | 328.6 | 60.6 | 60.6 | 60.6 | 60.6 | |
| | Degree-days over 50°F. | 132.0 | 272.8 | 471.0 | 589.0 | 589.0 | 480.0 | 328.6 | 2862.4 | 328.6 | 2862.4 | 328.6 | 2862.4 | 328.6 | 2862.4 | |
| 1973 | III | 74.6 | 43.7 | 79.3 | 49.7 | 88.3 | 55.6 | 88.5 | 55.1 | 83.5 | 49.8 | 83.6 | 51.5 | 77.3 | 45.4 | 3460.4 |
| | Mean | 59.2 | 64.5 | 72.0 | 71.8 | 66.7 | 517.7 | 67.6 | 353.4 | 61.4 | 353.4 | 61.4 | 61.4 | 61.4 | 61.4 | |
| | Degree-days over 50°F. | 276.0 | 449.5 | 660.0 | 675.8 | 517.7 | 3460.4 | 353.4 | 3460.4 | 353.4 | 3460.4 | 353.4 | 3460.4 | 353.4 | 3460.4 | |
| 1974 | III | 69.4 | 42.4 | 77.3 | 46.6 | 83.6 | 54.0 | 86.3 | 55.5 | 87.4 | 53.2 | 86.5 | 48.2 | 76.7 | 45.5 | 3256.3 |
| | Mean | 55.9 | 62.0 | 68.8 | 70.9 | 70.3 | 629.3 | 67.4 | 61.1 | 61.1 | 61.1 | 61.1 | 61.1 | 61.1 | 61.1 | |
| | Degree-days over 50°F. | 177.0 | 372.0 | 564.0 | 647.9 | 629.3 | 3256.3 | 629.3 | 3256.3 | 629.3 | 3256.3 | 629.3 | 3256.3 | 629.3 | 3256.3 | |

^{1/} Degrees F.

^{2/} ^{3/} Based on records obtained from U.C. Weather Station V.W. DeTar Ranch, Suisun Valley Road at Morrison Lane

Compiled by James E. DeTar, Cooperative Extension, University of California

^{4/} Calculated from average monthly maximum and average monthly minimum temperatures

PLANTCLIMATES OF CALIFORNIA

SOLANO COUNTY

MAJOR ZONES

MARITIME TRANSITIONAL
COASTAL INTERIOR

SUBZONES: A-Z AND 1-20 = WARM TO COOL

- MAJOR ZONE BOUNDARY
 - - - - - APPROX. TOP OF SUBTROPICAL THERMAL
 - * - * - APPROX. BOTTOM OF SUBTROPICAL THERMAL & VALLEY FLOOR
 - OTHER SUBZONE LINES
 - ||||| APPROX. SUMMER FOG LINE
 - - - - - HYDROGRAPHY
 - □ - HIGHWAYS
 - CITIES AND TOWNS
 - ◉ COUNTY SEAT
- SCALE 1:250,000

UNIVERSITY OF CALIFORNIA

AGRICULTURAL EXTENSION SERVICE

MARSTON H. KIMBALL, EXTENSION BIOCLIMATOLOGIST

JANUARY 1964

Taken from Weather Bureau records for about 20 years (Personel conversation with Keith Bowers 2/27/75).

COOPERATIVE EXTENSION
UNIVERSITY OF CALIFORNIA
Napa County

Degree Days Above 50°F.

| | <u>APRIL</u> | <u>MAY</u> | <u>JUNE</u> | <u>JULY</u> | <u>AUGUST</u> | <u>SEPT.</u> | <u>OCT.</u> | <u>SEASON TOTAL</u> | |
|---------------------|--------------|------------|-------------|-------------|---------------|--------------|-------------|-------------------------|-----|
| ANGWIN, P.U.C. | 90 | 267 | 451 | 654 | 617 | 504 | 325 | 2,908 | II |
| BERRYESSA LAKE | 222 | 428 | 639 | 837 | 834 | 678 | 477 | 4,115 | V |
| DUTTON'S LANDING | 174 | 276 | 417 | 456 | 484 | 450 | 341 | 2,598 | II |
| KNIGHTS VALLEY | 63 | 220 | 378 | 711 | 493 | 399 | 208 | 2,472 | I |
| NAPA STATE HOSPITAL | 195 | 329 | 447 | 536 | 514 | 498 | 363 | 2,882 | II |
| OAKVILLE | 196 | 333 | 479 | 577 | 599 | 523 | 417 | 3,124 | III |
| POPE VALLEY, 2E | 195 | 338 | 561 | 738 | 713 | 582 | 341 | 3,468 | III |
| ST. HELENA | 195 | 360 | 513 | 645 | 623 | 543 | 350 | 3,229 | III |
| SONOMA | 168 | 310 | 465 | 583 | 580 | 507 | 338 | 2,951 | II |
| VACAVILLE | 249 | 453 | 627 | 797 | 750 | 642 | 409 | 3,927 | IV |

EX NO. 4
 (W.C. HARRISON)

January 7, 1980

Director
 Bureau of Alcohol, Tobacco, and Firearms
 Post Office Box 385
 Washington, D.C. 20044

Dear Sir:

The undersigned wine grape producers, known as the Western Solano Grape Growers, strongly urge that the Green Valley/Suisun Valley wine grape production area of Western Solano County (California) be allowed to retain its historical North Coast designation for all purposes because of its geographical location (within the coast mountain range); climate; long continuous history of production (since 1860); traditional association with and crop utilization by North Coast vintners; grape quality; and varieties.

The area represented by the above growers starts at the northwest boundry of Napa and Solano Counties (located in Wild Horse Valley) proceeding south along the county line to Jamison Canyon at which point it turns east and proceeds along Cordelia Road to the intersection with Pennsylvania Avenue where it turns north and proceeds northwesterly to the intersection with the Napa County line at the head of Soda Springs Creek.

| NAME | ADDRESS | GRAPE ACREAGE |
|------------------------|----------------------------------|---------------|
| Howard Wirth | SUISUN, Ca Rt #1 Box 205B | 20 |
| James Baker | Rt 1 Box 344C Suisun | 16 |
| George J. Sumner | Rt Box 121 Suisun | 20 |
| Leoyfle Myers | Rt 1 Box 33A Suisun | 14 |
| Lowy Graven | Rt 1 Box 264 Suisun | 4.5 |
| Frank Ludrus | PO Box 250 Fairfield | 17 |
| John W Brown | Rt 1 Box 52K Suisun | 40 |
| Frank G. Ciferasso | PO Box 27 Fairfield | 6.5 |
| Harold Siebe | Rt 1 Box 202 Suisun | 18 |
| Martin S. Siebe | Rt 1 Box 210 Suisun | 15 |
| Ben a Volkhardt | 31 Country Club Dr. Mok Ranch | 80 |
| Frank Lindemann | Rt 1 Box 205 D Suisun | 20 |
| William H. Hietzel | Rt 1 Box 203A Suisun | 15 |
| Raymond Meikle | 286 Searson Way Rd, Searson | 50 |



EX 9

1709 LONGWORTH HOUSE
OFFICE BUILDING
WASHINGTON, D.C. 20515
(202) 225-5716

SPECIAL PHONE FOR THE
HEARING IMPAIRED
TTY-202-224-2793
TTY-202-224-3997

Congress of the United States
House of Representatives
Washington, D.C.

January 12, 1981

George Neis, Regional Analyst
Bureau of Alcohol, Tobacco and Firearms
525 Market Street
San Francisco, California 94105

Dear Mr. Neis:

The North Coast viticultural area containing Green Valley and Suisun Valley has been in continuous production for almost 120 years. Currently there are 786 producing acres. The district has had a long traditional association with the vintners of Napa and Sonoma Counties.

According to Mr. Lory Cravea, a principal buyer in the area, Western Solano grapes have been sold to Christian Brothers for over thirty eight years; to Sebastiani for over twenty five years; and to Allied for over twenty years. The records of the Solano County Agricultural Commissioner's Office indicate that in 1979 ninety eight percent of Western Solano grapes were crushed in Napa and Sonoma Counties.

Geographically, Green Valley and Suisun Valley lie within the southern end of the Coastal Range with the Vaca Mountains on the east and the Mount George on the west.

The climate in the area has been characterized by the University of California Cooperative Extension Service as a Grape Region III, based on a fourteen year study of area temperatures. The study concludes that, based on temperature units, Western Solano is comparable to other Region III districts in the North Coast area, such as: Calistoga, St. Helena, Oakville, and Pope Valley in Napa County; Alexander Valley, Asti, and Cloverdale in Sonoma County; and Calpella, Ukiah, Potter Valley, and Hopland in Mendocino County. A separate study by the University of California, Extension Bioclimatologist, Marston Kimball, placed Green Valley and Suisun Valley in a "coastal" plant climate zone. (Kimball's Plant Climate Map is used in Lane Publishing's Sunset Western Garden Book.)

PLEASE RESPOND TO:

823 MARIN STREET, ROOM 8
VALLEJO, CALIFORNIA 94590
(707) 552-0720

2740 FULTON AVENUE, SUITE 100
SACRAMENTO, CALIFORNIA 95821
(916) 484-4174

117 WEST MAIN STREET
WOODLAND, CALIFORNIA 95695

567 2ND STREET
YUBA CITY, CALIFORNIA

George Neis
Page 2
January 12, 1981

The principal wine grape varieties grown in the western Solano area in decreasing order of acreage are: Gamay, Petite Sirah, Carignane, Cabernet Sauvignon, Grey Riesling, French Colombard, Gamay Beaujolais, Pinot Noir, Palomino and Early Burgandy. Grapes from Western Colano County have been well received by Napa-Sonoma vintners. Growers have experinced no difficulty in meeting the acid and sugar standards for North Coast grapes.

All of the available facts support the commonality of Western Solano County with the balance of the North Coast viticultural area. Hence, I strongly urge that this area continue to be recognized in the North Coast appellation.

Sincerely,



VIC FAZIO
Member of Congress
Fourth District, California

VF:dr

EX 11

SACRAMENTO ADDRESS
STATE CAPITOL, ROOM 5126
SACRAMENTO, CALIFORNIA 95814
(916) 445-8368

DISTRICT OFFICES
1000 WEBSTER STREET
FAIRFIELD, CALIFORNIA 94533
(707) 429-2383
BARBARA MORRIS
FIELD REPRESENTATIVE

117 W. MAIN STREET, #24
WOODLAND, CALIFORNIA 95695
(916) 666-6754
JEFF SHELTON
FIELD REPRESENTATIVE

Assembly California Legislature

THOMAS M. HANNIGAN
MEMBER OF THE ASSEMBLY
FOURTH DISTRICT

COMMITTEES
VICE CHAIRMAN
REVENUE AND TAXATION
RESOURCES, LAND USE,
AND ENERGY
WAYS AND MEANS
WAYS AND MEANS
SUBCOMMITTEE ON
RESOURCES AND
TRANSPORTATION
SPECIAL COMMITTEE ON
MEDI-CAL REFORM
CHAIRMAN
SELECT COMMITTEE ON
VETERANS AFFAIRS
LINDA THAYER
ADMINISTRATIVE ASSISTANT

January 12, 1980

George Nies, Regional Coordinator
Federal Bureau of Alcohol, Tobacco
and Firearms
c/o Federal Building
777 Sonoma Avenue
Santa Rose, California 95404

Dear Mr. Nies:

I understand that the Federal Bureau of Alcohol, Tobacco and Firearms is conducting hearings to determine whether grapes grown in western Solano County should continue to be included under the North Coast appellation.

Historically, Solano County grapes have been marketed and crushed in Napa and Sonoma valleys. This practice began before the turn of the century and has continued up to the present day.

As early as 1909, official records show that Solano County had a minimum of 2400 acres planted to grapes. Although urban encroachment and changing agricultural conditions have reduced the number of total acres planted to grapes, 98% of the ^{western} county's commercial harvest was marketed and crushed in Napa and Sonoma Counties last year.

The three major grape-growing areas in western Solano County are Suisun Valley, Green Valley, and Gordon Valley. These areas are geographically similar to grape-growing areas in Napa and Sonoma Counties. They lie within the Coastal Range --- the same range that provides the unique soil and climatic conditions that have made wines produced under the North Coast appellation world famous.

According to experts from the University of California Cooperative Extension Service, the climate in the three Solano County valleys is similar to that enjoyed in grape-growing areas closer to the coast. They receive the amount and kind of thermal units necessary for producing outstanding wine grapes.


Mr. George Nies
Page Two
January 12, 1980

As further testimony, grapes grown in western Solano County have had no difficulty in meeting either the acid or sugar requirements established for North Coast grapes.

The areas in western Solano County which are now planted to grapes are being threatened by urban development. Unfortunately, economic realities suggest that if these grapes are excluded from the Napa and Sonoma markets, the vineyards of western Solano County may be lost forever to any kind of agricultural production.

I strongly urge you and the other individuals considering this question to allow grapes grown in western Solano County to continue receiving the North Coast appellation.

Sincerely,


Thomas M. Hannigan

TMH:bmb

Ex. No's. 13/14/15

TESTIMONY OF RONALD BARTOLUCCI BEFORE THE BUREAU OF ALCOHOL,
TOBACCO AND FIREARMS, SANTA ROSA, CALIFORNIA, JANUARY 12, 1981,
REGARDING NORTH COAST VITICULTURAL AREA.

Lake County is as much a part of the North Coast as California is part of the United States.

I. My name is Ronald Bartolucci. I received a Bachelor of Science degree from the University of San Francisco and later went on to obtain a Masters Degree in Business Administration. I was born and raised in Napa Valley, California. For three generations my family owned and operated vineyards and a winery in Napa Valley.

II. We sold our vineyards and winery in the early 1970's at which time my Father and I spent approximately six months researching the Lake County Area in an effort to determine the suitability of producing premium varietal grapes as we did in the Napa Valley. We considered such areas as Long Valley, Scotts Valley, Upper Lake area, Big Valley, and the Kelseyville areas. We considered such factors as soils, soil moisture, precipitation, water quantity, water quality, climatic regions, climatic seasons, growing season, and general weather conditions (wind, fog, humidity, etc.).

III. We concluded from our study that the Big Valley and Kelseyville areas were akin to the Central and Northern portions of Napa Valley. Obviously, with this conclusion we felt very strongly that portions of Lake County could produce as fine a premium varietal grape as Napa Valley.

IV. We purchased land in the Big Valley area and planted premium varietal grapes. Our first production year was in 1975 and we sold our grapes from 1975 through 1977 to Parducci Wine Cellars of Mendocino County. From 1977 to the present, we have been selling our premium varietal grapes to Fetzer Vineyards of Mendocino County.

a. At this time I would like to present a letter from Fetzer Vineyards that states that they have been producing Lake County wines for several years and in their opinion Lake County should be part of the North Coast.

b. Further, I would like to present you with a news release from Fetzer Vineyards in August of 1978 indicating high wine scores of Lake County Wines and a copy of Robert Finigan's Private Guide to Wines dated July of 1978 where he refers to the 1977 Fetzer Lake County Gamay and 1977 Preston Vineyards Sonoma Gamay

as, "I haven't seen a 1977 Beaujolais with anything like the charm of these two Californians."

c. I would further like to add that over the past three years (1978-1980) at the Los Angeles County Fair and Orange County Fair, Fetzer Vineyards have won the following metals with Lake County Wines:

| | | |
|------------|---|--|
| Gold Metal | - | 1977 Lake County Johannisberg Riesling |
| " " | - | 1978 Lake County Cabernet Sauvignon |
| Silver " | - | 1978 Lake County Muscat Canelli |
| " " | - | 1979 Lake County Johannisberg Riesling |
| " " | - | 1977 Lake County Gamay |
| Bronz " | - | 1978 Lake County Zinfandel |

and, Gentlemen, this was amongst stiff competition including Napa, Sonoma and Mendocino Wines.

v.

a. I think it would be important at this point to mention that from the time we planted vineyards in Lake County we endeavored to join the North Coast Grape Growers Association. We discussed this at length with the then President, Mr. Edward Bernard, who was in favor of such a move. He set up a meeting with the Board of Directors of the N.C.G.G.A. A committee of four of us representing the Lake County Grape Growers met with them and discussed the situation. At that time their only concern was that if they allowed Lake County in they would have to change their Articles or By-Laws and that may open the door for Monterey and therefore denied Lake County.

b. On other occasions our group and various vintners (Parducci and Fetzer) attempted to have the N.C.G.G.A. accept Lake County as a member, but to no avail.

c. Most recently, two of us representing the Lake County Grape Growers met with the Board of Directors of the N.C.G.G.A. The purpose of the meeting was to include Lake County in the application as part of the North Coast Viticultural Area Appellation. At that time we presented our reasons for the said consideration. They did not deny or even dispute the fact that Lake County was geographically, climatically akin to the North Coast. In fact, they agreed. They realized that Lake County wines could and does compete and win metals against some of the finest wines in Napa, Sonoma and Mendocino Counties. However, the reason for their denial was they would have to change their Articles or By-Laws and their membership would not

agree to do it. Again, I want to emphasize the reason for their denial - a change in Articles.

VI. In Conclusion, geographically portions of Lake County are farther west than portions of Napa, Sonoma and Mendocino Counties. Climatically Lake County is classified as Regions II and III as is the heart of the North Coast. Lake County demonstrated in the early 1900's its ability to win awards at the Paris Exposition and again Lake County is demonstrating its ability to compete and win metals amongst stiff California competition, including Napa, Sonoma and Mendocino wines.

Gentlemen, to deny Lake County, this small agricultural area, as part of the North Coast would not only be unjust, it would economically be disastrous to the area.

RED BURGUNDY UNDER \$6 * 1976 HARVEST IN GERMANY (Part II)

When I conceived this survey of lower-priced Burgundies, the prospect of tasting through bottle after bottle of execrable wine hardly put a spring in my step. It's difficult enough to find decent Burgundy no matter how much you pay, and it seemed to me that the prospects of finding anything of more than marginal quality for less than six dollars would be dim indeed. But how pleasantly surprised I was as I tasted one praiseworthy wine after another! There are all sorts of gems to be mined in the bins of Burgundies under \$6, and you'd best stock up on them before they disappear from the shelves forever.

My cynicism about the current state of red Burgundy stems from dreadful experiences with vintages touted as far better than they proved to be. Both 1970 and 1973 produced precious few bottles of any merit whatever, and time has been unkind to these mostly thin and charmless wines. Yet merchants still doggedly describe them as 'useful' or 'supple' or 'elegant', cunningly avoiding such more proper descriptors as 'senile', 'flavorless' or 'watery'. 1971 has been very highly touted since the grapes were harvested, though I perceive an easing of enthusiasm as it becomes clearer that few of these wines are developing as their proponents confidently forecast a few years ago. I've never been fond of the '71's overall, and even in some otherwise distinctive bottles I too often find the taste of damaged fruit traceable to the severe hailstorms which afflicted Burgundy just as the grapes were ripening. 1975 was a really poor year for reds -- you won't see many on the shelves -- and 1974 yielded very few bottles you'd want to add to your cellar.

Among recent vintages, that leaves 1972 and 1976. I have long been a champion of the '72's, well proportioned fruity wines which at their best suggest Burgundies of yore. The '76's certainly will be fine, most of them, but their prices will be almost uniformly painful: I recently sampled a drinkable but hardly spectacular Vosne-Romanee meant to retail for \$14. Burgundians are well aware of the rave notices bestowed on the '76's and they have priced accordingly, their desire to receive top franc for the '76's sharpened by low profits from the two preceding poor harvests. Thus what 1972 reds still exist within this price category are comparatively better buys than the '76's will be when they arrive. And don't forget that many '76's, expensive enough at the source, will be even more so when they arrive here because of the recent weakness of the dollar against the French franc.

Aside from the very major differences among recent Burgundian vintages, quality has been a problem at every price level. Particularly in response to the American wine boom of a few years ago, Burgundian vintners realized that their incomes would increase most quickly if they had more wine to sell. Therefore many of them began to practice in earnest an insidious way around the French laws which set the maximum yields per unit area. Let's assume for a moment that you are a grower with holdings in Latricieres-Chambertin, limited by a legal maximum wine production of, say, 35 hectoliters per hectare with the choice appellation 'Latricieres-Chambertin'. However, if you don't prune your vines as assiduously as you might, perhaps you will produce 45 or 55 hectoliters per hectare in a copious year. You can't sell it all as Latricieres-Chambertin of course, but you can sell at least some of the surplus declassified as Gevrey-Chambertin, the village within which the Latricieres-Chambertin vineyard is located, since the maximum production set for this simpler appellation is greater than that set for the prime vineyards within its bounds. If your yield from your Latricieres-Chambertin vineyard is really large, you may exceed even the limits for Gevrey-Chambertin, but you can still sell that excess with the base-level 'Bourgogne Rouge' appellation. Naturally your

Latricieres-Chambertin will not be as fine as that of a vintner who close-pruned his vines for quality, but if you add up the proceeds from the Latricieres-Chambertin, Gevrey-Chambertin and Bourgogne Rouge that you've sold -- all of it exactly the same wine -- you are likely to find that your total revenue exceeds that of the man who has made only Latricieres-Chambertin from his Latricieres-Chambertin holdings.

This practice of selling wines from the same vineyard under several appellations was called the 'cascade' when French law allowed such a loophole in the rules to continue, but the practice was stopped by a change in the law effective with the 1975 harvest. Now vintners in Burgundy, and in other French vineyard areas as well, may sell wine under only one appellation. Any overproduction cannot be sold at all as table wine, but rather must be sent off for distillation or for some other non-wine use. When the 'cascade' was operative, however, its deleterious effects on quality were especially noticeable in large-production years such as 1973, when some really shameful bottles of feeble Chambertin and Bonnes Mares and Musigny were sent to market with their noble labels promising so much more than the over-extended wine could deliver.

Most wines recommended in the notes which follow are fully ready for current consumption; where further aging is in order the description of the wine so states. In most instances, though, it is a matter of drinking up these wines before old age weakens them unappealingly. I cannot urge you strongly enough, if you are a Burgundy fancier, to lay in whatever supplies of these fairly priced bottles you need. It may be a long time indeed before such comparative bargains are readily obtainable in the shops. Prices quoted are what I paid; they may vary with region and with retailer.

RED BURGUNDY UNDER \$6: From My Tasting Notes

OUTSTANDING

1971 Aloxe-Corton, J. Drouhin (\$5.95). A refined Pinot Noir bouquet and exceptionally pleasant flavors characterize this wine, which has developed well with a few years in bottle. As a matter of fact, there's enough tannin to warrant a little more aging, but not enough to mar present enjoyment.

1972 Bourgogne, Louis Latour (Wildman) (\$4.99). Like all the best '72's, this simple one displays hearty color, good fruit, plenty of flavor and pleasingly full body. The quality evident here suggests a declassified (overproduction) Burgundy of substantial pedigree, and the wine is at its peak right now. Age has contributed moderate and welcome complexity of flavor, but the fruit will fade with more than slight further storage.

1974 Chorey-Cote-de-Beaune, Tolleot-Beaut (Schoonmaker) (\$5.25). The light color and delicate structure of 1974 are immediately obvious, but this small wine displays appealing fruit and is well suited for current consumption, perhaps while something grander slumbers toward its peak of maturity.

ABOVE AVERAGE

1972 Nuits-St-Georges, Henri Gouges (Robert Haas Selection) (\$5.99). Lightish bricky color, clear; interesting, if somewhat small, mature Pinot Noir bouquet; pleasantly easy to drink, less forceful than one might expect from a 1972 Cote de Nuits, but well balanced and well made with plenty of flavor; subtle aftertaste.

1972 Pommard "Epenots," Mme de Courcel (Schoonmaker) (\$4.98). Stylistically similar to the preceding wine, this one is if anything even a bit lighter and more evanescent, but no less attractive for that. Some may be surprised to encounter Pommard of such delicacy, but to my palate this bottle expresses the true style of the appellation with great honesty and mature charm. Drink now; don't cellar.

1972 Bourgogne (Hautes Cotes de Beaune), Guillemard-Dupont (Schoonmaker) (\$4.98). Still another creditable '72 of humble appellation, this one presents more-than-decent varietal character and would qualify nicely as a Burgundy for less-than-special occasions.

1972 Fixin "Clos Napoleon," Domaine Pierre Gelin (Schoonmaker) (\$4.49). Sometimes Pinot Noir can display a trace of what seems mustiness, but is really part of the

Robert Finigan's Private Guide to Wines is published monthly by Walnuts and Wine, Inc., 100 Bush Street, San Francisco, CA 94104. Copies of this Guide are not available on newsstands but furnished directly from the publisher to subscribers only. If you

wish to enhance your enjoyment of wines, please send your check for \$24 for a year's subscription to *Robert Finigan's Private Guide to Wines*, 100 Bush Street, San Francisco, CA 94104 or telephone 956-1314. Second-class postage paid at San Francisco, California.

fascinating complexity of the variety. Some tasters might object to that overtone here, but I would suggest instead concentration on the handsome garnety color, fully mature bouquet and ingratiating drinkability of the wine. A slight sharpness on the palate could have been characteristic of my bottle only, or it could signal a problem with the wine's stability; in any event, there's no reason to postpone drinking this one up.

1973 Savigny-Lavieres, Tollot-Beaut (Schoonmaker) (\$4.98). From Tollot-Beaut, one of the shippers in Burgundy I consider among the most reliable, comes a fading but still charming example of the light 1973 Burgundian style. Enjoy its softness and what remains of its fruit now, but don't put any away for later.

1974 Auxey-Duresses, Guy Roulot & Fils (\$5.95-KL). Nicely defined if light Pinot Noir character distinguishes this unusually nice 1974. Balance is toward the acidic side, but not to a really bothersome extent; though small and not a long-term ager, another year or two in bottle certainly wouldn't hurt.

1972 Chassagne-Montrachet "Clos de la Maltroye," Marcel Picard (G.C. Sumner Selection) (\$5.79-WCC). Although not as well proportioned as many '72's, this one makes up in refinement and subtlety what it lacks in power; the aftertaste is especially long and intriguing.

1973 Cote de Beaune-Villages, Bouchard Pere & Fils (\$4.99). The simplicity and easy drinkability of this bottling would argue for regular use if the price weren't just a little ambitious for the quality offered. The acid here is a bit more elevated than it is in many 1973's of similar lightness, which is all to the good for the wine's staying power over the next year or two.

1973 Bourgogne, A. et P. de Villaine (\$4.50). Unusually dark for a '73 and richer than most besides, this wine is pleasant enough, but a little pricey for its country-style character. However, it isn't madly overpriced, and I do prefer it to the less authoritative yet more expensive 1974 (\$5.45). Aubert de Villaine is a co-owner and manager of Domaine de la Romanee-Conti; his red and white Bourgognes are made from grapes grown in the village of Bouzeron, where he lives, and are his pet projects.

AVERAGE, selected for comment

1971 Givry "Clos Marceau," Andre Delorme (\$4.99). This wine's distinctly musty nose, perhaps traceable to those terrible 1971 hailstorms, puts one off immediately -- yet the palate impressions save the wine from disaster, and despite a tendency to shortness, there is welcome Pinot Noir personality here and mature smoothness besides. In sum, this Givry is every bit a priceworthy bottle at \$5.

WELL BELOW AVERAGE

N/V Reserve Chevallot, Grands Vins Chevallot (\$3.95). Though no appellation at all is cited on the bottle, one is led to assume Burgundy from the style of the wine and from M. Chevallot's prominence in the region (he is proprietor of the Hotel de la Poste in Beaune). Whatever the wine is, it isn't very good: there is no fruit, body and color are feeble in the extreme, and only a bit of lively acid reminds that there might have been a wine there at some point in the past.

1974 Cote de Beaune-Villages, Anthony Barton & Cie (\$3.99). Dull, fruitless, slightly vinegary and lacking in anything which might suggest Burgundy above any lower-quality appellation.

AVERAGE, tasted and listed alphabetically without comment

1976 Bourgogne "Jacobins Rouge," Louis Jadot (\$5.25)

1970 Corton-Pougets, Dom. de la Juviniere (Dennis & Huppert) (\$4.44)

1972 Bourgogne "Cuvee Latour," Louis Latour (Wildman) (\$5.96)

1972 Mercurey "Clos Fortoul," Remoissenet (\$5.86)

1976 Bourgogne-Irancy, Georges Martin (\$6)

1974 Rully "Clos de Bellecroix," Dom. de la Folie (\$5.60)

1972 Clos Vougeot, Bouchard Pere & Fils (Heublein) (\$5.25)

1976 HARVEST IN GERMANY (Part II -- Spatlesen)

As I mentioned in the text preceding the May issue's notes on Kabinetts, the superb 1976 growing season produced an abnormally high proportion of the richer grades, Spatlese and Auslese. The figures are awesome indeed: nearly 80% of the wine produced in the Mosel-Saar-Ruwer qualified for these designations, while about two-thirds of the Rheingau wines were so classified. Therefore, one might logically assume that most 1976 German wines beyond the simplest are ones to sip reflectively, and that for light-hearted quaffing wines one must look to 1975 or 1977.

After surveying dozens of Spatlesen, I am surprised to report that such a conclusion doesn't hold up against the wines themselves. As a matter of fact, I am gravely disturbed by two aspects of these extensive tastings. First, too many of the wines -- even those from producers of high repute -- simply were not very exciting. Second, few display the characteristics historically associated with Spatlesen. Best translated as 'late-picked', Spatlese at least implies that a wine will show the flavor-concentrating effects of the 'noble mold' which appears late in the season in good years. That so many of these wines display no such character, or even no character at all in a disturbing number of cases, may in part be explained by the changes in German wine law effective with the 1971 harvest.

Until then, application of terms such as Kabinett or Spatlese was left to the discretion of individual producers, and I for one generally found the best of them impeccably honest in selecting one or another term as an accurate description of the wine offered for sale. Naturally, there were opportunities for abuses in this scheme, but in an important sense it was self-policing, since a grower chronically too optimistic about his classifications would be rapidly identified as such by colleagues and customers alike. However, the game changed substantially with imposition of the new 1971 regulations. As you may well know, each grade within the 'Qualitatswein mit Pradikat' category was formally defined in terms of the degree of sugar in the unfermented grape juice. Thus, rather simplistically speaking, a grower need now only measure the sugar content of the juice his grapes yield, consult a chart and learn whether he has Kabinett or Spatlese or whatever. Gone in a formal sense are applications of these quality-oriented terms on the basis of the tastings and judgments of individual vintners.

One can argue that the new rules put everyone on the same footing and assure the consumer that a Spatlese from one producer will be at least roughly comparable to that from another, region and grape variety being constant. However, that vinous utopia seems hardly to have been reached. One vintner can proudly put Spatlese on the label if his wine is just at the bottom end of the acceptable range, while another more quality-oriented fellow might prefer to classify as Kabinett anything below the upper reaches of the legal Spatlese definition. Without boring you unduly with technical matters, the net of all this is that growers' subjective assessments of their wines are still major factors in determining what grade the label bears.

That explains why some 1976 Spatlesen taste like Kabinetts while others resemble Auslesen in their richness and complexity. But why are so many 1976 Spatlesen just plain dull? I would suggest two primary reasons. First, 1976 was so warm that sugar content in some grapes doubtlessly reached Spatlese level through normal ripening, with little or no contribution from the 'noble' *botrytis cinerea*. Such wines are unlikely to display the flavor interest of traditional Spatlesen, or even of contemporary ones which in normal years are likely to require the presence of botrytis to reach sugar concentrations acceptable for the grade.

Another explanation for dullness in some 1976 Spatlesen relates to the grape varieties used. It's a common misconception, I think, that German white wine necessarily equals Riesling. That distinguished grape is indeed pre-eminent in Mosel-Saar-Ruwer and the Rheingau, but particularly in the Mosel there are substantial plantings of other varieties as well: about 30% of the vines are Muller-Thurgau or the fairly boring Elbling. I'm hardly arguing that Muller-Thurgau or Kerner or some of the other crosses do not give plenty of good wine, but they are unlikely to approach the fineness of Riesling at higher quality levels. Relatively inexpensive German whites, especially those from shippers or cooperatives rather than individual growers, are unlikely to be made primarily from Riesling unless the variety is stated on the label. On the other hand, certain very fine bottlings adopt a sort of 'noblesse oblige' and don't bother to boast 'Riesling' on the label, its presence in the bottle being taken for granted.

Having tasted a substantial number of 1976 Kabinetts and Spatlesen now, I am impressed by the classic loveliness of the best bottles, but I am surprised by how few of those there are from a vintage about which comments have been so rhapsodic. The '76's are certainly the best German wines since 1971, but the standouts of that vintage stunned me at a comparable stage in their development by balance and finesse rare indeed among the '76's. More than a few 1976 bottlings display a worrisome low acidity, evident in a sort of cloying fullness on the palate -- a poor sign for the longevity of the wines. I do not consider the wines most highly recommended here and in the May issue overpriced for quality received, especially in view of the dollar's weakness against the mark. Yet I would be reluctant to advise your laying away more than a very few of them for years

and years. Perhaps the Auslesen to be covered next month will tell a different story, but I'd look to most 1976's praised so far as wines to enjoy now and during the next two or three years.

Since German wines tend to be imported by so many different houses, retail prices vary substantially. The ones I cite represent either what I paid or the range I noted in surveying my retail sources. Given the number of wines assessed here, you may be surprised to know I have limited my tastings to those bottles in most general distribution.

1976 HARVEST IN GERMANY (Part II -- Spatlesen): From My Tasting Notes

OUTSTANDING

Eltviller Sonnenberg, Riesling Spatlese, Jacob Fischer Erben (\$6.95-C). Quite full yellow; lovely, refined Riesling aromas; frankly sweet but beautifully balanced, luscious texture; expansive Riesling personality with long aftertaste of fruit and botrytis; a good bet for several years' aging.

Johannisberger Klaus, Riesling Spatlese, Landgraflich Hessisches Weingut (\$7.25-\$8.35). Remarkably subtle and intriguing for a '76 Rheingau Spatlese, the wine recalls 1971 in its elegance and balance. There's no shortage of flavor interest and sweetness is hardly obtrusive -- but the wine does finish a little short.

Falkensteiner Hofberg, Riesling Spatlese, Friedrich Wilhelm Gymnasium (\$5.98-MW). Medium straw yellow; evident botrytis in nose remarkably advanced for age; unusually complex and long flavors, yet on the light side in body; finely balanced with just a trace of sweetness; crisp finish but enticingly extended aftertaste.

Scharzhofberger, Spatlese, Egon Muller (\$15-C). The wine is undeniably pleasant, if perhaps not up to Muller's most superb achievements, but the price is painful in comparison with what other fine Mosels of the vintage are fetching. In a fine year, Muller markets wines of distinctly different character within the same quality grade. One lot is distinguished from another by the examination number (part of the 'A.P.' number) on the label. This bottle was from Lot #14; other Spatlese lots from Muller I noted at three or four dollars a bottle less at various other retailers.

Eitelsbacher Marienholz, Riesling Spatlese, Petershof (\$6.95-C). A remarkably rich bouquet and lush, peach-like flavors contrast with a winning delicacy of style; the wine had best be enjoyed alone, for food would conflict with its subtleties.

Oberemmel Raul, Riesling Spatlese, von Kesselstatt (\$7.25). Full yellow; appealing if slightly backward Riesling aromas; old-style late-picked flavors with hints of honey and apricots, yet very little sweetness; long, fascinating aftertaste.

Serriger Vogelsang, Riesling Spatlese, Staatlichen Weinbaudomanen Trier (\$6.49). Again, much botrytis is evident in this old-school Spatlese, which needs time for development of a currently clumsy bouquet. Despite the intensity of flavor, there's only a trace of sweetness.

ABOVE AVERAGE

Maximin Grunhauser Abtsberg, Riesling Spatlese, von Schubert'schen (\$9.95). Probably the most prestigious estate in the Ruwer, this property has succeeded here with a classically elegant Riesling buoyed by healthy acid and remarkable for the delicacy of its flavors -- though I wish it didn't tail off quite so sharply on the palate.

Kiedricher Grafenberg, Riesling Spatlese, Schloss Groenesteyn (\$9.99). A pleasant harmony of fruit and botrytis are the prime characteristics here; the body is a bit light, though that is often true in wines from Kiedrich, and the acid is just a little lower than I would prefer it -- but there isn't enough sweetness to cloy in the least.

Oberemmel Scharzberg, Riesling Spatlese, Friedrich Wilhelm Gymnasium (Schoonmaker) (\$7.25). The austerity -- some would say steeliness -- of Saar Rieslings is admirably evident in lightly floral flavors rendered in an almost bone-dry style. As usual with the best Saars, finesse triumphs over power, though there is nothing feeble about this beautifully made bottle. Just a bit more flavor interest would have projected it into my top echelon.

Steinberger, Riesling Spatlese, Staatsweingut (\$7.99-\$9.50). Botrytis dominates here over fresh Riesling fruit, which is to say the wine is largely a matter of peaches and apricots -- though there's very little sweetness. I applaud its classic Spatlese style, though a touch more acid would amplify its charms. The State-owned domaine

which made this wine often produces several bottlings within a quality grade; 055 is the examination number of the Spatlese I purchased.

Serriger Wurtzberg, Riesling Spatlese, Bert Simon (\$6.95). That slight floral quality and crispness which grace wines of the Saar are obvious here, as is a delicate balance of sweetness and acidity. Those who find most German wines too sweet will have no such complaint about this one.

Hattenheimer Pfaffenberg, Riesling Spatlese, Schloss Schonborn (\$8.60). There isn't much in the way of flavor authority or late-picked richness in this uncharacteristically small-scale Rheingau, but its lightly floral palate impression charms immediately and its understated sweetness is countered by appropriate zestiness.

Kanzemer Altenberg, Spatlese, Weingut Kanzemer Berg (von Othegraven) (\$7.30). Simple fruity aromas and flavors are made a bit more interesting by a subtle presence of botrytis, and the balance is excellent, as it is in so many '76 Saars. However, this is not a complex wine or one to fret about consuming in its youth.

Rauenthaler Baiken, Riesling Spatlese, Staatsweingut Eltville (\$8.99-\$11.15). I'd like to see a bit more depth of flavor and a longer finish in this agreeable Riesling, but its well rendered counterpoint of Riesling fruit and botrytis highlight an unarguably pleasant bottle. For the price and the vintage, however, one expects more. (Examination number 039; -- other lots may vary).

Wachenheimer Gerumpel, Riesling Spatlese, Winzergenossenschaft Wachtenburg-Luginsland (\$6.75). Wines from the warm Rheinpfalz frequently show greater or lesser deficiencies in acid, a problem which is magnified in a growing season as hot as 1976. This wine engages one with somewhat honeyed flavors and with its round, soft palate impression -- but a little more liveliness would be a welcome foil.

Kiedricher Grafenberg, Riesling Spatlese, Dr. Weil (\$7). There is charm in the fine young Riesling nose and in the delicate aftertaste -- but the wine tends to fall apart in the middle, offering zest and refreshment but too little in the way of flavors to ponder.

Schloss Johannisberger, Spatlese (Grunlack) (\$8.95-\$9.75). I'd nominate this wine for service at a lighthearted summer luncheon and delight in its slight spritz and small-scale Riesling character. But I wouldn't pay this price for a summertime luncheon wine!

AVERAGE, selected for comment

Wiltinger Scharzberg, Riesling Spatlese, Saar Winzerverein (Kreusch) (\$3.89). Now here's what I would buy for that summer luncheon: a wine with virtually no late-picked character, but with pointed young Riesling aromas, uncomplicated flavors to match and a slight tingle on the tongue besides -- in short, an amiable quaffing wine at a fair price. But Spatlese?

WELL BELOW AVERAGE

Wehlener Sonnenuhr, Spatlese, Heitz & Knod (\$5.89). Sharp, acetoney nose with little Riesling character; decently balanced but third-rate flavors; short on the palate; slightly cloying in the finish as if sugared, which Spatlesen may not be.

Kaseler Kehrnel, Riesling Spatlese, Bert Simon (Patheiger) (\$5.95-\$6.95). Rather musty and marred by a petroleum-like component in the nose, the wine is clumsy in the extreme and hardly redeemed by flavor interest, because there is none.

Berkasteler Kurfurstlay, Spatlese, Zentralkellerei Mosel-Saar-Ruwer (Kreusch) (\$3.49). Co-op wines from such catch-all appellations are always gambles, and this one is a sure loser: grape-candy flavors and a cloying sweetness make me wonder how it ever got past the examining panel whose certification number is on the label.

Piesporter Goldtropfchen, Spatlese, Havemeyer (Bercut-Vandervoort) (\$9.39). Few contemporary German wines are this poorly made or so absurdly priced. The catalog of horrors includes a sulfur-marred nose, grapey flavors, low acidity and an odd mealy aftertaste.

Longuicher Probstberg, Spatlese, Weingut Franz Eigner (Kreusch) (\$4.50). Watery, diffuse, totally lacking in fruit or finesse, sweetish, quite awful.

Ockfener Bockstein, Spatlese, Scholl & Hillebrand (\$4.98). Grapey, earthy aromas and flavors which unfortunately linger on the palate; without any redeeming value.

Oestricher Lenchen, Riesling Spatlese, Jacob Horz (\$4.95). The earthy character of the nose veers perilously toward downright swampiness, and the candied, cloying palate impression does nothing to save the day.

AVERAGE, tasted and listed alphabetically without comment

- 1976 Ayler Kupp, Riesling Spatlese, Ferdinand Kramp (\$4.95)
 1976 Ayler Kupp, Riesling Spatlese, Winzerverein Ayl (Kreusch) (\$4.75)
 1976 Barnkasteler Badstube, Spatlese, Weingut der Pfarrkirche (Kreusch) (\$5.89)
 1976 Brauneberger Kurfurstlay, Kerner Spatlese, Freiherr von Schorlemer (Chateau & Estates) (\$6.95)
 1976 Bretzenheimer Hofgut, Riesling Spatlese, von Plettenberg (\$6.25)
 1976 Bretzenheimer Vogelsang, Riesling Spatlese, von Plettenberg (\$5.59)
 1976 Deidesheimer Letten, Riesling Spatlese, Weingut A. Bonnet (\$5.25)
 1976 Eitelsbacher Karthäuser Hofberger (Kronenberg), Riesling Spatlese, Werner Tyrell (\$9.75)
 1976 Eitelsbacher Marienholz, Riesling Spatlese, Bischoffliches Konvikt (\$7.50)
 1976 Eltviller Sonnenberg, Spatlese, Schloss Eltz (Kreusch) (\$4.99)
 1976 Eltviller Sonnenberg, Riesling Spatlese, Schloss Eltz (Schoonmaker) (\$6.45-\$8.75)
 1976 Eltviller Sonnenberg, Riesling Spatlese, von Simmern (Kreusch) (\$7.75)
 1976 Erbacher Honigberg, Riesling Spatlese, Schloss Reinhartshausen (Schoonmaker) (\$6.59)
 1976 Erbacher Marcobrunn, Riesling Spatlese, Staatsweingut (\$9.25)
 1976 Erbacher Marcobrunn, Riesling Spatlese, von Simmern (\$9.95-\$11.90)
 1976 Erdener Treppchen, Riesling Spatlese, Bischoffliches Priesterseminar (\$7.50)
 1976 Hartenheimer Nussbrunnen, Riesling Spatlese, von Simmern (\$8.75-\$10.75)
 1976 Hochheimer Domdechaney, Riesling Spatlese, Aschrott'sche Erben Gutsverwaltung (\$6.80)
 1976 Hochheimer Holle, Riesling Spatlese, Domdechant Werner'sches Weingut (\$8.95)
 1976 Kiedricher Sandgrub, Riesling Spatlese, Schloss Groenesteyn (\$6.50-\$7.79)
 1976 Kiedricher Sandgrub, Riesling Spatlese, Dr. Weil (\$6.50)
 1976 Kreuznacher Forst, Spatlese, von Plettenberg (\$4.79)
 1976 Leistader Kirchenstück, Riesling Spatlese, Emil Brenneis (\$6.95)
 1976 Ockfener Bockstein, Riesling Spatlese, Dr. Fischer (Kreusch) (\$7.50)
 1976 Ockfener Bockstein, Spatlese, Staatlichen Weinbaudomanen Trier (\$6.25)
 1976 Piesporter Goldtropfchen, Spatlese, Ulrich Langguth (\$6.19)
 1976 Piesporter Goldtropfchen, Spatlese, Weingut Steinbach-Layendecker (Chateau & Estates) (\$6.50)
 1976 Rauenthaler Baiken, Riesling Spatlese, Schloss Eltz (\$10.15)
 1976 Rauenthaler Baiken, Riesling Spatlese, von Simmern (\$10.30-\$13.50)
 1976 Rauenthaler Gehr, Riesling Spatlese, Staatsweingut Eltvilla (\$6.89-\$7.50)
 1976 Rauenthaler Steinmacher, Riesling Spatlese, Freiherr zu Innhausen und Knyphausen (Steifensand) (\$8.95)
 1976 Rudesheimer Beng Roseneck, Riesling Spatlese, Schloss Eltz (\$7.40)
 1976 Rudesheimer Burgweg, Riesling Spatlese, Weingut G. Breuer (\$6.49)
 1976 Rudesheimer Klosterlay, Riesling Spatlese, Schloss Groenesteyn (\$8.95)
 1976 Scharzhofberger, Riesling Spatlese, Hohe Domkirche (\$8.70)
 1976 Scharzhofberger, Riesling Spatlese, Felix Muller (Steifensand) (\$8.25)
 1976 Scharzhofberger, Riesling Spatlese, von Kesselstatt (\$7.95)
 1976 Schloss Vollrads, Spatlese (rosa) (Kreusch) (\$8.95)
 1976 Schloss Vollrads, Spatlese (rosagold) (\$9.95)
 1976 Waldraher Meisenberg, Riesling Spatlese, Weingut Scherl's Wuhle (\$5.60)
 1976 Wehlener Sonnenuhr, Riesling Spatlese, Zach. Bergweiler-Prun Erben (\$6.75)
 1976 Wehlener Sonnenuhr Spatlese, Scholl & Hillebrand (\$5.29)
 1976 Wiltinger Scharzberg, Riesling Spatlese, W. Dunweg (Schoonmaker) (\$5.25)
 1976 Winkeler Jesuitengarten, Riesling Spatlese, Weingut Freiherr von Zwiernlein (\$6.95)

RECENT DISCOVERIES

Sad to say, the charming red wines of the Loire Valley are all too uncommon in the United States. Perhaps their producers assume they won't travel well, perhaps shippers feel they are likely to be overshadowed by more forceful red Bordeaux -- or perhaps the wineloving inhabitants of the Loire Valley simply want to keep the wines to themselves. I certainly wouldn't blame them for that, since the fruity and charming Cabernet Francs of the Loire are among France's most easy to love reds, and they are hardly expensive in view of the quality they most often display. I am delighted to report that Kermit Lynch has recently brought in several fine examples of these wines to the San Francisco area, and no matter where you live in California I urge you to make their acquaintance. Perhaps my favorite among them is 1976 Bourgueil, Domaine de Grand Clos (Audebert) (\$4.75), a Cabernet rich for the region with an appropriate touch of earthiness, fine flavor intensity and even a bit of aging potential. At the other extreme, stylistically, is the light, elegant, Beaujolais-like 1976 Chinon, Loiseau (\$3.95), which could use a little chilling but not much more bottle aging. Rather more in the direction of Bordeaux than Beaujolais is 1976 St-Nicolas de Bourgueil, Delagouttiere (\$3.95), a pleasingly fruity, healthy colored and moderately tannic Cabernet of great appeal. There isn't one of Lynch's collection which is less than a success, but for reasons of space, I've highlighted only my special favorites.

Two superb Chenin Blancs have recently come my way, both of them ideal companions for summertime meals and for lazy afternoons as well. 1977 Napa Valley Chenin Blanc, Raymond Vineyard (\$4.50) and 1977 Sonoma County Chenin Blanc, Preston Vineyards (\$3.75) are both effusively fruity, cleanly made and crisp in the finish; the Preston is considerably drier, doubtlessly austere for some, yet the slight residual sweetness in the Raymond is neatly balanced by the acidity one looks for and frequently finds wanting. Both wines are at their best right now, and neither was produced in vast quantity -- so look for them as soon as possible.

Also from Preston Vineyards, certainly an exciting new entry in the lists, comes 1977 Sonoma County Gamay (\$3.25), an absolutely stellar Beaujolais-style Gamay (not all California Gamays are, you know) reminiscent of top-class Fleurie or Chiroubles. With 1977 Beaujolais from France so mediocre yet expensive, I'd snap up whatever I could find of the Preston, and supplement my purchases with the almost as lovely 1977 79

Lake County Gamay, Fetzner (\$3.75). I haven't seen a 1977 Beaujolais with anything like the charm of these two Californians.

Looking at Cabernets after my extensive May tastings, I came upon the stunningly fine but stunningly expensive 1975 from Mount Eden Vineyards (\$20). Yes, it's rich and big and wonderful and likely to improve with age, but so is 1975 Ch. Latour at a comparable price. If price is no object, lay in some of the Mount Eden; if it is, look to some of my prime recommendations in the May issue. For the record, 1974 Napa Valley (Spring Mountain) Cabernet Sauvignon, Ritchie Creek Vineyard (\$8.50) seems intense enough at the beginning but falls away on the palate as fine Cabernets of its vintage should not. 1975/76 Napa Valley Cabernet Sauvignon, St. Clement (\$8.75) hasn't yet developed a nose, shows pleasant if light Cabernet flavors and is altogether too expensive for what it has to offer.

Semillon is a white varietal frequently overlooked in the quest for more commercially acceptable labels, but every now and then it's fun to find one which makes the point that the grape can be used for something other than blending into chablis. 1977 California (Fleasanton) Semillon, Congress Springs Vineyards (\$3.75) is such a wine, and its aggressive, slightly earthy but fully fruity personality is likely to win friends among those who are brave enough to try it. There are traces of peaches here, though residual sugar is slight; and the only negative mark relates to a slightly hot finish undoubtedly traceable to the growing region.

1972 Cotes du Rhone, Augustin Peyrouse (\$4.25-WCC) offers unusually fine quality in well made red Rhone from a largely undistinguished year. There is all the pepperyness one seeks in such a wine, enough but not too much acid, and an easy drinkability which makes one wish the price were a dollar or so less.

Your attention may be drawn to a new line of Algerian reds imported by a firm called Wines of the World and marketed at apparent bargain prices. I've sampled N/V Dahra (\$2.09) and N/V Medea Rouge (\$1.59) and found both substantially below the quality level of most California wines priced comparably. The Algerians display dark color and robust body, but they are somewhat raisiny and ponderous on the palate in the typical manner of reds from hot-climate areas. I really doubt you'll find these wines of interest despite their seemingly attractive pricetags.

When I surveyed the 1974 red Bordeaux last November, I hadn't seen 1974 Moulin des Carruades, Pauillac, Societe Civile de Ch. Lafite-Rothschild (Chateau & Estates) (\$7.50), apparently a 'second wine' of Lafite much as 'Carruades de Lafite' was until a few years ago. This 1974 already shows a mature bricky color, yet its pleasant light fruit has by no means begun to fade, and the wine's good breeding is immediately evident. Like many '74 clarets, it hasn't much stuffing or staying power, but it is soft and ready for enjoyment now -- if the price doesn't strike you as too ambitious for what is, after all, a minor Bordeaux. I haven't tasted this one side by side with the '74 Lafite, but I remember the latter as a distinctly similar wine -- at almost twice the price.

I think you might be interested in acquiring Christie's Wine Review 1978, a handsomely produced softbound volume which packs a great deal of information into its 104 pages. Basically conceived as an overview of the 1977 wine market in London and to a lesser extent elsewhere, the book provides a thorough guide to wine prices and trends as measured by sums paid in Christie's and Sotheby's auction rooms during last year. But even if this sort of detailed wine-by-wine, vintage-by-vintage price information is of limited usefulness for you, I suspect you might be as fascinated as I was by the lively section on Champagne, complete with concise tasting notes on all generally declared twentieth-century vintages. The book may be obtained for \$10 from Christie, Manson & Woods, 502 Park Avenue, New York, NY 10022.

Source key: Bel - Beltramo's, Menlo Park; C - Connoisseur Wine Imports, San Francisco; CB - Corti Brothers, Sacramento; E - Ernie's Wine Warehouse, San Francisco and other locations; H - Hi-Time Gourmet, Costa Mesa; JW - John Walker, San Francisco; KL - Kermit Lynch Wine Merchant, Albany; LM - Lake Merritt Wine and Cheese Revival, Oakland; MW - Marin Wine and Spirits, Tiburon and other locations; RC - Red Carpet Liquors, Glendale; SC - Sausalito Cellars, Sausalito; TJ - Trader Joe and Pronto Markets, Los Angeles area; Ven - Vendome, Beverly Hills; W - Wally's West, West Los Angeles; WCC - Wine and Cheese Center, San Francisco.

NEWS RELEASE
FETZER VINEYARDS
POB 227
REDWOOD VALLEY, CA. 95470
485-8998

LAKE COUNTY WINES SCORE HIGH

In 1900 Colonel Charles Mifflin Hammond owned a vineyard called Ma Tel Vineyard at Nice on Clear Lake. His wines won high awards at the Paris Exposition in 1900.

Fetzer Vineyards of Redwood Valley now takes great pride in announcing that once again Lake County wines are winning top awards. A 1977 Johannisberg Riesling, made 100% from grapes grown by Mr. and Mrs. Ralph Devoto of Lakeport and produced and bottled under the Fetzer label, won a Gold Medal at the 1978 Los Angeles County Fair.

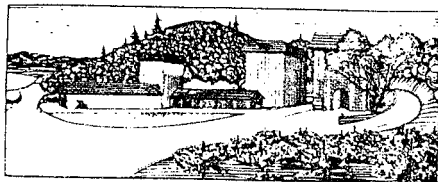
Fetzer Vineyards also states that a 1977 Gamay pressed 100% from grapes grown on the Bartolucci and Jackson Vineyards between Lakeport and Kelseyville took the highest honors at the Los Angeles County Fair in its category -- a Silver Medal.

Fetzer Vineyards also reports that a 1975 Zinfandel bearing the special title "Lake County-Kelseyville" has enjoyed wide renown demonstrated by the fact that there has now been three shipments of this wine to England. Grapes for the Lake County-Kelseyville Zinfandel were grown on the Heath Vineyards, the Holdenried Vineyards and the Stokes Vineyard.

Fetzer Vineyards is a family owned winery located in Redwood Valley that specializes in the production of fine wines made from grapes grown in Lake and Mendocino counties.

8/22/78
jb

FETZER VINEYARDS



FINE VARIETAL WINES

P. O. Box 227 • Redwood Valley, California 95470
Telephones (707) 485-8998 • 485-8802

January 6, 1981

Mr. Ron Bartolucci
POB 169
Finley
CA 95435

Dear Ron:

For the past four years we have crushed and bottled a great quantity of Lake County wines. In nearly all cases we have kept this wine separate and used the Lake County appellation. These wines have won many awards in California and national competition. In 1980 we produced 55,000 cases of Lake County wine, all to be bottled under the Lake County appellation.

In view of these facts, we certainly feel that Lake County vineyards should be classified as part of the North Coast and should qualify for the "North Coast" appellation.

Yours very truly,

FETZER VINEYARDS

Barney Fetzer

BAF:Jb

TESTIMONY OF DONALD A. GAYALDO BEFORE THE BUREAU OF ALCOHOL,
TOBACCO AND FIREARMS, SANTA ROSA, CALIFORNIA, JANUARY 12, 1981,
REGARDING NORTH COAST VITICULTURAL AREA.

My name is Donald Gayaldo. I have farmed pears, grapes and walnuts in Lake County for the past thirteen years. I am a graduate of Cal Poly at San Luis Obispo with a double major in business administration and biological science.

My grape growing experience started in 1970 when I planted 60 acres of vineyard. I sold the vineyard in 1974 to a Napa Valley winery. The purchasers still own and operate the vineyard. I presently farm 125 acres of grapes in Lake County.

Lake County presently contains only two small wineries which do not have enough capacity to crush, ferment and store the entire Lake County production. The majority of grapes grown in the County are therefore shipped to wineries located in the other North Coast counties. In most cases, these grapes are paid for on an "open price" basis, namely, that the price is the average North Coast price as reported by the Federal-State Market News Service. However, there are instances of growers having contracts which result in returns in excess of such reported average price. Grapes are delivered and accepted under the same quality standards used for grapes grown in other parts of the North Coast.

A permanent "North Coast" appellation along political

boundaries that excludes the grape growing regions of Lake County will have a very negative impact on the ability of Lake County grape growers to market their product. Wineries which buy Lake County grapes will be unable to put "North Coast" on the label and an artificial distinction based on political boundaries rather than viticultural features will likely result in lower prices for Lake County grapes. As a further consequence, the market value of Lake County vineyards would suffer a decline. One more extension of this inequity would be that agricultural lenders would have to reduce the amount of financing available to growers for operating needs because of the restricted repayment capacity.

In comparing Lake County grape growing regions to other North Coast counties, I wish to call your attention to the important studies of A. J. Winkler of the University of California.

In the study, the University summarized all the areas where grapes are produced successfully for wine making. Then the principal climatic factors of the areas were correlated with the analytical data and quality scores of the matured wines of the area. The only fact of climate that proved to be of predominant importance was temperature.

Upon examining heat summation tables developed by Professor Winkler and his colleagues, the Lake County areas closely correlate to those of other North Coast regions. Following is a sample selection from the table:

Table I

| Station and County | Heat Summation | Climate Region Location |
|-----------------------|----------------|-------------------------|
| Napa, Napa | 2880 | Region II |
| Kelseyville, Lake | 2930 | Region II |
| Santa Rosa, Sonoma | 2950 | Region II |
| Sonoma, Sonoma | 2950 | Region II |
| Upper Lake, Lake | 3100 | Region II |
| Ukiah, Mendocino | 3100 | Region III |
| Hopland, Mendocino | 3150 | Region III |
| Healdsburg, Sonoma | 3190 | Region III |
| Clear Lake Park, Lake | 3260 | Region III |
| Calistoga, Napa | 3150 | Region III |

Source of Data: General Viticulture by A. J. Winkler, James A. Cook, W. M. Kliever and Lloyd A. Lider, University of California Press, Revised and Enlarged Edition, Copyright 1974.

In summary, all viticultural data confirm that Lake County is part of the North Coast. Any North Coast appellation which excluded Lake County grape growing regions would cause unfair economic hardship on Lake County grape growers.

Historical notes on Lake County as a part of California's northern coastal premium winegrowing area.

by Charles L Sullivan

There have been two important periods in Lake County's premium winegrowing history. The first was from about 1880 to the years before Prohibition. The second began in the late 1960s and early 1970s and continues to the present.

There is virtually no historical evidence to suggest that the county's winegrowing areas during these periods were anything other than a part of the general premium winegrowing area that included the neighboring counties to the south and west, at least so far as wine people were concerned. This was certainly true in the period before Prohibition, and during the years after Repeal the same ideas were current, even though premium winegrowing was not at first important after 1933.

The use of the term "North Coast" was never precise and was very little used before Prohibition, anywhere in the California wine industry. Only since Repeal has the term gained currency. And during these years Lake County has been considered part of whatever was meant by the term "North Coast" by virtually all authorities on the subject.

It is probably not reasonable to resolve the question of appropriate appellation by adding up the number of times certain terms have been used by wine people in the past. If it were, however, there can be no question about whether Lake County historically would be considered part of the North Coast winegrowing district.

More logical it is to look at winegrowing history in terms of Lake County's relationship to neighboring winegrowing areas. And to look at the similarity of reputation as premium districts, at least as this was perceived by California wine authorities.

From a political point of view, from the beginnings of our state's history Lake County was considered a sort of northern extension of Napa County to the south. In fact until 1861 what is today Lake County was simply the northern portion of Napa County.

In the earliest historical works on the North Bay area Lake County was lumped with Sonoma, Napa and Mendocino as part of a geographical entity. (Meneffee, History, 1878)

In 1880 when the State Board of Viticultural Commissioners was set up by the state government, the state was divided into viticultural districts under commissioners. Lake was included in the "Sonoma District" under Isaac DeTurk, the leading winegrower of Sonoma County. DeTurk was enthusiastic about Lake County's potential for premium winegrowing from the beginning and encouraged the growers there in a very special manner that leaves no doubt about his enthusiasm. (Report, 1880)

Later De Turk made a point of bringing Lake County winegrowing developments into public view on the front page of no less than the wine industry's leading publication at this time. (Pacific Wine and Spirit Review, 4/4/84) He emphasized the similarities between Lake County and the other premium winegrowing areas in the North Bay region, particularly soils and climate.

Later, in 1887, he was able to praise the "promising young vineyards" of the county. He predicted that Lake would soon be "one of our first class wine counties." It is also worth noting that in this report DeTurk lumped Mendocino County with Siskyou and Humboldt as places where "but little attention is given to vine culture. (Report, 1887)

The historic winegrowing connection between Lake County and its wine growing neighbors was early understood and well documented. Grapes and wines flowed yearly down to Calistoga where the railroad terminated, and to a lesser extent to the Sonoma side at Cloverdale. (Peninou, History ; Redwood Rancher, Vol. 32, No. 7/8, p. 18)

During these years the State Agricultural Society also divided the state into logically balanced districts. Lake was coupled with Mendocino in District 12. Districts fairs were held annually and wine competitions took place. Lake County wine generally did quite well. In 1888, for example, all the awards at the District Fair held in Ukiah went to Lake County winemakers. The same was true at the fair in 1892 when these vintners won the palm:

L.P. Berger-- Lakeport Zinfandel
Justice S. Hastings-- Carsonia Riesling
J.C. Mottier-- Middletown Claret

(Society Reports, 1889 and 1893 in Journals of the State Senate and Assembly)

(Hastings, for whom the great Law School was named, formerly had owned the Inglenook property in Napa County, but took to the possibilities of Lake County in the 1880s.)

In 1884 at the State Viticultural Convention in San Francisco wine from all over California was subjected to a rigorous evaluation by a committee headed by Prof. Eugene Hilgard of U.C. Berkeley, who might be called the "father of scholarly wine investigation" in California. J. H. Drummond (Glen Ellen, Sonoma County), the leading expert of varietals in the state, and Frederico Pohndorff, a leading European expert, much interested in the California industry. Concerning the Lake County wines evaluated the committee reported,

Lake County young wine possesses the delicacy of expression and perfection in its composition which are necessary to develop into acceptable table wine. (PWSR, 3/27/85)

The judges used such terms as "elegant", "beautiful", "good, full-bodied", "elegant flavor and stout constitution."

Hilgard was also using Lake County grapes in his fermentation experiments at the University. He was working on the development of high quality varieties and blends.

In Paris, a few years later, Lake County excellence was indicated by the bronze medal won at the great Exposition there by Charles Hammond of Ma Tel Vineyard (Upper Lake).

After Repeal we begin to see the term "North Coast" employed fairly regularly, but without much precision. In his doctoral dissertation on the California wine industry Vincent Carosso did not use the term (U.C. 1950) but later Ralph Hutchinson did, including Lake in his scheme of counties, with Napa and Sonoma (UCLA, 1969). In Schoonmaker's early books he does not employ the term (1934 and 1941). Later his encyclopaedia's description of the North Coast district includes Lake. (1965)

Horatio Stoll, the publisher of *Wines & Vines* from its first day, did use the term and included Lake County. (*Wines & Vines*, 9/36) He lists the northern counties of the Coast Region as Napa, Sonoma, Lake, Mendocino and Solano. He described the region as being one of

valleys between the coast ranges running parallel to the Pacific Ocean shore and the lower slopes of these ranges. . . . it is exceptionally suited for the growing of wine grapes of the highest quality.

When the Wine Grape Control Board was set up after Repeal, District 1, "North Coast Counties," included Lake. Official data for 1934 production included Lake County in the "North Coast Section." (*W&V*, 10/34)

In his viticultural textbook Prof. Harold Winkler includes Lake County in his North Coast designation. So does John Melville in his first modern touring guide of the California wine country. (1955) Alexis Lichine, like Schoonmaker, included Lake in his North Coast designation when he wrote his encyclopaedia of world wine. (1967)

Since the re-emergence of Lake County as a premium winegrowing area in the late 1960s and early 1970s, there has been a continuous relationship between Lake County vineyardists and the premium winemakers of neighboring counties. Many use Lake County grapes and several have been proud to employ the Lake County appellation on their labels. *Wines & Vines* the "authoritative voice of the grape and wine industry" marked this re-emergence in 1977 with a laudatory article by John Hutchinson (*W&V*, 4/77) In it he quotes a leading Napa-Sonoma viticultural authority,

I cannot see where anyone can technically, logically, or justifiably separate Lake County from the North Coast wine grape growing region.

4

Also of note is the fact that the University of California, as in olden days, is and has been using Lake County wine grapes in experiments on the production of premium table wines. This began as early as 1969 on plots put in in 1966 (RR, 3/72)

Other authorities are also convinced of Lake's position in what is understood to be the North Coast winegrowing area.

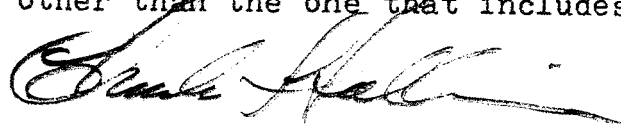
Bob Thompson includes Lake County in the section with Sonoma and Mendocino in his Sunset Guide to the California Wine Industry. (1979)

In the Connoisseurs' Handbook of California Wines (1980) Olken, Singer and Roby term Lake as a "northern coastal county."

Finally, Leon Adams, in his authoritative Wines of America (1978) has a chapter he titles "Sonoma, Mendocino, and Lake." He begins the chapter by stating that the reader is being taken up into the "north coast wine country." And he concludes it by wondering if someday the "north coast wine district" may even extend beyond its current boundaries of Mendocino and Lake Counties.

Also of note is the position taken by historian William Heintz in a letter written 5 January 1973, which is submitted elsewhere. Mr Heintz testified previously on the question being considered at these hearings.

Historically, whether viewing Lake County's reputation as a premium wine district as a part of its neighbors to the south and west, or just in looking at the use of the term "North Coast", there is virtually no convincing evidence to suggest that Lake should be included in any appellation other than the one that includes Napa and Sonoma Counties.



Charles L Sullivan

Los Gatos, California
12 January 1981

Lake County: a reemerging wine district

JOHN N. HUTCHISON

CALIFORNIA'S Lake county, which had a commercial wine industry 100 years ago, once more is establishing itself as a wine district.

More than 30 wineries have come and gone since David Knight moved to a farm east of Lower Lake in 1872 and planted wine grapes. The brisk industry that followed him withered with Prohibition; 5,000 acres of vines fringing mountain-locked Clear Lake disappeared.

But the grape has returned, mainly in the last 10 years. There are now nearly 3,000 acres—and of better varieties than the 19th century ever saw there. There are two active winegrowers' organizations asserting the county's right to be considered one of the North Coast counties. Lake county has its name on several premium bottlings, and a growers' co-operative has its own label, with ambitions to start a winery.

"Don't leave us out of the North Coast appellation," say Lake vineyardists. "Our grapes all go to North Coast wineries." They point out that their vineyards are closer to the Pacific Ocean than those of Napa county. It is also significant, they note, that none of Lake County lies below the thousand-foot elevation.

Most vineyards lie in Regions II and III. A temperature study for 1967 to 1969 showed Upper Lake recording annual heat summations below 3,000 degree days. In the same period, the highest reading, at Kelseyville, was 3,409 in 1969—the same year that the Napa Valley's famous Oakville district surpassed the 3,500 total and fell into Region IV. Lake's vineyards get an annual rainfall of 20 to 30 inches. There is little fog.

"Even on days when our temperature exceeds 100, it rises and falls in a steep bell curve, with very cool mornings and evenings," said Chet Hemstreet, county director for the University of California Agricultural Extension Service.

Lake county growers speak a bit forbiddingly of their vigorous but still-orphan efforts to be taken into the club, even though their grapes are readily accepted by North Coast winemakers. They would like, for one thing, to be welcome in the California North Coast Grapegrowers Association. Eugene Curoo, president of the association, is good-natured about it, but makes it clear that his organization's present effort is to exclude any counties outside Mendocino-Napa-Sonoma. It would take a vote of the entire membership to change that position.

Winery users of Lake county grapes include Fetzer, Franciscan, Frei, Geyser Peak, Martin and Prati, and Parducci. Virtually all the county's growers—estimated at about 50—belong to Lake Wine Producers, organized in 1970 to disseminate viticultural information and promote the recognition of Lake county as a premium district.

Its current president is Kenneth Turner, who, with his father and three brothers, has nearly 500 acres of grapes. Justin Meyer and Raymond Duncan, who owns Franciscan in the Napa Valley, have 300 acres of Lake county vineyards.

Lake County Vintners is a co-operative with 23 members, most of whom also belong to Lake Wine Producers. It contracts with Franciscan to make its wine. The label is Konocti Cellars—the name is from the mountain that dominates Clear Lake—and it carries the Lake county appellation. A 1975 White Riesling made by Franciscan is on the market. A 1974 Cabernet Sauvignon, made for the co-op by Robert Mondavi, is ready for sale. Walter Lyon is president of the group, which already owns stainless steel and oak storage and has

a wine inventory. Lake County Vintners hopes to open its own winery, and, like Lake Wine Producers, is pushing for recognition for the county's wine.

"We may be landlocked," they say, "but our climate and soils, and the premium varieties we have planted, match the quality and production of the three counties on our border. They call attention to farms that overlap Lake's boundaries with Mendocino, Napa and Sonoma, and point out that Lake was originally a part of Napa county."

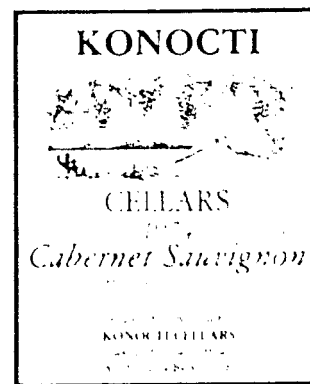
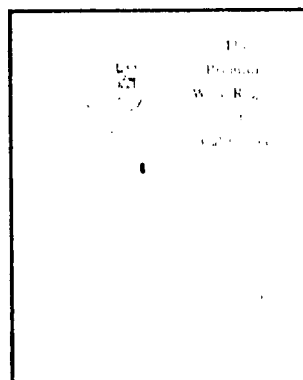
Numerous North Bay winemen, including Robert Mondavi, John Parducci, Ronald Bartolucci and P. H. Meyer, have attested to the general parity of Lake grapes with those grown elsewhere in the North Coast. The University of California at Davis has made experimental vineyard trials of Lake grapes since 1969. The analytical data and wine scores, wrote Enologist C. S. Ough, "indicate the grapes are of Region III type mainly, and to be of good quality."

Hemstreet said the county's grapes are planted in better soils than will be found in 60% of North Coast vineyards. James Lader, vineyard agricultural consultant, gave a report in 1974 on his soil and climate analyses.

"Lake county soils were very similar to other areas where grapes have been satisfactorily grown for years," he said. "I cannot see where anyone can technically justify, or justifiably separate Lake county from the North Coast wine grape growing region."

Most of Lake is rough country: sheep and cattle range with deer for sparse pasture on brushy and mile-per-acre mountainsides. From the crest of State Highway 175, looking across the ranges between Hopland and Lakeport, the landscape is bleak and lonely. Its tumbled contours make passage so difficult that the county has never had a rail line—the only county in California so handicapped. It is hard to imagine the adversity which stood in the way of the 19th century winemakers. They hauled their vintages by wagon through the rutted passes which were the only access to markets before modern highways breached the heights that enclose the long, narrow basin of the lake.

Clear Lake slants through the heart of the county on a northwest-southeast axis for nearly 25 miles. Its shores offer little tillable land, most of them rise steeply from the water. Below the lower tip of the lake, along State 24, there is rich farmland, with vineyards east and west of Middletown. West and north of the lake, from Kelseyville to Upper Lake, there



"Konocti" is the brand for the county co-operative.

LEON D. ADAMS

 THE WINES
OF AMERICA

SECONDEDITION, REVISED

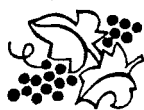
Illustrated with Photographs and Maps

LEON D. ADAMS

Wine Study Course
Sensory Book of Wine
The Book of Drinking
California and Oregon

McGraw-Hill Book Company • 1978
New York St. Louis San Francisco Mexico Toronto Düsseldorf

Sonoma, Mendocino, and Lake



HEADING toward the north coast wine country from San Francisco, you cross the Golden Gate Bridge and drive through suburban Marin County. Since the Second World War, housing tracts have replaced the scores of Marin vineyards that flourished before Prohibition. In 1969, oenothusiast Richard Duncan planted eight acres of Cabernet Sauvignon vines instead of trees on the west side of Quail Hill in northern San Rafael when he had the Commerce Clearing House publishing plant built on the crest. A year later, Herbert Rowland planted five more acres at his birthplace, Rancho Pacheco, beside the US 101 freeway opposite the Hamilton Field airbase. The Cuvaision Winery in Napa County bought both their crops and in 1977 released the first Marin County Cabernet bottled since early in this century. It brought ten dollars a bottle. Now Marin also has a winery, college physiology teacher Richard Dye's 5,000-gallon Grand Pacific cellar, which he opened in 1975 near the Northgate Shopping Center in San Rafael. He makes his wine from Merlot grapes he trucks south from Sonoma County.

At Ignacio in northern Marin, you turn inland on the Black Point Cutoff, cross the Petaluma River into southern Sonoma County, then follow Highways 121 and 12 into Sonoma Valley, which Jack London named the Valley of the Moon.

You begin to see more vineyards here because the weather becomes warmer as you travel north. The lower part of the valley, only seven miles from San Pablo Bay, is Region I in the classification of wine districts by climate (page 224). A few miles farther, as the valley narrows between the Sonoma and Mayacamas ridges of the Coast Range, it becomes Region II, and farther on, Region III.

Highway 12 leads to the picturesque Spanish pueblo of Sonoma and to the restored Mission San Francisco Solano de Sonoma (founded 1823), the northernmost of the Franciscan

three small winegrowing estates clustered along Highway 128 three miles beyond the village of Philo are producing some extraordinary table wines.

First to open a winery here were Wilton (Tony) Husch, a former San Francisco city planner, and Gretchen, his talented artist wife. They planted twenty acres of premium varieties in 1968 and three years later made their first Gewürztraminer and Chardonnay. Gretchen welcomes visitors to their rustic tasting room, where she sells their four estate-bottled, vintage-dated wines and also her own watercolor landscape paintings.

The Edmeades Vineyard winery opened a year after the Husches and has been enlarged to 20,000 gallons since UC Davis-trained Jed Steele became the winemaker and Edward (Ted) Bennett became Deron Edmeades' partner in 1975.

Bennett, who sold his stereo business in Berkeley to become a winegrower, has also started his own Navarro River vineyard and 4,000-gallon winery across the road from Edmeades. He has joined with Edmeades in opening a tasting room in the coastal town of Mendocino and in selling their wines jointly under a label that reads "Mendocino Wine Guild."

• 22 •

The wine awakening of America has revived vine-planting in neighboring Lake County, which has a glamorous but long-forgotten winegrowing past. From less than 300 acres in 1965, vineyards in this county multiplied to 2,500 acres by 1977 while groups of farmers laid plans to build wineries and to promote Lake County wines.

Before Prohibition, Lake County had thirty-three wineries and 1,000 acres of vines. Among the county's famous winegrowers were California's first chief justice, Serranus Clinton Hastings, who owned the Carsonia Vineyard and Champagne Cellars at Upper Lake; Colonel Charles Mifflin Hammond, whose Ma Tel Vineyard at Nice on Clear Lake produced wines that won awards at the Paris Exposition in 1900; and the English actress Lily Langtry, who brought a *vigneron* from Bordeaux to tend her vineyard near Middletown and bottled wines with her portrait on the labels, but was prevented from selling them when Prohibition came in 1920.

At Repeal in 1933, only 600 acres of vines, mostly Zinfandels, remained in the county. The grapes were being sold to the leading wineries in neighboring Mendocino, Napa, and Sonoma. John Parducci, who thinks Lake County black grapes are

among the best in the nation, has often sold wines labeled Parducci Lake County Cabernet Sauvignon.

The new Lake County vineyards are almost entirely of red wine grapes, principally Cabernet Sauvignon, followed in acreage by Zinfandel, Gamay, Merlot, and Petite Sirah. They are mainly situated in the valleys surrounding nineteen-mile-long Clear Lake and around lofty Mount Konocti. The climate at the average 1,300-foot elevation ranges from Region II to above Region III. Overhead sprinklers protect most of the vines from spring and fall frosts. Some of the oldest and newest plantings extend south beyond Middletown almost to the border of Napa County.

Lake County again has a winery, the first built in the county since the Prohibition era. It is the 3,000-gallon Lower Lake Winery on Highway 29 a mile south of the town of Lower Lake. Alhambra orthopedic surgeon Harry Stuermer and his wife Marjorie financed the redwood building, its stainless steel tanks and oak barrels for their son Daniel, his wife Betty, Dan's sister Harriet and her husband Tom Scavone. Dan, a chemist at the Lawrence Radiation Laboratory in Livermore, is the winemaker. The winery was finished in time to crush the 1977 vintage, twenty tons of local red grapes, to be aged and bottled for sale in 1980.

Humboldt County, north of Mendocino and Lake, thus far has only a few acres of grapes, but has three wineries of a few thousand gallons each around Eureka, the county seat. Dr. J. Roy Wittwer's cellar is in the city; oceanography instructor Robert Hodgson's is at Fieldbrook, and Dean Williams's is at McKinleyville. Hodgson and Williams have an acre or two of vines each, but most wines made in Humboldt County thus far have been made of Napa County grapes.

Professor Albert Winkler, the University of California viticulturist, searching for potential new premium grape districts, has found climates favorable for winegrowing in eastern Humboldt, around Alderport and Blocksburg. Dr. Winkler suggests that "a real adventurer might find it interesting" to plant vines on some of the slopes near the Hoopa Indian Reservation around Weitchpec, the steelhead fishermen's paradise on the upper Klamath River.

Someday the north coast wine district may stretch northward beyond Mendocino and Lake for another hundred miles.

THE POCKET
ENCYCLOPEDIA OF
California
Wines

BOB THOMPSON

Simon and Schuster/New York

Clara French Colombard, Sauvignon Blanc, Cabernet Sauvignon, and Zinfandel, but reaches out now for EDNA VALLEY Chardonnay and Pinot Noir. Kruse is also one of California's smallest producers of *méthode champenoise* sparkling wines. Production about 3,000 cases per year. Prices \$3-\$9. Sturdy, dry reds win most praise.

La Cienega

Winegrowing district ranged along west-side hills in SAN BENITO COUNTY s. of San Juan Bautista.

La Crema Vinera Sonoma. T NYR

Another member of class of 1979 taking a Burgundian tack: Chardonnay and Pinot Noir from designated vineyards do and will continue to predominate, though Cabernet Sauvignon sneaks in. Both major varieties made from WINERY LAKE and VENTANA VINEYARDS; Cabernet is from STEINER VINEYARD. Winery in Petaluma produced 3,000 cases in debut year, with plans by seven partners to double in size. Chardonnay due for release in 1980, Pinot Noir in 1981. Predicted prices \$8-\$12.

La Estancia Vineyard

Independent vineyard in MONTEREY'S SALINAS VALLEY. Identified on MONTEREY PENINSULA WINERY labels as source of specific lots of Chardonnay and Pinot Noir.

Lake County

Resurgent NORTH COAST winegrowing county n. of NAPA and e. of MENDOCINO (map p. 111).

Lamb Winery, Ronald Santa Clara. T NYR

Cellar of Ronald Lamb n.w. of GILROY has made only 750 cases per year since start in 1976, but list encompasses Chardonnay, Chenin Blanc, Gamay Beaujolais, and Zinfandel from such disparate sources as MONTEREY, SONOMA, and AMADOR. Most bottlings vineyard-designated. Of early releases, Zinfandel has attracted most notice. Prices \$4-\$6.50 only in California.

Lambert Bridge Sonoma. T ***→***

From 80 acres of grapes in three separate blocks, Gerard Lambert's winery in DRY CREEK VALLEY w. of Healdsburg makes Cabernet Sauvignon and Chardonnay, plus a mere dollop of Johannisberg Riesling. After first crush in 1975, production is edging up to 10,000 cases yearly. Prices \$6.50-\$8.

- Cabernet Sauvignon. Big-bodied, perfect evocation of herbaceous varietal flavor. Should age well. 76 77
- Chardonnay. Curiously austere in flavor, almost more reminiscent of rich, full Sauvignon Blanc than its own variety, but well made for aging. 76 78

Lamont Winery Kern. T,D *

Substantial winery in village of Delano, e. of BAKERSFIELD, sells 1 million cases per year under several labels. Used to be known as Bear Mountain. Lamont label (\$1.99-\$2.99) covers varietals, mostly from s. SAN JOAQUIN VALLEY grapes: Gold Peak and Mountain Gold labels strictly for jug generics (\$1.30 equivalent price). Best regarded for Lamont:

- French Colombard. Clean, soft, distinct varietal.
- Zinfandel. Off-dry counterpart to above.
- Black Monukka. Fortified dessert wine from little-known variety; fine flavorful muscat.

La Montana

Brand of MARTIN RAY VINEYARDS, usually appearing on blended (as opposed to vintage) wines.

Landmark Vineyards Sonoma. T **

Winery at WINDSOR in Russian River Valley produces sound,

steady wines from 80 acres of owned or controlled vineyards there and in ALEXANDER and SONOMA valleys. Owned by William Mabry family. Annual volume 15,000 cases. Prices \$4.75-\$8.50. Roster includes Chardonnay, Chenin Blanc, Gewürztraminer, Johannisberg Riesling, Cabernet Sauvignon, and Pinot Noir.

La Purisima San Mateo. T NYR

At tiny winery in industrial section of Menlo Park some 30 miles s. of San Francisco, Douglas Watson makes 1,000 cases a year of Pinot Noir from SIERRA FOOTHILLS, and Cabernet Sauvignon and Zinfandel from MONTEREY. Prices \$5-\$12 in San Francisco area only.

late harvest

Label term without precise definition or legal standing. Used to indicate sweet whites, usually but not necessarily harvested with BOTRYTIS. Johannisberg Riesling and Gewürztraminer most often labeled as such, but Chenin Blanc, Sauvignon Blanc and—rarely—Chardonnay have been. Term also used to indicate reds harvested late, sometimes fermented dry with resulting high alcohols, sometimes left sweet (and still with high alcohols). Zinfandel most frequent type so designated.

Lawrence Winery San Luis Obispo. T NYR

Of all the class of 1979, this cellar made the biggest start. In EDNA VALLEY s. of San Luis Obispo city, winery was built to produce 250,000 cases a year; it started at that level, though plan is to sell lion's share in bulk while building Lawrence label in measured cadences. Stylistic goal is for wines not requiring long bottle age. Roster includes Chardonnay, Chenin Blanc, Gewürztraminer (white and pink), Johannisberg Riesling, Cabernet Sauvignon, Pinot Noir, Zinfandel and others. Prices \$2.75-\$9.35. First releases appeared early in 1980.

La Zaca Vineyard Santa Barbara. T NYR

La Zaca is both vineyard and wine but not winery, which is a rare occurrence in California. Proprietor Dean Brown contracts with other CENTRAL COAST cellars for production of an annual 8,000 cases of Cabernet Sauvignon, Chardonnay, and Johannisberg Riesling from his 100-acre property on Zaca Mesa. Prices \$4.75-\$6.50.

LeBaron Vineyard

A 14-acre block of White Riesling owned by SONOMA VINEYARDS and designated on labels as the source of special lots, usually of late harvest wines. Vineyard is between winery and Russian River s. of HEALDSBURG.

LeBlanc, L.

Brand affiliated with CALIFORNIA GROWERS; covers modestly priced SAN JOAQUIN VALLEY varietals and generics.

Leeward Winery Ventura. T NYA

Partners Chuck Brigham and Chuck Gardner made 1,000 cases of Chardonnay and Zinfandel in 1979, their first commercial crush after years of honing skills as home winemakers. Cabernet Sauvignon to join roster in 1980. Eventual goal is 10,000 cases. First Chardonnays, from MONTEREY and SAN LUIS OBISPO grapes, due for release during 1980. Winery is on coast at Camarillo between Los Angeles and Santa Barbara.

Le Fleuron

Brand of JOSEPH PHELPS VINEYARDS used for moderately priced generic and varietal table wines.

Lejon

Brand of UNITED VINTNERS; used especially for Charmat sparkling wines and Vermouths.

A-Z You-Zin

Noir, Merlot, and Cabernet Sauvignon as well as Zinfandel from mostly purchased local grapes. Volume in 10,000-case range. Prices \$1.95-\$9.50. Sales almost entirely in California.

Young Vineyards, Robert

Independent 275-acre vineyard in n.e. quarter of SONOMA'S ALEXANDER VALLEY; best known for outstanding late harvest Johannisberg Rieslings. Identified on labels by CHATEAU ST. JEAN as source of Chardonnay, Gewürztraminer, and regular and late harvest Johannisberg Rieslings, and by FELTON-EMPIRE as source of White Riesling.

Yountville

Town n. of Napa city in NAPA VALLEY. Home to three wineries.

Yuba

Minor vinegrowing county (697 acres) in SACRAMENTO VALLEY.

Yverdon Vineyards Napa. T NYR

Though winery high on Spring Mountain w. of ST. HELENA dates from 1970, it began to get into stride only at end of decade. Owner Fred Aves offers 5,000 cases per year of Chenin Blanc, Johannisberg Riesling, Cabernet Sauvignon, and Napa Gamay; all grapes from his 92 acres of vines at winery and n. of CALISTOGA. 78 and 79 Chenin Blanc and Johannisberg show promise; reds from same years will be fair tests when released.

Z-D Napa. T ***

One-time Sonoma winery moved to location e. of RUTHERFORD in 1979 but did not change vineyard sources (mainly SONOMA and CARNEROS). Proprietors Gino Zepponi and Norman de Leuze specialize in Chardonnay and Pinot Noir—often from designated vineyards—but also make Gewürztraminer, White Riesling, and Zinfandel. Production 6,000 cases per year. Prices \$7.50-\$10. Best known for:

- Chardonnay—LA CASA ZEPPONI. Good varietal character strongly overlain with flavors from fermentation and aging in American oak.
- Pinot Noir. Velvety texture and subtle overtones of American oak make it distinctly Californian. Agreeable earthy taste adds complexity. 75 77

Zaca Mesa Santa Barbara. T NYR

Pioneer in exploring SANTA YNEZ VALLEY grapegrowing makes about 16,000 cases per year of Chardonnay, Johannisberg Riesling, Cabernet Sauvignon, Pinot Noir, and Zinfandel from 160 owned or controlled vineyards on the mesa which lends its name to Marshall Ream's cellar. First crush at permanent winery in 1978 after three years in leased space. Early vintages explore style possibilities. (77 Cabernet Sauvignon, for example, released in three differently aged lots.) Prices \$3.50-\$7. Best regarded for:

- Johannisberg Riesling. Distinctly sweet (2.8% r.s.), pronounced apricot-like varietal flavors, uncommonly tart finish among California White Rieslings.
- Chardonnay. Pungent, almost herbaceous flavors pair with kiss of oak to make intriguing, tart, apparently age-worthy wine. 77

Zinfandel

Versatile black grape and its wines (see p. 19).

Zinfandel Rosé

Pink varietal wine from Zinfandel grapes. Often made dry, a style well suited to berry-like flavor of the grape.

Maps

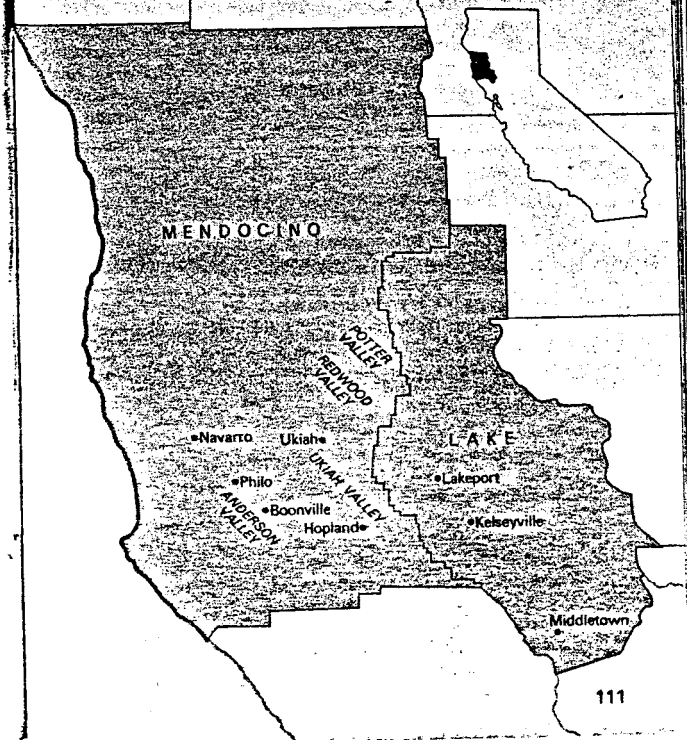
MENDOCINO AND LAKE

Mendocino County

Northernmost of the coastal counties, Mendocino has 11 wineries and 40,000 vineyard acres in several sub-districts with diverse climates and soils. Its principal varieties are (in acres): Carignane (2,122), Zinfandel (1,137), French Colombard (947), Cabernet Sauvignon (897), and Chardonnay (503). Recognizable sub-districts are:

Anderson Valley This small, shallow valley of the Navarro River has only been planted since the mid-1960s, mostly near Philo, about 12 miles from the Pacific. Climate Region is I and it is best regarded for White Riesling and Gewürztraminer. Not yet an official appellation, it still is noted on labels and in literature.

Ukiah Valley Part of the Russian River watershed extending from Ukiah town south to Hopland, its climate Region is III with the shortest but warmest growing season north of San Francisco. Its historic reputation is for French Colombard, Petite Sirah, and Zinfandel, but recent Sauvignon Blancs and White Rieslings command attention. Not yet an official appellation, it is noted on labels and in literature. Small tributary valleys within it are gaining identities of their own, especially



MAPS Mendocino/Lake

the side-by-side Potter and Redwood Valleys north of Ukiah, and McDowell Valley east of Hopland.

Lake County

East of and higher than Mendocino's Ukiah Valley, Lake County was first planted in the 1880s, but has only recently been revived after a long hiatus. Vineyards range along the west side of Clear Lake, extending south almost to Napa County. No sub-districts have emerged. Climate Region is III. The county has three wineries and 2,500 acres in vines. Principal varieties are (in acres): Cabernet Sauvignon (1,271), Zinfandel (305), and Gamay (124).

WINERIES Readily visitable

- (Tours, tastings, or both)*
 Cresta Blanca (M)
 Edmeades (M)
 Fetzer (M)
 Husch (M)
 Konocci Cellars (L)
 Milano (M)
 Parducci (M)

Key: L Lake
 M Mendocino

Limited visitor policy

- (Daily sales; tours or tastings by appointment)*
 McDowell Valley (M)
 Navarro (M)
 Tyland (M)

Visitors by appointment

- Lower Lake (L)
 Parsons Creek (M)

SONOMA

The most sizeable of the vinegrowing counties north of San Francisco is also the most diverse in climate and soils, and has the largest number of appellations within it. Sonoma has 71 wine companies and 26,400 acres of vines. Its principal varieties are (in acres): Cabernet Sauvignon (5,244), Zinfandel (4,220), Chardonnay (3,342), Pinot Noir (2,871), Carignane (1,406), White Riesling (1,300), French Colombard (1,185), and Petite Sirah (1,060). The sub-districts are:

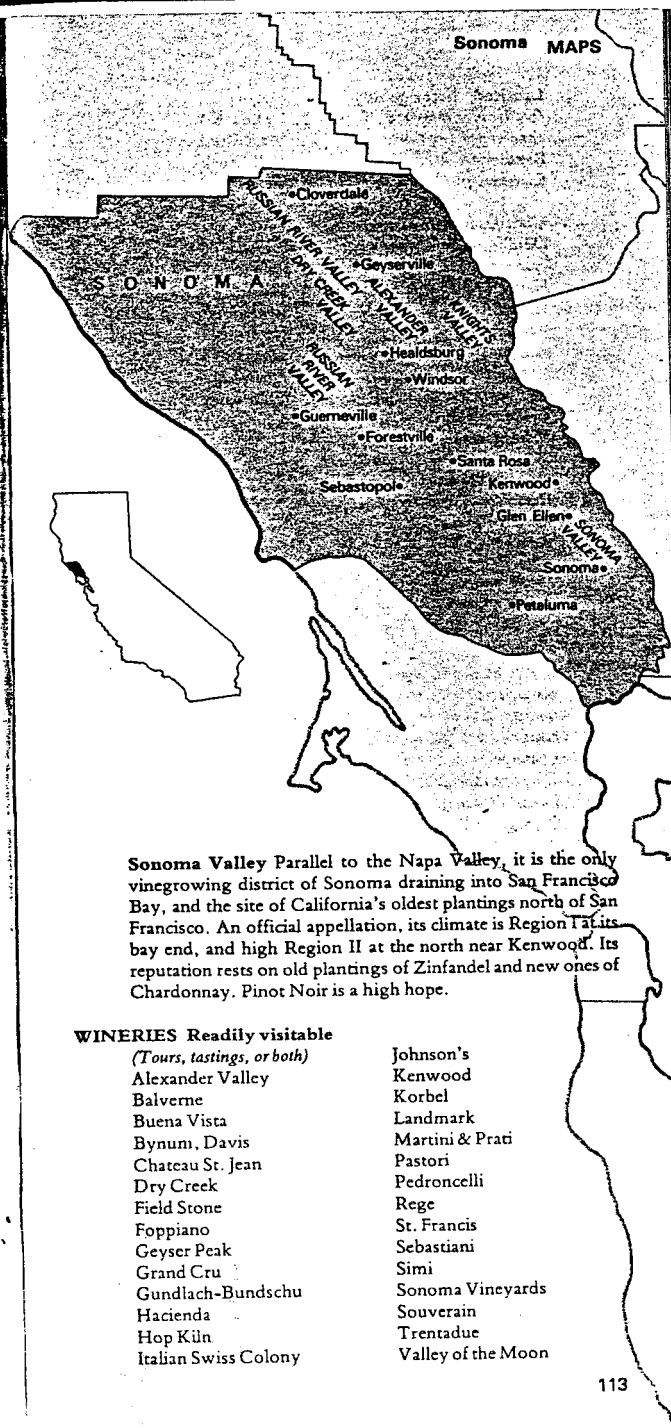
Alexander Valley The mid-section of the Russian River Valley between Geyserville and Healdsburg is in use as an appellation. With a climate hovering between Region II and Region III, it is well regarded for Cabernet Sauvignon, Zinfandel, Chardonnay, Gewürztraminer, and White Riesling (especially late harvest).

Dry Creek Valley Parallel to Alexander Valley, it joins the Russian River from the west at Healdsburg. Best known for Zinfandel, it is also fine for Cabernet Sauvignon and Chardonnay, and has roused new interest for Petite Sirah. Not yet an official appellation, its climate is similar to that of Alexander Valley.

Knights Valley This small area between the upper end of Napa Valley and Alexander Valley was first planted in the 1960s. To date, it has done well by White Riesling. It is not yet an official appellation.

Russian River Valley This district encompasses the Russian River watershed from Sonoma's north boundary to a point south of Healdsburg, then west to Guerneville. Though an official appellation, it usually gives way to Alexander Valley or Sonoma County. Its climate ranges from Region I near Guerneville to Region III around Cloverdale; this, coupled with a wide variety of soils, makes it uncommonly versatile as a growing region.

Sonoma MAPS



Sonoma Valley Parallel to the Napa Valley, it is the only vinegrowing district of Sonoma draining into San Francisco Bay, and the site of California's oldest plantings north of San Francisco. An official appellation, its climate is Region I at its bay end, and high Region II at the north near Kenwood. Its reputation rests on old plantings of Zinfandel and new ones of Chardonnay. Pinot Noir is a high hope.

WINERIES Readily visitable

- (Tours, tastings, or both)*
- | | |
|----------------------|--------------------|
| Alexander Valley | Johnson's |
| Balverne | Kenwood |
| Buena Vista | Korbel |
| Bynum, Davis | Landmark |
| Chateau St. Jean | Martini & Prati |
| Dry Creek | Pastori |
| Field Stone | Pedroncelli |
| Foppiano | Rege |
| Geysler Peak | St. Francis |
| Grand Cru | Sebastiani |
| Gundlach-Bundschu | Simi |
| Hacienda | Sonoma Vineyards |
| Hop Kilm | Souverain |
| Italian Swiss Colony | Trentadue |
| | Valley of the Moon |

is a freelance wine journalist, Barbara Ensrud writes a weekly column for the New York *Daily News* and regular columns for *Vogue*, *The Wine Spectator*, and many other newspapers and magazines. She has also contributed to several best-selling wine books, including *The Joys of Wine* and *The New York Times Wine Book*. A member of the New York Wine Writers Circle and the International Wine and Food Society, Ensrud has traveled extensively in many vineyard regions around the world and frequently lectures on wine.



The Pocket Guide to
WINE

Barbara Ensrud



A PERIGEE BOOK

THE WINES OF THE UNITED STATES

Amador (Ama.) In the foothills of the Sierras east of Sacramento Amador can hardly be considered coastal, yet its climate and wines are more nearly like those of the coastal counties. Hilly country and high plateaus make rich, full-bodied wines: hefty Zinfandel, Cabernet, even Sauvignon Blanc; small lots of Barbera and Nebbiolo, too. Place-names like Fiddletown, Sutter Creek, and Shenandoah Valley guarantee very concentrated wines.

Cucamonga-San Bernardino (Cuc.-S.B.)

This region east of Los Angeles was the earliest wine-growing region, planted with mission grapes brought by the Spanish friars in the late eighteenth century. The region was best known for dessert varieties, including some astonishing Angelica. The tentacles of urban Los Angeles have enveloped most of the vineyards, though a few stands of Zinfandel, Grenache, Mission, and Palomino survive in patches.

North Coast Counties

Mendocino (Men.) Mountainous region famous for pears and apples, north of Napa and Sonoma. Fairly warm, though cool at night in places, and planted mostly in red varieties to date, though Chardonnay, Riesling, and Gewürztraminer from Anderson Valley, west of Ukiah, are promising. Chenin Blanc and French Colombard also do well. Largest producers here are Fetzer and Parducci. Grapes are also grown next door in Lake County, mostly in the southern region around Clear Lake.

Napa Valley (Napa) California's most famous wine region, mostly because of the concentration of old, well-established names like Beaulieu, Beringer, Christian Brothers, Inglenook, and Martini and a growing number of newer ones that continue to add luster to the name. Small and compact, the narrow valley curves northward between two mountain ranges for about 35 miles, only 7.5 miles at its widest. Over 25,000 acres of vineyards cover the valley floor and pockets of hillside or mountaintop. Most plantings are of noble varieties, such as Cabernet Sauvignon, Chardonnay, Riesling, Pinot Noir, Zinfandel, and Chenin Blanc.

The central part of the valley around Oakville and Rutherford yields outstanding Cabernet Sauvignon found in the Reserves of Beaulieu, Inglenook, Robert Mondavi, Heitz Martha's Vineyard, and Freemark Abbey Bosché. East of the Silverado Trail above the town of Napa is another good region for Cabernet, the Stag's Leap area.

The cool Cameros region in southern Napa—fog-bound hills overlooking San Pablo Bay with a climate similar to that of Burgundy—yields excellent Pinot Noir and Chardonnay. The northern end of the valley, bounded by the town of Calistoga, is the warmest, planted mostly in Zinfandel, Chenin Blanc, some Pinot Noir, Merlot, and Chardonnay. Mountain vineyards in the ranges bordering the valley produce some of Napa's most intense wines, mainly Cabernet and Chardonnay. To the east of the valley proper are Pope Valley and Chiles Valley.

Sonoma (Son.) Separated from Napa Valley by the Mayacamas Mountains, its grape-growing industry is older than Napa's, but the lay of the land is very different—a broad, sprawling terrain of plains, valleys, and rolling hills that accommodates cattle ranches and fruit orchards as well as vineyards. The first grapes were planted in the south around the town of Sonoma that Jack London made famous as the "valley of the moon." Sebastiani and Buena Vista are here. In northern Sonoma, Alexander Valley is becoming known for its Cabernet, Zinfandel, Gewürztraminer, and Chardonnay, as is nearby Dry Creek. The cool, foggy reaches of the Russian River Valley, often attended by morning fog, yield fine Riesling, Chardonnay, and Pinot Noir. Kenwood, between Santa Rosa and Sonoma, is another important region, and Bennett Valley is just starting to emerge, south of Santa Rosa.

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**"A 'BASIC' BOOK ON
WINE THAT THE NOVICE CAN
ACTUALLY UNDERSTAND"**

THE NEW SIGNET BOOK OF WINE "... is a
book to recommend. It is written with clarity,
and understanding for those who may want
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NEW
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OF

WINE



A COMPLETE
INTRODUCTION

by Alexis Bespaloff



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TIMES MIRROR

mid-1970s and producing between three thousand and ten thousand cases, include Alexander Valley Vineyards, Davis Bynum, Clos du Bois, Field Stone, Hop Kiln, Johnson's Alexander Valley Wines, Lambert Bridge, Lytton Springs, Matanzas Creek, Mill Creek, and Preston.

Mendocino

Mendocino County is north of Sonoma, and its principal city, Ukiah, is 120 miles from San Francisco. Acreage has nearly doubled since 1969 and now amounts to ten thousand acres. For many years the only winery that was associated with Mendocino was Parducci, situated near Ukiah, which produces a full range of distinctive wines, including French Colombard, Chenin Blanc, and Petite Sirah. John Parducci has also explored the effects of different growing conditions within the county by bottling Cabernet Sauvignon from different vineyards separately, and has experimented with varietal characteristics by aging Cabernet Sauvignon in stainless steel rather than in wood. Parducci occasionally markets specially selected lots as Cellar Master's Selection.

Fetzer Vineyards, situated a few miles north of Ukiah, has established a following for its wines, especially such full-bodied reds as Cabernet Sauvignon, Zinfandel, and Petite Syrah. Husch Vineyards and Edmeades Vineyards, both founded in the 1970s, are situated near Philo in the Anderson Valley, about fifteen miles west of Ukiah. Each produces less than five thousand cases of such wines as Chardonnay, Gewürztraminer, and Cabernet Sauvignon.

The name Cresta Blanca, originally that of a winery created in 1882 in the Livermore Valley east of San Francisco, was bought by Guild in 1971. It is now used for a line of generic and varietal wines, some of which are produced at a cooperative cellar in Mendocino and bottled by Guild at Lodi.

Lake County, which adjoins Mendocino and northern Sonoma, now has about 2,500 acres of vineyards most of whose grapes are used by producers in other counties. The wines of Konocti Cellars are made from Lake County grapes, and the Lake County appellation appears on other labels as well.

Alameda, Santa Clara, and Santa Cruz

Almost all of the vineyard acreage in Alameda County, east of San Francisco, is in the Livermore Valley, where Wente Bros. and Concannon are situated. As a result of urbanization, the vineyards in this county have been considerably reduced in recent years to about two thousand acres, most of it planted in white varieties. New legislation, however, by which agricultural land is taxed at a lower rate than that devoted to real-estate development, has enabled existing vineyards to continue and has even permitted new plantings.

Wente Bros., located near the city of Livermore, is best known for its distinctive white wines, including Chardonnay, Pinot Blanc, Grey Riesling, Sauvignon Blanc, Dry Semillon, and Le Blanc de Blancs, which is made primarily from Chenin Blanc. The firm also has extensive new vineyards in Monterey County, and as a result, some of their varietal wines still bear the Livermore appellation, some are labeled Monterey, and others have a California appellation. In 1969, Wente produced the first California Spätlese type of wine from botrytised Johannisberg Riesling grapes grown in their Arroyo Seco vineyard in Monterey.

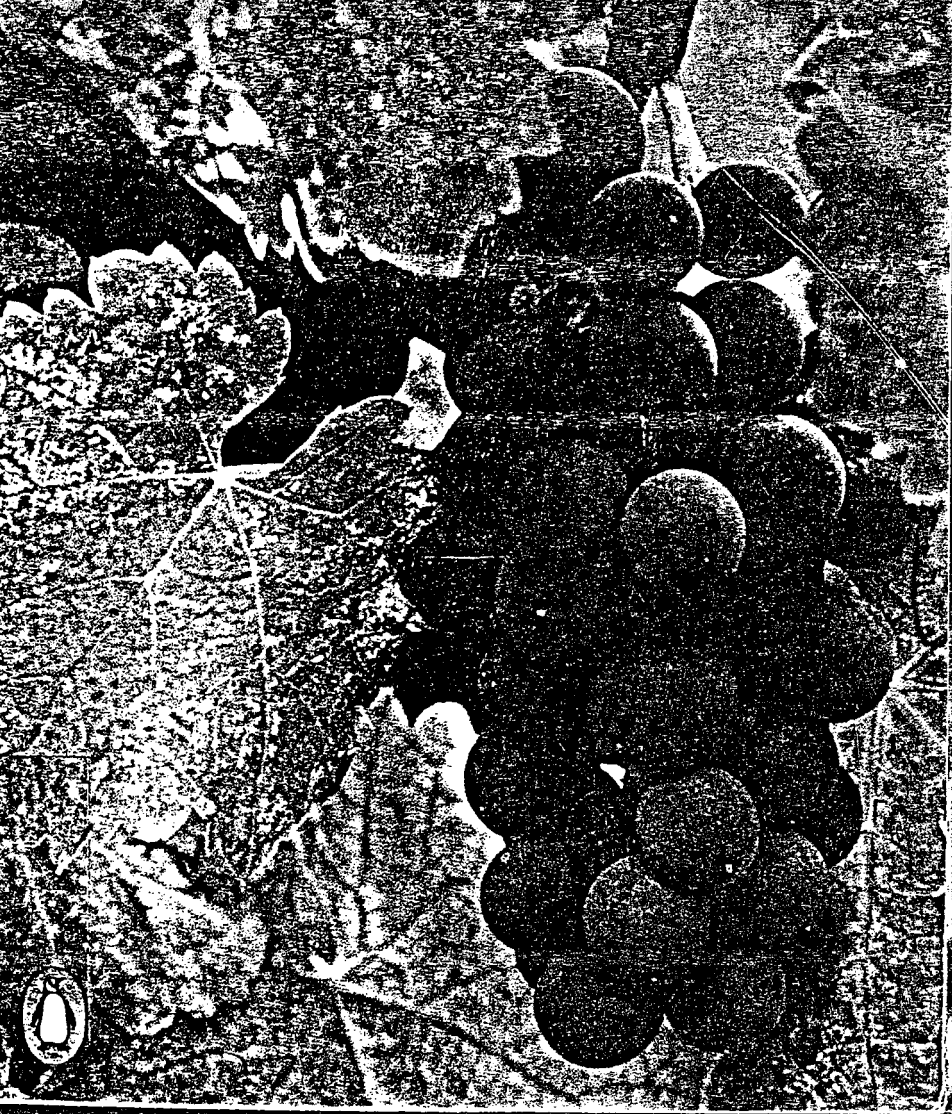
Concannon, just down the road from Wente Bros., was established in the nineteenth century. Although it produces mostly white wines, including the unique Rkatsiteli, a Russian variety, the winery was one of the first to market Petite Sirah as a varietal wine. Concannon is also known for its Zinfandel Rosé and for specially aged lots of Cabernet Sauvignon and Petite Sirah labeled Limited Bottling.

Weibel is also in Alameda County, near Mission San Jose. The firm, which has planted additional vineyards in Mendocino, is known primarily for its sparkling wines, but produces a range of generic and varietal table wines as well. Lords & Elwood is a small winery that makes both table wines and dessert wines with such proprietary names as Dry Wit Sherry and Castle Magic Riesling. The J.W. Morris Port Works is located in Emeryville.

Santa Clara County now has only seventeen hundred acres or so of vineyards, and they are split up among several districts. Although the Santa Clara appellation is

WILLIAM KAUFMAN

The Traveler's Guide to the Vineyards of North America



HM Calistoga Spa; Chalet Bernensis Inn; Motel 6 HS Old Bale Mill; Napa Valley State Park.

MISC Hanns Kornell came to this country from Germany in 1940. He is the third generation of a family of Champagne makers and he chose to follow his heritage in this country, opening his present business in 1952. In his cellars today there are over 1.5 million bottles of award-winning champagne.

LOWER LAKE WINERY / P.O. Box 950, Lower Lake, California 95457

Thomas Scavone: (707) 994-4069

OPEN BY APPOINTMENT ONLY. RS

WP Cabernet Sauvignon; Vineyard Specific wines.

MISC The first winery to be reestablished in Lake County since Prohibition, Lower Lake Winery is a small, family-owned-and-operated winery, specializing in the production of Cabernet Sauvignon. The Premiere Vintage will be available in 1980. A 1978 White Cabernet Sauvignon will be available in the summer of 1979.

LOUIS M. MARTINI WINERY / P.O. Box 112, St. Helena, California 94574

Louis P. Martini (707) 963-2736

OPEN DAILY 10 A.M.-4:30 P.M.; CLOSED NEW YEAR'S DAY, EASTER, THANKSGIVING, CHRISTMAS. WT, RS.

WP Cabernet Sauvignon; Gamay; Beaujolais; Johannisberg Riesling; Chenin Blanc; Pinot Noir; Zinfandel HM Wine Country Inn; El Bonita Motel; Chalet Bernensis Inn.

MISC Louis Martini was just a young boy when he left his native Pietra Ligure to come to San Francisco. In 1906 the young Louis decided to enter the wine-making field, and he built a small plant in San Francisco. This was the modest forerunner of the Louis Martini Winery in St. Helena today.

J. MATHEWS NAPA VALLEY WINERY / 1711 Main Street, Napa, California 94558

Executive Office, P.O. Box 1042, Newport Beach, California 92663

Kenneth E. Nelson: (714) 642-1234

OPEN BY APPOINTMENT ONLY. RS.

GR Cabernet Sauvignon; Zinfandel; Johannisberg Riesling; Chenin Blanc; Chardonnay R The Depot Restaurant; The River House; The Victorian House HM Silverado Country Club; Downtown Motel; Wine Country Inn.

A HISTORY OF THE LAKE COUNTY
EARLY GRAPE AND WINE INDUSTRY

In spite of the handicap of never having had a railroad within its borders, Lake County once had a number of vineyards and wineries. As the greater part of the arable land in the county lies near the shores of Clear Lake, it is not surprising that the earliest vines were there, and in particular near the old town of Lower Lake and the debouchment of Clear Lake into Cache Creek.

The first man to plant vines and make wine thereabouts was David Voight, a fruit grower, who in 1872 settled a mile east of Lower Lake on the Morgan Valley road near Copsey Creek, set out a vineyard and eventually became a winemaker. Although the county claimed 600 acres in grapes in 1884, his was as yet the only commercial winery in the county. However, soon after that many of the winegrowers became winemakers as well.

One of these was Stephen Nicolai, a Prussian, who after practicing here for more than a decade his trade of stonemason (the old jail in Lower Lake is an example of his work), in 1884 bought from Charles L. Wilson land adjoining Voight's to the west, and planted 10 acres to vines. By the time they were bearing he had built for himself a stone winery, and here he made his own wine until about 1900.

In the half century and more of neglect the roof of this structure has caved in, but enough of this stone work remains to show that the builder was an excellent craftsman.

Adjoining Nicolai to the east was his countryman and friend, Tobias Billsbach, who on the same day as Nicolai also bought land from Wilson, planted 10 acres to grapes, and in the late 1880s had his friend build him

a stone winery. After Billsbach's death, this property was acquired in 1903 by Richard Ferber, and then in 1910 by Anton Wagner, who made wine here up to Prohibition, and after Repèal reopened the winery for a few years. This was the last vintage in Lake County, and his vineyard and the old one of Nicolai are gradually being destroyed by deer and general neglect (1955).

In 1877 Louis Kugelman, a Napa City groceryman, in the hopes of recovering his health sold his grocery store and moved to Lower Lake. He bought land a mile west of town and set out 40 acres of Zinfandel, Golden Chasselas, and Burger grapes. In 1890 he built a 20,000-gallon capacity winery. He retailed a small amount locally, but sold most of his wine in bulk to the Patcheteau Winery at Calistoga for from 10 to 15 cents per gallon. Nothing remains of this winery, and only a small part of the vineyard is still bearing, which is still owned by his descendants.

In 1865-66 a group of San Francisco capitalists organized the Clear Lake Water Company with the purpose of impounding water from Clear Lake for use in San Francisco. Nothing came of this project, but in 1882 the company, which had been absorbed by the Spring Valley Water Company of San Francisco, decided to clear 300 acres they owned in the Lower Lake Township, and under the direction of Ralph K. Nichols, a local real estate agent and attorney-at-law, planted the land to vines, chiefly Zinfandel, but also a few Burgers. Their grapes were sold to the Calistoga wineries until the late 1980s, when above Cache Creek, about a mile from Nicolai's, they built their own winery. It was a wooden building set against a hillside into which they dug a tunnel to be used as an aging cellar. Unfortunately, the tunnel entrance caved in a few years later and this disaster, combined with the depressed price of wine, forced the company, which had again reorganized as the California Agricultural and Improvement Association, to give up winemaking. They stopped cultivating their vineyards, leased their land to a cattle company, and sold their

cooperage. A full puncheon, it was said, fetched about as much as an empty one. Of their original plantings only 20 acres, now owned by John Garner of Lower Lake, are still in vines.

However, they overlooked at least one cask of Zinfandel which lay buried for several years, when some workmen uncovered it. News of this find spread to San Francisco, and the wine merchants, thinking that there might be a considerable amount buried, converged en masse upon the town of Lower Lake. At an appointed hour they gathered in the open field to sample the wine. It was probably Lake County's finest hour as a viticultural center, for all agreed that the Zinfandel was one of the best ever made in California. Unfortunately, no new discoveries were made of buried Zinfandel.

In 1946 the owner of the property, having become curious about the tunnel, opened up the entrance and to his surprise found not one but four tunnels and a room about 30 by 40 feet. New slides stopped any more exploring, but the owner, still curious, asked an old timer in the district if he knew of anymore tunnels than those recently revealed. To his question the old man replied thoughtfully, "Well, I can remember going into the tunnel often when I was young, but somehow I can't remember ever coming out."

The unsuccessful venture of the water company brought no expressions of sympathy from the Lake County agriculturists. The company, before planting its vineyard, had made itself very unpopular by building across the Cache Creek a rock and log dam which so raised the waters of Clear Lake that considerable acreage of grain and orchard land were flooded. As a result some 300 farmers, unable to gain redress through the courts, took the law into their own hands.

One Sunday morning, after being led in prayer by their pastor, they began to destroy the dam. They worked through 2 days and 2 nights to

release the impounded waters down the canyon. The company, in its turn, sued the county and secured a judgment of \$40,000.00.

Among those who bought the company's cooerage was a wealthy Englishman, George Wrey, who owned coal mines in Scotland, a sheep ranch in Australia, and an orange grove in Florida. In 1883 he bought 5,000 acres of land 2 miles south of Lower Lake, on the road to Middletown. He secured the services of Maurice Keatinge, the son of a British General, and a native of the East Indies, who planted orchards and a hundred acres to vines- Golden Chasselas, Gutedel, Riesling, and others. For him Stephen Nicolai built yet another stone winery, this one with a storage capacity of 20,000 gallons. It stood on the slope of a hill, and was operated by gravity-the grape-crushing on the top floor, the fermenting room on the second floor, and the storage cellar at the lowest level. Wrey planned to do his own bottling, and to enlarge the storage space by building tunnels, but misfortunes befell him; there was a drought in Australia, and a frost in Florida, so he abandoned his bottling plan and continued to sell his wine in bulk to the Greystone Winery in St. Helena. During the Prohibition era Wrey's son came over from England and sold the ranch. No wine has been made there since Repeal; the winery is in ruins and only traces of the abandoned vineyard remain.

At the town of Upper Lake, by the northern end of Clear Lake, some 24 miles distance from the Lower Lake Township, a number of vineyards were planted in the 1880s. Among these was the 60 acres of Zinfandel set out by the Bank of Lake, under the direction of Seranus C. Hastings. A native of New York, and a lawyer by profession, he had come to California in 1849, and is best remembered as the founder of the University of California College of Law which bears his name. After serving as Chief Justice of the State Supreme Court and State Attorney General, he retired from public office and devoted his time to the management of his properties which included ranches, vineyards and wineries in Napa and Lake Counties. The site of his Lake County vineyard a mile east of Upper Lake was part of the old

Jack Carson ranch. Carson, a brother of the more famous Kit, had settled here and engaged in general farming. Hastings acquired the property outright shortly after the vineyard as planted and erected a winery and distillery. In 1886 he had enlarged the winery to a capacity of 150,000 gallons and increased the acreage under vines to 100.

The winery was closed prior to 1900, for it is said the aging Hastings had married a young woman who disapproved of the wine business. A few years later, so the story goes, the bungs were pulled out of the barrels and casks, and the wine was allowed to run down the gully to the lake. However, the Indians having learned of the "operation disposal" lined the gully and very little of the juice made its way to the lake.

Adjoining the Hastings ranch, which was called Carsonia, a young Harvard graduate, Charles M. Hammond, acquired in 1885 a 600-acre estate. Hammond had come to Napa County in 1884 and worked for a year at Inglenook, Captain Niebaum's vineyard and winery at Rutherford. Having gained some practical knowledge of viticulture and winemaking, he set out 25 acres to wine grapes, including such excellent varieties as Cabernet Sauvignon and Semillon, and named it the Ma Tel Vineyard. He had also a winery and small distillery which he operated as late as 1915. He won the award for the best exhibit of 2-year-old dry white and red wines at the World's Columbian Exposition in Chicago in 1893. However, most of his wines were sold locally in bulk, a gallon jug retailing at 25¢.

Across the road from Charles Hammond lived his brother, Gardiner G. (Colonel by virtue of service on the staff of Governor Gillett) who had 25 acres in grapes. He too built a winery but it was never operated. The Hammond estate is now known as the Manila Ranch, and all signs of vineyards and wineries are gone.

On the west side of Clear Lake, about 3 miles north of Lakeport, there is an inlet known as Berger Bay. It derives its name from an industrious German, Louis P. Berger, who in 1879 planted a 30-acre vineyard

on the hillside overlooking the lake. He himself hauled a considerable part of each vintage by wagon 20 miles down the steep and rutty road to the nearest railroad at Hopland—two puncheons a load--and one season at least received only 8¢ per gallon. Traces of his vines and ruins of his stone winery can still be seen.

Berger had at least one rivaling neighbor. Along Lyons Creek, about a mile back from the lakeshore, John Lyons, who had settled in the county in 1872, some years later planted about 50 acres in vineyard and built a winery which he operated for several years. Though the winery has disappeared, a few of his vines still struggle for life.

There are also several vineyards in the vicinity of Kelseyville to the south of Clear Lake. About 1885 George A. Buckingham, who in partnership with Elias Hecht had made a fortune from a shoe factory at Haight and Gough Streets in San Francisco, planted a 40-acre vineyard of Zinfandel and Muscat grapes on what is now Buckingham Point. He became sufficiently interested in his new avocation to give up living in San Francisco at the luxurious Baldwin Hotel and moved to Lake County. He had his own winery but apparently the whole project was a hobby rather than a business; at any rate it did not last long. A considerable part of his property has become a fashionable subdivision. Only a clearing on the hillside indicates where part of the vineyard once flourished.

The vineyard and winery of John H. Staheli were located a mile and a half south of Kelseyville on the west side of Kelsey Creek. Staheli, a native of St. Gall, Switzerland and the son of a dealer in laces and embroideries, had been in business in Paris buying such luxuries for American firms before he came to the United States in 1890. He prospered as a grocer in Iowa, but in 1904 came to California, and in the following year purchased the 25-acre vineyard of William Johnson, which was planted principally to Zinfandel grapes. In 1910 Staheli erected near the vineyard a stone winery with a storage capacity of 4,000 gallons, but because of the low price being

paid for wine he was forced to close down in 1912. However, he continued to keep up his vineyard, which, though somewhat smaller, is still owned by his son. Of the many vineyards which once flourished on the hillsides overlooking the lake, this one is the only one of any size that is still cultivated.

The 35 acres of vines a mile and a half south of Staheli's which Fred Stokes of Kelseyville planted in 1910 were pulled out around 1950. Stokes was an employee of the owner, Albert Brock Carey of Fulton.

While the majority of the county's vineyards have been located on the lower hills bordering Clear Lake, there has also been some grape-growing in the mountainous area between Clear Lake and Napa County. Just east of Middletown, in the late 1880s and 90s was the 20-acre Callayomi Vineyard and Winery of David Lobree. His advertisements assured the public that he produced only pure wines and brandies "specially suited to invalids and for medicinal purposes," but nothing remains of his venture.

In 1887 the beautiful and famous actress, Lily Langtry, having taken up residence in the United States in the hope of facilitating legal separation from an unwanted British husband, bought the Guenoc Stock Ranch in Coyote Valley. Here, some 8 miles southeast of Middletown along Butts Canyon Road, the Jersey Lily became for about a year a resident. The estate renamed Langtry Farms remained primarily a stock ranch, but near the big ranch house, with its rafters and uprights of hand-hewn beams, there were apple, peach and pear orchards, and a vineyard. The latter particularly impressed the new owner, and hoping to produce a "Langtry wine," she engaged the services of one Henri Descelles, who was reported to be a "Bordeaux expert." Mrs. Langtry, obliged to keep playing engagements, could not remain permanently at her country estate and be present at her own vintages, but presumably wine had already been made at the Guenoc Ranch, for the following year she received from Langtry Farms several bottles of wine with her picture on the label. Descelles hoped

the wine might become popular on the market, but no commercial vintages were ever produced. Mrs. Langtry kept the property until 1903, but she was not able to spend much time there and the grapes were sold to other winemakers.

This general vicinity had been producing wine for some years. Several Austrian miners, including Steve Paulishich and Anton Ansel, all employed at the Oat Hill Mine, had in the 1880s established homes in the hills between Coyote Valley and Pope Valley. Though the acreage of each was small, each had his own stone winery, and the remains of two of them still stand on this old road used by early emigrants moving up from Napa Valley.

But the best known of the several wine men in the vicinity of Middletown was a Frenchman, William Claudius Mottier, who had come to California for the Gold Rush, worked in Amador County, and by the early '70s was settled in a valley adjacent to Harbin Springs.

Charles Wetmore, who, like Hilgard, was interested in the possibilities of producing wine from native California grapes, reported in 1879 that Mottier had already begun experimenting with various native grapes in an effort to determine what strains would produce the better wines. Wetmore submitted a sample of one of Mottier's native vintages to Arpad Haraszthy who upon tasting it pronounced it a fine claret, adding, "They will plant that vine yet in Bordeaux by the million." For his efforts Mottier was sometimes referred to as "Professor." Besides his native wines he also had a small planting of some varieties of *Vitis vinifera*, and from these produced a limited amount of excellent wine. As years went by Mottier grew to be less the solitary pepinieristsic, and more the genial host to guests. Sometimes pretty young ladies on vacation or pugilists in training strolled over from Harbin Springs to his humble cabin.

The scholarly Mottier lived to a great age, a tribute, no doubt, to the excellence of his wines, and when at length in 1909 "MuchoMateo," as some of his old cronies affectionately called him, departed this life, it was felt that Lake County had lost a distinguished winemaker. Though Mottier lies in an unmarked grave at Middletown, his little valley still abounds in the native vines he once carefully tended.

Written by Ernest P. Penninou of 421 Walnut Street, San Francisco in 1955.

Californiana Research

of Glen Ellen

“Winery and vineyard historical research and business histories.”

WILLIAM F. HEINTZ, Director

Jan. 5, 1973

Mr. Myron Holdenried
4720 Clark Drive
Kelyseville, Ca.

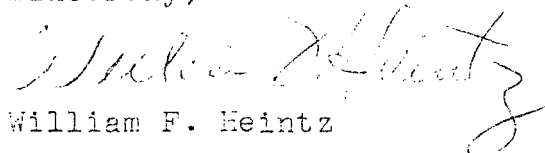
Dear Mr. Holdenried

Several weeks ago your name was mentioned in a discussion concerning membership of Lake County grape growers in the California North Coast Grape Growers Association. My information may not be quite correct, but I understand that the Association has been hesitant to extend membership privileges to Lake County growers because they feel that you may not have enough experience in the premium wine/grape field.

I am not quite certain what "experience" or history you would be required to show but certainly grapes have been grown in your area for a long, long time. The accompanying photocopy of a map, which appeared in several issues of the 1905 Pacific Wine and Spirit Review, indicates "principale grape-growing districts" of California. This photocopy is a poor reproduction but two significant "dots" are placed at Clearlake. The Santa Rosa Daily Democrat of August 12, 1876 has a reference to "grapes coming into the Lakeport market" and March, 1863 California Wine and Wool Register carries a notation on a vineyard in Lake County.

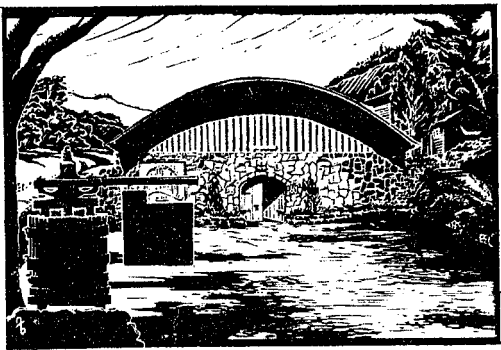
Should you or the Lake County growers need documentation relative to this entire problem, I should be most happy to undertake a research project for you. I have been researching business history for over a decade and have ample credentials in the field. Fees are based on the length and scope of the project.

Sincerely,



William F. Heintz

CALIFORNIA'S FINEST NORTH COAST GRAPES



Parducci

Wine Cellars

501 PARDUCCI ROAD
UKIAH, CALIFORNIA 95482
(707) 462-3828

WHERE THE VINEYARDS MEET THE REDWOODS

December 31, 1980

Mr. Peter Windrem
301 N. Forbes
Lakeport, CA 95453

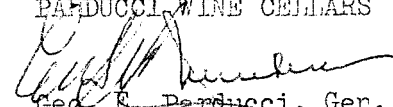
Dear Mr. Windrem:

I am enclosing herewith some correspondence I have had with various persons in various agencies with regard to Appellation of Origin labelling requirements and specifically as those requirements may or may not apply to wine made from Lake County grapes. I have not been able to locate other correspondence directed to BATF in Washington written in response to their desire to seek input bearing on the "North Coast Counties" question.

It has been our position and still is that although Lake County has only in the last few years revitalized grape growing in its area, grapes and wineries were in existence in Lake County many years ago. Lake County historical records bear this out. It is not inconceivable that grapes and wineries existed in Lake County before they existed in Mendocino County. Be that as it may, our experience shows that Lake County grapes can produce fine wines, if proper farming practices are adhered to, and as a county as close to the coast as Napa County, it is most certainly entitled to be included in the term "North Coast County" as much as Napa County. We have no special interest in advocating this position, as 98% of the grapes we purchase are from one county--Mendocino. To be entirely objective about the matter, Napa County is predominantly East of Sonoma County and South of Lake. Mendocino County is north of Sonoma and West of Lake County. Therefor, Lake County forms the northeast quadrant of a "square" so to speak. Napa County has done a magnificent job of bringing recognition to its wines because of their quality. We would like to think that we have brought about some recognition to Mendocino County wines because of our concern for quality and promotion of Mendocino County as the origin of our wines since the early 1930's. While "North Coast" does not assure quality, there is the connotation of better balanced, higher-quality wines. Lake County has the grapes to provide the quality that deserves the consideration for inclusion as one of the "North Coast Counties."

Very truly yours,

PARDUCCI WINE CELLARS


Gen. E. Parducci, Gen. Mgr.



DEPARTMENT OF THE TREASURY
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
WASHINGTON, D.C. 20226

RECEIVED AUG 6 1975

AUG 4 1975

REFER TO
R:T:C:BB

AIR MAIL

Mr. George E. Parducci
Parducci Wine Cellars
501 Parducci Road
Ukiah, California 95482

Dear Mr. Parducci:

With regard to your letter of July 18, 1975, concerning the Bureau's position on appellations of origin, we wish to inform you that our study of the question has been concluded with the results that a change in regulation to define the terms "appellation of origin" and "viticultural area" will be necessary.

Enclosed is a copy of the notice of proposed rule making which was published in the Federal Register on July 17, 1975. All comments submitted will receive our due consideration.

Sincerely yours,

for *Dr. J. Pierce*
Stephen E. Higgins
Assistant Director
Regulatory Enforcement

Enclosure

proposed rules

This section of the FEDERAL REGISTER contains notices to the public of the proposed issuance of rules and regulations. The purpose of these notices is to give interested persons an opportunity to participate in the rulemaking prior to the adoption of the final rules.

DEPARTMENT OF THE TREASURY

Bureau of Alcohol, Tobacco and Firearms

[27 CFR Part 4]

[Notice No. 280]

DOMESTIC AND IMPORTED WINES "Appellation of Origin" and "Viticultural Area"; Proposed Definition

The Director, Bureau of Alcohol, Tobacco and Firearms, with the approval of the Secretary of the Treasury, is considering rulemaking with respect to 27 CFR Part 4, Labeling and Advertising of Wine Regulations, to define, in § 4.10, the terms "appellation of origin" and "viticultural area".

The Bureau of Alcohol, Tobacco and Firearms has long recognized many diverse and sometimes ill-defined geographical areas as being entitled to distinctive appellations of origin based upon the statutory requirement that it approve labels for wine sold in interstate commerce. Recently, the Bureau has concluded that it would be preferable to establish a systematic approach to the problem and eliminate the recognition of appellations on an individual basis.

The reason for this conclusion is that the Bureau does not have sufficient facts on wine growing areas within each and every state to make an informed decision; we feel that the individual states are in a much better position to evaluate their own wine growing areas.

It is apparent that recognition of an area by approval of an appellation of origin may confer a distinct competitive advantage on the fruit produced in that area at the expense of neighboring areas. An uninformed approval of an appellation can thus act to unjustly enrich part of the wine industry without real benefit to the consumer.

The Bureau has also become aware that considerable confusion exists within the industry and among the general public with reference to the meaning of the term "viticultural area", as used in 27 CFR 4.10(h) and 4.39(b)(1). These sections require that vintage wine be labeled to show the viticultural area in which the grapes were grown, and that the wine be fermented in the same State in which the viticultural area is located. There may exist an implication in that wording that a viticultural area is some area smaller than a State, but the term is not elsewhere defined.

Based on the foregoing, the Bureau now proposes to amend its regulations in 27 CFR Part 4 to provide definitions of the terms "appellation of origin" and "viticultural area". An appellation of origin would be defined as (a) for

domestic wine: (1) The United States; (2) a State; (3) a county; or (4) a region or place within a State which has been formally recognized by the State for the purpose of growing fruit or other agricultural products; and (b) for foreign wine: (1) A country; (2) a State, province, or similar subdivision of a country; or (3) an area or region within a country recognized by that country for the purpose of growing fruit or other agricultural products used in the production of wine. All previously approved appellations or origin, including such well-known place names as "Napa Valley", "Livermore Valley", "Finger Lakes", and "Lake Erie Islands" would no longer be allowed on wine labels unless formally defined (by precise geographical boundaries) by the appropriate State. A period of one year from the effective date of these regulations would be allowed for use-up of existing labels, and to allow the States time to define areas.

A viticultural area would be synonymous with an appellation of origin, except that the United States and foreign countries would not be viticultural areas.

Interested persons who wish to participate in the making of the proposed rule are invited to submit written comments or suggestions, in duplicate, to the Director, Bureau of Alcohol, Tobacco and Firearms, Washington, D.C. 20226, on or before August 18, 1975.

Written comments or suggestions which are not exempt from disclosure by the Bureau of Alcohol, Tobacco and Firearms may be inspected by any person upon compliance with 27 CFR 71.22. The provisions of 27 CFR 71.31(b) shall apply with respect to designation of portions of comments or suggestions as exempt from disclosure. Any interested person submitting comments or suggestions who desires an opportunity to comment orally at a public hearing on these proposed regulations should submit his/her request, in writing, to the Director on or before August 18, 1975.

The proposed regulations are to be issued under the authority contained in section 27 U.S.C. 205 (49 Stat. 981, as amended).

The Bureau now proposes to amend its regulations in 27 CFR 4.10 by adding definitions of the terms "appellation of origin" and "viticultural area" as paragraphs (p) and (q), and by redesignating paragraph (p) as paragraph (r). As amended, 4.10 (p), (q), and (r) reads as follows:

§ 4.10 Meaning of terms.

(p) *Appellation of origin.* Means (1) for domestic wine: (i) The United States; (ii) a State; (iii) a county; (iv)

a region or place within a State precisely defined by geographical boundaries and formally established (by statute or duly promulgated regulation) by the State for the purpose of growing fruit or other agricultural products used in the production of wine; or (2) for foreign wine: (i) A country; (ii) a State, province or similar subdivision of a country; or (3) an area or region within a country recognized by that country for the purpose of growing fruit or other agricultural products used in the production of wine.

(q) *Viticultural area.* Means (1) for domestic wine: (i) A State; (ii) a county; or (iii) a region or place within a state precisely defined by geographical boundaries and formally established (by statute or duly promulgated regulation) by the State for the purpose of growing fruit or other agricultural products used in the production of wine; or (2) for foreign wine: (i) A State, province or similar subdivision of a country; or (ii) an area or region within a country recognized by that country for the purpose of growing fruit or other agricultural products used in the production of wine.

(r) *Use of other terms.* Any other term defined in the Federal Alcohol Administration Act and used in this part shall have the same meaning assigned to it by such act.

Dated: June 26, 1975.

REX D. DAVIS,
Director, Bureau of Alcohol,
Tobacco and Firearms.

Dated: July 9, 1975.

Approved:

DAVID R. MACDONALD,
Assistant Secretary
of the Treasury.

[FR Doc.75-18505 Filed 7-16-75; 8:45 am]

DEPARTMENT OF JUSTICE

Drug Enforcement Administration

[21 CFR Part 1304]

POPPY STRAW; AUTHORITY TO IMPORT

Proposed Reporting Requirements

A notice was published in the FEDERAL REGISTER on December 20, 1974 (39 FR 44033-4), setting forth reasons why the Administrator of the Drug Enforcement Administration had decided to authorize the importation of concentrate of poppy straw. Since that time, pharmaceutical manufacturers in the United States have endeavored to secure sufficient quantities of concentrate of poppy straw to assure that there will be an acceptable level of raw materials available to meet the immediate and estimated future needs for

July 18, 1975

Mr. George Bonifant
Bureau of Alcohol, Tobacco & Firearms
Room 6205
Ben Franklin P.O. Building
Washington, D.C. 20226

Dear Mr. Bonifant:

This letter will be an attempt to clear up the confusion surrounding the use of the terms "North Coast Counties" and "North Coast" as it applies to labeling of wine.

On February 11, 1975, we directed a letter to Mr. Lawrence S. Carlson, Assistant Director, Regulatory Enforcement, BATF, replying to a letter received by us from Mr. Malcolm King, President, CALIFORNIA NORTH COAST GRAPE GROWERS ASSOCIATION, and that Association's desire to restrict use of those terms to wine produced only in Napa, Sonoma and Mendocino Counties. Mr. King's letter was directed to all vintners in our North Coast Region and resulted because of a letter he received from Mr. Carlson, dated October 16, 1974, with reference symbols R:T:C:RLP, wherein Mr. Carlson restricted use of those terms to the three counties mentioned above. Please bear in mind that Mr. Carlson's letter was directed to Mr. King personally, as president of CALIFORNIA NORTH COAST GRAPE GROWERS ASSOCIATION, not to the industry as a whole, in response to a request from him personally and not as a representative of the vintners.

Our letter to Mr. Carlson, dated February 11, 1975, outlined our objections to that position and offered reasons why Lake County, which lies to the East of our county and North of Sonoma and Napa Counties should be included. We have had no direct reply from the BATF or anyone regarding the Department's position referred to in the letter to Mr. King, dated October 16, and we find the limitations set forth in that letter to be contradictory to Title 27 CFR, Para. 4.25, wherein it states that "A wine shall be entitled to appellation of origin if at least 75% of it's volume... in the place or "REGION" indicated by such appellation...,etc.,".

Mr. George Bonifant
July 18, 1975
Page 2

The correspondence between BATEF and Malcolm King and between Malcolm King and the vintners has created unbelievable confusion. We believe Mr. Carlson's decision to be contradictory to the CFR and would like to know if the board's position is as set forth; why the industry at large was not made aware of that position before millions of labels were printed.

May we please have a reply to our letter of February 11, wherein we asked for inclusion of Lake County as a "North Coast County" and entitled to that appellation, and the decision made in that respect.

Thanking you for your kind assistance, we are.

Sincerely yours,

PARDUCCI WINE CELLARS

By: _____
Geo. E. Farducci
Controller

cc: File

bas

February 11, 1975

Mr. Lawrence S. Carlson
Assistant Director, Regulatory Enforcement
DEPARTMENT OF THE TREASURY
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
Washington, D. C. 20226

REFER TO: R:G:C:RLP

Dear Mr. Carlson:

I have been provided with a copy of your letter addressed to Mr. Malcolm King of NORTH COAST GRAPE GROWERS ASSOCIATION, bearing the above reference symbols, dated October 16, 1974, with regard to wine entitled to be labeled "North Coast Counties" or "North Coast" and the Bureau's position hereto.

As members of the Wine Institute and being wine producers located in the northern-most part of California, it is our position that the Bureau consider including Lake County as a county more northerly located than either Napa or Sonoma and which county adjoins Mendocino County to the east and is most certainly entitled to the use of the appellation "North Coast Counties" or "North Coast", probably more so than either Napa or Sonoma.

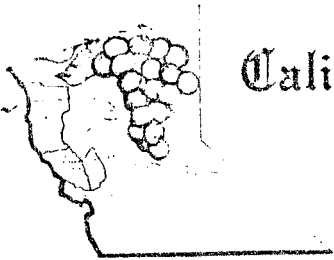
Please accept this letter as a statement of our position and we respectfully ask that Lake County, with its increasing acreage of high-quality grapes which someday may equal or surpass the aforementioned counties in quality recognition of the wines that may be produced, be included.

Very truly yours,

PARDUCCI WINE CELLARS

By: _____

Geo. M. Parducci
Co-General Manager



California North Coast Grape Growers Association

710-A SOUTH STATE STREET • P.O. BOX 205
UKIAH, CALIFORNIA 95482 • (707) 462-1361

January 24, 1975

MEMORANDUM

TO: Vintners in our North Coast Region

Enclosed is a copy of a letter received from the Bureau of Alcohol, Tobacco and Firearms which advised us of the Bureau's position on North Coast Appellation.

It is our understanding that the Wine Institute in executive session has taken the position that the term "North Coast" should not be restricted to the three counties of Napa, Sonoma and Mendocino and has so informed BATF.

This Association has put a great deal of time, effort and money into the promotion of our North Coast region of Napa, Sonoma and Mendocino counties. Realizing there will always be someone on the outside who would try to take away or "water-down" the uniqueness and the reputation of our region, we have constantly worked to preserve the heritage which has been given to us by dedicated vintners and growers in the years gone by.

Further, we have felt very strongly that the consumer should not be deprived of the very best wines which can be produced here, but should have every opportunity to clearly recognize what is representative from our region. With the tremendous new plantings in the San Joaquin and Salinas Valleys, it is realistic to believe that large quantities of grapes from these areas will find their way into bottles originating from the North Coast. This fact could be acceptable if the public is not led to believe that these grapes so used are the higher quality fruit grown here. Consequently, we are deeply concerned that the designation "North Coast" be reserved to mean Napa, Sonoma and Mendocino counties. Only in this way can we avoid allowing the public to be misinformed.

We believe that it is in *your* best interests as well as ours to advise BATF immediately that you are a member of Wine Institute, but you do not agree with their position which is presently being strongly pursued. Amplify your arguments in whatever way you deem best. You should address such letter to:

Mr. George Bonifant
Bureau of Alcohol, Tobacco & Firearms
Room 6205
Ben Franklin P. O. Building
Washington, D. C. 20226

Sincerely yours,

CALIFORNIA NORTH COAST GRAPE GROWERS

Malcolm King
Malcolm King, President

Encl.

P.S. We would very much appreciate having a copy of your letter to BATF for our files.

North Coast Grapes Produce California's Finest Wines



DEPARTMENT OF THE TREASURY
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
WASHINGTON, D.C. 20226

OCT 16 1974

REFER TO
R:T:C:RLP

AIR MAIL

Mr. Malcolm King
California North Coast Grape Growers Association
P. O. Box 205
Ukiah, California 95482

Dear Mr. King:

This is written in further response to your letter of June 26, 1974, with regard to the appellation of origin "North Coast".

This is to advise you that the Bureau now takes the position that "North Coast Counties" or "North Coast", when used as an appellation of origin on wine labels, is restricted to mean the three California counties of Napa, Sonoma and Mendocino.

Sincerely yours,

Lawrence S. Carlson
Assistant Director, Regulatory Enforcement

TESTIMONY OF ROBERT A. DWYER, EXECUTIVE DIRECTOR, NAPA VALLEY
GRAPE GROWERS ASSOCIATION, BEFORE THE BUREAU OF ALCOHOL, TOBACCO,
AND FIREARMS, DEPARTMENT OF THE TREASURY, SANTA ROSA, CALIFORNIA.

JANUARY 12, 1981

MY NAME IS ROBERT DWYER. I AM TESTIFYING TODAY AS THE EXECUTIVE DIRECTOR OF THE NAPA VALLEY GRAPE GROWERS ASSOCIATION REPRESENTING THE ASSOCIATION'S BOARD OF DIRECTORS.

THE NAPA VALLEY GRAPE GROWERS ASSOCIATION IS OPPOSED TO THE CREATION OF A NORTH COAST VITICULTURAL AREA, AT THIS TIME, FOR THE FOLLOWING REASONS:

THE NAPA VALLEY GRAPE GROWERS ASSOCIATION AND THE NAPA VALLEY VINTNERS JOINTLY PETITIONED THE BUREAU OF ALCOHOL, TOBACCO, AND FIREARMS FOR THE CREATION OF A NAPA VALLEY VITICULTURAL AREA ON JANUARY 17, 1979. TODAY, JUST DAYS SHORT OF A FULL TWO YEARS, WE, THE NAPA VALLEY, ARE STILL WAITING FOR DELINEATION OF THE NAPA VALLEY VITICULTURAL AREA. ADMINISTRATIVE HEARINGS WERE PROPERLY HELD IN THE LATE SPRING OF NINETEEN-EIGHTY (1980) AND TODAY, NINE MONTHS LATER, WE ARE STILL WAITING FOR A DECISION AMID RUMOUR, FALSE OR NOT SO FALSE HOPES, AND TOTAL UNCERTAINTY. THIS WEEK YOU ARE HEARING PROPOSALS FOR THE CREATION OF TWO VITICULTURAL AREAS THAT COULD HAVE SIGNIFICANT PRESENT AND FUTURE IMPACT ON THE NAPA VALLEY VITICULTURAL AREA. THE NORTH COAST VITICULTURAL AREA PROPOSAL, BEING CONSIDERED TODAY, IS ONE OF THESE SIGNIFICANT PROPOSALS.

IT IS THE OPINION OF THE BOARD OF DIRECTORS OF THE NAPA VALLEY GRAPE GROWERS ASSOCIATION THAT BEFORE A NORTH COAST VITICULTURAL AREA IS SERIOUSLY CONSIDERED, WE MUST FIRST HAVE (1) A CLEAR DELINEATION OF THE NAPA VALLEY VITICULTURAL AREA AND

Why?

SECONDLY (2) MUST CLEARLY UNDERSTAND THE TREASURY DEPARTMENT'S POSITION ON THE CONCEPT OF A VITICULTURAL AREA WITHIN A VITICULTURAL AREA.

THE CODE OF FEDERAL REGULATIONS, SPECIFICALLY TITLE 27, CHAPTER 1, PART 4 - LABELING AND ADVERTISING OF WINE "APPELLATION OF ORIGIN," IS QUIET ON THE CONCEPT OF A VIT AREA WITHIN A VIT AREA. WHILE THE CODE DOES NOT SPECIFICALLY PROHIBIT THIS FROM OCCURRING, NEITHER DOES IT SPECIFICALLY PERMIT THIS VITICULTURAL AREA OVERLAPPING OR OVERLAYING CONCEPT. THE POSSIBILITY THAT A CHALLENGE COULD ARISE OVER THIS POINT CONCERNS THE NAPA VALLEY GRAPE GROWERS ASSOCIATION. COUPLE THIS CONCERN WITH THE UNCERTAINTY IN OUR MINDS TODAY AS TO THE APPROVAL OF A NAPA VALLEY VITICULTURAL AREA AND YOU SHOULD UNDERSTAND OUR RETICENCE RELATIVE TO MOVING AHEAD WITH PROPOSALS FOR AREAS LARGER THAN AND INCLUDING THE POTENTIAL NAPA VALLEY AND OR AREAS SMALLER THAN AND WITHIN THE POTENTIAL NAPA VALLEY. EITHER OF THE BEFORE-MENTIONED OVERLAYS OF VITICULTURAL AREAS ARE OPEN TO CHALLENGE AND THE NAPA VALLEY GRAPE GROWERS ASSOCIATION IS PROPERLY CONCERNED ABOUT THE IMPACTS OF SUCH A CHALLENGE AND THE FINAL RESOLUTION OF THE PROBLEMS THAT WOULD CERTAINLY ARISE FROM SUCH A CHALLENGE.

no problem?

THEREFORE, I MUST URGE THE BUREAU TO CAREFULLY CONSIDER MY POINTS TODAY AND MOVE SPEEDILY WITH THE APPROVAL OF THE NAPA VALLEY AND IMMEDIATELY TAKE APPROPRIATE ACTION TO CLARIFY THE PERMISSABILITY OR LACK THEREOF OF THIS VIT AREA OVERLAY PROBLEM I HAVE BROUGHT TO YOUR ATTENTION.

THE NAPA VALLEY GRAPE GROWERS ASSOCIATION HAS BEEN IMPRESSED WITH THE EXEMPLARY ADMINISTRATIVE HEARING PROCEDURES

CONDUCTED TO DATE BY THE BUREAU OF ALCOHOL, TOBACCO, AND FIREARMS. I HAVE PERSONALLY BEEN INVOLVED WITH YOUR AGENCY SINCE JULY, 1975, WHEN YOU FIRST PUBLISHED THE RULEMAKING NOTICES THAT BRING US TOGETHER AGAIN TODAY. YOU HAVE PATIENTLY LISTENED TO INCALCULABLE HOURS OF TESTIMONY AND RESPONSIVELY DISTILLED THE COMMENTS OF ALL CONCERNED PARTIES THROUGH HEARING AFTER HEARING AND I COMMEND YOU FOR THE EXCELLENT JOB YOU HAVE DONE FOR THE CONSUMER AND THE WINE INDUSTRY AND MY REMARKS TODAY IN NO WAY DETRACT FROM THE QUALITY OF YOUR PAST AND PRESENT EFFORT.

TESTIMONY OF RONALD J. WICKER, PRESIDENT, NAPA COUNTY FARM BUREAU, BEFORE THE BUREAU OF ALCOHOL, TOBACCO AND FIREARMS, DEPARTMENT OF THE TREASURY, SANTA ROSA, CALIFORNIA, ON MONDAY, JANUARY 12, 1980.

MY NAME IS RON WICKER. I AM TESTIFYING TODAY AS PRESIDENT OF THE NAPA COUNTY FARM BUREAU, REPRESENTING THE ORGANIZATION'S BOARD OF DIRECTORS. THE NAPA COUNTY FARM BUREAU WOULD LIKE TO REGISTER ITS CONCERN FOR AND OPPOSITION TO THE FORMATION OF A NORTH COAST VITICULTURAL AREA AT THIS TIME. IN JANUARY OF 1979, THE BUREAU OF ALCOHOL, TOBACCO AND FIREARMS WAS PETITIONED FOR THE FORMATION OF THE NAPA VALLEY VITICULTURAL AREA. HEARINGS WERE HELD IN NAPA IN APRIL, 1980 AND TO THIS DAY, WE AWAIT WORD ON THE OUTCOME OF THOSE HEARINGS. WE FEEL IT IMPROPER TO CONSIDER THE CREATION OF ANOTHER VITICULTURAL AREA THAT COULD GREATLY AFFECT THE NAPA VALLEY VIT AREA. AT THIS TIME. IT IS NOT CLEAR TO US IF THE REGULATIONS ALLOW THE FORMATION OF ONE VIT AREA WITHIN ANOTHER VIT AREA. IF A VITICULTURAL AREA IS ESTABLISHED ON THE BASIS OF "EVIDENCE RELATING TO THE GEOGRAPHICAL FEATURES (CLIMATE, SOIL, ELEVATION, PHYSICAL FEATURES, ETC.) WHICH DISTINGUISH THE VITICULTURAL FEATURES OF THE PROPOSED AREA FROM SURROUNDING AREAS, THEN WE WOULD FIND IT HARD TO SUPPORT THE FORMATION OF VITICULTURAL AREAS CONTAINED WITHIN OR OVERLAPPING WITH OTHER VITICULTURAL AREAS.

THE NAPA VALLEY HAS LONG BEEN ESTABLISHED AND RECOGNIZED BY ITS "DISTINGUISHING" FEATURES. FOR MANY YEARS, NAPA COUNTY HAS BEEN RECOGNIZED AS A SEPARATE PRICING DISTRICT BY THE BUREAU OF MARKET NEWS, CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE. WHEN SB1609 MANDATED THE DESCRIPTION OF PRICING

DISTRICTS, NAPA COUNTY WAS AGAIN SEPARATED FROM OTHER NORTH COAST AREAS. FOR A NUMBER OF YEARS, SONOMA COUNTY WAS LINKED WITH MARIN COUNTY AND MENDOCINO COUNTY WAS LINKED WITH LAKE COUNTY. THIS ADDS SOME HISTORICAL AND LEGISLATIVE SIGNIFICANCE TO OUR DESIRE TO HAVE A SEPARATE VITICULTURAL AREA.

CLARIFICATION OF THE REGULATIONS AT THIS TIME SEEMS NECESSARY BEFORE THE BUREAU CONSIDERS THE FORMATION OF VITICULTURAL AREAS WITHIN OR OVERLAPPING WITH OTHER VITICULTURAL AREAS.

THE BUREAU HAS A JOB TO DO WHICH WILL SIGNIFICANTLY AFFECT OUR WINE PRODUCING INDUSTRY. I WOULD LIKE TO COMPLIMENT YOU ON THE PROCESS BY WHICH YOU PATIENTLY LISTEN TO AND DIGEST RESPONSES FROM ALL PARTIES CONCERNED. I AM SURE THAT YOUR JUDGMENT AND INTERPRETATION OF THE REGULATIONS WILL BE FAIR TO ALL INVOLVED.

To: Department of the Treasury, Bureau of Alcohol,
Tobacco and Firearms (BATF)

From: John Batto, President,
California North Coast Grape Growers

Subject: "North Coast" Viticultural Area Public Hearing
Supplementary Information to September 14, 1979 Petition

Federal Building, Santa Rosa, California

January 12, 1981

The following information submitted by the California North Coast Grape Growers offers further support for the establishment of a viticultural area appellation of origin termed "North Coast." The documentation is being submitted in accordance with Regulation 27 CFR 4.25a, (e) Viticultural Area and 27 CFR Part 9, Subpart A. This supplementary petition delimiting the "North Coast" does not or is not intended to preclude other viticultural areas from existing within the boundaries of the proposed "North Coast" appellation.

The following supplemental evidence is organized under the categories established under Part 9:

I. Name of the viticultural area is locally and/or nationally known:

1. Numerous wineries have expended thousands of dollars advertising locally and nationally the viticultural area designated as "North Coast" (see Appendix I). The result is that wine consumers have become educated to the fact that the viticultural area that encompasses Napa, Sonoma and Mendocino Counties is a unique area for producing wine grapes. Hence, to change the boundaries of the area would, in the opinion of the California North Coast Grape Growers, deceive and confuse the consumer.
2. The "North Coast" has been referenced in numerous media articles within the last 100 years (see Appendix II). These publications have aided in the promotion of the "North Coast" to consumers as well as wine industry experts.
3. Ever since its inception in 1964, the California North Coast Grape Growers has spent thousands of dollars within the limits of an approved budget to promote the counties of Napa, Sonoma and Mendocino as the "North Coast" viticultural area for wine grapes. This promotion has been an integral part of the association's belief that these three counties have consistently produced quality wine grapes over the past 100 years. Expanding the viticultural area boundaries or rejecting the entire petition would do injury to the growers in Napa, Sonoma and Mendocino Counties as well as confuse the wine consumers of this country.

II. Historical or current data that the boundaries of the viticultural area are as specified in the application.

1. Regarding historical data, Mr. William F. Heintz of Glen Ellen, California, will be presenting oral and written testimony on this category.
2. Regarding current data, the petition submitted on September 14, 1979, stressed the fact that the historic and advertised "North Coast" includes only the counties of Napa, Sonoma and Mendocino. The Bureau of Alcohol, Tobacco and Firearms has, in correspondence dated October 16, 1974 and August 4, 1975, taken the same position (see Appendix III). Also, the Bureau supported this position when it protested the inclusion of Solano County on an Inglenook Navalle Ruby Cabernet wine label and when it objected to the including of Lake County on a Konocti Cellars Johannisberg Riesling wine label. Hence, the California North Coast Grape Growers feels that the Bureau has a clear view of the boundaries as specified in the application.

III. Evidence relating to the geographical features which distinguish the area from surrounding areas.

1. The Climatological Data Annual Summary published by the Department of Commerce lists Napa, Sonoma and Mendocino Counties within the North Coast Drainage Basin. Other eastern grape-growing areas in close proximity to the above counties are located in the Sacramento Drainage Basin.
2. According to the text entitled, "Weather of the San Francisco Bay Region" by Harold Gilliam, the counties of Napa, Sonoma and Mendocino are affected by fog and wind which seek access through natural land gaps and funnels. Surrounding land masses do not experience this inland penetration of marine air because of natural geographical mountain ranges. One indication of this cooling air on hot summer days that does not reach Lake and Solano Counties is the absence of redwood trees in these two counties (see Appendix IV). Also, Handbook 271 entitled "Silvics of Forest Trees of the United States," published by the United States Department of Agriculture, states that the range of redwoods is limited to areas where heavy summer fogs from the ocean provide a humid atmosphere. Appendix IV reflects numerous stands of natural redwood trees growing in Napa, Sonoma and Mendocino Counties.

3. In 1944, Professors Amerine and Winkler of the University of California developed a method for segregating the grape-producing areas of the state. Using a procedure called heat summation, the professors divided California into five climatic regions: I, less than 2,500 degree days; II, 2,501 to 3,000 degree days; III, 3,001 to 3,500 degree days; IV, 3,501 to 4,000 degree days; and V, 4,001 or more degree days. Generally speaking, the best known and highest quality areas for table wines are cool and fall into Regions I, II or a low III. If the temperature is high, the vine produces sugar faster than if the temperature is low, thus affecting the flavor of the fruit.

In referencing the text General Viticulture by Winkler, Cook, Kliewer and Lider, Napa, Sonoma and Mendocino Counties all contain Regions I, II and III. However, the coolest region documented for Lake County is Region III, and Solano is even warmer yet with a Region IV rating. This evidence further supports the claim that the "North Coast" is distinguishable from surrounding wine grape-growing areas.

4. Most of the soil comprising the "North Coast" is of an alluvial nature; that is, it is soil material that has been deposited by water. However, local United States Soil Survey offices have verified that Lake County contains large quantities of "Clearlake Clay" as well as amounts of alluvial soil that rest on volcanic deposits. Also, Solano County soils are primarily adobe or clay in nature, except for the northeast portion of the county which is alluvial in content.

IV. The specific boundaries of the area.

The boundaries of the proposed "North Coast" viticultural area have previously been submitted utilizing U.S.G.S. State of California Map, North Half, describing that portion of the state of California being the counties of Napa, Sonoma and Mendocino more particularly described as follows: Beginning at the westernmost extension of the common line between Mendocino County and Humboldt County at its intersection with the mean high tide of the Pacific Ocean; thence along aforementioned common line between said Mendocino County and Humboldt County line to the common corner of Mendocino, Humboldt and Trinity Counties; thence along the common line between Mendocino County and Trinity County to the common corner of

Mendocino, Trinity and Tehama Counties; thence continuing along the "North Coast" viticultural boundary being the common line as it meanders between the following named counties: Mendocino and Tehama, Mendocino and Glenn, Mendocino and Lake, Sonoma and Lake, Napa and Lake, Napa and Yolo, Napa and Solano, Sonoma and Solano and the common line between Sonoma and Marin and the westernmost extension thereof to its intersection with the mean high tide of the Pacific Ocean being the southwest corner of the "North Coast" viticultural area; thence north up the coast of Sonoma and Mendocino Counties to the beginning. It is the intent of this description to describe in total the area within Napa, Sonoma and Mendocino Counties as being the whole of the "North Coast" viticultural area.

V. Additional Information

The following evidence does not lend itself to the categories delineated under Part 9. However, the data is significant in terms of defining the "North Coast" as Napa, Sonoma and Mendocino Counties.

1. Wine grape acreage has consistently been increasing in the "North Coast" counties over the past 100 years. However, surrounding areas have vacillated in and out of the wine grape-growing business. The 1979 California Fruit and Nut Acreage Report showed that bearing and nonbearing wine grape acreage in Napa, Sonoma and Mendocino Counties totaled 62,672 acres. Lake County reported 2,469 total acres which, for purposes of comparison, would amount to 4% of the total figure mentioned above. Also, Solano County reported 1,314 acres which would equal 2% of the total acres reported above. In short, the amount of acreage currently in production in Lake and Solano Counties reflects a lack of historical consistency in the viticulture industry.
2. Nearly 200 bonded wineries have chosen to locate their facilities within the boundaries of Napa, Sonoma and Mendocino Counties. This has resulted in thousands of tourists and potential wine consumers in visiting the area. However, according to the 1981 Pocket Encyclopedia of California Wine, published by the Wine Appreciation Guild, only three winery owners have selected Lake County and three other winery entrepreneurs have chosen Solano County in which to locate their plants and tasting room operations. The acreage and winery information presented

above confirms the North Coast Grape Growers' contention that there exists an identifiable recognition by growers, consumers, and vintners that the viticultural area of Napa, Sonoma and Mendocino Counties is a region which, over a great number of years, produces fine wine grapes which are unique and significant in character.

3. The December 17, 1980, issue of the California Wine Report published by the Federal-State Market News Service of San Francisco, California, tabulated winery prices and growers for the 1980 crush. Lake County never appeared on the report because not enough price information was available to establish a market. If that is the case, the common sense conclusion is that many tons of Lake County grapes must have ended up in wine pools or ended up, unfortunately, on the ground.

Also, Solano County ranked behind Napa, Sonoma and Mendocino Counties in every wine grape variety in terms of dollars earned per ton except one --Sylvaner, in which it tied Napa at \$400 per ton. This same trend can be documented by consulting the last several issues of the "Final Grape Crush Report" published by the California Department of Food and Agriculture. Hence, the California North Coast Grape Growers feels that the areas of Lake and Solano Counties are attempting to capitalize on the consumer recognition that Napa, Sonoma and Mendocino have earned in terms of growing premium wine grapes.

4. Another variable that distinguishes Napa, Sonoma and Mendocino Counties from Lake County in terms of wine grapes is a subject termed "phylloxera." Phylloxera, the name given to an aphid that feeds on vine roots, destroyed many of the vineyards in the late 1800's. Growers within Napa, Sonoma and Mendocino Counties restored their vineyards with resistant-grafted rootstock. However, Lake County did not replace their dead vines. When the vineyards died out, so did the phylloxera. Now there is a quarantine around the boundaries of Lake County and only vines certified phylloxera-free are allowed within the county. The result is that a high percentage of Lake County vineyards are growing on their own rooted vines which is not the case in Napa, Sonoma and Mendocino Counties, which are grafted vines.

In conclusion, the California North Coast Grape Growers urges the Bureau to maintain the current viticultural area known as "North Coast" and defined as Napa, Sonoma and Mendocino Counties. To alter the boundaries in any way would, in the opinion of the association, do a disservice to the wine consumer as well as the growers and wineries within this area. The association advocates that other counties or areas within those counties develop and take whatever steps they feel are necessary to protect the finest wines of which their region is capable of producing. In that way, the "North Coast" viticultural area of Napa, Sonoma and Mendocino Counties will remain intact and identifiable to future wine consumers, thus reflecting the intent of the Bureau.

Appendix I. Examples of "North Coast" Viticultural Area
Promotion by Wineries



Souverain

Appellation North Coast

ZINFANDEL

VINTAGE SELECTION



produced & bottled at the winery by Souverain, Geyserville, Ca. Alc. 14.8 % by vol.



Souverain

VINTAGE SELECTION
100% ZINFANDEL

It is a Souverain tradition to select our very finest wines for presentation under the "Vintage Selection" label. These wines show truly unique individuality, the result of three key factors: favorable climate, proper soil and exceptional care and handling of the grapes.

The year 1978 was a superb vintage in the North Coast, perhaps the best vintage of the decade. After two years of below average rainfall, the 1978 vintage enjoyed a return to normal winter rains. The summer was pleasantly warm with cool nights and the fall was magnificent. Under such ideal growing conditions, this North Coast Zinfandel ripened to a level of maturity rarely achieved, resulting in a huge, rich wine with an intense berry-like nose, and big body. It was matured in small oak barrels to give the wine roundness and complexity.

Souverain Vintage Selection Zinfandel is enjoyable now, but will continue to improve in the bottle for many more years. We suggest you serve it at a cool room temperature.

APPELLATION NORTH COAST

Appellation North Coast on this Souverain label is your assurance that 100% of this wine is produced from grapes grown in the North Coast counties of Napa, Sonoma and Mendocino. Located north of San Francisco, the special soils and unique microclimates of these North Coast counties have a premium wine heritage dating from the 1860's. Taste this proud tradition in all Souverain wines.



TRINITY
VINE



100% NORTH COAST
CABERNET SAUVIGNON

PRODUCED AND BOTTLED BY TRINITY VINE WINE COMPANY,
GEYSERVILLE, SONOMA COUNTY, CALIFORNIA

ALCOHOL 11.5% BY VOLUME

TRINITY VINE

This rich and flavorful wine is in the best tradition of California winemaking. Our wines bear the legend of "Trinity Vine," at one time the world's largest grapevine. Originally named for the Holy Trinity because of its three trunks, the vine was planted as early as 1775 by the Spanish Padres. At its peak in 1935, "Trinity Vine" covered an area of 10,000 square feet and was producing tons of grapes annually. Today our wines reflect that extraordinary tradition of endurance and quality—a tradition that enables us to bring you this fine wine from the North Coast counties of Napa, Sonoma and Mendocino. As the premier negociant from California's finest wine-growing regions, we hope the care and attention with which we have selected this wine meets with your highest approval.

A. Barretto

BOLD RIDGE



North Coast
CABERNET SAUVIGNON
 1978

ALCOHOL 12.5% BY VOLUME

PRODUCED AND BOTTLED BY
 BOLD RIDGE CELLARS • GEYSERVILLE, CALIFORNIA

BOLD RIDGE

North Coast

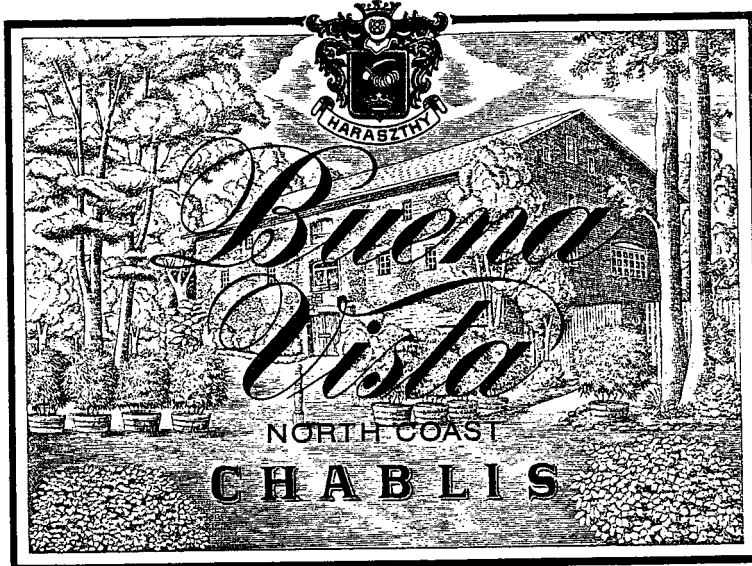
1978 CABERNET SAUVIGNON

The grapes from which this wine was made were selected from among the finest stocks of California's premium vineyardists located in the North Coast counties of Napa, Sonoma and Mendocino. The North Coast has become widely recognized as the home of California's premier growers and skilled winemasters. We believe that this fine wine represents the highest achievements of the vineyardist and the winemaster.

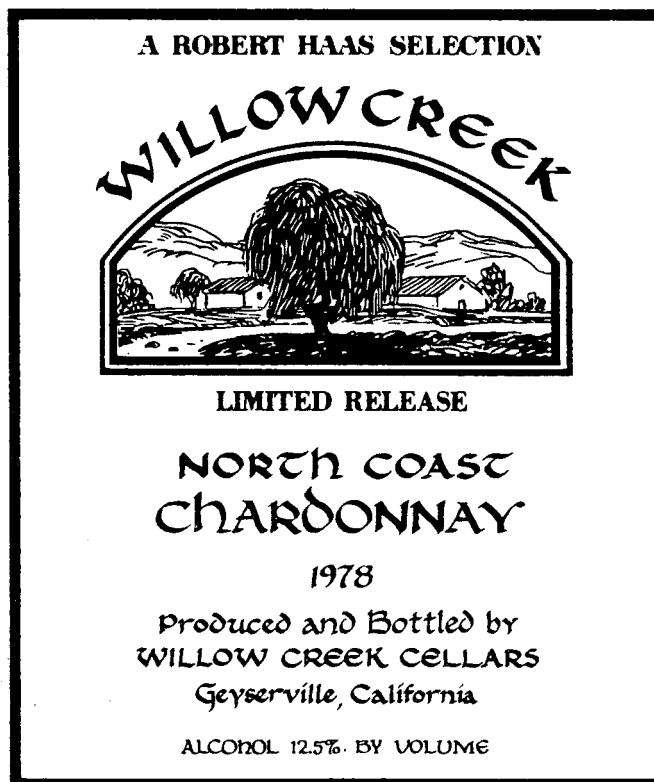
This is the classic red wine from California's famed North Coast growing region. The wine is dark red in color, full bodied, with oaky overtones. It is a big wine which is best enjoyed with your favorite beef entree or any hearty meat dish.

North Coast Cabernet Sauvignon has become the royalty of the fine red wine family, and has a proud place in the hundred year old tradition of California wine making art.

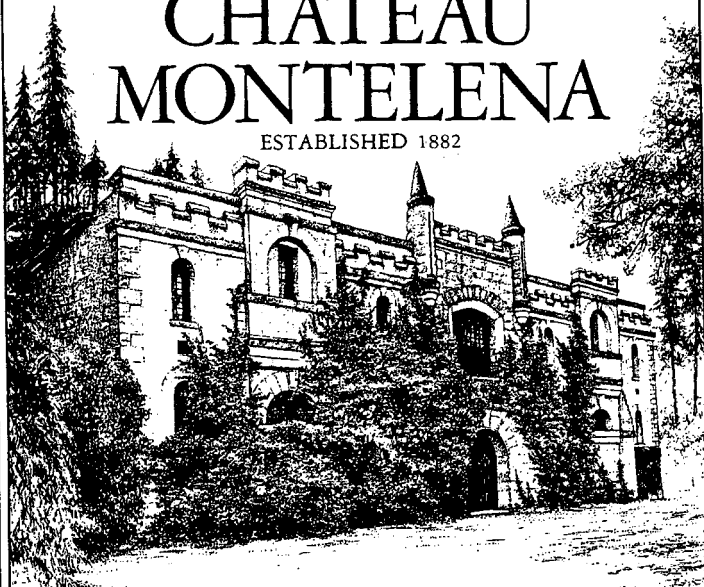
HARASZTHY CELLARS



PRODUCED AND BOTTLED BY
BUENA VISTA WINERY, SONOMA, CALIFORNIA
ALCOHOL 12 1/2% BY VOLUME



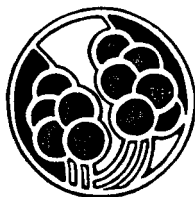
**CHATEAU
MONTELENA**
ESTABLISHED 1882



NORTH COAST
Zinfandel
1975

MADE AND BOTTLED BY CHATEAU MONTELENA WINERY
CALISTOGA, NAPA VALLEY, CALIFORNIA • ALCOHOL 13.0% BY VOL.

◆ 1978 ◆
N O R T H C O A S T
C H A R D O N N A Y
T R O I S C U V É E



TOYON
VINEYARDS

CELLARED AND BOTTLED BY TOYON VINEYARDS
HEALDSBURG, CALIFORNIA • ALCOHOL 13.0% BY VOLUME

1978 Chardonnay
Trois Cuvee

The 1978 Toyon Chardonnay, unlike our 1977 Sonoma Chardonnay, is a cuvee — a combination of the three principle North Coast counties. Sonoma 67%, Napa 21.5%, and Mendocino County 11.5%.

Our emphasis is on balance and varietal character often not achievable with over-cropped or overripe wines. The result of this cuvee is its excellent balance; long flavors, golden green brilliance, and a delicate not overwhelming touch of new oak.

With 2 or 3 years of bottle aging it will develop even more finesse. Total cases 393.

ROUND HILL VINEYARDS



North Coast
Zinfandel
1978

Alcohol 13.5% by Volume
PRODUCED AND BOTTLED BY ROUND HILL VINEYARDS,
GEYSERVILLE, CALIFORNIA

Ernie's

NORTH COAST
er
GEWURZTRAMINER

1978

PRODUCED AND BOTTLED BY ERNIE'S WINE CELLARS
GEYSERVILLE, CALIFORNIA ALCOHOL 12.5% BY VOL.



SILVER OAK

1974
NORTH COAST

Cabernet Sauvignon

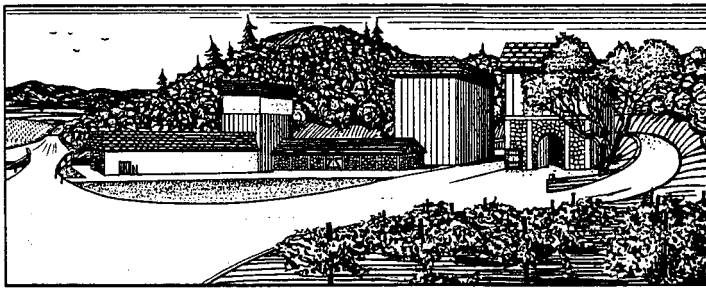
Cellared and bottled by SILVER OAK CELLARS
Rutherford, Napa County, California
Alcohol 12% by Volume

NORTH COAST
Burgundy
PRIME 1975 VINTAGE



WINDSOR VINEYARDS

CELLARED AND BOTTLED BY WINDSOR VINEYARDS
WINDSOR, SONOMA COUNTY, CALIFORNIA. ALCOHOL 12½% BY VOLUME



FETZER

1980
north coast
chenin Blanc

PRODUCED AND BOTTLED BY
FETZER VINEYARDS

REDWOOD VALLEY, CALIFORNIA, U.S.A.
alcohol 10.8% by volume

1980
chenin Blanc

The Chenin Blanc grape, when grown in the North Coast, has a vigor of rich fruit flavor. The wine made of Chenin Blanc grapes can vary in style, from completely dry, to softly sweet. Our Chenin Blanc is full of the fruity freshness inherent in the grape, touched with a delicate sweetness.

The grapes were harvested at an average Brix of 21°, from vineyards of both Mendocino and Sonoma Counties. The fermentation was stopped early to create a low-alcohol wine with a bit of natural fruit sweetness.

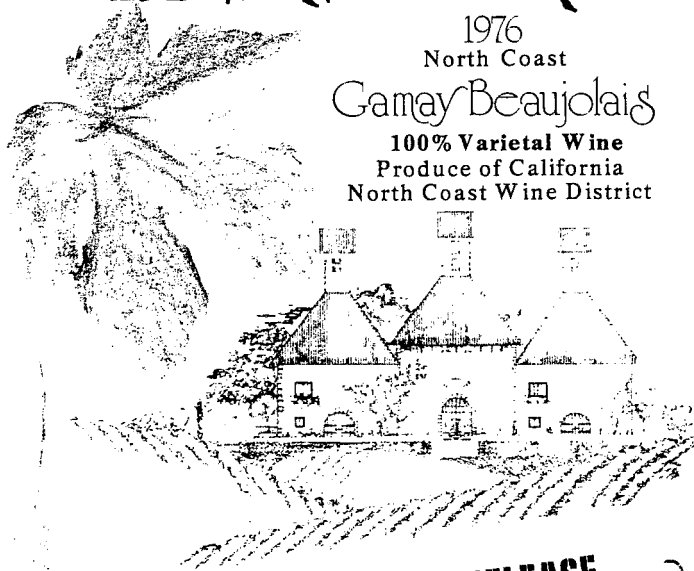
FETZER VINEYARDS

BALVERNE CELLARS

1976
North Coast

Gamay Beaujolais

100% Varietal Wine
Produce of California
North Coast Wine District




LIMITED RELEASE

Alcohol 13% by Vol.

Produced and Bottled by **BALVERNE CELLARS**
Geyserville, Sonoma County, California

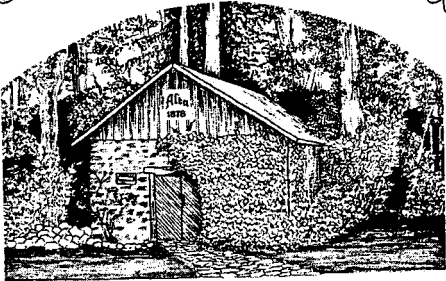
SIMI

Since 1876



North Coast
Pinot Noir

ALCOHOL 12% BY VOLUME
PRODUCED AND BOTTLED BY SIMI WINERY, INC., HEALDSBURG, CALIFORNIA, U.S.A.



Alta Vineyard Cellar
EST. 1878

1979
NORTH COAST
CHARDONNAY

PRODUCED & BOTTLED BY ALTA WINE CELLAR
ST. HELENA - CALIFORNIA
ALCOHOL 13.7% BY VOLUME

Davis Bynum

1973 1973

North Coast

Nouveau Burgundy

From our own Sonoma and Napa Grapes
Produced and Bottled by
DAVIS BYNUM WINERY, HEALDSBURG, CA.
ALCOHOL 12% BY VOLUME

WINES

We cultivate more acres of estate designated vineyards than any other winery in the premium North Coast district of California.

This is immensely significant to the quality of our wines. Wine-making really starts in the vineyard, and the decisions that are made during the long growing season in the field materially shape the substance and art of the wine's quality, before it ever reaches the cellar. In the winter, we carefully and rather severely prune the vines. We leave only enough wood on the canes to insure the proper crop level, making certain the individual energies of each vine are strong enough to support and nourish the precious fruit to full maturity at harvest time.

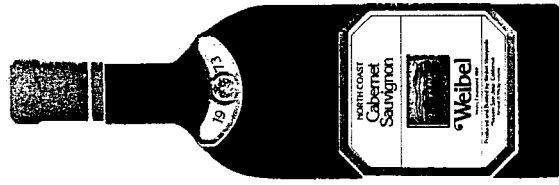
Most critical of all is the decision of when to harvest the grapes. Only when the sugar and acid balance is at its optimum, do we allow the picking to begin. Our grapes are carefully picked by hand. Sonoma Vineyards does not use mechanical harvesters.

We pride ourselves on excellence. Our vines help to achieve it.

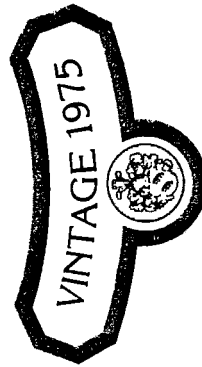
Sonoma Vineyards
Pride In The Fine and Complex Art of Wine

Sonoma Vineyards, Windsor, Sonoma County, CA

VINTAGE GOLD
FROM
Weibel
Vineyards

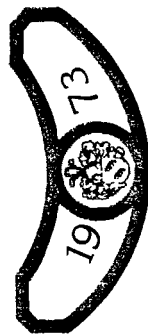


TEN NEW VINTAGE DATED
APPELLATION OF ORIGIN WINES
TO COMPLEMENT YOUR
GOOD TASTE



This mellow, full bodied Pinot Noir wine was produced from grapes grown in the cool climate of Mendocino County, California. The grapes were harvested at 21.2° brix sugar content and were crushed at our Redwood Valley Winery. We left the juice on the skins for three days, circulating the juice over the cap to obtain the necessary burgundy color, tannin and varietal bouquet characteristic to Pinot Noir. We aged this wine for four years in small oak casks and redwood cooperage producing a rich, velvety wine with a total acidity of 0.645% by volume and a residual sugar of 0.18% by weight. Enjoy it with red meats, savory dishes and strong cheeses.

Fred Weibel, Proprietor



This rich, complex Cabernet Sauvignon wine comes from a special lot of grapes I personally selected at harvest because of excellent fruit quality exhibiting a near perfect sugar-acid ratio. The grapes come from the cool slopes of the North Coast vineyards of Mendocino County, California. Harvested at 20.9° brix, we fermented the grapes for nine days at 72° F., producing a full-bodied, long lived wine with a total acidity of 0.632% by volume and residual sugar of 0.09% by weight. We aged this wine for six years in small oak casks and redwood cooperage to create a smooth, flavorful, well balanced Cabernet Sauvignon. Enjoy it with red meats, savory dishes and strong cheeses.

Fred Weibel, Proprietor



Winemaking is still a personal art at Weibel. Three generations ago, Fred Weibel and his father, the late Rudolf E. Weibel, both European born and trained, recognized the vineyards and the winery at Mission San Jose, Santa Clara Valley, California as an ideal location to carry on their family tradition of winemaking.

Their success has been recognized with more than 700 awards for excellence, from the United States and abroad. And this success led to the creation of the Weibel Redwood Valley winery in Mendocino County. The growing conditions at the northerly location resemble those in Bordeaux, giving Weibel an unusual balance of natural blessings in which to create its full range of premium wines.

The daily winegrowing and winemaking judgments at both locations are made by Fred Weibel and his son, Fred, Jr. Unlike many other California wine names Weibel remains a family operation reflecting a personal tradition that will not compromise with quality.

WINES & VINES, October, 1971.

An Englishman Evaluates California Jug Wine

HERE, they are generally, casually and sometimes condescendingly called jug wines, but to Harry Waugh, English connoisseur, author, consultant and a director of France's famed Chateau Latour, they are considerably more than what is implied by the term.

As he will be saying in an upcoming book (his fourth on wine) he has discovered that, in these jug wines, "quality and value are outstanding."

The noted author and wine judge does not slight the premium priced wines of California in this volume now being prepared for the press. On the contrary, he writes that he finds the quality of California premium wines of good stature yet constantly improving while on the other hand he notes that "the quality of the great French wines remains more or less static, and regrettably in some cases is diminishing."

Waugh can hardly mute his amazement at "the vigorous, vibrant progress that is taking place in California." He calls it "eye opening and exciting" and declares that the future of this progres-

**Harry Waugh, noted author
and connoisseur, finds
"quality and value
outstanding."**

For photograph of Harry Waugh at work, see cover picture.

sing industry "is difficult to assess."

In May of this year, Waugh was a member of a panel tasting half gallon jugs of California wine. His comments on the wines are shown below, along with the half gallon prices and equivalent fifth bottle prices, as Waugh intends to show them in his book.

Referring to the jug wines he tasted, Waugh observes that each of the wines had its individual character. In the whites he does not specify any preference; in the reds he indicates a preference for the Burgundies of Italian Swiss Colony and Gallo.

These evaluations of the jug wines are to appear in a chapter titled "The Day to Day Wines of California." (Even those with great cellars, he notes in passing, do not necessarily want to drink premium wines every day and this is where the jug wines come in.) Such wines, he writes with some obvious astonishment, seem to be taken for granted by the American consumer. "The American wine imbibor," he says, "does not appreciate his good fortune."

GUILD TAVOLA WHITE

\$1.59 the half gallon (equivalent to 63 cents per fifth).

Pale color, fresh, but slightly scented bouquet. Full and fairly sweet. This is what is termed a mellow white wine. Very useful for the uninitiated to cut their teeth on.

ITALIAN SWISS COLONY PREMIUM CHABLIS

\$1.99 the half gallon (equivalent to 79 cents per fifth).

On the label the notation, Napa-Sonoma-Mendocino, indicates the grapes came from these three districts. A nice pale color, fresh bouquet; a pleasant, medium dry flavor. Finishes well.

GALLO CHABLIS BLANC

\$1.89 the half gallon (equivalent to 76 cents per fifth).

Good color, a pleasantly fragrant bouquet, an attractive flavor which is similar to the bouquet. Reminiscent in a way to the style of Johannisberg Riesling. One of the largest sellers of this type.

ALMADEN MOUNTAIN WHITE CHABLIS

\$2.78 the half gallon (equivalent to \$1.11 per fifth).

Good color, clean nose. Has a good, fresh, rather distinctive flavor.

FRANZIA CALIFORNIA CHABLIS

\$1.25 the half gallon (equivalent to 52 cents per fifth).

Good pale color, a fruity bouquet and agreeable fruit acidity.

PAUL MASSON CHABLIS

\$3.29 the half gallon (equivalent to \$1.32 per fifth).

Pale color, a nice fragrant bouquet, good flavor and quite a dry finish. Good quality. Gets its character from the number of choice varieties in its makeup.

ITALIAN SWISS COLONY BURGUNDY

\$1.99 the half gallon (equivalent to 79 cents per fifth).

Dark color, quite a powerful fruit nose, good fruit and easy to taste. Good quality.

PAUL MASSON BURGUNDY

\$3.29 the half gallon (equivalent to \$1.32 per fifth).

Medium color, nice rather light bouquet, on the light side and mildly sweet. Useful for all normal occasions.

GALLO HEARTY BURGUNDY

\$1.89 the half gallon (equivalent to 76 cents per fifth).

A lovely dark color, very good bouquet; a great big meaty wine, in fact a proper mouthful. This is indeed a hearty "slap on the back" wine.

ALMADEN MOUNTAIN RED CLARET

252

\$2.78 the half gallon (equivalent to \$1.11 per fifth).

Medium color, a fruity bouquet; on the light side but has

Appendix II. Examples of Media Articles Referencing the
"North Coast"

CALIFORNIA WINE REPORT, Federal-State Market News Service,
Vol.: LXVI, No.: 44, Thursday, October 30, 1980

North Coast Counties: Crushing of late season wine grapes continued at a moderate but declining level under the influence of seasonally above average daytime temperatures in the upper 70s to mid 80s. Except for occasional light rain showers, which were insufficient to curtail harvesting or cause any significant damage, the weather was quite mild.

Some Mendocino County black variety grapes, principally Zinfandels, which were subjected to heavy rainfall a week earlier developed significant amounts of bunch rot and mildew and were rejected by one major winery during the period.

Crushing and pooling of surplus grower black variety grapes from Mendocino County and some sections of Sonoma County continued during the period. An enumeration of the quantities of grapes crushed in these pools was not available. However, trade estimates placed the total above a year earlier. Winery demand for surplus black variety grapes has been very limited. The growing size of these wine pools, together with the quantities of win aging from prior seasons, are causing concern among some wineries and growers in view of the difficulty in being able to readily dispose of surplus bulk red wine at a reasonable profit.

Attempts by wineries to sell certain lots of surplus Cabernet late in the season at values equal or close to earlier season prices have met with little success. One major winery in Napa County plans to crush their surplus to their own account.

Production estimates by some major wineries in the North Coast have exceeded their earlier predictions by around 7-10 per cent. The total North Coast grape crush now exceeds the crush through the comparable period a year ago. Most wineries are expected to finish the crushing season by late this week or early next. The late crush consists mostly of Cabernet, together with small quantities of Napa Gamay, Carignane, Petite Sirah, Zinfandel and late harvest Johnnisburg Riesling.

THE WINE SCENE, Vol. VI, No. 2.

The New Gallo Varietals—Act 2

A blizzard of magazine advertising last fall finally confirmed the pending arrival of act two of the Gallo varietal program. Six years ago E. & J. Gallo Winery of Modesto, California introduced a limited selection of eight cork-finished varietal wines under the Ernest & Julio Gallo label. The 1974 introduction displayed a line of \$1.50 per fifth mid-premium valley varietals positioned at the low end of price, quality and complexity in the market. They were sound wines, but quite thin in body, lacking pronounced varietal character and showed less class than some of the Gallo generics of the day.

While reportedly selling over eighteen million bottles with the encouragement of Peter Ustinov's spot TV ads, the program was not a success in Gallo's eyes, and the anticipated second step of releasing Chardonnay and Cabernet Sauvignon in 1975 never occurred. Much was learned from the experience, including the need to assign a trusted executive to provide top management coordination of the entire program. The task apparently has been given to Vice President and ex-winemaker Charles Crawford, who also wields Gallo's clout at Wine Institute meetings.

Although Gallo owns at least one-third of the market of California wines, it has tended in the past to ignore the wine buff and the wine press. It has no tasting room, and Ernest and Julio have granted no press interviews for decades. While it has been the quality leader in generic wines for at least several decades, Gallo also has conspicuously avoided wine judgments such as the Los Angeles County Fair. Popular assumption was that it had nothing to gain and everything to lose from less than a gold medal at the fair, considering the magnitude of its advertising budget.

While its principals have chosen to maintain a very low public profile, I had a unique opportunity to spend a day with Ernest Gallo in 1969 studying his management style while a Stanford Sloan Executive Fellow at the Graduate School of Business of Stanford University. I saw little of the technical aspects of the Modesto operations that day since Julio was unavailable. But spending the better part of a day attending business meetings with Ernest provided a special insight into the Gallo organization plus Ernest and Julio's profound impact on its wine styles.

Julio is President with responsibility for production and operations, including viticulture, grower relations, facilities and winemaking. Ernest is Chairman, concentrating on the business related externals, including sales, advertising, marketing, administration, finance, computer operations, etc. Many years ago Ernest and Julio entered into a private family challenge—Ernest claimed he could sell more wine than Julio could make—and Julio returned the challenge with relish.

The success of this friendly family rivalry is apparent in their 44 million case wine operation today. Their ability to create a strong, well disciplined organization, to seek out all the facts and hear out all sides of an argument before rendering a decisive decision, and to encourage a healthy mix of competition and cooperation within their organization, is a tribute to their strong leadership qualities that have remained hidden behind an introverted attitude toward the press.



Ernest and Julio Gallo

grapes. Gallo surprised the industry in 1965 by starting to offer its growers 15 year contracts to replant their own vineyards from Thompson Seedless and other table and raisin grape varieties to reds such as Zinfandel, Barbera, and Cabernet Sauvignon, and whites such as French Colombard, Chenin Blanc, Johannisberg Riesling and more recently Gewurztraminer and Chardonnay.

Gallo purchases over one third of the wine grape harvest of Napa, Sonoma, and Mendocino counties. In doing so it has gained the grudging respect from its growers for its shrewd business sense. To sell grapes to Gallo these days you must sell your entire harvest, the Chardonnay and Gewurztraminer with the Burger, Mission, etc. Gallo will not just accept the lesser grapes that other wineries don't need. Without a multiyear contract, more than one grower has found that excess yields from contract growers have filled the vats to the point that Gallo has been forced to cancel tentative commitments for non-contract grapes just days before harvest.

Gallo has dropped Ruby Cabernet from the varietal line in spite of complaints from the Canadian market where it sold well, ostensibly because of a lack of North Coast plantings of the varietal, but perhaps also because of the need to suppress its malolactic fermentation to prevent a low acidity/high pH problem in the valley varietal. It did retain a generic Rosé of California. Gallo originally introduced and popularized the concept of a California rosé wine in America in 1958, and recent Wine Institute statistics show rosé having grown to exceed red wine in consumer popularity.

PRESS DEMOCRAT, August 18, 1980.

TASTING THE GRAPE

Wineries to pop corks

Thirty North Coast wineries will pour their products during the wine tasting sessions at the North Coast Grape Growers Viticulture show Friday and Saturday.

The wine tasting is open to the public.

Heitz Cellars, the St. Helena winery which is said to have the best Cabernet Sauvignon in a just published book of America's best goods and services, will be among the wineries offering samples of their vintages. Heitz Cellars is owned and operated by the Joseph Heitz family.

The viticulture show's wine tasting is from 1 to 5 p.m. both days in the Sonoma County Fairgrounds main pavilion. The cost is \$5 for 10 tastings and a souvenir wine glass; six tastings for \$4 and three tastings for \$3. Older wine drinkers get a break. Those 60 years and over pay \$4 for the 10 tastings and souvenir wine glass.

The purchase of wine tasting tickets allows patrons to attend a wine appreciation seminar from noon to 1:30 p.m. Saturday in the Junior Exhibit Building.

The other wineries participating in the wine tasting include:

NAPA COUNTY: Franciscan Vineyards and Ggich Hills Cellars, both of Rutherford; Markham Winery, Round Hill Cellars and Rutherford Hill Winery, all of St. Helena.

SONOMA COUNTY: Clos Du Bois Winery, Cambiaso Winery, Davis Bynum Winery, Field Stone Winery, River Oaks Vineyard, Hop Kiln Winery, Mill Creek Vineyards and Simi Winery, all of Healdsburg; Italian Swiss Colony, Asti; De Loach Vineyards, Santa Rosa; Geyser Peak Winery, Souverain Cellars and Trentadue Winery, all of Geyserville; Grand Cru Vineyards, Glen Ellen; Hacienda Wine Cellars and Sebastiani Vineyards, both of Sonoma; Kenwood Vineyards, Kenwood; and Mark West Vineyards, Forestville.

MENDOCINO COUNTY: Fetzer Vineyards and Weibel Winery, both of Redwood Valley; Husch Vineyards, Philo; Milano Winery, Hopland; and Tyland vineyards and Cresta Blanca Winery, both of Ukiah.

WOMEN'S WEAR DAILY, June 26, 1979.

Arts & People

DECANTING

2272

Some of the small select wineries in the North Coast counties of California, long regarded as that state's top ranking wine region, are releasing and shipping wines that are wonderfully suited to the balmy days ahead.

Napa Valley's Rutherford Hill Winery is releasing 36,000 cases of vintage varietal wine this year. This is quite a step up in production for this new enterprise (an outgrowth of the vineyard holdings of the Freemark Abbey Winery partners), which made its first wines two years ago.

"The release of our 1978 gewurztraminer is our way of heralding the warm season," Bill Jaeger, managing partner of Rutherford Hill, said at a tasting here. "It's the best ge-

good body and balance, dry, but not bone dry. It makes a nice aperitif served well-chilled and marries nicely with chicken and fish.

Souverain Cellars, in Sonoma County, is including on its labels beginning with the 1978 vintage "appellation North Coast." This Souverain's method of informing consumers the grapes used in these wines are 100 percent from vines in the three premium North Coast counties — Napa, Sonoma and Mendocino.

The wines, both varietal and generic, come in 1.5-liter bottles and include a fresh, soft Colombard Blanc, chablis,

California vintners serve these well-chilled for a balmy summer

wurz we've made. The grapes come from seven to 10-year-old vineyards just north of Napa, and were mechanically harvested at night when they were very cool."

The full flavor of this gewurz, with its spicy-fruity overtones, makes it an ideal wine to drink well-chilled as an aperitif. It also pairs well with robust picnic foods and with Oriental and Indian dishes. The wine retails at \$5.50.

— Another winner from Rutherford Hill is the '78 D. y White (Johannisberg) Riesling, with true varietal bouquet, rich full flavor, good balance and acidity and elegant finish. It's delicious with cold poached salmon or bass and with veal and poultry. At \$5.70, it's a lovely wine.

For everyday budget drinking, Rutherford Hill bottles a blended white wine under the C. Daniele label called Napa Valley White — a very pleasing blended wine that retails at about \$3 a fifth-size. The wine is fruity and flavorful, with

zinfandel, pinot noir rose and burgundy, and they're priced from \$5.29 to \$5.79 a liter.

Cresta Blanca, which is now owned by the Guild cooperative in Mendocino County, is upgrading its varietal wines. Several of the white wines come off well: The '76 gewurztraminer has good fruit and spiciness, a nicely balanced wine, \$4.59; the Johannisberg Riesling is pleasingly light, with a good varietal bouquet; \$2.59. There's a generic chablis, a blend of white grapes that's \$2.89 the fifth, and \$4.89 for the 1.5-liter size.

Among Cresta Blanca's red wines, the petite sirah is smooth and fruity, and the zinfandel very appealing, with a deep berry bouquet, good body and zingy flavor. Each retails at \$3.79 — good value.

—DORIS TOBIAS

POCKET ENCYCLOPEDIA OF CALIFORNIA WINE, The Wine Appreciation Guild, 1981.

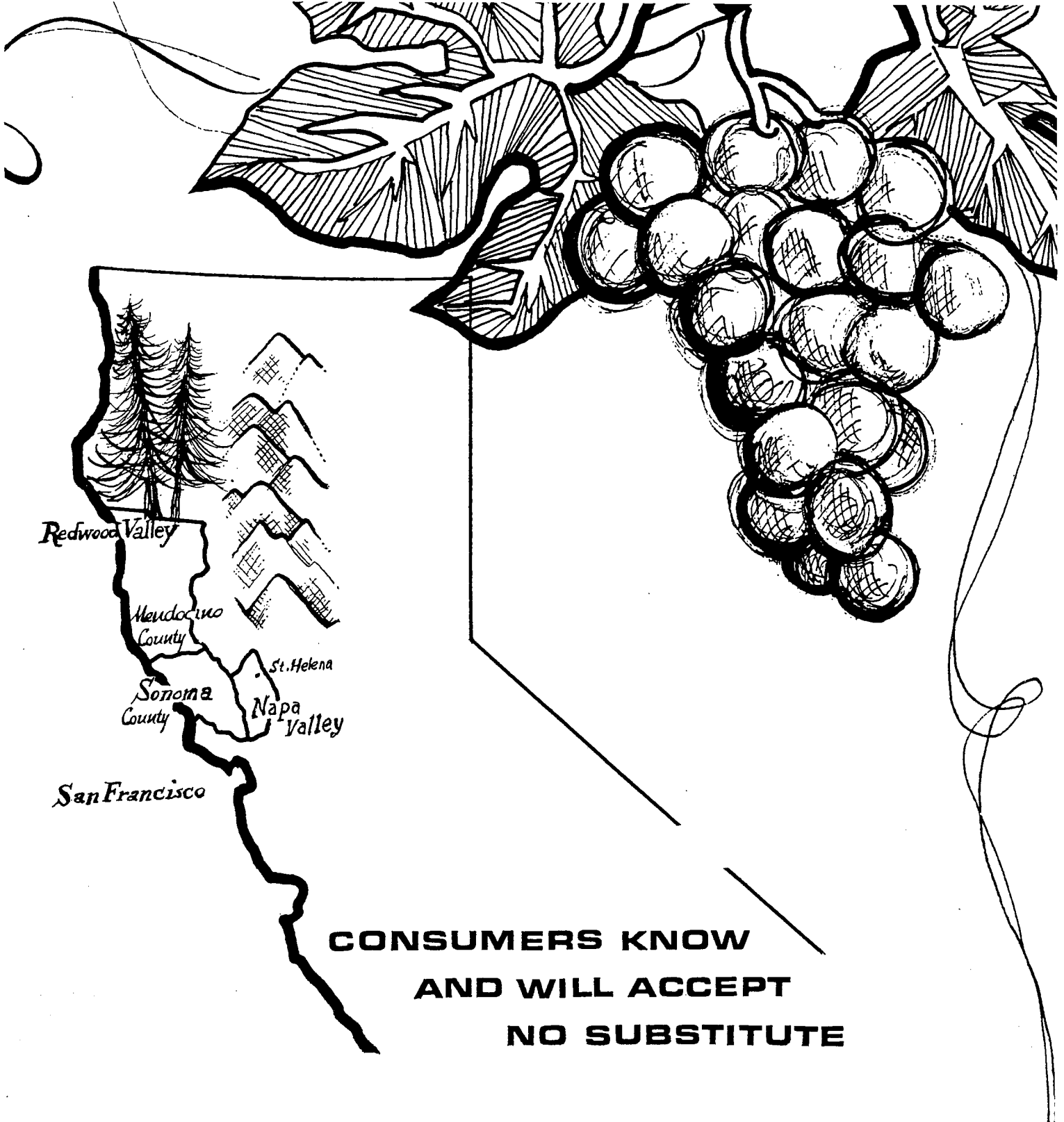
California Vintage Chart

Unlike the wine growing regions of Europe, California has a relatively stable climate with consistent sunshine to ripen the grapes and produce reliable wine. However, there are some years that are truly outstanding in certain areas, particularly in the premium varietals. There are, of course, exceptions.

| | North Coast (Napa, Sonoma, Mendocino) | | Central Coast (Monterey, Santa Clara, etc.) | |
|------|---|--------|---|--------|
| | REDS | WHITES | REDS | WHITES |
| 1968 | ★★★★ | ★★★★ | ★★★★ | ★★★★ |
| 1969 | ★★★ | ★★★ | ★★★ | ★★★ |
| 1970 | ★★★★ | ★★ | ★★★ | ★★★ |
| 1971 | ★★ | ★★ | * | * |
| 1972 | ★★ | * | * | * |
| 1973 | ★★★ | ★★ | ★★★ | ★★ |
| 1974 | ★★★★ | ★★★ | ★★★★ | ★★★ |
| 1975 | ★★★ | ★★★★ | ★★★ | ★★★ |
| 1976 | ★★★ | ★★★ | ★★★ | ★★★★ |
| 1977 | ★★★ | ★★★★ | ★★ | ★★★ |
| 1978 | ★★★★ | ★★★★ | ★★★★ | ★★★★ |
| 1979 | too early | ★★★ | too early | ★★★ |

★★★★ EXCEPTIONAL ★★★ VERY GOOD
 ★★ GOOD ★ FAIR

WINES & VINES BUYER'S GUIDE, 1976.



**CONSUMERS KNOW
AND WILL ACCEPT
NO SUBSTITUTE**

Appendix III. Bureau Correspondence Supporting Napa,
Sonoma and Mendocino Counties as "North
Coast"



DEPARTMENT OF THE TREASURY
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
WASHINGTON, D.C. 20226

OCT 16 1974

REFER TO
R:T:C:RLP

AIR MAIL

Mr. Malcolm King
California North Coast Grape Growers Association
P. O. Box 205
Ukiah, California 95482

Dear Mr. King:

This is written in further response to your letter of June 26, 1974, with regard to the appellation of origin "North Coast".

This is to advise you that the Bureau now takes the position that "North Coast Counties" or "North Coast", when used as an appellation of origin on wine labels, is restricted to mean the three California counties of Napa, Sonoma and Mendocino.

Sincerely yours,

Lawrence S. Carlson
Assistant Director, Regulatory Enforcement

OFFICE OF
THE DIRECTORDEPARTMENT OF THE TREASURY
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
WASHINGTON, D.C. 20226

AUG 4 1975

AIR MAIL

Mr. Malcolm King, President
California North Coast Grape
Growers Association
P. O. Box 205
Ukiah, California 95482

Dear Mr. King:

As you were advised in our letter of February 20, 1975, the Bureau has been restudying its position with regard to appellations of origin. The task force assigned to the project has concluded that a change in regulation to define the terms "appellation of origin" and "viticultural area" would be necessary.

Enclosed is a copy of the notice of proposed rule making which was published in the Federal Register of July 17, 1975. We are looking forward to receiving your comments.

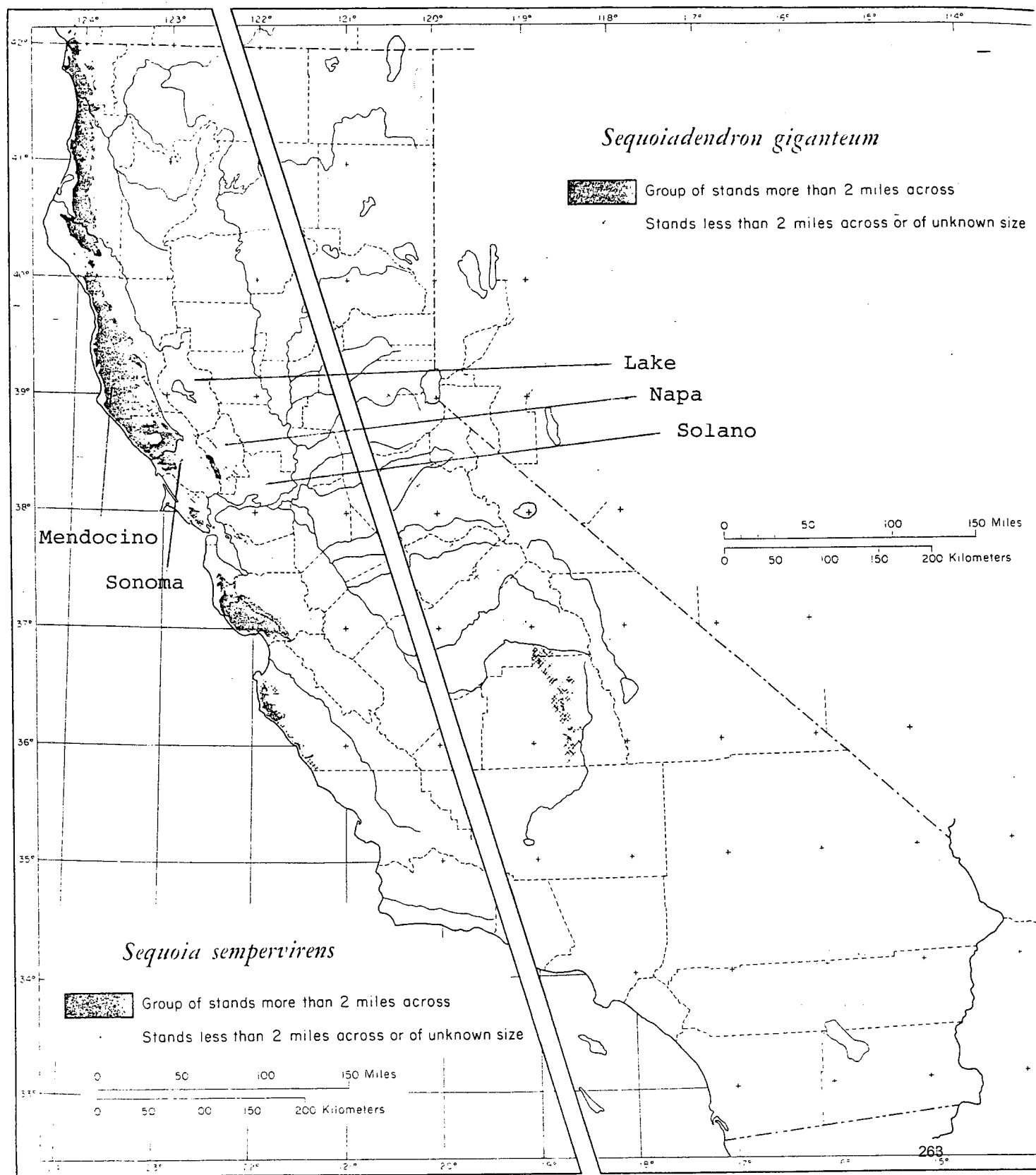
Pending the resolution of the question, the appellations of origin "North Coast Counties" and "North Coast" will be acceptable as meaning the three California counties of Napa, Sonoma and Mendocino, as stated in our letter dated October 16, 1975.

Sincerely yours,

Rex D. Davis
Director

Enclosure

Appendix IV. Natural Stands of Redwood Trees in California,
 Griffin, James, The Distribution of Forest
 Trees in California, Berkeley, 1972





California North Coast Grape Growers

An Association of Growers in the North Coast Counties of Napa, Sonoma and Mendocino

776 SOUTH STATE STREET • P.O. BOX 213
UKIAH, CALIFORNIA 95482 • (707) 462-1361

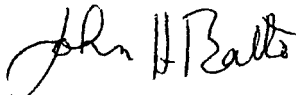
February 11, 1981

Mr. Thomas Minton
Regulations and Procedures Division
Bureau of Alcohol, Tobacco and Firearms
P.O. Box 385
Washington, DC 20044

Dear Mr. Minton,

The California North Coast Grape Growers presents the attached information as part of the January 12, 1981, hearing testimony record regarding the North Coast viticultural area. This testimony has been presented using the rules in ATF published Treasury Decision ATF-53 (43 FR 37671, 54624) revised regulations in 27 CFR Part 4 and specifically in accordance with 27 CFR 4.25a (e)(2). We fully expect that your decision will be in harmony with your regulations allowing the establishment of definite American viticultural areas.

Cordially,



John Batto
President

cc. Don Clausen
William Drake
Thomas George
Imelda Kirk
Allan Graham
Joe Devinney
George Neis
Bruno Desideri

To: Department of the Treasury, Bureau of Alcohol,
Tobacco and Firearms (BATF)

From: John Batto, President
California North Coast Grape Growers

Subject: Written Comments Substantiating Original Petition
of September 14, 1979, and Supplementary Informa-
tion of January 12, 1981, Regarding North Coast
Viticultural Area

Ukiah, California

February 11, 1981

Bureau of Alcohol, Tobacco and Firearms Criteria for Establishing a Viticultural Area: Regulation 27 CFR 4.25a, (e) Viticultural Area and 27 CFR Part 9, Subpart A

I. Evidence that the area is known by the proposed name.

To our knowledge, no evidence has been presented stating that the counties of Napa, Sonoma and Mendocino are not known to the consumer and the viticultural industry by the name North Coast. Also, there is no evidence that an area made up of only parts of these counties has ever been or is currently known by the consumer or the industry using the name North Coast. We present the following as evidence that the three counties (Napa, Sonoma and Mendocino) are and have been known to consumers and the industry as the region North Coast.

A. Wineries are using the appellation North Coast

1. We have included examples of 18 winery labels using the viticultural area name North Coast. These examples are located on pages I-A thru I-J in Appendix I.
2. We have included examples of six wineries using the name North Coast in promotional material. These examples are located on pages I-K thru I-N in Appendix I.

B. Authors are using the name North Coast in describing the Napa, Sonoma and Mendocino area. Industry publications and reports, wine reference encyclopedias and general interest magazines have referenced the North Coast in numerous articles, five of which appear as examples in Appendix II of this document.

II. Historical or current evidence that the proposed boundaries of the viticultural area are correct.

Documented evidence clearly shows that historically and currently the proposed North Coast viticultural area, as recognized by both the industry and the consumer, is the counties of Napa, Sonoma and Mendocino. The following summarizes this evidence.

- A. Historical (pre 1964): Mr. William Heintz has documented the historical evolution of the North Coast wine grape growing region in Appendix III of this document. The research submitted by Mr. Heintz provides evidence that Napa, Sonoma and Mendocino Counties became known as the North Coast. The three counties have maintained that identity over the past 100 years as a result of consistent and continuous production of wine grapes.

B. Current: Since approximately 1964, the wine industry and the vast majority of those authors writing about the area have defined North Coast as proposed in this application. The following summarizes this data.

1. Establishment in 1964 of the California North Coast Grape Growers Association, whose membership is entirely made up of growers in Napa, Sonoma and Mendocino Counties (see Appendix IV)
2. North Coast registered trademark since 1968 (see Appendix V)
3. Establishment of the North Coast Wine Foundation in 1975 to promote the area of Napa, Sonoma and Mendocino Counties as being the North Coast (see Appendix VI)
4. BATF directives in 1974 and 1975 defining the North Coast (see Appendix VII)
5. The expanded use of North Coast on wine labels as an appellation of origin (see I. A. 1. above)

C. Rebuttal comments: The witnesses from Lake and Solano Counties offered the opinion that grapes from their counties "have always been used to make North Coast wines". However, there is no evidence that wineries are using grapes from Lake and or Solano Counties to meet minimum BATF requirements as to varietal content and appellation of origin when North Coast is on the label. Concrete historical or current evidence has not been provided that shows Lake or Solano Counties to be part of the viticultural area that the consumers and the majority of the wine industry know as North Coast. The majority of their testimony was based on personal opinion and speculation, thus not meeting the Bureau's criteria for establishment of a viticultural area.

III. Evidence that the geographical features of the area produce growing conditions which distinguish the proposed area from surrounding areas.

We have presented evidence that the North Coast counties of Napa, Sonoma and Mendocino are distinguished from other inland grape growing areas by geography (physical features and elevation) and general climate. The following summarizes this evidence.

A. Evidence pertaining to physical features

1. As you move east from the Pacific Ocean, the terrain of Sonoma and Mendocino County generally

increases. The maximum elevation for both counties corresponds with their common boundaries with Lake County. These common county lines follow north and south the crest of the coast range known locally as the Mayacamas Mountains (see Appendix VIII).

2. Due to the geography described in 1. above, Napa Sonoma and Mendocino Counties are located in the North Coast water drainage basin whereas Lake and Solano Counties are located in the Sacramento Valley drainage basin (reference Department of Commerce Climatological Data Annual Summary).
3. Due to the geography referenced above, the Lake County growing area falls into an air basin that is separate from the three counties of Napa, Sonoma and Mendocino (see Appendix IX).
4. The elevations of key growing areas in each of the North Coast Counties are as follows:

| | | |
|------------|------------------|----------|
| Healdsburg | Sonoma County | 300 feet |
| Calistoga | Napa County | 365 feet |
| Ukiah | Mendocino County | 675 feet |

These elevations above sea level differ sharply with the elevation of the Lake County Basin which is a minimum of 1,330 feet at Clear Lake (see Appendix VIII).

B. Evidence pertaining to climate

1. The counties of Napa, Sonoma and Mendocino have a general climate that is dominated by a coastal marine influence. The fact that, due to the geography cited in A. 1. above, this dominance does not extend into inland counties is documented as follows:
 - a. Napa, Sonoma and Mendocino have warmer temperatures at bud break and earlier frost free dates (reference Climates of the States, Gale Research Company, 1978).
 - b. The coastal nature of Napa, Sonoma and Mendocino Counties produces climate which allows for the natural growth of redwood trees, a fact which cannot be stated for the inland basins of Lake and Solano Counties (see Appendix X). This clearly demonstrates that the climate of the two areas is different.

2. Textbook evidence that the North Coast as proposed contains heat summation regions identical to those found in the newly established Napa Valley viticultural area (reference Winkler, Cook, Kliewer and Lider, General Viticulture, 1974).

C. Rebuttal comments: Lake and Solano County witnesses were not able to refute the above facts. Many of the witness statements that said "we are not geographically different from the North Coast" were based on opinions and feelings and were not based on facts as required by the Bureau's criteria.

IV. A narrative description of the boundaries based on features which can be found on a U.S. Geological Survey map of the largest applicable scale.

To further show the Bureau the boundaries of the proposed North Coast viticultural area, we have forwarded a Hubbard Northern California Relief Map for your use to Mr. Thomas Minton. The relief map illustrates how the Mendocino-Lake and Sonoma-Lake County lines correspond to the crest of the coastal mountains. Thus, these mountains and the Vaca Mountains between Napa and Solano County distinguish geographically the proposed North Coast viticultural area from the inland drainage basins which contain the Lake and Solano grape growing areas. The above facts describe the distinguishing features which separate the North Coast as proposed from Lake and Solano County grape growing areas (Appendix VIII).

V. Additional information.

We noted a question from the panel regarding the criteria used by the California Department of Food and Agriculture in which Mendocino and Lake County were separated as Grape Crush Report districts. Appendix XI contains references from our files regarding that matter.

VI. Conclusion.

The California North Coast Grape Growers supports the Bureau's goal to develop appellation regulations that assist Bureau enforcement and provide consumer knowledge and protection. The Association agrees with the Bureau's decision in following its own criteria and establishing the Napa Valley viticultural area. It must be stressed that economic benefits to growers is not one of the Bureau's criteria for establishing a viticultural area. If the Bureau's criteria are followed, the testimony presented sustains the petition for a North Coast viticultural area which retains its present boundary which is that area encompassed by Napa, Sonoma and Mendocino Counties.



SouveRain

Appellation North Coast

ZINFANDEL

VINTAGE SELECTION



produced & bottled at the winery by Souverain, Geyserville, Ca. Alc. 14.8 % by vol.



SouveRain

VINTAGE SELECTION
100% ZINFANDEL

It is a Souverain tradition to select our very finest wines for presentation under the "Vintage Selection" label. These wines show truly unique individuality, the result of three key factors: favorable climate, proper soil and exceptional care and handling of the grapes.

The year 1978 was a superb vintage in the North Coast, perhaps the best vintage of the decade. After two years of below average rainfall, the 1978 vintage enjoyed a return to normal winter rains. The summer was pleasantly warm with cool nights and the fall was magnificent. Under such ideal growing conditions, this North Coast Zinfandel ripened to a level of maturity rarely achieved, resulting in a huge, rich wine with an intense berry-like nose, and big body. It was matured in small oak barrels to give the wine roundness and complexity.

Souverain Vintage Selection Zinfandel is enjoyable now, but will continue to improve in the bottle for many more years. We suggest you serve it at a cool room temperature.

APPELLATION NORTH COAST

Appellation North Coast on this Souverain label is your assurance that 100% of this wine is produced from grapes grown in the North Coast counties of Napa, Sonoma and Mendocino. Located north of San Francisco, the special soils and unique microclimates of these North Coast counties have a premium wine heritage dating from the 1860's. Taste this proud tradition in all Souverain wines.



TRINITY
VINE



100% NORTH COAST
CABERNET SAUVIGNON

PRODUCED AND BOTTLED BY TRINITY VINE WINE COMPANY,
GEYSERVILLE, SONOMA COUNTY, CALIFORNIA



ALCOHOL 11.5% BY VOLUME

VINEYARDS ESTABLISHED 1825

1975

Sebastiani



FOUNDED AT THE END OF EL CAMINO REAL

NORTH COAST COUNTIES

GREEN HUNGARIAN

Semi-Dry and Fragrant

PRODUCED AND BOTTLED BY SEBASTIANI VINEYARDS
SONOMA VALLEY, CALIFORNIA

ALC. 12% BY VOL. BONDED WINERY 876

BOLD RIDGE



North Coast
CABERNET SAUVIGNON
 1978

ALCOHOL 12.5% BY VOLUME

PRODUCED AND BOTTLED BY
 BOLD RIDGE CELLARS • GEYSERVILLE, CALIFORNIA

BOLD RIDGE

North Coast
 1978 CABERNET SAUVIGNON

The grapes from which this wine was made were selected from among the finest stocks of California's premium vineyardists located in the North Coast counties of Napa, Sonoma and Mendocino. The North Coast has become widely recognized as the home of California's premier growers and skilled winemasters. We believe that this fine wine represents the highest achievements of the vineyardist and the winemaster.

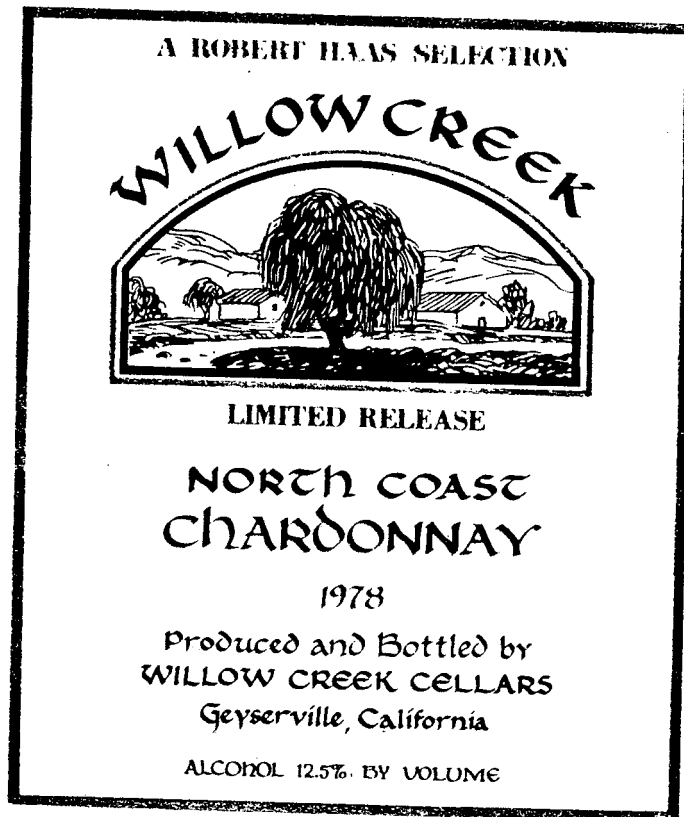
This is the classic red wine from California's famed North Coast growing region. The wine is dark red in color, full bodied, with oaky overtones. It is a big wine which is best enjoyed with your favorite beef entree or any hearty meat dish.

North Coast Cabernet Sauvignon has become the royalty of the fine red wine family, and has a proud place in the hundred year old tradition of California wine making art.

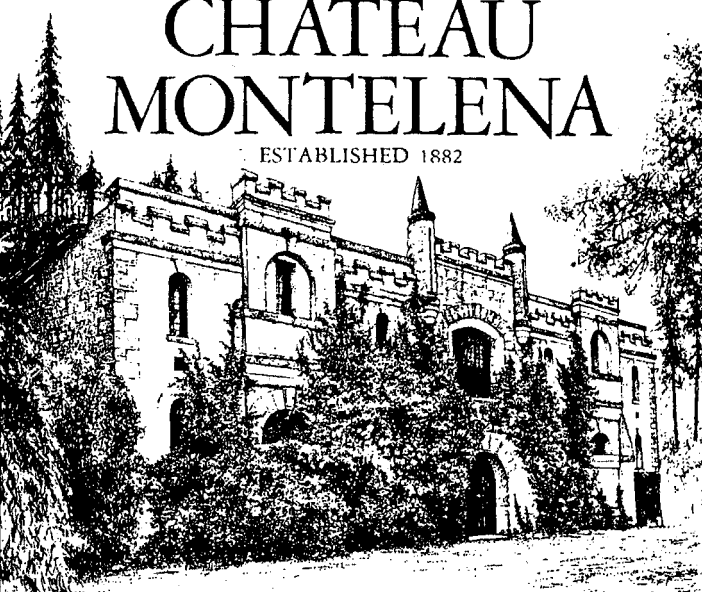
HARASZTHY CELLARS



PRODUCED AND BOTTLED BY
 BUENA VISTA WINERY, SONOMA, CALIFORNIA
 ALCOHOL 12 1/2% BY VOLUME



**CHATEAU
MONTELENA**
ESTABLISHED 1882



NORTH COAST
Zinfandel
1975

MADE AND BOTTLED BY CHATEAU MONTELENA WINERY
CALISTOGA, NAPA VALLEY, CALIFORNIA • ALCOHOL 13.0% BY VOL.

◆ 1978 ◆

N O R T H C O A S T
C H A R D O N N A Y
T R O I S C U V É E



TOYON
VINEYARDS

CELLARED AND BOTTLED BY TOYON VINEYARDS
HEALDSBURG, CALIFORNIA • ALCOHOL 13.0% BY VOLUME

1978 Chardonnay
Trois Cuvée

The 1978 Toyon Chardonnay, unlike our 1977 Sonoma Chardonnay, is a cuvee — a combination of the three principle North Coast counties. Sonoma 67%, Napa 21.5%, and Mendocino County 11.5%.

Our emphasis is on balance and varietal character often not achievable with over-cropped or overripe wines. The result of this cuvee is its excellent balance; long flavors, golden green brilliance, and a delicate not overwhelming touch of new oak.

With 2 or 3 years of bottle aging it will develop even more finesse. Total cases 393.

ROUND HILL VINEYARDS



North Coast
Zinfandel
1978

Alcohol 13.5% by Volume
PRODUCED AND BOTTLED BY ROUND HILL VINEYARDS,
GEYSERVILLE, CALIFORNIA

Ernie's

NORTH COAST
er
GEWURZTRAMINER

1978

PRODUCED AND BOTTLED BY ERNIE'S WINE CELLARS
GEYSERVILLE, CALIFORNIA ALCOHOL 12.5% BY VOL.



SILVER OAK

1974
NORTH COAST

Cabernet Sauvignon

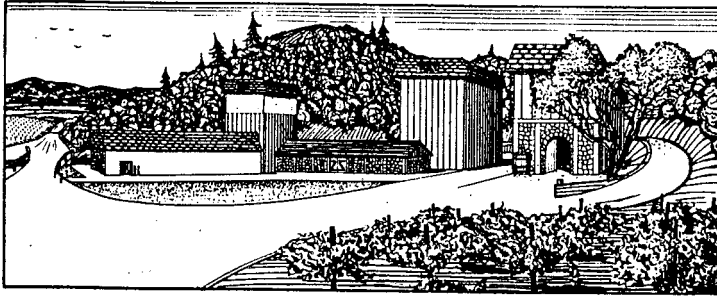
Cellared and bottled by SILVER OAK CELLARS
Rutherford, Napa County, California
Alcohol 12% by Volume

NORTH COAST
Burgundy
PRIME 1975 VINTAGE



WINDSOR VINEYARDS

CELLARED AND BOTTLED BY WINDSOR VINEYARDS
WINDSOR, SONOMA COUNTY, CALIFORNIA. ALCOHOL 12% BY VOLUME



FETZER

1980
north coast
chenin blanc

PRODUCED AND BOTTLED BY
FETZER VINEYARDS
REDWOOD VALLEY, CALIFORNIA, U.S.A.
alcohol 10.8% by volume

1980
chenin blanc

The Chenin Blanc grape, when grown in the North Coast, has a vigor of rich fruit flavor. The wine made of Chenin Blanc grapes can vary in style, from completely dry, to softly sweet. Our Chenin Blanc is full of the fruity freshness inherent in the grape, touched with a delicate sweetness.

The grapes were harvested at an average Brix of 21°, from vineyards of both Mendocino and Sonoma Counties. The fermentation was stopped early to create a low-alcohol wine with a bit of natural fruit sweetness.

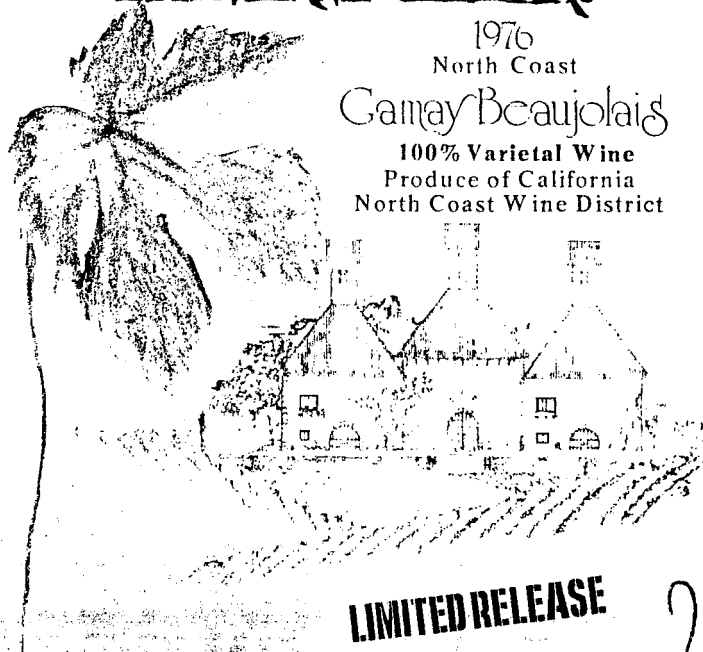
FETZER VINEYARDS

BALVERNE CELLARS

1976
North Coast

Gamay Beaujolais

100% Varietal Wine
Produce of California
North Coast Wine District



LIMITED RELEASE

Alcohol 13% by Vol.

Produced and Bottled by **BALVERNE CELLARS**
Geyserville, Sonoma County, California

SIMI

Since 1876



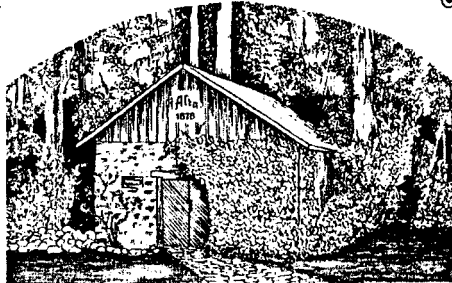
North Coast Pinot Noir

ALCOHOL 12% BY VOLUME

PRODUCED AND BOTTLED BY SIMI WINERY, INC., HEALDSBURG, CALIFORNIA, U.S.A.

Alta Vineyard Cellar

EST. 1878



1979

NORTH COAST

CHARDONNAY

PRODUCED & BOTTLED BY ALTA WINE CELLAR
ST. HELENA - CALIFORNIA
ALCOHOL 13.7% BY VOLUME

Davis Bynum



1973

1973

North Coast

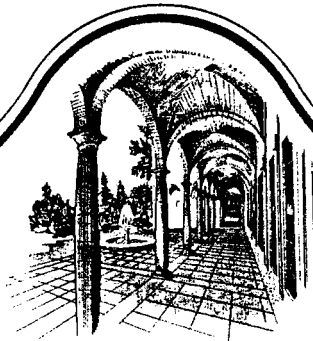
Nouveau Burgundy

From our own Sonoma and Napa Grapes

Produced and Bottled by

DAVIS BYNUM WINERY, HEALDSBURG, CA.

ALCOHOL 12% BY VOLUME



1979

Chateau St. Jean

NORTH COAST COUNTIES

Johannisberg Riesling

(White Riesling)

NATURAL SUGAR AT HARVEST 20.4% BY WEIGHT
RESIDUAL SUGAR AFTER FERMENTATION 1.5% BY WEIGHT

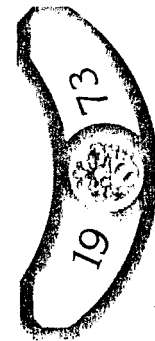
PRODUCED AND BOTTLED BY
CHATEAU ST. JEAN • KENWOOD, SONOMA VALLEY, CALIFORNIA, USA
BONDED WINERY NO. 4710 • ALCOHOL 11.1% BY VOLUME



Winemaking is still a personal art at Weibel. Three generations ago, Fred Weibel and his father, the late Rudolf E. Weibel, both European born and trained, recognized the vineyards and the winery at Mission San Jose, Santa Clara Valley, California as an ideal location to carry on their family tradition of winemaking.

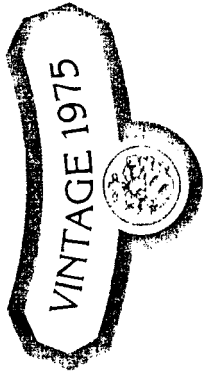
Their success has been recognized with more than 700 awards for excellence, from the United States and abroad. And this success led to the creation of the Weibel Redwood Valley winery in Mendocino County. The growing conditions at the northerly location resemble those in Bordeaux, giving Weibel an unusual balance of natural blessings in which to create its full range of premium wines.

The daily winegrowing and winemaking judgments at both locations are made by Fred Weibel and his son, Fred, Jr. Unlike many other California wine names Weibel remains a family operation reflecting a personal tradition that will not compromise with quality.



This rich, complex Cabernet Sauvignon wine comes from a special lot of grapes I personally selected at harvest because of excellent fruit quality exhibiting a near perfect sugar-acid ratio. The grapes come from the cool slopes of the North Coast vineyards of Mendocino County, California. Harvested at 20.9° brix, we fermented the grapes for nine days at 72° F., producing a full-bodied, long lived wine with a total acidity of 0.632% by volume and residual sugar of 0.09% by weight. We aged this wine for six years in small oak casks and redwood cooperage to create a smooth, flavorful, well balanced Cabernet Sauvignon. Enjoy it with red meats, savory dishes and strong cheeses.

Fred Weibel, Proprietor



This mellow, full bodied Pinot Noir wine was produced from grapes grown in the cool climate of Mendocino County, California. The grapes were harvested at 21.2° brix sugar content and were crushed at our Redwood Valley Winery. We left the juice on the skins for three days, circulating the juice over the cap to obtain the necessary burgundy color, tannin and varietal bouquet characteristic to Pinot Noir. We aged this wine for four years in small oak casks and redwood cooperage producing a rich, velvety wine with a total acidity of 0.645% by volume and a residual sugar of 0.18% by weight. Enjoy it with red meats, savory dishes and strong cheeses.

Fred Weibel, Proprietor

VINTAGE GOLD
FROM
Weibel
Vineyards

TEN NEW VINTAGE DATED
APPELLATION OF ORIGIN WINES
TO COMPLIMENT YOUR
GOOD TASTE

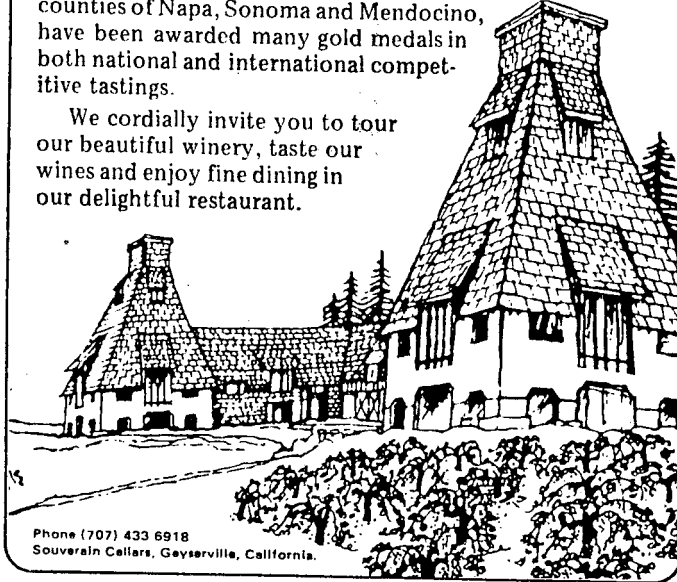
SouVéRain

Appellation North Coast Premium Wines

Ideally located in the heartland of California's premium wine country, Souverain features an award winning array of Appellation North Coast vintage varietals.

Souverain Appellation North Coast wines, produced entirely from grapes grown in the prestigious North Coast counties of Napa, Sonoma and Mendocino, have been awarded many gold medals in both national and international competitive tastings.

We cordially invite you to tour our beautiful winery, taste our wines and enjoy fine dining in our delightful restaurant.



Phone (707) 433 6918
Souverain Cellars, Geyserville, California.

VINEYARDS

We cultivate more acres of estate designated vineyards than any other winery in the premium North Coast district of California.

This is immensely significant to the quality of our wines. Wine-making really starts in the vineyard, and the decisions that are made during the long growing season in the field materially shape the substance and art of the wine's quality, before it ever reaches the cellar. In the winter, we carefully and rather severely prune the vines. We leave only enough wood on the canes to insure the proper crop level, making certain the individual energies of each vine are strong enough to support and nourish the precious fruit to full maturity at harvest time.

Most critical of all is the decision of when to harvest the grapes. Only when the sugar and acid balance is at its optimum, do we allow the picking to begin. Our grapes are carefully picked by hand. Sonoma Vineyards does not use mechanical harvesters.

We pride ourselves on excellence. Our vines help to achieve it.



Sonoma Vineyards
Pride In The Fine and Complex Art of Wine

Sonoma Vineyards, Windsor, Sonoma County, CA



TWO OUTSTANDING WINE BUYS! EXCLUSIVE IN OUR TASTING ROOM!!

*For all practical purposes, these two wines
are sold-out in the retail marketplace.
While there may still be a few bottles in some
retail outlets, we cannot guarantee the price.*

1967 Pinot Noir

This same Pinot Noir was served at former President Nixon's inaugural dinner. It is a fine example of classic Pinot Noir, well-balanced with good varietal flavors and bouquet. This wine was judged at a blind tasting by our wine-making staff and received a score of eighteen out of a possible twenty points. A Fully-Aged, Ten Year Old Bottle of Pinot Noir that is Ready to Drink.

1970 Proprietor's Reserve Barbera

Find out why Sebastiani Vineyards Barbera has been a continual Gold Medal Winner for over twenty years. This particular vintage won Gold Medals at the Los Angeles County Fair and at the Club Oenologique International Wine & Spirit Competition in London. This wine has a rich bouquet with robust and well-rounded flavor. An outstanding wine with rich food.

Price: \$10.00 per bottle
\$108 per case (with 10% discount)

WINEMAKER'S NOTES
1975 North Coast Counties
CHARDONNAY

This North Coast wine is made from 100% Chardonnay. It is medium in body and texture, fruity in style and richly balanced in finish with definite oak undertones. While this wine is drinkable now, it will continue to grow for some years to come.

Average sugar content at harvest 23.0%
 Total acid at harvest .86%
 Average fermentation temperature 48°F
 Alcohol after fermentation 13.2%

W. O. S. O.

WINEMAKER

1975

Chateau St. Jean

NORTH COAST COUNTIES
Chardonnay

KENWOOD · SONOMA VALLEY · CALIFORNIA



Inglenook

Pinot Chardonnay / Pinot Noir / Chenin Blanc
 Petite Sirah / Charbono / Sauvignon Blanc
 Gamay Rose / Grey Reisling / Gamay Beaujolais
 Gewürztraminer / Johannisberg Reisling
 Cabernet Sauvignon / Zinfandel.



VINTAGE WINES

Inglenook Vintage Table Wines carry these important credentials:

Vintage — Declaration that most of the grapes were grown and the wine was made in the year indicated.

North Coast Counties — The grapes were grown in the premium California

wine regions of Napa, Mendocino and Sonoma counties.

Produced and Bottled By — Represents the vintner's control over the crushing and fermenting of grapes.

Inglenook offers the most requested premium Vintage Wines for your enjoyment:

Burgundy / Cabernet Rosé / Chablis / Rhine

NAVALLE WINES OF CALIFORNIA

In addition to the following identification, each bottle of Inglenook Navalle Wine of California bears a description of the nature and flavor of the wine:

California — All grapes used in the wine are grown in select California vineyards.



Type — Each bottle of Navalle Wine is clearly identified by its generic or varietal name.

CALIFORNIA WINE REPORT, Federal-State Market News Service,
Vol.: LXVI, No.: 44, Thursday, October 30, 1980

North Coast Counties: Crushing of late season wine grapes continued at a moderate but declining level under the influence of seasonally above average daytime temperatures in the upper 70s to mid 80s. Except for occasional light rain showers, which were insufficient to curtail harvesting or cause any significant damage, the weather was quite mild.

Some Mendocino County black variety grapes, principally Zinfandels, which were subjected to heavy rainfall a week earlier developed significant amounts of bunch rot and mildew and were rejected by one major winery during the period.

Crushing and pooling of surplus grower black variety grapes from Mendocino County and some sections of Sonoma County continued during the period. An enumeration of the quantities of grapes crushed in these pools was not available. However, trade estimates placed the total above a year earlier. Winery demand for surplus black variety grapes has been very limited. The growing size of these wine pools, together with the quantities of win aging from prior seasons, are causing concern among some wineries and growers in view of the difficulty in being able to readily dispose of surplus bulk red wine at a reasonable profit.

Attempts by wineries to sell certain lots of surplus Cabernet late in the season at values equal or close to earlier season prices have met with little success. One major winery in Napa County plans to crush their surplus to their own account.

Production estimates by some major wineries in the North Coast have exceeded their earlier predictions by around 7-10 per cent. The total North Coast grape crush now exceeds the crush through the comparable period a year ago. Most wineries are expected to finish the crushing season by late this week or early next. The late crush consists mostly of Cabernet, together with small quantities of Napa Gamay, Carignane, Petite Sirah, Zinfandel and late harvest Johnnisburg Riesling.

THE WINE SCENE, Vol. VI, No. 2.

The New Gallo Varietals—Act 2

A blizzard of magazine advertising last fall finally confirmed the pending arrival of act two of the Gallo varietal program. Six years ago E. & J. Gallo Winery of Modesto, California introduced a limited selection of eight cork-finished varietal wines under the Ernest & Julio Gallo label. The 1974 introduction displayed a line of \$1.50 per fifth mid-premium valley varietals positioned at the low end of price, quality and complexity in the market. They were sound wines, but quite thin in body, lacking pronounced varietal character and showed less class than some of the Gallo generics of the day.

While reportedly selling over eighteen million bottles with the encouragement of Peter Ustinov's spot TV ads, the program was not a success in Gallo's eyes, and the anticipated second step of releasing Chardonnay and Cabernet Sauvignon in 1975 never occurred. Much was learned from the experience, including the need to assign a trusted executive to provide top management coordination of the entire program. The task apparently has been given to Vice President and ex-winemaker Charles Crawford, who also wields Gallo's clout at Wine Institute meetings.

Although Gallo owns at least one-third of the market of California wines, it has tended in the past to ignore the wine buff and the wine press. It has no tasting room, and Ernest and Julio have granted no press interviews for decades. While it has been the quality leader in generic wines for at least several decades, Gallo also has conspicuously avoided wine judgments such as the Los Angeles County Fair. Popular assumption was that it had nothing to gain and everything to lose from less than a gold medal at the fair, considering the magnitude of its advertising budget.

While its principals have chosen to maintain a very low public profile, I had a unique opportunity to spend a day with Ernest Gallo in 1969 studying his management style while a Stanford Sloan Executive Fellow at the Graduate School of Business of Stanford University. I saw little of the technical aspects of the Modesto operations that day since Julio was unavailable. But spending the better part of a day attending business meetings with Ernest provided a special insight into the Gallo organization plus Ernest and Julio's profound impact on its wine styles.

Julio is President with responsibility for production and operations, including viticulture, grower relations, facilities and winemaking. Ernest is Chairman, concentrating on the business related externals, including sales, advertising, marketing, administration, finance, computer operations, etc. Many years ago Ernest and Julio entered into a private family challenge—Ernest claimed he could sell more wine than Julio could make—and Julio returned the challenge with relish.

The success of this friendly family rivalry is apparent in their 44 million case wine operation today. Their ability to create a strong, well disciplined organization, to seek out all the facts and hear out all sides of an argument before rendering a decisive decision, and to encourage a healthy mix of competition and cooperation within their organization, is a tribute to their strong leadership qualities that have remained hidden behind an introverted attitude toward the press.



Ernest and Julio Gallo

grapes. Gallo surprised the industry in 1965 by starting to offer its growers 15 year contracts to replant their own vineyards from Thompson Seedless and other table and raisin grape varieties to reds such as Zinfandel, Barbera, and Cabernet Sauvignon, and whites such as French Colombard, Chenin Blanc, Johannisberg Riesling and more recently Gewurztraminer and Chardonnay.

Gallo purchases over one third of the wine grape harvest of Napa, Sonoma, and Mendocino counties. In doing so it has gained the grudging respect from its growers for its shrewd business sense. To sell grapes to Gallo these days you must sell your entire harvest, the Chardonnay and Gewurztraminer with the Burger, Mission, etc. Gallo will not just accept the lesser grapes that other wineries don't need. Without a multiyear contract, more than one grower has found that excess yields from contract growers have filled the vats to the point that Gallo has been forced to cancel tentative commitments for non-contract grapes just days before harvest.

Gallo has dropped Ruby Cabernet from the varietal line in spite of complaints from the Canadian market where it sold well, ostensibly because of a lack of North Coast plantings of the varietal, but perhaps also because of the need to suppress its malolactic fermentation to prevent a low acidity/high pH problem in the valley varietal. It did retain a generic Rosé of California. Gallo originally introduced and popularized the concept of a California rosé wine in America in 1958, and recent Wine Institute statistics show rosé having grown to exceed red wine in consumer popularity.

PRESS DEMOCRAT, August 18, 1980.

TASTING THE GRAPE

Wineries to pop corks

Thirty North Coast wineries will pour their products during the wine tasting sessions at the North Coast Grape Growers Viticulture show Friday and Saturday.

The wine tasting is open to the public.

Heitz Cellars, the St. Helena winery which is said to have the best Cabernet Sauvignon in a just published book of America's best goods and services, will be among the wineries offering samples of their vintages. Heitz Cellars is owned and operated by the Joseph Heitz family.

The viticulture show's wine tasting is from 1 to 5 p.m. both days in the Sonoma County Fairgrounds main pavilion. The cost is \$5 for 10 tastings and a souvenir wine glass; six tastings for \$4 and three tastings for \$3. Older wine drinkers get a break. Those 60 years and over pay \$4 for the 10 tastings and souvenir wine glass.

The purchase of wine tasting tickets allows patrons to attend a wine appreciation seminar from noon to 1:30 p.m. Saturday in the Junior Exhibit Building.

The other wineries participating in the wine tasting include:

NAPA COUNTY: Franciscan Vineyards and Grgich Hills Cellars, both of Rutherford; Markham Winery, Round Hill Cellars and Rutherford Hill Winery, all of St. Helena.

SONOMA COUNTY: Clos Du Bois Winery, Cambiaso Winery, Davis Bynum Winery, Field Stone Winery, River Oaks Vineyard, Hop Kiln Winery, Mill Creek Vineyards and Simi Winery, all of Healdsburg; Italian Swiss Colony, Asti; De Loach Vineyards, Santa Rosa; Geyser Peak Winery, Souverain Cellars and Trentadue Winery, all of Geyserville; Grand Cru Vineyards, Glen Ellen; Hacienda Wine Cellars and Sebastiani Vineyards, both of Sonoma; Kenwood Vineyards, Kenwood; and Mark West Vineyards, Forestville.

MENDOCINO COUNTY: Fetzer Vineyards and Weibel Winery, both of Redwood Valley; Husch Vineyards, Philo; Milano Winery, Hopland; and Tyland Vineyards and Cresta Blanca Winery, both of Ukiah.

WOMEN'S WEAR DAILY, June 26, 1979.

Arts & People

DECANTING

2272

Some of the small select wineries in the North Coast counties of California, long regarded as that state's top-ranking wine region, are releasing and shipping wines that are wonderfully suited to the balmy days ahead.

Napa Valley's Rutherford Hill Winery is releasing 36,000 cases of vintaged varietal wine this year. This is quite a step up in production for this new enterprise (an outgrowth of the vineyard holdings of the Freemark Abbey Winery partners), which made its first wines two years ago.

"The release of our 1978 gewurztraminer is our way of heralding the warm season," Bill Jaeger, managing partner of Rutherford Hill, said at a tasting here. "It's the best ge-

good body and balance, dry, but not bone dry. It makes a nice aperitif served well-chilled and marries nicely with chicken and fish.

Souverain Cellars in Sonoma County, including on its labels beginning with the 1978 vintage "appellation North Coast." This Souverain's method of informing consumers the grapes used in these wines are 100 percent from vines in the three premium North Coast counties — Napa, Sonoma and Mendocino.

The wines, both varietal and generic, come in 1.5-liter bottles and include a fresh, soft Colombar Blanc, chablis,

California vintners serve these well-chilled for a balmy summer

wurz we've made. The grapes come from seven to 10-year-old vineyards just north of Napa, and were mechanically harvested at night when they were very cool."

The full flavor of this gewurz, with its spicy-fruity overtones, makes it an ideal wine to drink well-chilled as an aperitif. It also pairs well with robust picnic foods and with Oriental and Indian dishes. The wine retails at \$5.50.

Another winner from Rutherford Hill is the '78 Dry White (Johannisberg) Riesling, with true varietal bouquet, rich full flavor, good balance and acidity and elegant finish. It's delicious with cold poached salmon or bass and with veal and poultry. At \$5.70, it's a lovely wine.

For everyday budget drinking, Rutherford Hill bottles a blended white wine under the C. Daniele label called Napa Valley White — a very pleasing blended wine that retails at about \$3 a fifth-size. The wine is fruity and flavorful, with

zinfandel, pinot noir rose and burgundy, and they're priced from \$5.29 to \$5.79 a liter.

Cresta Blanca, which is now owned by the Guild cooperative in Mendocino County, is upgrading its varietal wines. Several of the white wines come off well: The '76 gewurztraminer has good fruit and spiciness, a nicely balanced wine, \$4.59; the Johannisberg Riesling is pleasingly light, with a good varietal bouquet; \$2.59. There's a generic chablis, a blend of white grapes that's \$2.89 the fifth, and \$4.89 for the 1.5-liter size.

Among Cresta Blanca's red wines, the petite sirah is smooth and fruity, and the zinfandel very appealing, with a deep berry bouquet, good body and zingy flavor. Each retails at \$3.79 — good value.

—DORIS TOBIAS

POCKET ENCYCLOPEDIA OF CALIFORNIA WINE, The Wine Appreciation Guild, 1981.

California Vintage Chart

Unlike the wine growing regions of Europe, California has a relatively stable climate with consistent sunshine to ripen the grapes and produce reliable wine. However, there are some years that are truly outstanding in certain areas, particularly in the premium varietals. There are, of course, exceptions.

| | North Coast (Napa, Sonoma, Mendocino) | | Central Coast (Monterey, Santa Clara, etc.) | |
|------|---|--------|---|--------|
| | REDS | WHITES | REDS | WHITES |
| 1968 | ★★★★ | ★★★★ | ★★★★ | ★★★★ |
| 1969 | ★★★ | ★★★ | ★★★ | ★★★ |
| 1970 | ★★★★ | ★★ | ★★★ | ★★★ |
| 1971 | ★★ | ★★ | * | * |
| 1972 | ★★ | * | * | * |
| 1973 | ★★★ | ★★ | ★★★ | ★★ |
| 1974 | ★★★★ | ★★★ | ★★★★ | ★★★ |
| 1975 | ★★★ | ★★★★ | ★★★ | ★★★ |
| 1976 | ★★★ | ★★★ | ★★★ | ★★★★ |
| 1977 | ★★★ | ★★★★ | ★★ | ★★★ |
| 1978 | ★★★★ | ★★★★ | ★★★★ | ★★★★ |
| 1979 | too early | ★★★ | too early | ★★★ |

★★★★ EXCEPTIONAL ★★★ VERY GOOD
 ★★ GOOD ★ FAIR

Remarks to BATF Hearing

THE NORTH COAST VITICULTURAL AREA
AN HISTORICAL OVERVIEW

January, 1981

By William F. Heintz

My name is William F. Heintz. I am a professional wine historian. I have been asked by the North Coast Grape Growers Association to present historical documentation. I maintain an office in Sonoma, Ca. I have undertaken in-depth historical research work for dozens of wineries in California as well as research into the history of specific wine regions, valleys or other geographic boundaries. I have been employed in this pursuit full-time for the past ten years.

I believe that to fully understand what the geographic boundaries of a California North Coast wine appellation should be, it is necessary to first go back to the very origin of the term itself. (Fortunately I did not have to do as much research as Darwin.) After hundreds of hours of reading through various documents and literature of the last century, I think I have found the answer.

Until the founding of the Board of State Viticultural Commissioners in California in 1880, there was no compelling reason to divide the state into viticultural areas. The creation of that Board required that it be composed of "commissioners"

representing distinct sections of the state. I would like to read briefly from an actual copy of the First Annual Report of that body, published in 1881:

There shall be appointed by the Governor a Board of State Viticultural Commissioners, to consist of nine members, two to be appointed from the State at large, and one to be appointed from each of the seven viticultural districts, which shall be as follows:

'First--the Sonoma District, which shall include the counties of Sonoma, Marin, Lake, Mendocino, Humboldt, Del Norte, Trinity and Siskiyou.

'Second--the Napa District, which shall include the counties of Napa, Solano and Contra Costa.

'Third--the San Francisco District, which shall include the City and County of San Francisco, and the Counties of San Mateo, Alameda, Santa Clara, Santa Cruz, San Benito and Monterey.'

I won't detail any further the breakdown of the other listings except to say the Fourth District was Los Angeles, Fifth - Sacramento, Sixth - San Joaquin Valley and Seventh - El Dorado District or the counties of the Sierra Nevada foothills.

I have never been able to locate the documents which might explain the reasoning of the Board in creating these seven districts but I assume it was based on such similarities as climate, geography, etc.

There is no reference to "North Coast" in this document.

Not long after this volume was issued, however, the University of California Agricultural Experiment Station issued a Bulletin which I believe gives us the first use of the term "North Coast" and--especially as it applies to viticulture.

The Bulletin is entitled "Examination of Soils from the Northern Coast Range Region." The author was the distinguished

UNIVERSITY OF CALIFORNIA.

AGRICULTURAL EXPERIMENT STATION.

BULLETIN NO. 27.

In order to render the results of investigations and experiments conducted by the Agricultural Department of the University of California more quickly and more generally available than has heretofore been possible through the annual or biennial reports, it is proposed to embody hereafter, in the form of bulletins, to be issued as often as may seem desirable, reports of results, as well as of other transactions, information or answers to questions as may be of general interest. It is intended to issue these bulletins, as a rule, short enough for insertion in the daily or weekly papers of the State, and proof-slips of the same will be regularly mailed to papers applying therefor. The substance of these bulletins will ultimately be embodied in a more complete and connected form, in the annual reports of the College of Agriculture.

material change. Only 1.7 per cent of sand remained on the sieve with 1-56-inch meshes. The analysis of the fine-earth is given in the table, alongside of that of the Napa valley soil, for comparison.

| | NAPA VALLEY SOIL—No. 672 | VACA VALLEY SOIL—No. 610 |
|-------------------------------|-----------------------------|-----------------------------|
| Insoluble Matter..... | 77.62 | 89.36 |
| Soluble Silica..... | 3.84 | 12.15 |
| Loss on Ignition..... | .78 | .74 |
| Soluble Phosphate..... | .43 | .12 |
| Lime..... | .69 | .12 |
| Magnesia..... | 1.34 | 1.07 |
| Br. Oxide of Manganese..... | .04 | .05 |
| Peroxide of Iron..... | 5.68 | 6.01 |
| Alumina..... | 5.67 | 6.23 |
| Phosphoric Acid..... | .16 | .03 |
| Sulphuric Acid..... | .05 | .02 |
| Water and Organic Matter..... | 5.25 | 4.28 |
| Total..... | 100.00 | 100.14 |
| Humus..... | 1.57 | 1.00 |
| Available Inorganic..... | .46 | .07 |
| Hygroscopic Moisture..... | 4.50 | 6.07 |
| Absorbed at.....11°C | | 13.5°C |

Examination of Soils from the Northern Coast Range Region.

Very soil, from the higher ground in the Napa valley, two miles south of St. Helena. A dark gray loam soil, largely intermixed with rock fragments (mostly soft yellow sandstone, partly angular bits of shale, both rocks occurring on the adjacent hills), and some rounded gravel, amounting to 21.7 per cent. of the soil. There is a change of color to a lighter hue at two or three inches, and at from two to two and a half feet there underlies a somewhat close and more clayey material, with fewer rock fragments. In this respect the land differs from that lying farther south, near Oakville, where the depth of the looser material is greater, and oftentimes gravel underlies it at from four to five feet; otherwise the soil is probably substantially the same in its chemical nature.

Soil from Vaca valley, understood to be from the bench land; sent by Mr. D. Rutherford, of St. Helena, with this question: "This soil grows apricots and cherries to perfection in Vaca valley. What does the soil of this region (presumably such as No. 672 above) need to make it like this?"

While it is not always to be expected that chemical analysis can answer such a question, the soil sent was subjected to analysis, as no sample from Vaca valley had thus far been received. The soil is a grayish-buff, rather sandy loam, dry lumps crumpling easily with the finger; nevertheless, when wetted it shows considerable clay in becoming quite plastic when worked. Of course it is very easily tillable, and known to be several feet in depth without

The table shows that these two soils happen to be very much alike in all essentials of chemical composition save one, viz., phosphoric acid, which is over three times as abundant in the Napa valley soil as in that of Vacaville, being quite deficient in the latter. Assuredly, however, the presence of that essential article

of plant food would not interfere with the success of cherries. The difference doubtless depends in the main upon two points, of which the analyses can say nothing: First, the climate, which cannot be transported or changed; second and probably most essentially, the fact that (as has been shown on Mr. Wheeler's very land) the laying of underdrains is very beneficial even to vines in that portion of the Napa valley, and therefore, of course, much more needful for cherries. The latter, as well as apricots seem to do well, however, in the deeper and naturally well drained soils near Oakville. It is therefore probable that underdrainage, to relieve the subsoil from all stagnant water, taking even the wettest seasons, would be the measure best calculated to make cherries succeed in the St. Helena soil. Both soils alike are rich in potash and lime, with abundance of humus in the Napa soil and a good supply in that of Vacaville. Both also are of good physical constitution, and of easy tillage. But the Vacaville soil will, before long, need the aid of phosphate fertilizers.

No. 779. — *Green valley soil* from near Winters, Yolo county; sent by Mr. J. C. Weyer, of Winters. The soil as received forms rather hard lumps, and should be designated as a clay

loam or light adobe, the lumps being barely capable of being crushed between the fingers. On wetting, it softens rather slowly, but completely, and is then evidently readily tillable. Mr. Wyer remarks that it is necessary to harrow this soil very soon after plowing, otherwise it will remain rough for the season. From other samples sent by Mr. Wyer it appears that in some places the surface soil is considerably heavier—true gray adobe—but is then underlain at about 16 inches depth by a material lighter in color as well as in texture, which then continues to the depth of three feet, as far as seen. On some of this soil the earliest peaches are produced. At the spot where the sample analyzed was taken, the soil seems to continue the same for three feet, also; but the sample was taken to the depth of 29 inches only. "It seems to contain no coarse materials whatsoever. The samples sent I think are a fair average of thousands of acres in this section, but the land seems to change as you go west and north. The lands west, near the mountains, produce the early vegetables sent to San Francisco, and are lighter, having a reddish, gravelly soil. At the same time, at a good many localities, the soil is not so light, but is more gravelly and sandy. The analysis rendered on this soil shows

No. 773—GRAY SOIL FROM WINTERA.

| | | |
|-------------------------------|-------|-------|
| Insoluble Matter..... | 50.78 | 74.37 |
| Soluble Silica..... | 17.59 | |
| Potash..... | .88 | |
| Soda..... | .17 | |
| Lime..... | .86 | |
| Magnesia..... | 3.05 | |
| Br. Oxide of Manganese..... | .07 | |
| Peroxide of Iron..... | 4.46 | |
| Alumina..... | 10.81 | |
| Phosphoric Acid..... | .09 | |
| Sulphuric Acid..... | .02 | |
| Water and Organic Matter..... | 5.21 | |
| Total..... | 99.99 | |
| Humus..... | .86 | |
| Available Inorganic..... | .43 | |
| Hygroscopic Moisture..... | 7.81 | |
| Absorbed at..... | 12° C | |

This is altogether a "strong" soil, with a high percentage of potash, a good one of lime, a fair one of phosphoric acid and of humus; in fact, considering that the sample was taken to the depth of twenty inches and that humus rarely reaches beyond twelve, the percentage if given for the soil proper would be one half higher. If kept deep and thoroughly tilled, it would be a very durable soil, well adapted to most fruits except cherries. Where it is heavier than the sample, the use of lime would doubtless be an advantage in facilitating tillage.

J. W. HILLIARD.
Leavenworth, Dec. 15, 1887.

pioneer professor of viticulture at the University, E. W. Hilgard. The date is December 1884 and the subject covers a brief look at soils of Napa Valley and compares them with Vaca Valley.

Four years later, a writer from the New York Times borrowed part of Hilgard's phrase in attempting to describe the special wine producing regions of California. This is the issue of January 10, 1888:

There are three distinct wine districts in California. The Coast Range district, which includes Sonoma, Lake, Napa, Alameda, Santa Cruz and Santa Clara counties; the Sierra Nevada foothill district... and the Southern District, embracing San Bernardino, Los Angeles, San Diego and Fresno counties....The first excels on the whole in its white and red acid wines, the second produces most excellent dry wines... and the third...excels in port, sherry and other sweet and heavy wines. (Underlining added.)

In the same year, California's most famous environmentalist of the 19th century, John Muir, borrowed Prof. Hilgard's phrase precisely for his new book Picturesque California. One chapter is titled "The Foothill Region of the Northern Coast Range: Sonoma, Napa and Solano Counties."

And barely a year after that, the most widely read magazine in America, Harper's, carried a lengthy story on the California wine industry, with this comment:

The two best known valleys--those having soils and climate both adopted for the production of the choicest grapes from the Medoc, Bordeaux and Rhine Valley district--are Sonoma and Napa. They are north of San Francisco, and are guarded by the hills of the Coast range. Other districts having nearly equal advantages are in the counties of Contra Costa, Alameda and Santa Clara. (Underlining added.)

Thus by the date of this article, March 1889, we have four important examples of published references to the term "North Coast" or slight variations thereof and obvious narrowing definitions of the phrase.

The North Coast wine district by 1890, as generally understood, was a broad phrase applied to many counties in and about the entire San Francisco Bay, in spite of such attempts ^{as} just quoted from Harper's magazine.

Most people don't realize today that Marin County, for example, was once a part of the North Coast wine district and had a thriving but small wine industry. I have here an original copy of a document which confirms this, it is a Directory of the Grape Growers, Wine Makers and Distillers of California. It was published in 1891 by the Board of Viticultural Commissioners. Marin had fifteen grape growers, 477 acres of wine grapes and two wineries.

Mendocino County is listed on page 80. It had twenty vineyardists in 1891, 190 acres in wine grapes, two wineries, one of these being F. Peters of Calpella. The Peters brothers were from Germany and settled in Mendocino in 1880 and began making wine the same year from local Mission grapes. The Santa Rosa Democrat of April 16, 1880 called them the first wine makers of Mendocino County. (I believe this will be rather startling news to Mendocino County.)

Lake County is listed as having 1,061 acres in grapes and seven wine makers. Solano County had 3,527 acres in grapes,

one-third of these being table grapes and four wineries. Napa County had 18,229 acres in wine grapes, Sonoma had 22,683. There are no other counties listed for north of San Francisco Bay.

Rather ironically, I think, it was the University of California again, and the Experiment Station, that originated the idea that "North Coast" did not or, perhaps, should not include the counties situated south of San Francisco.

In the Report of Work of the Agricultural Experiment Station for June 1901 to June 1903, there is a report labeled "Southern Coast Range Substation." Its location? Near Paso Robles, San Luis Obispo County. (Underlining added.)

A portion of this report details the problems of growing grapes in San Luis Obispo County. To the University in 1903, this was now "South Coast." This document indicates the University had established other substations, one called the "Foothills Substation," Jackson, Ca.; the "San Joaquin Valley Substation," Tulare, Ca.; and the "Southern California Substation," near Los Angeles.

This Report does not spell out which counties fell within the jurisdiction of which substation. There was a substation already established, but not mentioned in this report, at Oakville, Napa Valley.

In my research, I have come to the conclusion that books have a greater impact and longer lasting one on forming public

attitudes, than most other printed sources. I believe I have located the first book to actually define the phrase "North Coast" as exclusively the counties lying adjacent to the waters of the north San Francisco Bay and thence to the border of California and Oregon. It is Charles Aiken's California Today, published in 1903.

Chapter Five of that book is titled "Coast Counties North of San Francisco" and alternate pages are clearly labeled "The North Coast Counties." The viticulture industry is covered in detail. Chapter Six of Aiken's book is titled "Coast Counties South of San Francisco." This includes everything from Contra Costa to San Luis Obispo. The date on this book, again, is 1903. (See xerox following pages.)

I do not wish to convey the impression that thereafter, this distinction was commonly adopted by other writers. I think this is self-evident to anyone who reads wine literature. But after 1930 especially, the term "North Coast" dramatically narrowed to become only a select few of the counties north of San Francisco. There were two reasons: the phylloxera vine disease and Prohibition. To explain how this happened, let us examine a chart I've brought along which shows grape acreages in the greater North Coast region from 1890 to 1969 ('70).

Before looking at this chart, I would like to quote from the Transactions of the State Agricultural Society for 1890: "There are fifty-three counties in California, nearly all producing grapes in a greater or lesser degree, the larger

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CALIFORNIA TODAY

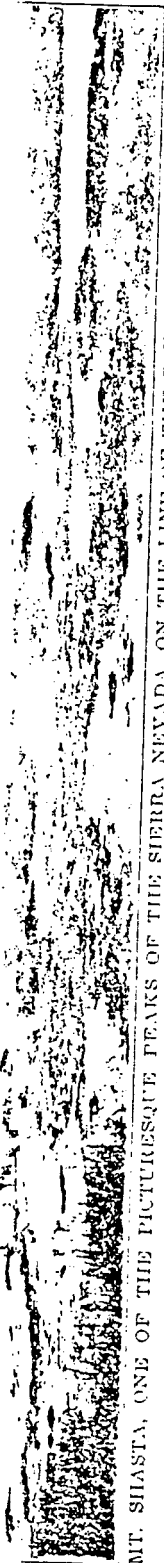
SAN FRANCISCO
ITS METROPOLIS

A CONCISE STATEMENT CONCERNING THE STATE THAT FACES
THE ORIENT, AND THE CITY BY THE GOLDEN GATE.
UNDISPUTED FACTS AND TELLING FIGURES FROM
VARIOUS AUTHENTIC AND OFFICIAL SOURCES CON-
CERNING THE GEOGRAPHY, TOPOGRAPHY, CLIMATE,
COMMERCE, OUTLOOK, RESOURCES, INDUSTRIES AND
PEOPLE — PROFUSELY ILLUSTRATED.

COMPILED BY
CHARLES SEDGWICK AIKEN

1903

THE CALIFORNIA PROMOTION COMMITTEE
OF SAN FRANCISCO
PUBLISHERS



MT. SHASTA, ONE OF THE PICTURESQUE PEAKS OF THE SIERRA NEVADA, ON THE LINE OF THE SOUTHERN PACIFIC, BETWEEN
SAN FRANCISCO, CAL., AND PORTLAND, ORE.

CHAPTER V.

COAST COUNTIES NORTH OF SAN FRANCISCO. Beautiful Valleys of Napa and Sonoma—Vineyards and Wine Cellars—Last of the Old Missions—Petrified Forest—Cities of Santa Rosa and Napa—Lake, the Switzerland of California—Redwood Timber Forests of Mendocino, Humboldt, and Del Norte—Rich Mines of Trinity—Marin and Its Sky-seeking Railway—Summer and Winter Resorts and Mineral Springs—Traces of Russian Occupation—Sportsmen's Paradise in the Eel River Country—Progressive Eureka and its Future—Sheep and Cattle Raising—The Largest Wine Tank in the World.

*Now in midwinter, see! the buds unfold;
The yellow poppies open one by one;
The mountain streams, bound by no despot cold,
Flash through the woods, rejoicing as they run.
A most fair land: it is the land of gold;
It is the land of pleasure and the sun.*

—FLORA MCDONALD SHEARER.

AS the State increases in population the large coast region north of San Francisco must grow steadily, for its resources are the marvel of all visitors. Here is a region of vast area, of unfailing rainfall, well supplied with timber, rich in minerals, with thousands of sheltered valleys and yet with population comparatively small. More railroads and more people are needed for development. The Southern Pacific, California Northwestern, the North Shore, all have lines which pass through this rich and growing territory. The forests of Del Norte, Humboldt and Mendocino and the rich mines of Trinity are the primary objects for railway extension, but fruit-growing, wine-making, hops, grain, alfalfa, cattle, and the thousand and one agricultural and horticultural industries must grow up and thrive on a scale unimagined at present. The harbors of Eureka and Crescent City are excellent. The fleet vessels of the Pacific Coast Steamship Company now ply between them and San Francisco.

THE NORTH COAST COUNTIES

117

Italian-Swiss Colony at Asti, Geyserville and the shortage required by Healdsburg.

At the head of Napa valley with its slopes running to Lake, Napa and Sonoma counties, is Mount St. Helena, 4443 feet high, known in Spanish as Silverado and made famous in story by Robert Louis Stevenson, who lived here for a time before taking up his permanent residence in Samoa. Russia was once anxious to keep its hold in Northern California, and St. Helena is an enduring monument of the aggressive ambition and skillful diplomacy of that powerful nation. Just before their departure from Ross, the Russian settlement on the coast of Sonoma, in 1841, Wossenessky, a naturalist, ascended the mountain, attached a lead plate to its summit bearing the day and date of the ascent and the name Helena which he bestowed upon the mountain in honor of his Imperial mistress, the Empress of Russia, thus marking the end of an unequalled march of conquest and colonization extending from the Ural Mountains in European Asia through Siberia to Alaska and thence to the northwest coast of California.

Mt. St.
Helena or
Silverado.

In the mountain ranges around Mount St. Helena are numerous deposits of quicksilver and one of the best producing mines of the State is located near Calistoga. Around here also are numerous mineral springs and health resorts.

The county seat of Sonoma county, Santa Rosa, is one of the attractive cities of the State, with electric lights and all modern improvements. The city is reached by two railroad lines, the Southern Pacific and the California Northwestern, the latter line extending far beyond to its terminus at Willits in Mendocino county. All about Santa Rosa are fruitful orchards, productive vineyards, and fertile fields. Olives, oranges, prunes and all fruits bear abundantly. Below Santa Rosa is old Sonoma, the oldest town in the county, where the Bear Flag was raised in 1849, and the site of one of the chain of missions established by the padres of old Spain, extending

Santa Rosa
and
Surroundings.

A HOP FIELD VISTA NEAR EL ROBLES, SONOMA COUNTY.

proportion of them producing wine for home wine consumption or export." In the Directory of Grape Growers and Wine Makers I just quoted, I could find only thirteen counties of the fifty-three in California, that did not have wineries by 1891.

(SEE CHART FOLLOWING PAGE.)

Some of those figures on the chart require a brief explanation. You will note that Napa County declined in wine grape acreage from a high of 18,177 in 1890 to 6,942 acres in 1900. This was the decade of peak destruction of vines by the phylloxera disease.

It is curious too, that although that disease originated in Sonoma County two decades earlier, growers there replanted just as soon as a vine failed to produce a good crop. Many or most vines were planted on vinifera roots and would be reinfected immediately but within three years a good crop could be gathered and the vine usually lasted a decade and more. Napa growers held back, waiting for a completely resistant root. The Rupestris St. George turned out to be the answer and Napa led the state in adopting the root quickly after 1900.

You will see a large jump in acreages during the 1920s and Prohibition. Every county in the "greater" North Coast but one, had grapes in this vine boom period. The price of grapes, despite Prohibition, climbed from \$30 a ton in 1918, to \$90 in 1919 and hit \$200 by 1922-23. Some varieties like the Alicante Bouschet brought prices of \$400 a ton.

WINE GRAPE ACREAGES

| | MARIN | LAKE | SOLANO | MENDOCINO | NAPA | SONOMA | SISSKIYOU | HUMBOLDT | DEL NORTE | TRINITY |
|--------------------|-------|-------|--------|-----------|--------|--------|-----------|----------|-----------|---------|
| 1890 | 477 | 1,046 | 1,928 | 190 | 18,177 | 22,351 | 5 | 0 | 0 | 225 |
| 1900+ | 231 | 334 | 1,489 | 341 | 6,942 | 21,434 | 18 | 10 | 0 | .03 |
| 1910 | 400 | 265 | 2,150 | 1,000 | 11,250 | 16,449 | 0 | 0 | 0 | 0 |
| 1920" | 270 | 464 | 3,099 | 2,616 | 14,696 | 27,396 | 5 | 12 | 0 | 7 |
| 1930 | 457 | 690 | 3,877 | 7,079 | 18,764 | 34,327 | 5 | 18 | 0 | 7 |
| 1940 | 378 | 571 | 1,547 | 7,672 | 11,512 | 21,607 | 2 | 16 | 0 | 0 |
| 1950 | 176 | 162 | 664 | 7,259 | 10,121 | 16,034 | 2 | 0 | 0 | 0 |
| 1960 | 7 | 135 | 530 | 5,328 | 10,458 | 11,017 | 2 | 0 | 0 | 0 |
| 1969 | 0 | NR | 790 | 6,331 | 14,350 | 13,932 | 0 | 0 | 0 | 0 |
| (% of total 1969-- | | 2.2% | 17.9% | 40.5% | 39.4% | | | | | |
| 1976* | 12 | 1,449 | 1,120 | 7,556 | 17,198 | 17,993 | 0 | 0 | 0 | 0 |

*Figures for Bearing vines only, all others bearing and non bearing.
 +1900 figures are from U.S. Census and include all grapes, table & wine.
 "1920 figures are totals of all grapes. Only county requiring adjustment would be Solano.

If you study these figures closely, it becomes obvious that only three counties are major wine growing counties in the North Coast after 1950. By 1969, a year often referred to as the beginning year of the current wine boom, you have 98% of all the wine grapes being produced in the North Coast by three counties: Mendocino, Napa and Sonoma.

(Go to chart, write in total grape acreage for 1969 in all counties lying north of San Francisco, including Lake and Solano, showing a total of 35,403 acres of wine grapes. Draw pyramid, inverted showing how only three counties remained basic producers by 1969.) I have totalled up the acreages for 1976 and it comes to 45,338 acres and if my figures are correct, I think 95% approximately of all wine grapes are still being grown in those three counties.

The figures I have presented here are not readily available in any one source. I have compiled them from the U.S. Census
(turn to next page)

County Assessor's records and newspapers. Each source may vary a little but the important trend is still true to form. (Mark with a yellow pen inverted pyramid.) The inverted pyramid shows rather dramatically by 1940, the three main producing counties: Napa, Sonoma and Mendocino.

With these figures in mind then, I would like to return to a brief examination of wine literature as to the meaning of the term "North Coast" after 1920. I shall just hit the highlights of my research.

In 1924 the United States Bureau of Agricultural Economics drew up a boundary for what it called the "northern California" wine shipping district. This line began with the north shore of the San Francisco Bay at the Golden Gate Bridge, followed around San Pablo Bay, Carquinez Straits, the Sacramento River and about at Stockton, crossed directly across the state to the Sierra Nevada Mountains. Everything north of that line was northern California's grape growing district.

This didn't set well with many individuals including the editor of the Wine Review. In July 1934 he began a monthly column broken down this way: "Northern Coast District," "Northern San Joaquin," "Central Northern Coast," "Southern Coast" and "Southern California." (Underlining added.)

In 1940 Wines & Vines magazine issued its first yearbook. This publication, which just celebrated its 60th birthday, was in 1940 the leading spokesman for the wine industry. The yearbook has a map showing seven viticultural districts in California:

Southern California, Fresno, Santa Clara-San Benito-Santa Cruz; Lodi-Sacramento; Alameda and Contra Costa and the final two districts, Napa & Solano, and Sonoma & Mendocino.

Three years later, in 1943, the Wine Advisory Board in San Francisco issued a booklet adopting fairly closely the pattern used in Wines & Vines' yearbook. The booklet, Wine Growing and Wine Types was renamed shortly THE STORY OF WINE. (Show copy to BATF panel.) This booklet expanded the wine districts to eight, adding one for Escalon-Modesto.

In the text of the booklet, the arrangement begins with Sonoma-Mendocino as the first district; Lodi, the second district; Napa-Solano as the third; and then the remaining districts just listed.

Each copy of this publication contained a wine district map. Although San Francisco is not shown on the map, the text states clearly that only two of the districts are situated north of the city--the Sonoma-Mendocino district and Napa-Solano district. No other counties are mentioned as being a part of these two districts.

I believe this booklet has played a major role in molding a public awareness of what constituted the North Coast wine region! The phrase is not used in the text anywhere but the directions are clear. Two years ago, the Wine Institute issued a press release noting that 950,000 people, almost a million, had taken the Institute's wine study course since 1943. Each received a copy of The Story of Wine. Hundreds of thousands of copies of the booklet have additionally been mailed or given out

Nevertheless, some deposits found in wine bottles are not the natural sediments caused by age. If the wine is found to have unpleasant taste or aroma, it is defective and the supplier should be consulted.

Cloudiness in wine is also often misunderstood. Some delicate, high-quality wines become cloudy after constant vibration during shipment or when stored in excessively hot or cold temperatures. Normally, if left to rest a few days or a few weeks, they will become clear by themselves, and are just as good as before shipment. If a wine remains cloudy after resting, then it is time to consult the supplier.

Sometimes consumers complain that they taste sulphur in a wine. As described on Page 8, a small, harmless quantity of sulphur dioxide is used to arrest fermentation in sweet table wines. A few individuals are "sensitive" to sulphur and taste the slightest trace. Wines so complained about are usually entirely without defect, as the dealer can ascertain by sampling them himself. Federal and state quality standards establish maximum sulphur content for wines, and wines of this country cannot exceed that maximum.

Vine Districts

Where the grapes are grown influences the type and quality of wine, although frequently viticultural districts are over-emphasized. Many grapes are grown in one district and fermented in another, and often several wines grown in different districts are brought together in one place and blended. These things combine to prevent the wine district from being an infallible guide to type and quality.

Virtually every combination of climate and soil in the world is to be found in America, and particularly in California, which has within its borders the highest snow-covered mountains and the hottest and driest lowlands of the United States. Almost every known grape and wine type finds an ideal home in one or more California wine districts. There are many wine districts, but the eight best-known large producing areas in California, from north to south, are:

85

California Districts

Sonoma-Mendocino district, directly north of San Francisco, grows all wine types, but is especially noted for its dry red and white table wines and

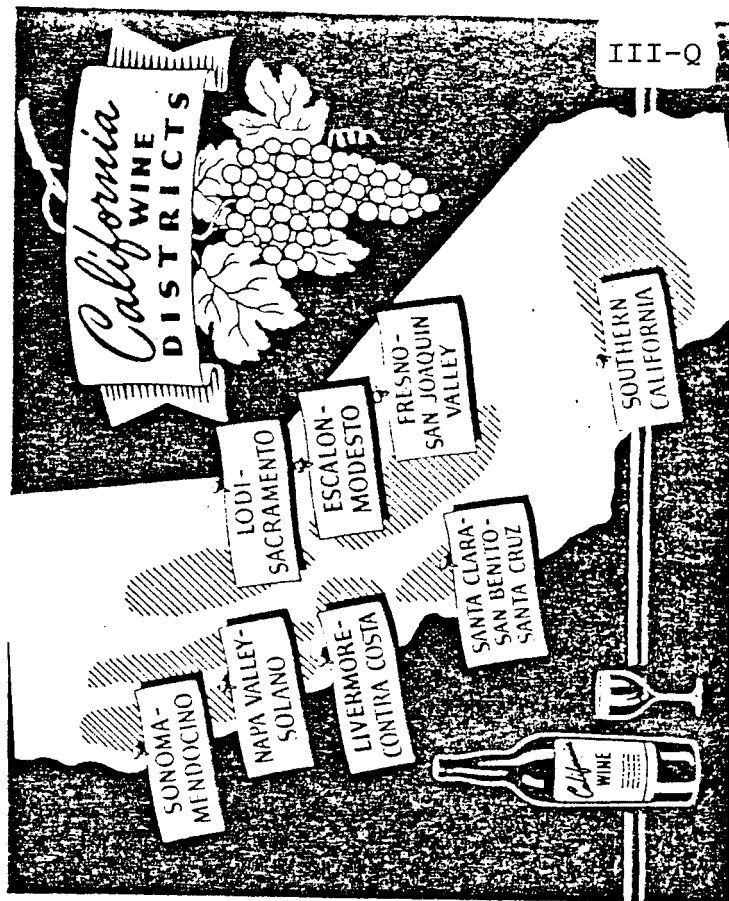
Napa Valley and neighboring *Solano County*, also north of San Francisco, most famous for dry red and white table wines, but also a producer of dessert wines.

Lodi-Sacramento district, best known for its dessert wines but also producer of table wines.

Livermore-Contra Costa district, just east of San Francisco, whose best known wines are its white table wines, particularly its Sauternes, but which also produces red table wines and dessert wines.

Escalon-Modesto district, a dessert wine district located between the Lodi and Fresno districts, also produces table wines.

Santa Clara-San Benito-Santa Cruz district, immediately south of San Francisco, especially noted for its white and red table wines and Champagnes, but also a dessert wine producer.



to the public and wine writers. Given the fact that the booklet may have been read by more than one individual in a household, the readership has to be in the millions.

The Wine Institute has long had an excellent group of economists who gather every fact, figure and statistic available relating to wine and grape growing. By the mid-1940s at least, their figures were watched closely to chart the growth of the industry. Their figures were widely reported in the press and especially in wine publications.

I have here a xerox copy of a special section of the Wine Press magazine, dated April, 1945, with those Wine Institute figures for the previous year. The Institute's economists created five reporting districts for California, the first being Los Angeles region; the second was Fresno and Central San Joaquin Valley; third, Sacramento; fourthth the "MENDOCINO, NAPA AND SONOMA" region or district; and fifth, Alameda, Santa Clara counties.

Now, there is no explanation of any counties not specifically mentioned, such as the ^{might be included in} Fourth district of Mendocino, Napa and Sonoma. But for anyone reading this section or these figures year after year after year, the impression is clear. The Fourth district of California was Mendocino, Napa and Sonoma.

Between the Wine Institute's booklet The Story of Wine, and these figures published each year in various wine publications, the impression taking hold of what constituted the North Coast wine district was one of only three basic counties.



Wine Statistics for 1944

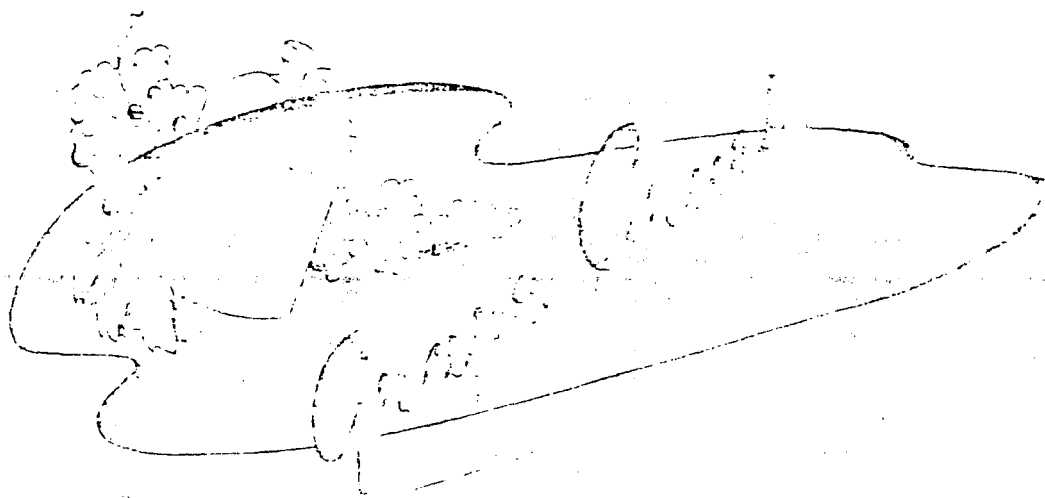
★ Production

★ Consumption

★ Grape Crush

★ Inventories

*Statistical information in this issue compiled through the
cooperation of the Wine Institute*



IN CALIFORNIA, 1944* . . .

| | Tons |
|--|----------------|
| DISTRICT NO. 1 Los Angeles, San Bernardino, San Diego Counties | 91,371 |
| DISTRICT NO. 2 Fresno, Kern, Tulare Counties | 366,320 |
| DISTRICT NO. 3 Sacramento, San Joaquin, Stanislaus Counties | 278,106 |
| DISTRICT NO. 4 Mendocino, Napa and Sonoma Counties | 94,027 |
| DISTRICT NO. 5 Alameda, Contra Costa, San Francisco, Santa Clara Counties | 27,547 |
| Total | 857,371 |

* July 1-December 31. Raisins and other fruits not included. Includes grapes crushed for both wine and brandy.

APPROXIMATELY 857,371 tons of grapes were crushed by California wineries and fruit distilleries during the 1944 vintage season, 8½ per cent more than in 1943. This figure does not approach the record crush of 1,120,107 tons in 1940. The increase was due to the fact that government wartime controls over raisin variety grapes were relaxed during the vintage season, thus making available for crushing upwards of 140,000 tons that had been earmarked for drying. The crush consisted of 454,130 tons of wine grapes, comprising 53 per cent of the total crush; 250,927 tons of table grapes, representing 29 per cent of the total; and 152,314 tons of raisin varieties, accounting for the remaining 18 per cent. The table grape crush consisted of 114,123

tons of Tokays and 136,804 tons of other table varieties. Muscats accounted for 78,009 tons of the raisin grape total. Thompson Seedless for 39,660 tons and Sultanias for the remaining 14,645 tons.

California grape growers received the highest average crop return in history in the 1944 vintage season crush. Preliminary reports tentatively place the season average return to growers at \$98 per ton, compared to an average of just under \$80 in 1943. Later reports are expected to raise the 1944 season average to well over \$100 per ton, since the preliminary estimate does not fully reflect payments for grapes released for crushing by the War Food Administration. In previous war years, there were no OPA ceilings on California grapes for crushing in 1944.

April 1945



CALIFORNIA WINE PRODUCTION

| | | |
|-----------------------------|-------------|---------|
| Total Table, 1947..... | 28,554,000 | gallons |
| Total Table, 1946..... | 49,970,000 | gallons |
| Total Dessert, 1947..... | 75,461,000 | gallons |
| Total Dessert, 1946..... | 127,664,000 | gallons |
| Total Production, 1947..... | 104,015,000 | gallons |
| Total Production, 1946..... | 177,634,000 | gallons |

* * *

BY DISTRICT AND COUNTY

| | | |
|--|------------|---------|
| District 1 (Los Angeles, San Bernardino, San Diego) | | |
| Gross Production, 1947..... | 6,427,000 | gallons |
| Gross Production, 1946..... | 11,562,000 | gallons |
| District 2 (Fresno, Kern, Madera, Tulare) | | |
| Gross Production, 1947..... | 47,182,000 | gallons |
| Gross Production, 1946..... | 93,790,000 | gallons |
| District 3 (Sacramento, San Joaquin, Stanislaus) | | |
| Gross Production, 1947..... | 31,478,000 | gallons |
| Gross Production, 1946..... | 44,497,000 | gallons |
| District 4 (Mendocino, Napa, Sonoma) | | |
| Gross Production, 1947..... | 14,861,000 | gallons |
| Gross Production, 1946..... | 21,548,000 | gallons |
| District 5 (Alameda, Contra Costa, San Francisco, Santa Clara) | | |
| Gross Production, 1947..... | 4,067,000 | gallons |
| Gross Production, 1946..... | 6,237,000 | gallons |

★ GROSS WINE PRODUCTION in California during the 1947 vintage was 104,015,000 gallons, a decrease of 41.4% and 73,619,000 gallons under 1946 record production.

Gallonage production in 1947 dropped 52,203,000 gallons in dessert wines, and 21,416,000 gallons in table wines. Red table wine production dropped 8,937,000 gallons, while white table wine production dropped 12,479,000 gallons.

Percentagewise, biggest drop in production occurred in white table wine, which was reduced 57.6%. Red table wine dropped 31.6%, while dessert wine production dropped 40.8%. Over-all table wine production dropped 42.8%.

A bigger proportion of red table than of white table wines were produced. 19,348,000 gallons of red table wines, and 9,206,000 gallons of white table wines were vinted.

Gross California production rang up a total of 75,461,000 gallons of dessert wines, and 28,554,000 gallons of table wines.

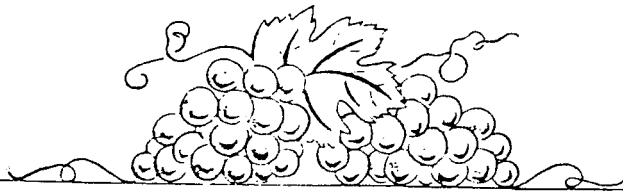
By districts, production in 1947 followed the same pattern as did inventory, with the Fresno district producing 47,182,000 gallons, the San Joaquin district producing 31,478,000 gallons, Napa-Sonoma district producing 14,861,000 gallons, Southern California producing 6,427,000 gallons, and Santa Clara-San Francisco district producing 4,067,000 gallons.

Of the state's entire production, 75.6% was achieved in the central California region, as compared with 77.8% in 1946.

By counties, the leading five counties in total production in the state and their production figures are: (1) Fresno—28,302,000 gallons, (2) San Joaquin—22,156,000 gallons, (3) Tulare—8,264,000 gallons, (4) Sonoma—7,066,000 gallons, and (5) Stanislaus—6,351,000 gallons. Only change in county position since 1946 was that Stanislaus replacing San Bernardino in fifth place.

By types, most red table wines were produced in the Napa-Sonoma district, with Sonoma county leading all other counties in the state; most white table wines were produced in the Fresno area, with Fresno county leading all others; total table wine production honors were taken by the Napa-Sonoma district, with Sonoma county leading all others; most dessert wines were produced in the Fresno area, with Fresno county garnering top honors. Only change in standings from 1946 was the overhauling of San Joaquin county from Fresno county in white wine production.

409RC



CALIFORNIA GRAPE CRUSH

STATE TOTALS

| | |
|-------------------------|----------------|
| State Total, 1948 | 1,386,283 tons |
| State Total, 1947 | 965,956 tons |

BY DISTRICT AND COUNTY

| | |
|--|--------------|
| District 1 (Los Angeles, San Bernardino, San Diego) | |
| Total, 1948 | 75,571 tons |
| Total, 1947 | 56,634 tons |
| * * * | |
| District 2 (Fresno, Kern, Madera, Tulare) | |
| Total, 1948 | 746,990 tons |
| Total, 1947 | 477,979 tons |
| * * * | |
| District 3 (Sacramento, San Joaquin, Stanislaus) | |
| Total, 1948 | 415,758 tons |
| Total, 1947 | 317,704 tons |
| * * * | |
| District 4 (Mendocino, Napa, Sonoma) | |
| Total, 1948 | 116,121 tons |
| Total, 1947 | 86,522 tons |
| * * * | |
| District 5 (Alameda, Contra Costa, San Francisco, Santa Clara) | |
| Total, 1948 | 31,843 tons |
| Total, 1947 | 27,117 tons |

July 1 - December 31. Includes fresh grapes crushed for both wine and brandy. Raisins and other fruit not included.

HIGHLIGHTING the 1948 GRAPE CRUSH PICTURE

PERHAPS the most noticeable feature, if you term it that, was the heavy California grape crush for 1948—1,386,283 tons, utilizing approximately 50 per cent of the total California grape crop, last estimated at 2,813,000 tons . . . This year's crush was 43½ per cent over that of 1947 and was only exceeded by the year 1946, when California bonded wineries and distilleries crushed 1,651,926 tons . . . Again, District No. 2, Counties of Fresno, Kern, Madera, and Tulare, was responsible for the most im-

portant gain, 269,000 tons over 1947 . . . Every District's crush exceeded that of last year—District No. 1 by nearly 19,000, District No. 3 by 98,000 tons, District No. 4 by 29,000 tons and District No. 5 by 1,500 tons . . . The 1948 crush consisted of 517,305 tons of wine variety grapes, 334,369 tons of table varieties and 534,609 tons of raisin varieties . . . Wineries in Fresno County crushed over 450,000 tons and San Joaquin County, 316,000 tons—over 50 per cent of the State's total.

I have not attempted to examine every wine book published since 1950 or go through every magazine wine column which mentions wine districts of California. A majority, however, I believe follow the five district version set up by the wine economists or adopt the eight district version of the Wine Institute's booklet. Many writers do not mention the phrase "North Coast" at all, of course. But when the word "north" appears and these wine counties are "north" of San Francisco, one has to be speaking of the North Coast.

Occasionally writers have reverted back to the concept of the North Coast of the early part of this century. Ruth Ellen Church's 1963 The American Guide To Wine, does that. But the same year, Myra Waldo's The Pleasures of Wine virtually adopted the Wine Institute booklet text and geographic boundaries.

By the mid-1970s, I believe Terry Robard's book is rather typical of how wine writers viewed this geography question. In his 1975 New York Times Book of Wine, he does not devote any space per se to an explanation of the phrase "North Coast" but this is what he says on Page 273, under "Mendocino. Mendocino County is the northernmost wine district of California in the United States and is the third of the important North Coast counties (Napa, Sonoma and Mendocino)." (underlining added.) On Page 381, under "Sonoma", the text reads: "Sonoma County. An important member of the triumvirate that makes up the North Coast counties of California in the United States (Napa, Sonoma and Mendocino)."

I think you can guess how the text reads on Page 294 for Napa County.

Finally, public attitudes and concepts are formed over a long period of time!!! The wine industry is painfully aware of this fact. We have produced wines of consummate quality, equal to any in Europe, for many, many decades--especially here on the North Coast. But the American public did not wake up to this fact it seems, until about ten years ago, hence the wine boom of the 1970s.

The concept of what is, or is not a "North Coast" viticulture region, of what is, or is not a "North Coast" wine, has been an evolutionary matter, narrowed and refined over a period of just under a century. I think the public's concept of it, in the 1980s, is rather clear.

Ladies and gentlemen, I hope that the historic^{al} overview presented here today will be helpful in making your final decision. I feel privileged to have participated in this history making event.

Thank you.

Appendix IV. Explanation of Purpose of California
North Coast Grape Growers

**California North Coast
Grape Growers**

*An Association of
Premium Wine Grape Growers
in Napa, Sonoma and Mendocino*

**The
First**

•

**The
Largest**

•

**The
Strongest**





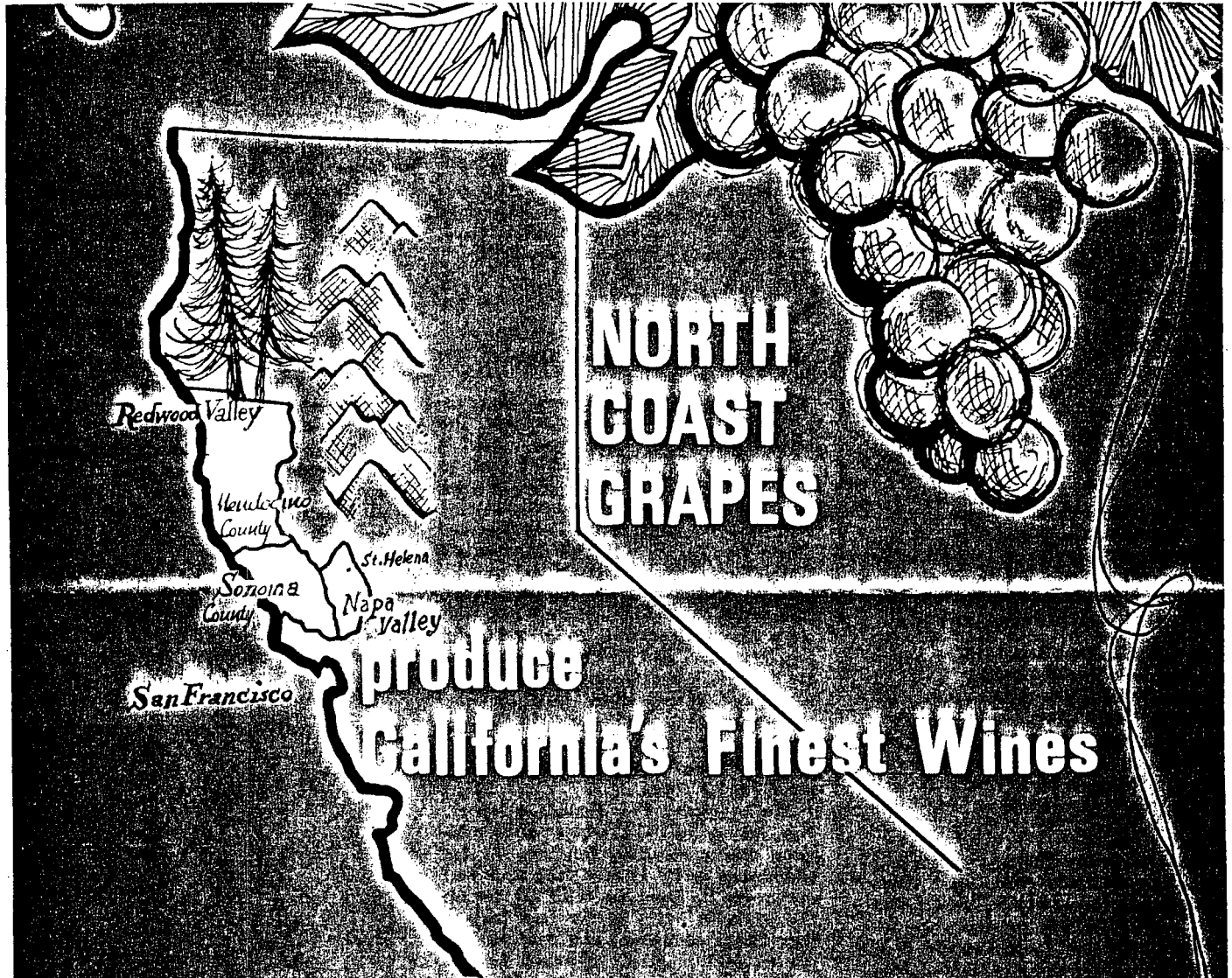
NORTH
COAST
GRAPE

PRODUCE
California's Finest Wines

**CONSUMERS KNOW
AND WILL ACCEPT
NO SUBSTITUTE**

CALIFORNIA NORTH COAST GRAPE GROWERS
(AN ASSOCIATION OF GROWERS)
UKIAH, CALIFORNIA

Wines & Vines, October, 1976



The NORTH COAST WINE FOUNDATION salutes the following wineries who won awards for excellence at Los Angeles County Fair

BURGESS CELLARS

- Gold—Cabernet Sauvignon
- Silver—Petite Sirah
- Bronze—Chenin Blanc, Dry

CHATEAU ST. JEAN

- Gold—Pinot Blanc; White Riesling
- Bronze—Sauvignon Blanc, Dry

CRESTA BLANCA WINERY

- Gold—Burgundy; Zinfandel
- Silver—Sweet Sherry; Brandy
- Silver—Muscat Canelli
- Bronze—Dry Sherry

DAVIS BYNUM

- Silver—Charbono
- Bronze—Pinot Noir; Sherry, Flor
- Dry

DRY CREEK VINEYARDS

- Gold—Chenin Blanc, Dry
- Chardonnay
- Silver—Petite Sirah; Sauvignon
- Blanc, Dry
- Bronze—Zinfandel

EDMEADES VINEYARDS

- Bronze—Dry Red

FETZER VINEYARDS

- Gold—Carignane; Petite Sirah
- Zinfandel
- Silver—Cabernet Sauvignon
- Pinot Noir

FOPPIANO WINE COMPANY

- Gold—Pinot Noir

FRANCISCAN VINEYARDS

- Gold—Burgundy
- Bronze—Cabernet Sauvignon
- Gamay; White Riesling

FREEMARK ABBEY WINERY

- Gold—Chardonnay

GEYSER PEAK WINERY

- Silver—Zinfandel

GRAND CRU VINEYARDS

- Gold—Zinfandel

GUNDLACH BUNDSCHU WINERY

- Bronze—Sylvaner, Sweet

HANNS KORNELL

CHAMPAGNE CELLARS

- Gold—Sehr Trocken Champagne
- Silver—Demi Sec Champagne
- Muscat Alexandria Champagne
- Bronze—Brut Champagne; Extra
- Dry Champagne; Pink
- Champagne; Sparkling
- Burgundy

JOHNSON'S ALEXANDER

VALLEY WINES

- Silver—Chenin Blanc, Dry

KENWOOD VINEYARDS

- Silver—Zinfandel

F. KORBEL & BROS.

- Silver—White Riesling
- Bronze—Rosé; Chablis

PARDUCCI WINE CELLARS

- Gold—Burgundy; Petite Sirah
- Chardonnay

J. PEDRONCELLI WINERY

- Silver—French Colombard
- Sauvignon Blanc, Sweet; White
- Table, Sweet
- Bronze—Cabernet Sauvignon
- Gamay Beaujolais; Tawny Port
- Sylvaner

POPE VALLEY WINERY

- Silver—Cabernet Sauvignon

SEBASTIANI VINEYARDS

- Gold—Barbera; Chianti Red
- Gamay Beaujolais; Zinfandel
- White Riesling; Sweet Vermouth
- Silver—Chablis; Chardonnay
- Dry Vermouth
- Bronze—Burgundy; Rosé, Sweet

SIMI WINERY

- Gold—Gamay Beaujolais
- Zinfandel
- Silver—White Riesling

SONOMA VINEYARDS

- Gold—Ruby Cabernet; Rose
- Chardonnay
- Silver—Zinfandel; Chenin Blanc
- Sweet; Brut Cuvee Champagne
- Bronze—Cabernet Sauvignon
- Grey Riesling

STERLING VINEYARDS

- Gold—Merlot; Dry Red
- Chardonnay
- Silver—Cabernet Sauvignon
- Bronze—Dry White

STONEGATE WINERY

- Bronze—Pinot Noir

SUTTER HOME WINERY

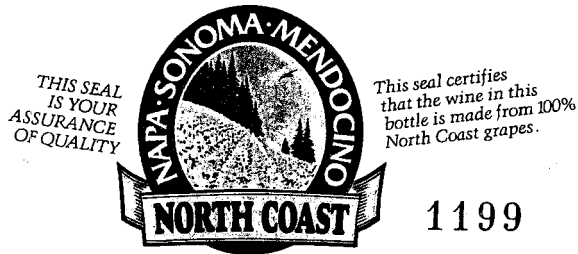
- Gold—Zinfandel

TRENTADUE WINERY

- Gold—Gamay
- Silver—Merlot; French Colombard
- Bronze—Zinfandel

VEEDERCREST VINEYARDS

- Gold—Cabernet Sauvignon
- Silver—Merlot; White Riesling
- Bronze—Petite Sirah



1199

ARTICLES OF INCORPORATION
OF
NORTH COAST WINE FOUNDATION

752223

**ENDORSED
FILED**
In the office of the Secretary of State
of the State of California
AUG 14 1975
MARCH FONG EU, Secretary of State
Myrtle P. Reintama
Deputy

ARTICLE ONE: NAME

The name of this corporation is: NORTH COAST WINE FOUNDATION.

ARTICLE TWO: PURPOSES

The purposes for which this corporation is formed are:

(a) The specific and primary purposes are to improve the quality of products of the vineyard industry of Napa, Sonoma and Mendocino Counties, otherwise known as the North Coast Counties of California, and the wine industry generally, by establishing standards of quality and disseminating technical information within these industries and conducting a program of testing and certification, which will protect and benefit consumers by guaranteeing that certified wines exhibit the characteristics, qualities and traits inherent exclusively in grapes grown in the Napa, Sonoma and Mendocino Counties of California.

(b) The general purposes and powers are:

(1) To develop, formulate, establish, maintain and improve standards of quality within the North Coast vineyard and wine industries and to assure that certain wines will exhibit the unique qualities inherent in grapes grown in Napa, Sonoma and Mendocino Counties of California.

(2) To develop, conduct, sponsor and maintain a continuing program of testing that will identify those wines meeting the standards of quality established by this corporation.

(3) To certify wines that meet standards established by this Corporation, and through the use of a Seal of Certification thereby assure the consumer that the contents of a bottle of wine are as indicated on its label.

(4) To provide research and education programs that will enhance consumer interest and confidence in the products certified by this corporation and the standard of quality that this certification represents.

(5) To act as a clearing house and information center for North Coast grape growers and vintners generally and all other interested parties on all technical matters affecting these industries.

Notwithstanding any of the above statements of purposes and powers, this corporation shall not engage in activities that in themselves are not in furtherance of the purposes set forth in paragraph (a) of this Article Two, and nothing contained in the foregoing statement of purposes shall be construed to authorize this corporation to carry on any activity for the profit of its members, or to distribute any gains, profits, or dividends to any of its members as such.

All income derived from operations of this corporation shall be used to develop, establish and maintain activities as defined and shall be consistent with the purposes for which this corporation is formed. No income shall inure to the individual benefit of any director or member.

ARTICLE THREE: AUTHORITY FOR ORGANIZATION

This corporation is organized under the General Nonprofit Corporation Law of the State of California and for nonprofit purposes.



Appendix VII. B.A.T.F. Directives

VII-A.

DEPARTMENT OF THE TREASURY
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
WASHINGTON, D.C. 20226

OCT 16 1974

REFER TO
R:T:C:RLP

AIR MAIL

Mr. Malcolm King
California North Coast Grape Growers Association
P. O. Box 205
Ukiah, California 95482

Dear Mr. King:

This is written in further response to your letter of June 26, 1974, with regard to the appellation of origin "North Coast".

This is to advise you that the Bureau now takes the position that "North Coast Counties" or "North Coast", when used as an appellation of origin on wine labels, is restricted to mean the three California counties of Napa, Sonoma and Mendocino.

Sincerely yours,

Lawrence S. Carlson
Assistant Director, Regulatory Enforcement

OFFICE OF
THE DIRECTORDEPARTMENT OF THE TREASURY
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
WASHINGTON, D.C. 20226

AUG 4 1975

AIR MAIL

Mr. Malcolm King, President
California North Coast Grape
Growers Association
P. O. Box 205
Ukiah, California 95482

Dear Mr. King:

As you were advised in our letter of February 20, 1975, the Bureau has been restudying its position with regard to appellations of origin. The task force assigned to the project has concluded that a change in regulation to define the terms "appellation of origin" and "viticultural area" would be necessary.

Enclosed is a copy of the notice of proposed rule making which was published in the Federal Register of July 17, 1975. We are looking forward to receiving your comments.

Pending the resolution of the question, the appellations of origin "North Coast Counties" and "North Coast" will be acceptable as meaning the three California counties of Napa, Sonoma and Mendocino, as stated in our letter dated October 16, 1975.

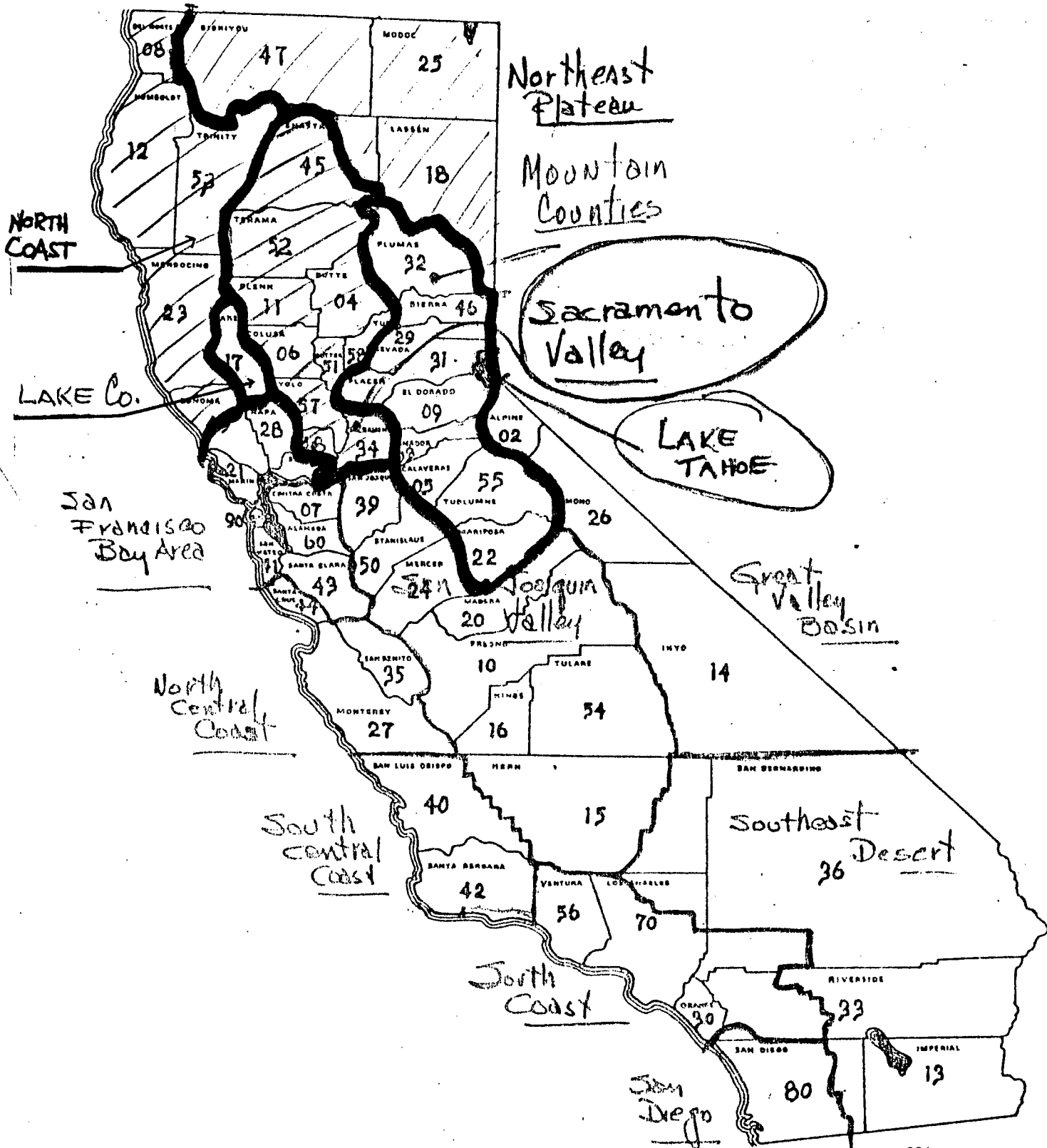
Sincerely yours,

Rex D. Davis
Director

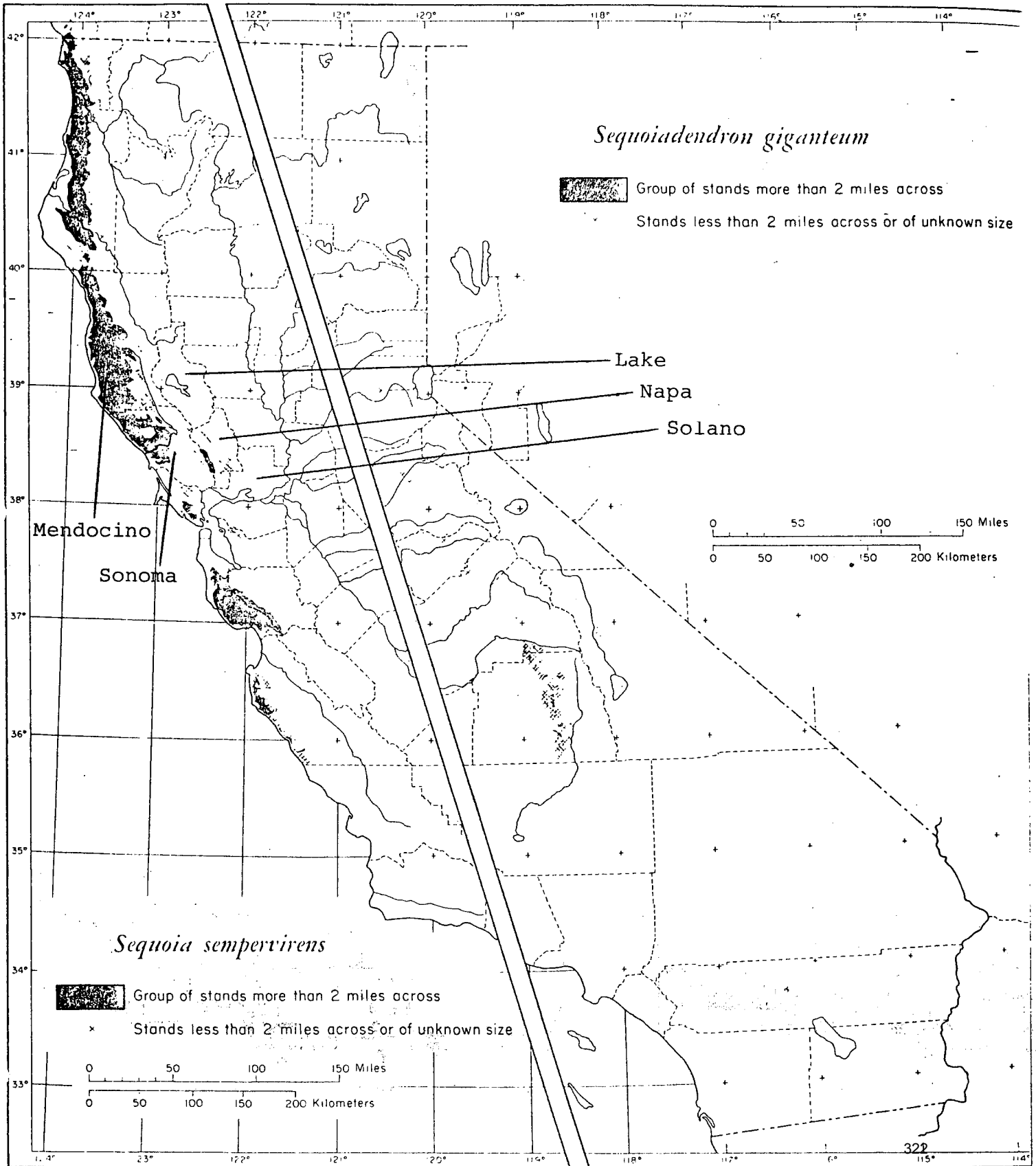
Enclosure

Appendix VIII. Hubbard Northern California Relief Map
(forwarded to Mr. Thomas Minton)

Appendix IX. California Air Pollution Control Districts
Ukiah District Office, February 9, 1980



Appendix X. Natural Stands of Redwood Trees in California, Griffin, James, The Distribution of Forest Trees in California, Berkeley, 1972



Appendix XI. Mendocino-Lake Pricing District Split

STATE OF CALIFORNIA

EDMUND G. BROWN JR., Governor

DEPARTMENT OF FOOD AND AGRICULTURE

1220 N Street
Sacramento
95814



July 23, 1979

TO THE PERSON ADDRESSED

As a result of the public hearing held in Sacramento on May 31, 1979, Director Rominger has approved regulations which expand the grape crush reporting districts from 11 to 16. The regulations will become part of the Administrative Code on August 12, 1979.

Beginning with the 1979 crop, each processor will be required to report his grape crush data using these new districts. For your information, the regulations describing the new districts are printed on the reverse side of this letter. As you will note, the districts are identified by number only. Please retain these regulations for future reference.

If you have any questions concerning these districts, please call Gordon Heltzel, (916) 445-5721.

Sincerely

A handwritten signature in cursive script that reads "Jed A. Adams".

Jed A. Adams, Assistant Director
for Marketing Services

REGULATIONS OF THE DIRECTOR OF FOOD AND AGRICULTURE
 Pertaining to Grape Pricing Districts
 Effective August 12, 1979

California Administrative Code

Title 3

Chapter 3

Subchapter 2. Grape Crush Reporting

Article 1. Reports by Grape Processors

1700. Grape Pricing Districts. Every processor who crushes grapes in California shall report the information required by Section 55601.5 of the Food and Agricultural Code to the Director, for each grape pricing district, as follows:

- District 1 - Mendocino County
- District 2 - Lake County
- District 3 - Sonoma and Marin Counties
- District 4 - Napa County
- District 5 - Solano County
- District 6 - Alameda, Contra Costa, Santa Clara, San Francisco, San Mateo, and Santa Cruz Counties
- District 7 - Monterey and San Benito Counties
- District 8 - San Luis Obispo, Santa Barbara and Ventura Counties
- District 9 - Del Norte, Siskiyou, Modoc, Humboldt, Trinity, Shasta, Lassen, Tehama, Plumas, Glenn, Butte, Colusa, Sutter, Yuba, Sierra, Yolo and Sacramento Counties
- District 10 - Nevada, Placer, El Dorado, Amador, Calaveras, Tuolumne and Mariposa Counties
- District 11 - San Joaquin County north of State Highway 4
- District 12 - San Joaquin County south of State Highway 4; Stanislaus and Merced Counties
- District 13 - Madera, Fresno, Alpine, Mono, Inyo Counties; and Kings and Tulare Counties north of Nevada Avenue (Avenue 192)
- District 14 - Kings and Tulare Counties south of Nevada Avenue (Avenue 192); and Kern County
- District 15 - Los Angeles and San Bernardino Counties
- District 16 - Orange, Riverside, San Diego and Imperial Counties

NOTE: Authority: Section 407 of the Food and Agricultural Code

Reference: Section 55601.5 of the Food and Agricultural Code

Final Grape Crush Report, 1979 Crop, March 10, 1980
California Department of Food and Agriculture

