

Received
8/7/84
R. Johnson

(1)



Paul Masson Vineyards

P.O. Box 1852 Saratoga, CA 95070 Telephone (408) 257-7800

August 1, 1984

Chief
FAA
Wine and Beer Branch
Bureau of Alcohol, Tobacco and Firearms
P.O. Box 385
Washington, DC 20044-0385

Dear Sir:

With reference to Notice No 532, Federal Register, Vol. 49, No. 134, we wish to support the petition to establish a "Central Coast" viticultural area.

1) We believe that the proposed boundaries are reasonable and appropriate and that they define a homogeneous climatic zone whose principal characteristic is the marine influence.

2) We believe that the approved viticultural areas (Chalone; Monterey; Paso Robles; etc.) and proposed viticultural areas (San Lucas; King City) which are included within the proposed boundaries of the Central Coast viticultural area represent climatic variations and microclimates within a larger region of marine climate influence, which are consistent with the grapegrowing conditions of the larger region.

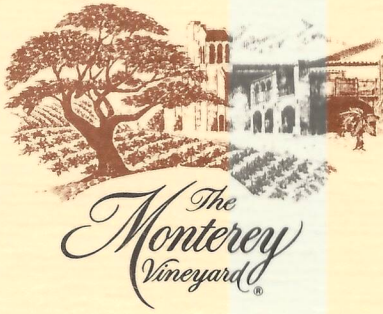
3) We believe that the name "Central Coast" is established to a significant degree with the wine-consuming public and generally communicates the California coastal wine growing region south of the city of San Francisco and north of Los Angeles. Therefore we believe that the name is appropriate for the proposed viticultural area.

Based on the above comments, we respectfully urge approval of the petition as submitted to establish a "Central Coast" viticultural area.

Sincerely,

Jan A. Wells
Vice President
Director of Public Relations

JAW/jal
cc: Mr. Morris H. Katz, President



RICHARD G. PETERSON, Ph.D.
President

800 South Alta Street • Post Office Box 780 - Gonzales, California 93926 • (408) 675-2481

RECEIVED
8/27/84
Rimstrom

August 16, 1984

Chief
FAA, Wine and Beer Branch
Bureau of Alcohol, Tobacco and Firearms
P. O. Box 385
Washington, D.C. 20044-0385

Attention: Notice No. 532

Dear Sir:

As President of The Monterey Vineyard and Winemaster of Taylor California Cellars, Bonded Winery No. 4674, this letter will document my support for the establishment of Central Coast viticultural area as proposed in the Department of the Treasury Notice No. 532 dated July 11, 1984.

The boundaries proposed in the Notice by the Bureau of Alcohol, Tobacco and Firearms are appropriate, and satisfactorily describe the Central Coast viticultural area.

Sincerely,

R. G. Peterson, Ph.D.
Winemaster

le:8.16.3

TLX II RECV Line 1
CONNECTED 06-Sep-84 02:00 22

Received
9/6/84
H. Brown

3

BUREAU OF ALCOHOL,
TOBACCO & FIREARMS

04 SEP 6 A 2:07

COMMUNICATIONS
CENTER

ATF HQ WSH UD

WU INFOMASTER 1-000431C250 09/06/84
ICS IPMWGWF WSH
00142 09-06 0118A EDT
TWX 7108229229 ATF HQ WSH UD
1-024162I249 09/06/84
TLX GO INC WHT DLY PD
01 DLY WHITTIER CA 06-SEP-84
PMS CHIEF, WINE AND BEER BRANCH
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
P.O. BOX 385
WASHINGTON, DC 20044-0385

ATTN; NOTICE NO 532

RE: ESTABLISHMENT OF VITICULTURAL AREA; CENTRAL COAST, CA

THIS IS A REQUEST FOR AN AMENDMENT OF THE SUBJECT VITICULTURAL AREA BOUNDARIES. THE CHANGE IS SMALL AND TO INCLUDE A PORTION OF SOUTH SANTA CLARA COUNTY, CALIFORNIA, WHERE OUR VINEYARD AND WINERY ARE LOCATED. THE ACTUAL LOCATION OF THE VINEYARD IS 4005 HECKER PASS HIGHWAY, GILROY, CA. PHYSICALLY ON A MAP THIS VINEYARD IS LOCATED BETWEEN HIGHWAY 152 ON THE SOUTH, 37 DEGREE NORTH LATITUDE ON THE NORTH, STATE HIGHWAY 68 ON THE WEST AND UVAS CREEK ON THE EAST. THIS AMENDMENT OF THE BOUNDARY FOR THE CENTRAL COAST AREA WOULD INCLUDE OUR VINEYARD AND A FEW OTHER SMALL VINEYARDS ADJACENT TO HIWAY 152

THIS PARTICULAR PART OF SANTA CLARA COUNTY IS UNIQUE IN THAT IT IS COMPLETELY AFFECTED BY COASTAL CONDITIONS, AND MAINTAINS MUCH LOWER TEMPERATURE GROWING CONDITIONS THAN MOST OF THE MAJOR PART OF THE COUNTY. EACH AFTERNOON THE MARINE AIR MOVES THRU THE SANTA CRUZ MOUNTAINS SPECIFICALLY THRU A NOTCH IN THE MOUNTAINS KNOWN HISTORICALLY AS "HECKER PASS".

THE BOUNDARY AMENDMENT IS SMALL AND ACTUALLY WILL MAKE THE TOTAL DEFINED BOUNDARY ON THE NORTH MUCH SIMPLER THAN AS CURRENTLY STATED. THE POINT OF ORIGIN WOULD REMAIN THE SAME AS WOULD (2) OF THE BOUNDARY DESCRIPTION. WE WOULD CHANGE (3) TO READ AS FOLLOWS: THE BOUNDARY FOLLOWS THE SANTA CRUZ-SANTA CLARA COUNTY LINE NORTHERLY TO THE 37 DEGREE NORTH LATITUDE PARALLEL. (4) THE BOUNDARY FOLLOWS THE 37 DEGREE NORTH LATITUDE PARALLEL EAST TO THE RANGE LINE DIVIDING RANGE 5 EAST FROM RANGE 6 EAST.

NOTE THAT PARAGRAPH 4, 5, 6, AND 7 WOULD BE ELIMINATED AND THE PARA. 4 FROM ABOVE WOULD PROVIDE THE TRANSITION TO FILL IN THE COMPLETE DESCRIPTION.

THIS AMENDMENT HAS BEEN DISCUSSED WITH TAYLOR CALIFORNIA CELLARS WHO FILED THE ORIGINAL APPLICATION AND THEY ARE IN ACCORDANCE WITH OUR REQUEST. WE HAVE ALSO CONTACTED OTHER GROWERS AND VINTNERS IN THE MONTEREY COUNTY AREA AND FIND THEM TO ALSO BE IN FAVOR OF THIS AMENDMENT. BY A COPY OF THIS TELEGRAM TO TAYLOR CALIFORNIA CELLARS WE ARE KEEPING THEM INFORMED. WE HAVE ALSO BEEN ADVISED BY THE OTHER VINTNERS AND GROWERS THAT THEY WOULD PROVIDE WRITTEN RECOMMENDATIONS ON OUR BEHALF.

IF YOU NEED FURTHER INFORMATION YOU MAY REACH ME AT:
SARAH'S VINEYARD
4005 HECKER PASS HIGHWAY,
GILROY, CA 95020

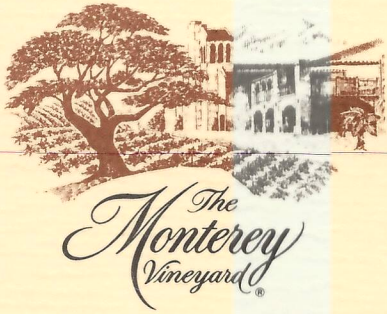
TELEPHONE 408 842 4278.

THANK YOU FOR YOUR CONSIDERATION.

SINCERELY,

JOHN OTTEMAN

CC: TAYLOR CALIFORNIA CELLARS. ATTN RICHARD A. PETERSEN



800 South Alta Street • Post Office Box 780 - Gonzales, California 93926 • (408) 675-2481

Received
9/10/84
Kuntzeum (4)

September 5, 1984

RICHARD G. PETERSON, Ph.D.
President

Chief, FAA
Wine and Beer Branch
Bureau of Alcohol Tobacco and Firearms
P. O. Box 385
Washington, D. C. 20044-0385

Attention: NOTICE NO. 532

Dear Sir:

As President of The Monterey Vineyard and Winemaster of Taylor California Cellars, Bonded Winery No. 4674, this letter will document my support for an amendment of the northern boundary of the Central Coast viticultural area as submitted by Sarah's Vineyard. Because of the small size of the winery, we overlooked including them, although Hecker Pass is also under the marine climate influence.

Please consider their proposal.

Sincerely,

R. G. Peterson, Ph.D.
Winemaster

le:9.5.2
cc: John Otteman
Sarah's Vineyard

Sarah's Vineyard

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

October 31, 1984

Attn: Notice No 532
Mr. John Linthicum

Dear Mr. Linthicum,

Enclosed with this letter are two maps on which I have drawn red lines to outline the boundary of the proposed revised Central Coast Area. I think that I have now digested it to the simplest possible description while including the "microclimatic area" that is truly affected.

The description could now read as follows: North following the Santa Cruz/Santa Clara County line to the intersection with Hiway 152, then in an Easterly direction until highway 152 intersects with the 400 ft elevation near Bodfish Creek. Then in a northeasterly direction until the 400 ft elevation is adjacent to Watsonville Road (Hiway G8) following northerly on G8 until it intersects with Uvas Creek then southeasterly until Uvas Creek intersects with Hiway 152. Then easterly on Hiway 152 until the intersection with the earlier boundary description.

This area is truly that affected by the marine environment by marine air movement on an almost daily basis thru "Hecker Pass" from the Coast. There are mountains and hills almost completely enclosing the area described and the phenoma that occurs is on a typical summer day the air temperature may be 90F, the marine air starts moving in on a normal day at about 1:00 PM cooling this area by 6:00 PM to about 65F. In the town of Gilroy 3 miles away at 6:00PM the air temperature may still be 80-85F and the same in the adjacent Uvas Valley to the North.

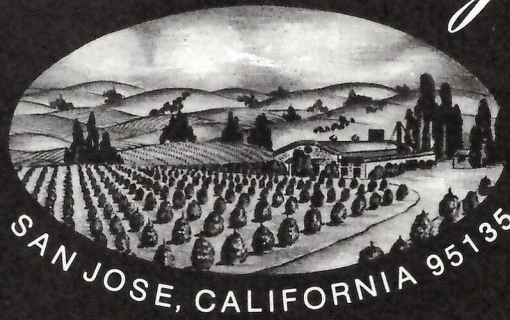
I hope this is all you need. If not, please let me hear from you.

Sincerely,



John Otteman

Mirassou Vineyards



VINEYARDS

3000 ABORN ROAD

WINERY

274-3000

November 26, 1984

Received
Henthorn
12/10/84

Chief
FAA
Wine & Beer Branch
Bureau of Alcohol, Tobacco & Firearms
P.O. Box 385
Washington, D.C. 20044-0385

Dear Sir: re: Notice no. 532

Mirassou Vineyards, an interested party, hereby requests to make comment to the proposed rulemaking of provision 27 CFR part 9, notice number 532 on the establishment of an American Viticultural area to be designated "Central Coast."

We established our Mirassou Central Coast Cabernet Sauvignon in August of 1982 and produce approximately 150 tons of cabernet grapes from our acreage here in San Jose. We currently have a blend which consists of 54% Santa Clara, 31% San Luis Obispo and 15% Monterey and sell approximately \$400,000.00 dollars a year.

We assumed that our locale which is San Jose, California, which is in Santa Clara County was included in the boundaries of the proposed "Central Coast" viticultural area. Our premature summation was made, due to our name "Mirassou Vineyards" and our geographic area, Santa Clara, being identified in many books, magazines, the Federal-State Market News and the California Alcoholic Beverage Law, section 25236 as "Central Coast." Unfortunately, our assumptions were incorrect and we discovered our oversight past the comment period of September 10, 1984.

We respectfully request your consideration on this comment and the attached list of information pertaining to the proposed area.

November 26, 1984

The following information is submitted in support of this comment:

1. In numerous local and nationally reference works, trade books and text books, the area specifically referred to herein is mentioned in length. 1,2,3,4,5,6,7,8

2. Historical evidence of Santa Clara County;

Vineyards planted at two missions in Santa Clara Valley,⁹
1777- Mission Santa Clara de Asis Founded; ¹⁰
1797- Mission San Jose founded;⁹
1802- Mission Santa Clara produces it's first wine;¹¹
1852- Santa Clara County reported to have 16,000 vines under cultivation;¹²
1852- New Almaden Vineyard established, farming 350 acre tract and expanded the vineyard to 17,000 vines by 1858;¹³
1859- Pierre Pellier starts 640 acres of vineyards in evergreen area.³

3. Current Evidence of Santa Clara County;

Statistics supplied by the U.S. Department of Agriculture on May 2, 1983 indicates total grape acreage in this area as follows:¹⁵

Santa Clara County	1,458 acres
--------------------	-------------

4. Climate;

The climate region into which grape-producing areas of California have been divided is a basic advance in the development of variety-climatic relationships. The figures for heat summation in Regions I, II and III provide a valuable indicator of the quality level of the wines of the premium varieties produced on the coastal areas of California.

The proposed Central Coast Viticultural area is comprised of regions I, II and III. Based upon the heat summation method devised by Professors Amerine & Winkler, (summation of degree-days above 58 F, for the period April to October 31), the area known as San Jose, Santa Clara and Santa Clara County is predominately classified as Region II. ¹⁴

November 26, 1984

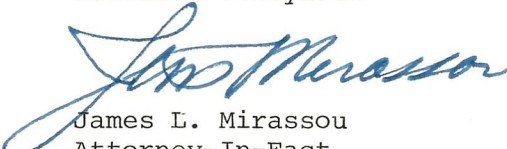
We have attached a description of boundaries and a copy of the San Jose, California U.S.G.S. map and the Santa Clara County map with the boundaries of the proposed Central Coast viticultural area prominently marked on pages 5, 6 and 7.

Our primary concern is that the proposed boundaries include our area known as Evergreen, which is in the city of San Jose. However, we would not be opposed to the illustrated map of Central Coastal Counties by Patrick W. Fegan in his writing of "Vineyards and Wineries of America", shown on page 11.

We apologize for our late comments and respectfully request your consideration. If there are any questions or suggestions regarding this comment, please contact me and I will assist in any way possible.

Respectfully,

Mirassou Vineyards



James L. Mirassou
Attorney-In-Fact

JLM/js

FOOTNOTES *

1. Balzer, Rober L., Wines of California, Harry N. Abrams, Inc., New York. 1978.
2. Fegan, Patrick W., Vineyards and Wineries of America, the Stephen Greene Press, Brattleboro, Vermont, 1982.
3. Adams, Leon D., The Wines Of America, 2nd Edition, McGraw-Hill, California, 1978.
4. Olken, Charles E., Earl Singer, The Connoisseur's Handbook of California Wines, Alfred A.Knopf, New York, 1981.
5. Sunset Books, California Wine Country Lane Publishing Co., California 1975.
6. The Wine Spectator, Wine Maps, M. Shanken Communications, Inc., 1984.
7. California Market Report, Federal-State Market News, California, 1984.
8. Central Coast Report, central coast food service & lodging, California, Nov., 1984.
9. Bancroft, Hubert Howe, History of California, A.L. Bancroft Co., San Francisco, Ca. 1884.
10. Bancroft, Hubert Howe, History of California, A.L. Bancroft Co., San Francisco, Ca., 1884.
11. Legget, Herbert B., Early History of Wine Production in California, University of California, Berkley, 1939.
12. Inventory of the County Archives of California, No. 44, Santa Clara County, op.cit., San Francisco, Ca., 1939.
13. Star, Kevin, Americans and the California Dream, Oxford, 1973.
14. Winkler, A.J., J.A. Cook, W.M. Kliewer, L.A. Lider, General Viticulture, revised & enlarged edition, University of California press, Berkley, Los Angeles, London, 1974.
15. California Crop & Livestock Reporting Service, California Grape Acreage, U.S. Department of Agriculture, Sacramento, Ca., May 2, 1983.

* Copies of various articles mentioned above are attached for further reference.

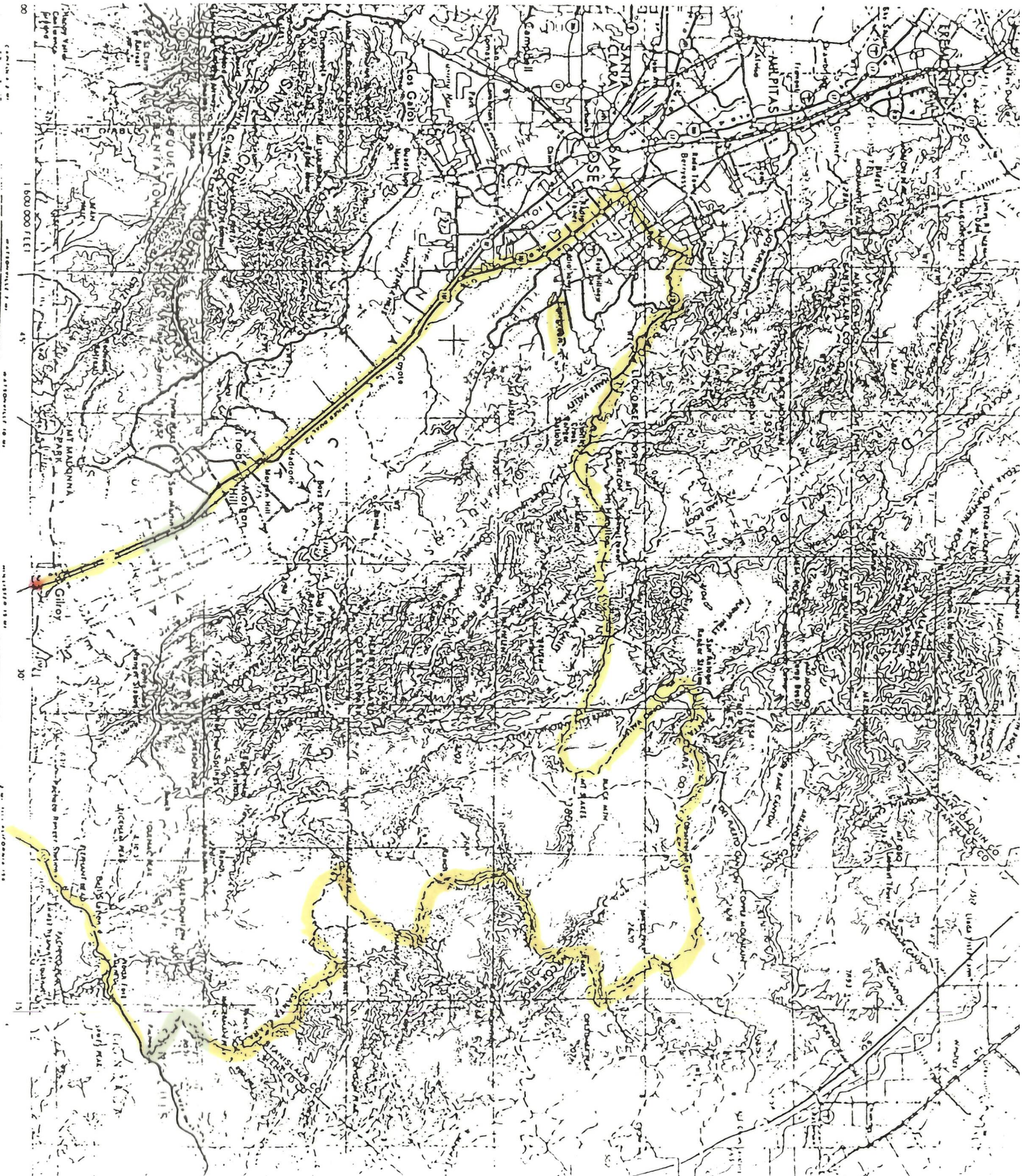
November 26, 1984

BOUNDARY DESCRIPTION

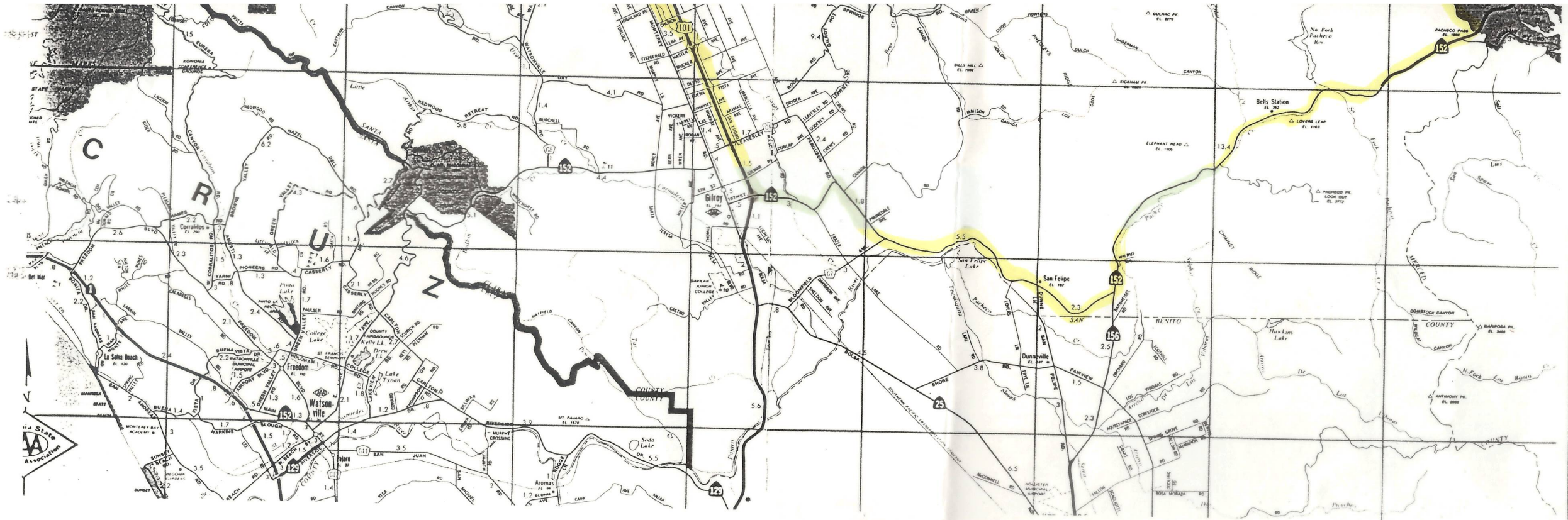
Beginning at the intersection of Highway 101 and Highway 152, proceed;

- 1) Northwesterly on Highway 101; thence
- 2) To the junction of Highway 680 and Highway 101; thence
- 3) Northeasterly on Highway 680 until it intersects on to Highway 130; thence
- 4) Northeasterly on Highway 130 for 2.1 miles where it intersects with Mt. Hamilton Road; thence
- 5) Easterly on Mt. Hamilton Road which then becomes San Antonio Valley Road to where it intersects with Del Puerto Road; thence
- 6) Easterly on Del Puerto Road for approximately 2 miles to where it intersects with the Stanislaus and Santa Clara County boundary; thence
- 7) Southerly along the Stanislaus and Santa Clara County Boundary until it intersects with Highway 152; thence
- 8) Westerly on Highway 152 until it intersects with Highway 101 to the POINT OF BEGINNING.

U.S.G.S. MAP







Mirassou

California
Cabernet Sauvignon
Central Coast
Cuvée

PRODUCED AND BOTTLED BY MIRASSOU VINEYARDS
SAN JOSE, CALIFORNIA, B.W. #4255, EST. 1854
ALCOHOL 12.5% BY VOLUME

Non-Vintage Label

Mirassou

1981
California
Cabernet Sauvignon
Central Coast
Cuvée

PRODUCED AND BOTTLED BY MIRASSOU VINEYARDS
SAN JOSE, CALIFORNIA, B.W. #4255, EST. 1854
ALCOHOL 12.0% BY VOLUME

Vintage Label

Cabernet Sauvignon Central Coast Cuvée

Our Central Coast Cuvée affirms the adage "the whole is greater than the sum of the parts." Our blend is a careful composition of select lots of individual wines, each exhibiting its own unique character and style. Together they complement and balance one another, creating a single expression of achievement in winemaking.

Deep garnet in color, this wine displays layered notes of plums, cassis and oak in the nose. Rich and soft varietal flavors fill the mouth with a youthful grapiness and lingering finish. While drinking well now, this wine holds promise for the future with additional bottle age.

The 5th Generation



CS 750 ML



OFFICIAL GAZETTE TRADEMARKS
WASHINGTON, D.C.
W. 1,950

NOV 6 1984

1,304,435. *Mirassou* Sales Co., d.b.a. *Mirassou* Vineyards, San Jose, Calif. SN 450,434. Filed P.R. Oct. 31, 1983; Am. S.R. May 31, 1984.

CENTRAL COAST CUVÉE

For Wines (U.S. Cl. 47).
First use Sep. 1, 1982; in commerce Sep. 1, 1982.

TRADEMARK

Mirassou

BACK LABEL

APPLICATION FOR AND CERTIFICATION OF LABEL APPROVAL
UNDER FEDERAL ALCOHOL ADMINISTRATION ACT

(See Instruction and Conditions on Reverse)

PART I - APPLICATION

FOR ATF USE ONLY		3. THE FOLLOWING PERMITTEE APPLIES FOR A CERTIFICATE OF LABEL APPROVAL FOR AN ALCOHOLIC BEVERAGE TO BE INTRODUCED INTO COMMERCE IN CONTAINERS BEARING THE LABELS AFFIXED BELOW: Norbert C. & Edmund A. Mirassou dba Mirassou Vineyards 3000 Aborn Road San Jose, CA. 95135
DOCUMENT SERIAL NO.		
CLASS AND TYPE CODE	<i>500</i>	
1. IDENTIFICATION		
a. VENDOR CODE	5877	
b. BRAND NAME	Mirassou	
c. CLASS AND TYPE	red table wine	4. STATE ANY WORDING, EXCEPT REQUIRED INDICIA ON CONTAINER, NOT SHOWN ON LABELS (Caps, celloseals, etc. If optional, so indicate) back label optional
d. FORMULA NUMBER(S) (If any)		
e. PLANT REG. NO. OR BASIC PERMIT NO.	14-W-86	
2. APPLICANT'S SERIAL NO. (Required)	84/5	

THE APPLICANT HEREBY DECLARES, UNDER THE PENALTIES OF PERJURY, THAT TO THE BEST OF HIS KNOWLEDGE AND BELIEF ALL STATEMENTS APPEARING IN THIS APPLICATION, INCLUDING REPRESENTATIONS ON LABELS AND IN SUPPLEMENTARY DOCUMENTS, ARE TRUE AND CORRECT, AND TRULY AND CORRECTLY REPRESENT THE CONTENTS OF THE CONTAINERS TO WHICH SUCH LABELS WILL BE APPLIED.

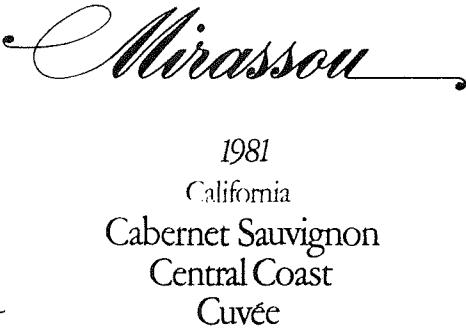
5. DATE OF APPLICATION	6. SIGNATURE OF APPLICANT OR SIGNATURE AND TITLE OF AUTHORIZED AGENT
4/13/84	<i>Joann Shank</i>
PART 2 - CERTIFICATE OF LABEL APPROVAL Joann Shank, Attorney In Fact	

THIS CERTIFICATE OF LABEL APPROVAL IS ISSUED SUBJECT TO THE FOLLOWING QUALIFICATIONS AND TO THE CONDITIONS ON THE REVERSE.

7. DATE ISSUED	8. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
APR 18 1984	<i>[Signature]</i>

FOR ATF USE ONLY
QUALIFICATIONS

AFFIX LABELS BELOW
Front label Back label




Mirassou
 1981
 California
 Cabernet Sauvignon
 Central Coast
 Cuvée

THE APPLICANT'S TITLE OF: MIRASSOU VINEYARDS
 3000 ABORN ROAD, SAN JOSE, CALIFORNIA 95135 EST 1984
 A COGNAC BY VOLUME


Cabernet Sauvignon Central Coast Cuvée
 Our Central Coast Cuvée affirms the adage "the whole is greater than the sum of the parts." Our blend is a careful composition of select lots of individual wines, each exhibiting its own unique character and style. Together they complement and balance one another, creating a single expression of achievement in winemaking.
 Deep garnet in color, this wine displays layered notes of plums, cassis and oak in the nose. Rich and soft varietal flavors fill the mouth with a youthful grapiness and lingering finish. While drinking well now, this wine holds promise for the future with additional bottle age.

The 5th Generation



CS 750 ML

858323



APPLICATION FOR AND CERTIFICATION OF LABEL APPROVAL
UNDER FEDERAL ALCOHOL ADMINISTRATION ACT

(See Instruction and Conditions on Reverse)

PART I - APPLICATION

FOR ATF USE ONLY	
DOCUMENT SERIAL NO.	
CLASS AND TYPE CODE	8001
1. IDENTIFICATION	
a. VENDOR CODE	8401
b. BRAND NAME	Mirassou
c. CLASS AND TYPE	Table red
d. FORMULA NUMBER(S) (If any)	
e. PLANT REG. NO. OR BASIC PERMIT NO.	14-W-86
2. APPLICANT'S SERIAL NO. (Required)	
82/3	

3. THE FOLLOWING PERMITTEE APPLIES FOR A CERTIFICATE OF LABEL APPROVAL FOR AN ALCOHOLIC BEVERAGE TO BE INTRODUCED INTO COMMERCE IN CONTAINERS BEARING THE LABELS AFFIXED BELOW:

**Robert C. and Edmund A. Mirassou
dba Mirassou Vineyards
3000 Aborn Road
San Jose, California 95135**

4. STATE ANY WORDING, EXCEPT REQUIRED INDICIA ON CONTAINER, NOT SHOWN ON LABELS (Caps, celloseals, etc. If optional, so indicate)

THE APPLICANT HEREBY DECLARES, UNDER THE PENALTIES OF PERJURY, THAT TO THE BEST OF HIS KNOWLEDGE AND BELIEF ALL STATEMENTS APPEARING IN THIS APPLICATION, INCLUDING REPRESENTATIONS ON LABELS AND IN SUPPLEMENTARY DOCUMENTS, ARE TRUE AND CORRECT, AND TRULY AND CORRECTLY REPRESENT THE CONTENTS OF THE CONTAINERS TO WHICH SUCH LABELS WILL BE APPLIED.

5. DATE OF APPLICATION	8/4/82	6. SIGNATURE OF APPLICANT OR SIGNATURE AND TITLE OF AUTHORIZED AGENT	<i>Stephen R. Loupa</i> Stephen R. Loupa, Attorney In Fact
------------------------	--------	--	--

THIS CERTIFICATE OF LABEL APPROVAL IS ISSUED SUBJECT TO THE FOLLOWING QUALIFICATIONS AND TO THE CONDITIONS ON THE REVERSE.

7. DATE ISSUED	AUG 09 1982	8. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS	Acting <i>Virginia E. Higgins</i> FOR ATF USE ONLY
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QUALIFICATIONS

AFFIX LABELS BELOW

FRont Label

Back Label

Mirassou

California
Cabernet Sauvignon
Central Coast
Cuvée

Cabernet Sauvignon Central Coast Cuvée
Our Central Coast Cuvée affirms the adage "the whole is greater than the sum of the parts." Our blend is a careful composition of select lots of individual wines, each exhibiting its own unique character and style. Together they complement and balance one another, creating a single expression of achievement in winemaking.

Deep garnet in color, this wine displays layered notes of plums, cassis and oak in the nose. Rich and soft varietal flavors fill the mouth with a youthful grapiness and lingering finish. While drinking well now, this wine holds promise for the future with additional bottle age.

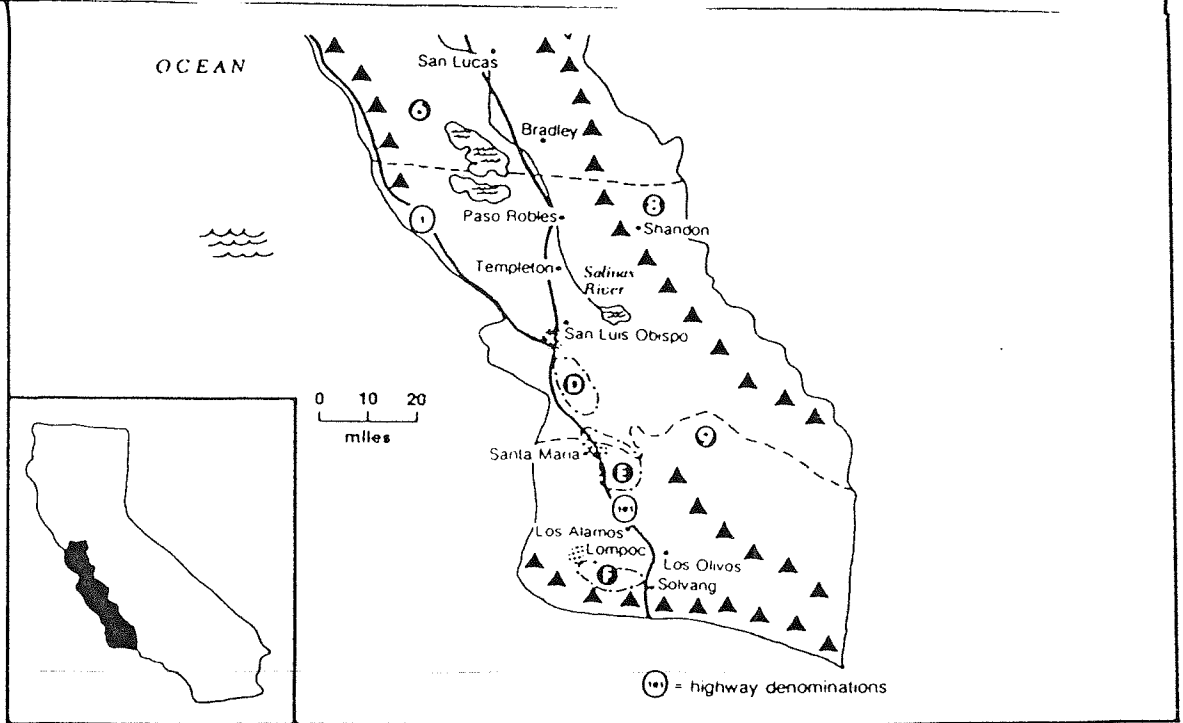
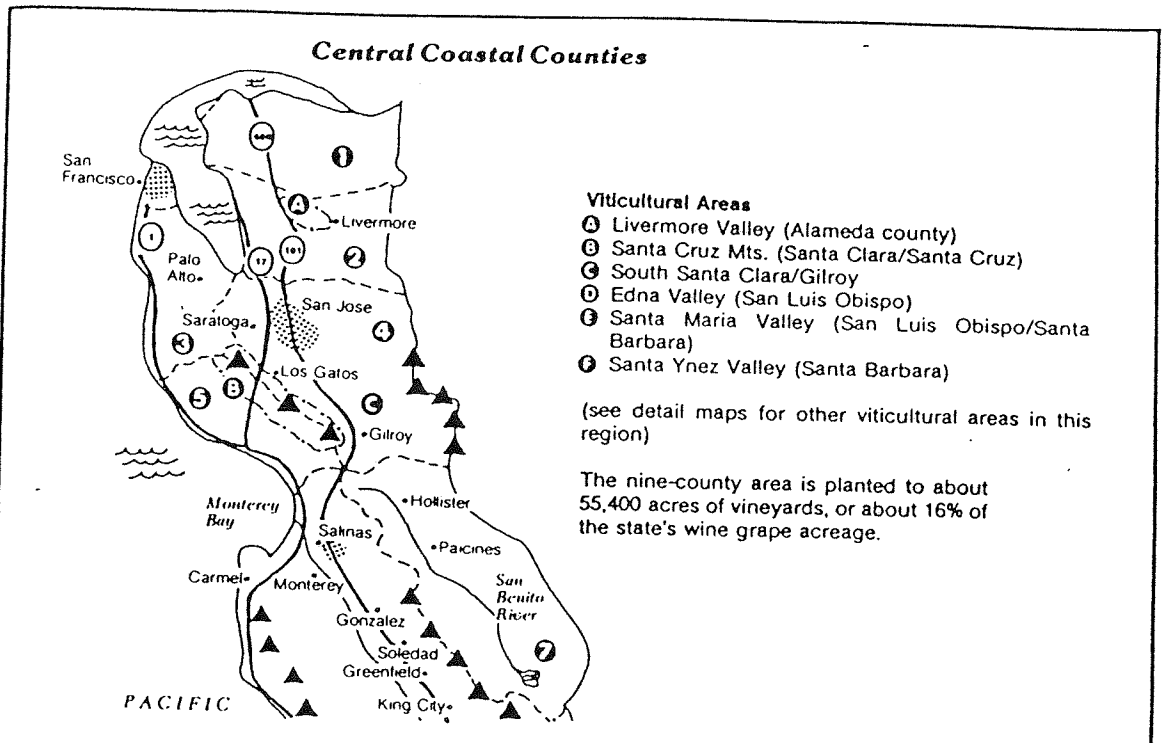
The 3rd Generation



CS 730 ML

Mirassou

FOOTPRINT AND © OF THE BY MIRASSOU VINEYARDS
SAN JOSE, CALIFORNIA 95135 EST. 1984
ALCOHOL 12% BY VOLUME



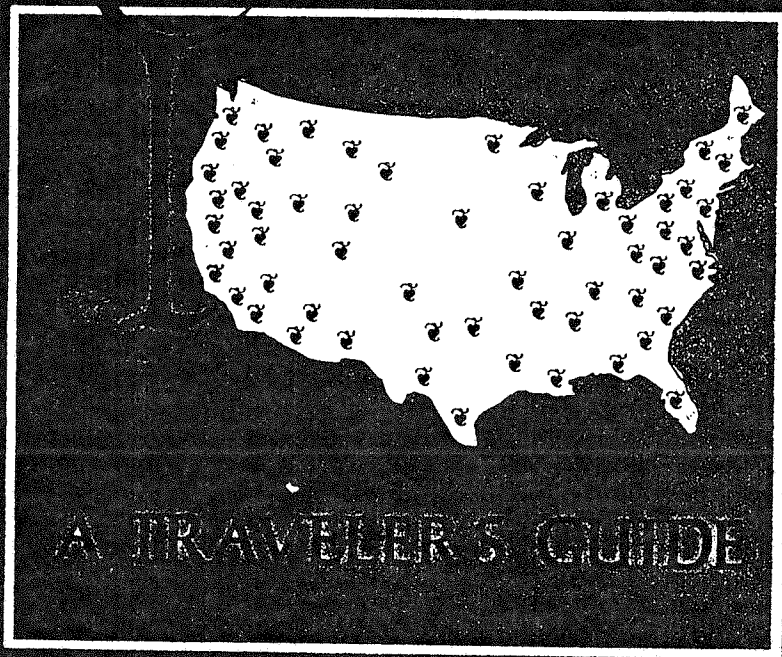
November 26, 1984

Page 12

THE ATTACHED PROCEEDING PAGES ARE COPIES OF VARIOUS
ARTICLES MENTIONED IN THIS REPORT AND ARE FOR FURTHER
REFERENCE.

2

*Continental
America*



A TRAVELLER'S GUIDE

BY PATRICK W. HIGGINS

The Central Coastal Counties

GROWTH IN THIS SPRAWLING NINE-COUNTY REGION HAS BEEN ENORMOUS. Its rate of grape planting has more than doubled that of Napa and others. In 1965, when urban development around the Bay Area was threatening vineyard areas, and some University of California professors saw the possibilities of "going south" with plantings, the total acreage was less than 10,000. Today the region boasts over 50,000 acres of wine grapes, more than half of which is devoted to the six noble varieties: Cabernet-Sauvignon, Pinot noir, Zinfandel, Chardonnay, Sauvignon blanc, and White Riesling. Monterey County alone has 60 percent of the region's total.

In the late 1950s and early 1960s, many winegrowers—both those with establishments in the Bay area and those who were thinking of setting up wineries—realized that the population trends would obviate further plantings in the area. Neither did the North Coast counties offer much in the way of grape development. The only solution for those who did not want to make jug wines in the Central Valley was to explore the land to the south. Viticulturists, using the Amerine-Winkler degree-day sys-

Central Coastal Counties



County	# of wineries (mid-1982)	Planted acreage	% of total	Leading variety
1 Contra Costa	3	867	1.6	Zinfandel
2 Alameda	18	1,724	3.7	Gray Riesling
3 San Mateo	8	9	neg.	Cabernet-Sauvignon/ Chardonnay
4 Santa Clara	40	1,586	2.9	Cabernet-Sauvignon
5 Santa Cruz	19	92	0.1	Pinot noir
6 Monterey	11	31,953 ¹	57.6	Cabernet-Sauvignon ²
7 San Benito	8	4,474	8.1	Chardonnay
8 San Luis Obispo	17	4,882	8.8	Zinfandel
9 Santa Barbara	15	9,850	17.8	White Riesling/ Chardonnay
TOTALS	139	55,437³	100.0	Chardonnay

¹ this figure is at variance—to the tune of about 2,000 acres—with the one provided by the Monterey County Crop Service. For the sake of consistency I have used the California Crop and Livestock Reporting Service's figure.

² Cabernet-Sauvignon and other red varieties are being T-budded in large quantities with the result that Chardonnay and White Riesling will soon overtake it in dominance.

³ equals 7.9% of the state's planted acreage and 16.2% of the wine grape acreage. 99.9% of these are wine grapes.

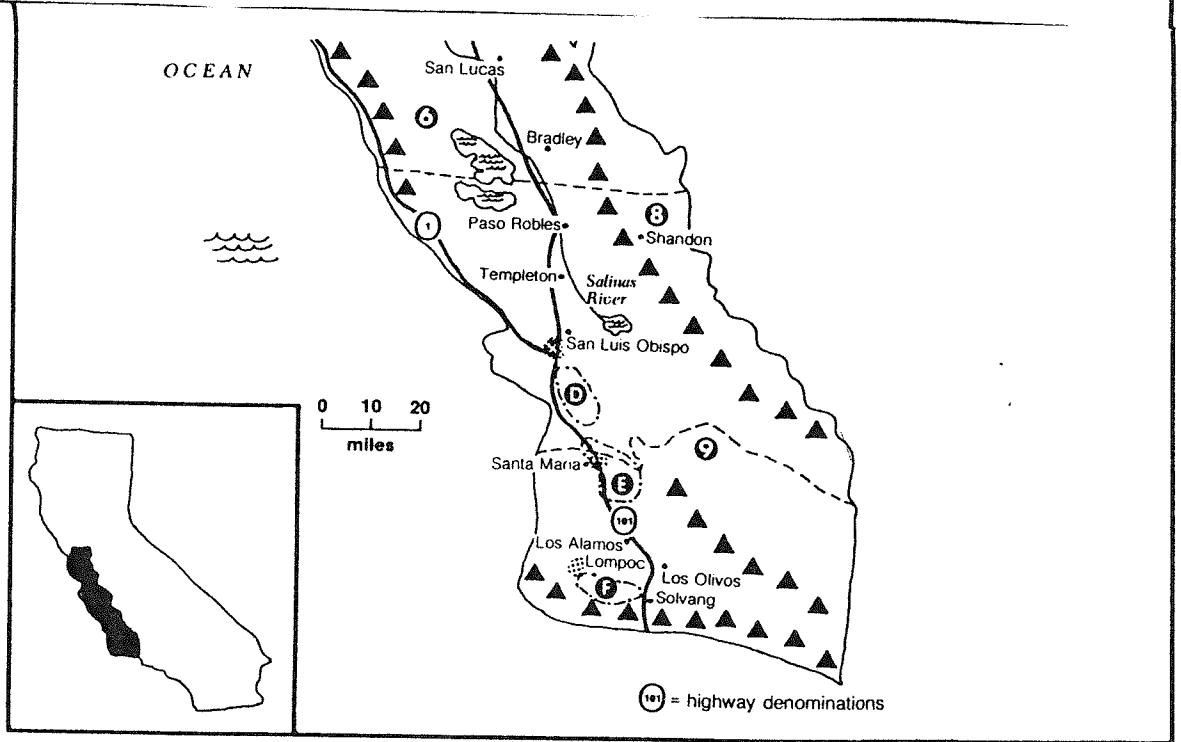
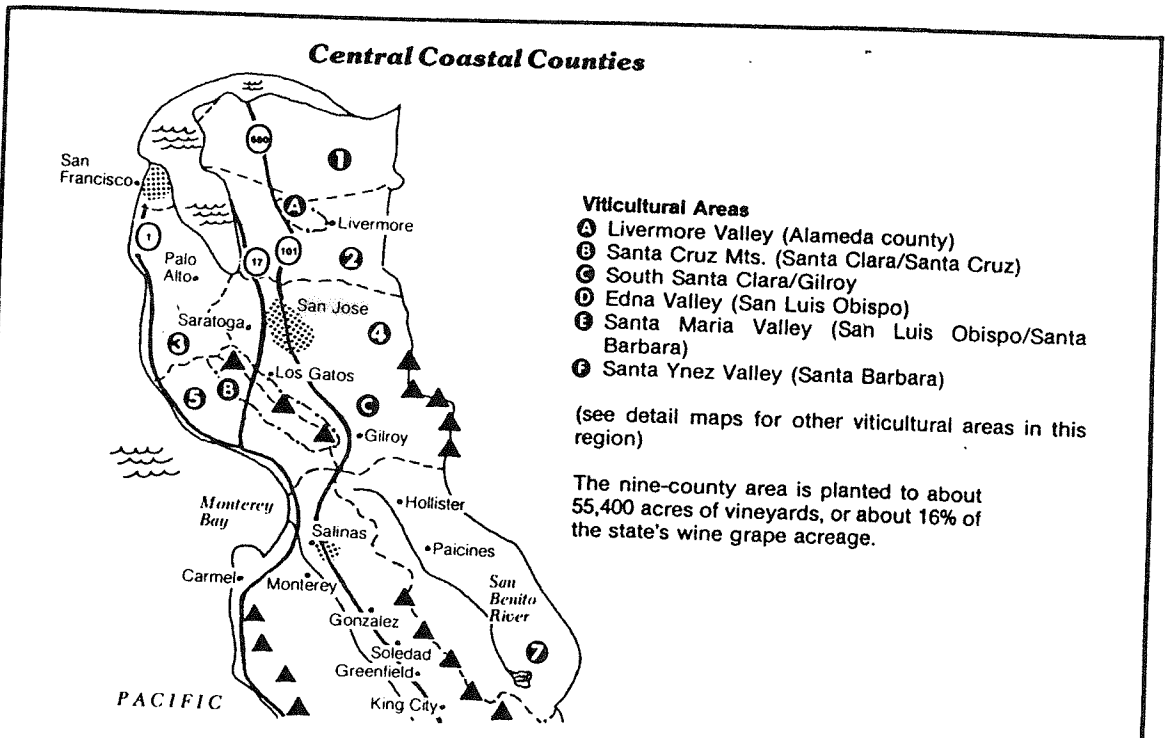
tem, and soil experts forecasted that a great many varieties could be planted south of the Bay, especially in the rich valley in Monterey. Thousands of acres were planted in what many would later call haphazard fashion. Today, while Cabernet and other reds account for half the acreage, it is becoming clear that much of the Central Coast is white wine territory. With that in mind, many winegrowers are converting their Cabernet *et al.*—by means of T-budding or the like—into Chardonnay, White Riesling, and other white-bearing plants. The fact that the current generation of winegrowers prefers to drink white wine may also have something to do with the conversions.

While many locals are loath to admit it, wines from this part of California seem to taste "vegetal," no matter the grape variety used. Some varieties, such as Cabernet and Sauvignon blanc, do indeed contain a distinctive acid component which researchers have discovered is responsible for the flavor of green bell peppers. But other varieties do not contain the acid, and still taste like perfect matches for salads.

Some have concluded that this flavor results from the youth of the vines, many of which are less than a decade old. Others say that the flavor of plants such as lettuce and other greens that previously existed in the area and are still widely dispersed have steeped the soil. Still others maintain that because many of the area's vines are on their own rootstocks and have not been grafted onto root systems invulnerable to *phylloxera vastatrix*, their wines resemble those of the pre-*phylloxera* period of Europe. These wines were said to be more vegetal than their present-day counterparts.

In any event, many winegrowers have modified this vegetal character so that it does not dominate in the blend. Other winegrowers, who either have not succeeded in toning down the flavor or who desire not to do so, continue to produce wines with this character. Judging from general sales figures, it does not matter much—at least to the average consumer who seems to be developing a taste for these wines.

The most recent development in this region has occurred in the two southernmost counties, San Luis Obispo and Santa Barbara. Wines from these areas, especially those from the Edna,



Llords & Elwood Winery
12 North 25th Street
San Jose, 95113
(408) 286-3124
(see also Alameda County listing)
T/A 7

Paul Masson Vineyards
"The Mountain Winery"
Saratoga, 95070
T/A 8

Paul Masson Vineyards
13150 Saratoga Avenue
Saratoga, 95070
(408) 257-7800
T 4

Mirassou Vineyards
3000 Aborn Road
San Jose, 95121
(408) 274-3000
T 5

The Mountainview Winery
2406 Thaddeus Drive
Mountainview, 94040
(408) 964-5398
T/A 10

Mount Eden Vineyards (MEV)
22020 Mount Eden Road
Saratoga, 95070
(408) 867-5783
T/A 10

Novitiate Wines
College Avenue (P.O. Box 128)
Los Gatos, 95030
(408) 354-6471
T 6

Page Mill Winery
13686 Page Mill Road
Los Altos Hills, 94022
(415) 948-0958
T/A 10

Pedrizzetti Winery
1645 San Pedro Avenue
Morgan Hill, 95037
(408) 779-7380
T* 7

Pendleton Winery
2156 O'Toole
San Jose, 95131
(408) 946-1303
(Arroyo)
T/A 10

La Purissima Winery
970 B O'Brien Drive
Menlo Park, 94025
(408) 738-1011
T* 10

Rapazzini Winery
(see B & R Vineyards)

Martin Ray Vineyards, Inc.
(La Montana)
22000 Mount Eden Road
Saratoga, 95070
(408) 867-9450/(415) 321-6489
T/A 10

Ridge Vineyards, Inc.
17100 Montebello Road
(Box A-1)
Cupertino, 95014
(408) 867-3233
T/A 7

San Martin Winery
12900 Monterey Road
(P.O. Box 53)
San Martin, 95046
(408) 683-2672/683-4000
T* 5

Sarah's Vineyard
4005 Hecker Pass Highway
Gilroy, 95020
(408) 842-4278
T/A 10

Silver Mountain Vineyards
P.O. Box 1695
Los Gatos, 95030
(408) 353-2278
T/A 10

Sommelier Winery
2560 Wyandotte Street, "C"
Mountainview, 94043
(415) 969-2442
T/A 10

Sonoma Vineyards
19664 Stevens Creek Boulevard
Cupertino, 95014
(Tasting Room only)

Summer Hill Vineyards
3920 Hecker Pass Highway
Gilroy, 95020
(408) 842-3032
T/A/P 7

Sycamore Creek Vineyards
12775 Uvas Road
Morgan Hill, 95037
(408) 779-4738
T/A 10

Turgeon-Lohr Winery
1000 Lenzen Avenue
San Jose, 95126
(408) 288-5057
(J. Lohr)
T* 6

Villa Paradiso
1840 West Edmundson
Morgan Park, 95037
(408) 778-1555
T/P 10

Walker Wines
25935 Estacada Drive
Los Altos Hills, 94022
(415) 948-6368
T/A 10

SANTA CRUZ COUNTY

Ahlgren Vineyard
20320 Highway 9
Boulder Creek, 95006
(408) 338-6071
T/A 10

Bargetto's Winery
(Santa Cruz Cellars)
3535 North Main Street
Soquel, 95073
(408) 475-2258
T 7

Bonny Doon Vineyard
6617 Bonny Doon Road
Santa Cruz, 95060
(408) 423-8789
T/A 10

13

LEON D. ADAMS

 THE WINES
OF AMERICA

SECONDEDITION, REVISED

Illustrated with Photographs and Maps

LEON D. ADAMS

Wine Study Course
The Book of Wine
The Book of Drinking
California and Oregon

McGraw-Hill Book Company • 1978
New York St. Louis San Francisco Mexico Toronto Düsseldorf

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Santa Clara and Other Central Coast Counties



THE COUNTIES north and east of the Golden Gate, described in the three preceding chapters, are publicized nowadays as "California's fine wine country." Yet there is fully as much to interest the visitor—famous wineries, great vineyards, and fine wines—in the counties situated south of the Bay. In fact, the visitor who travels south instead of north from San Francisco may get a clearer concept of the past, present, and future of premium California wines.

Viticulture is changing more dramatically in this central coast region than anywhere else in America. Because of exploding population around the Bay, the old vineyards in the upper Santa Clara Valley are fast being paved over for housing tracts and shopping centers. The historic showplace wineries remain, but the grape is retreating southward to less-populated areas, including some where vines were not grown commercially before. For example, a single new district, the Salinas Valley of Monterey County, already is larger than either Napa or Sonoma County in vineyard acreage and someday may even surpass both in "fine wine country" importance.

Climatically, as the California map shows, the same ocean breezes and fogs which cool the sunny valleys of the northern Coast Range Mountains perform the same beneficent function for the valleys of these mountain ranges extending south from San Francisco through San Mateo, Santa Clara, Santa Cruz, San Benito, and San Luis Obispo Counties—a distance of more than two hundred miles. Summer temperatures in most of this area range from Region I to Region III, the best for growing grapes for superior table wines and champagnes. The new central coast vineyards are therefore equal in climate to the old ones they replace, and they are already greater in size.

The wine ratings and descriptions in this book are based substantially on evaluations that appear in *Connoisseurs' Guide to California Wine*, the leading publication covering the California wine scene. The symbols and their meanings are as follows:

- ◆◆◆ An exceptional wine, worth a special search.
- ◆◆ A distinctive wine, likely to be memorable.
- ◆ A fine example of a given type or style.
- ⌘ A wine of average quality. The accompanying tasting note provides further description.
- ⊖ Below average. A wine to avoid.
- ⚡ A wine regarded as a "best buy," based on price and quality.

(4)

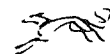
The Connoisseurs' Handbook of California Wines



by Charles E. Olken and Earl G. Singer

Editors of *Connoisseurs' Guide to California Wine*

and Norman S. Roby



ALFRED A. KNOPF NEW YORK

1981

was a winery, but its many owners have always taken advantage of the area's substantial tourist traffic. This popular rest stop along Highway 101 sees close to 400,000 visitors each year. The grounds are well landscaped, and there is a large grassy area for picnicking. Visitors sometimes line up to take photographs of their children, whose smiling faces appear above boards painted with Swiss costumes. If this does not suit your taste, avoid this winery completely.

Dry Creek Vineyards You can meet the president of the winery, the winemaker, and the national sales director—simultaneously—by stopping at Dry Creek and introducing yourself to David Stare. Dry Creek Vineyards is the same kind of "bare basics" premium winemaking setup you can see only by appointment in the Napa Valley, but no appointment is needed here. The winery is surrounded by its own young grape vines. Most wines can be tasted.

MENDOCINO COUNTY Because Mendocino County is 120 miles from San Francisco, its wineries have not seen many visitors. Weibel is betting all this will change and has invested a considerable sum in a rather slick visitors' center—shaped like an upside-down champagne glass—at their new Ukiah winery.

Parducci Wine Cellars Capital has gone into equipment, a building for case goods and bottling, new vineyards, and a handsome new tasting room and giftshop. One of the pleasures we find in visiting this winery is in talking with John Parducci and Joe Montessori, who seem to share responsibility as winemakers.

Fetzer Vineyards An operation that began as a home-winemaking venture, Fetzer has now grown to a fairly large scale. Tours are by appointment only; tasting is available in nearby Hopland at the winery's sales room.

LIVERMORE VALLEY

Concannon Vineyards Concannon has recently catapulted itself into contemporary winemaking techniques through a large investment in new equipment. Yet the winery retains its homeyness. The tour proceeds from a discussion of how the family got into winemaking to an

inspection of the vines; finally it leads past the bottling line to an informal tasting in the shipping area. Concannon is a fine blend of winery tradition and contemporary winemaking.

Wente Bros. This family-run operation is much larger than Concannon. Its tours, given only on weekdays, are a good opportunity to see contemporary winemaking techniques. The tasting room is independent of the tour and open daily. Most of the line is available. The winery is surrounded by 800 acres of vineyards.

CENTRAL COAST

Mirassou Vineyards Set alone in the eastern foothills of the Santa Clara Valley, Mirassou enjoys a country setting and is surrounded by new vineyards. The tasting room was converted from a concrete fermentation tank and a fireplace was added, so the room is cool on hot summer days and warmed by a real log fire in the winter. All of the regular line is available for tasting. Periodically the tasting room is used to test consumer response to new wines. Mirassou also gives a good tour.

Paul Masson Vineyards Paul Masson's modern pink and cream-colored facility in Saratoga can be visited only on weekdays and should be toured only if you can tolerate being processed like the thousands of bottles that are run through each of their multiple bottling lines. Since no wine is made at this plant, the tour's best feature is a demonstration of the transfer method of champagne making. The many wines of Paul Masson are also available for tasting.

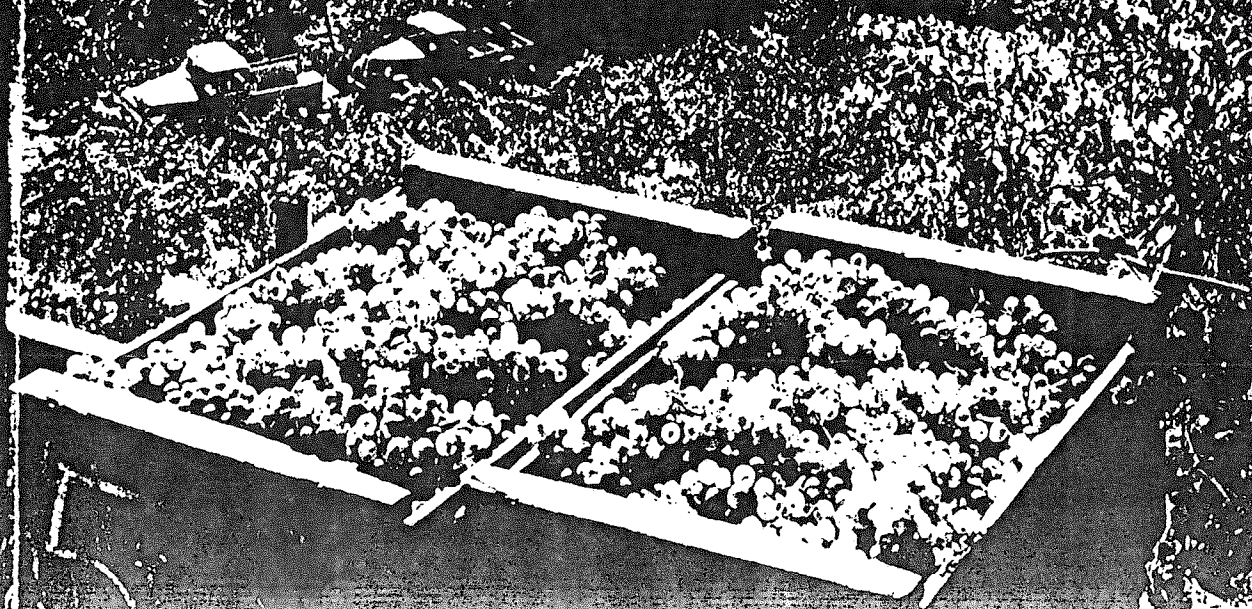
Bargetto Winery This winery always seems like an anomaly to us. It is in the town of Soquel, and there is not a sign of vine around. But Bargetto has achieved a particularly nice ambience in its tasting room. Just about everything is available for tasting. The tour is interesting and offers a unique opportunity to see fruit wine being made.

Ridge Vineyards Considering its limited visiting hours, the difficulty of reaching the site, and the lack of a tour, Ridge hardly appears to have a visitor's program. Open only on Saturdays for most of the year, this winery offers

A Sunset Travel Book \$2.95

California

WINE COUNTRY



MIRASSOU SALES
274-4000

Library Copy

California

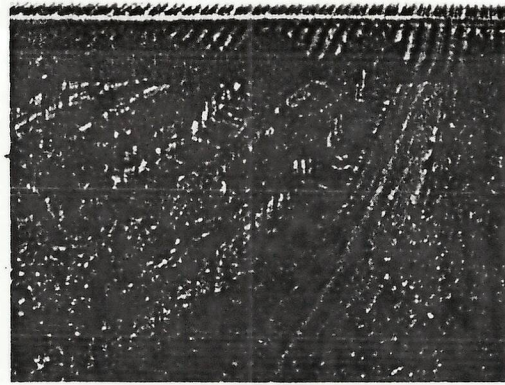
WINE

COUNTRY



By the Editors of Sunset Books and Sunset Magazine

Lane Publishing Co. • Menlo Park, California



CENTRAL COAST

A district of great change and great vinous variety

The Central Coast counties of California are in a curiously unbalanced state at present. Although most of the vines grow in Monterey and others of the more southerly counties, most of the visitable wineries are in Santa Clara and others of the more northerly counties.

The urban pressures that began to be inexorable on vineyards early in the 1960s will, no doubt, weigh ever more on wineries through the 1970s. In the meantime, students who wish to see both vine and wine at the source have an enormous territory to consider when they go looking at such as Almaden, Paul Masson, Mirassou, and their like in this divided region.

The north side of Santa Clara County, where commercial winegrowing got its start south of San Francisco Bay, has been heavily urbanized since the late 1950s. Though vines almost have disappeared, this remains a focal point for wineries.

The south half of the county was and remains a center for country jug wines.

Monterey County now supports a tremendous majority of the region's vineyards but is just beginning to show wineries to go with the grapes.

Woven into the region as minor but estimable contributors to the vinous character of the Central Coast are Santa Cruz, San Benito, and San Luis Obispo counties.

U.S. Highway 101 slices straight down the length of the region, from San Jose at the north to San Luis Obispo at the south, a distance of more than 150 miles. In every part of the region, wineries welcome visitors. A serious student would require at least a week to cover all the

ground. More time would be better. Those with the advantage that comes with living on the spot can divide up the territory enough to spend many weekends poking into all the possibilities.



NORTH SANTA CLARA

Since homes and freeways and shopping centers have come to occupy most of the local flatlands, northern Santa Clara County's few vines and many wineries have retreated into the hills, both east and west of the valley floor.

All but one of the wineries are to the west, where the hills rise sharply to average elevations of 1,800 feet, screening out enough sea fog to make grape growing possible only a few miles from the Pacific Ocean shore.

The Wineries

Santa Clara's wineries run an amazing gamut from miniature to very large. The smallest ones are the most remote; the largest, the reverse. Both sorts form a reasonably tight chain from Cupertino down to Los Gatos, with only one or two stray links away from the main concentration.

Almaden Vineyards dates back to 1852, counting its shared ancestry with Paul Masson.

Its founders were two Frenchmen named Etienne



SOUTH SANTA CLARA

The Santa Clara Valley cuts a straight swath south from San Jose to the Santa Clara-San Benito County line a few miles south of Gilroy. U.S. 101, part original, part new freeway, gives a fair impression of what the countryside is like. For wine buffs, though, the focal points require some delving into local nooks and crannies.

West of U.S. 101, the district called Hecker Pass is made of vine-filled bottomlands, grassy hills, oak knolls, cactus farms, wandering creeks and reservoirs, the beginnings of conifer forests just below the namesake pass, and a nest of small wineries. The names, mostly Roman, are legion. (The roster starts with Bertero, ends with Scagliotti.) Some of the wineries have tasting rooms. All sell wine at the door for modest prices. None is big enough to require a tour.

Still more wineries flank U.S. 101 on its east side from Morgan Hill down to Gilroy.

Gilroy, the major center, has revitalized its downtown district since being bypassed by the new stretch of freeway U.S. 101. What used to be a tedious stretch of stop-lighted highway now has become a stylish shopping street. The landmark building remains unchanged. It is the old city hall, built a year before the great earthquake of 1906. Having survived the quake, the structure has provided continuous wonderment to students of architecture ever since.

In season, a heavy, sweet aroma of drying fruit hangs in the still air, even in the middle of town. This is prune and apricot as much as grape country, and the dehydrators perfume the district for week after warm summer week.

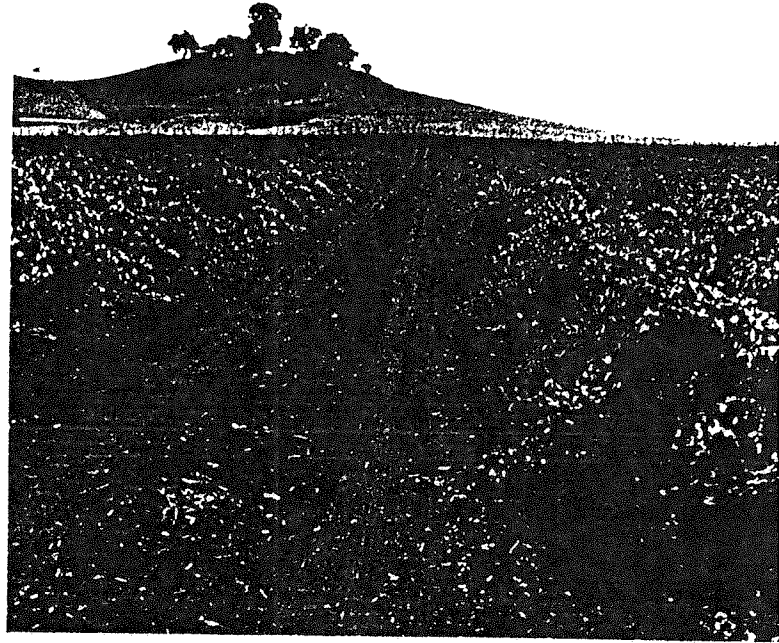
Hecker Pass Wineries

The several small wineries of the Hecker Pass district resemble one another far more closely than do the collected cellars of any other district in the state. Buildings, equipment, and wine lists all share their basic qualities, leaving only details to separate each from the next. Hardly anywhere can visitors learn better how much the human element counts in winemaking because the external similarities of these places camouflage their strong individual characters.

What is more, the lesson can be learned in a small space. Half a dozen wineries cluster as tightly as grapes along the stem of State 152, the Hecker Pass Highway, west of Gilroy. Yet another cellar hides away on County Route G8 not far off the state road. The list is alphabetical.

Bertero Winery, set well back from the highway behind a stucco house, a wood-frame visitor center, and a substantial block of vines, dates back almost as far as wineries date in Gilroy.

Alfonso Bertero opened the doors in 1917. The second and third generations carry the name forward in



HECKER PASS vineyards are set in rolling coastal hills typical of California around San Francisco Bay.

somewhat enlarged premises. Bertero, the father, built his winery of redwood, having dug a 4-foot-deep trench in the middle as an insulating device for the redwood tanks. (It is almost a sure thing that a winery with such a device was designed and built by an Italian.) His building has been augmented by a concrete block addition.

The pavilionlike tasting room, handsomely set in the vineyards, is the starting point for visitors. From it, the Berteros launch tours of the vineyard and winery proper, throwing in asides on an enormous oak tree and the whereabouts of marker stakes from the original Spanish land grant, all of which are well to the rear of the property from the tasting room.

The wine list, all of it available for tasting, spreads more widely than most in the area: Barbera, Cabernet Sauvignon, Crignolino, Pinot Noir, and Zinfandel are the reds. A couple of whites and a rosé round out the table wine roster. There are also sparkling wines, Vermouth, Dry Sherry, Cream Sherry, and Tawny Port.

Bonesio Winery, on County Route G8, the back road between Gilroy and Morgan Hill, belongs to Varietal Vintners, the same company that owns Pedrizzetti. Essentially a marketing firm, it bought both wineries in 1973 and left the original owning families in charge of production, all of which means that the Bonesio property has not changed any great deal.

The dominating structure on the grounds, a three-story green stucco house, served as the mansion of Henry Miller high up Mt. Madonna before it was moved down into the Uvas Valley to shelter the Bonesios. (This Henry Miller was a cattle baron in the district, not the literary

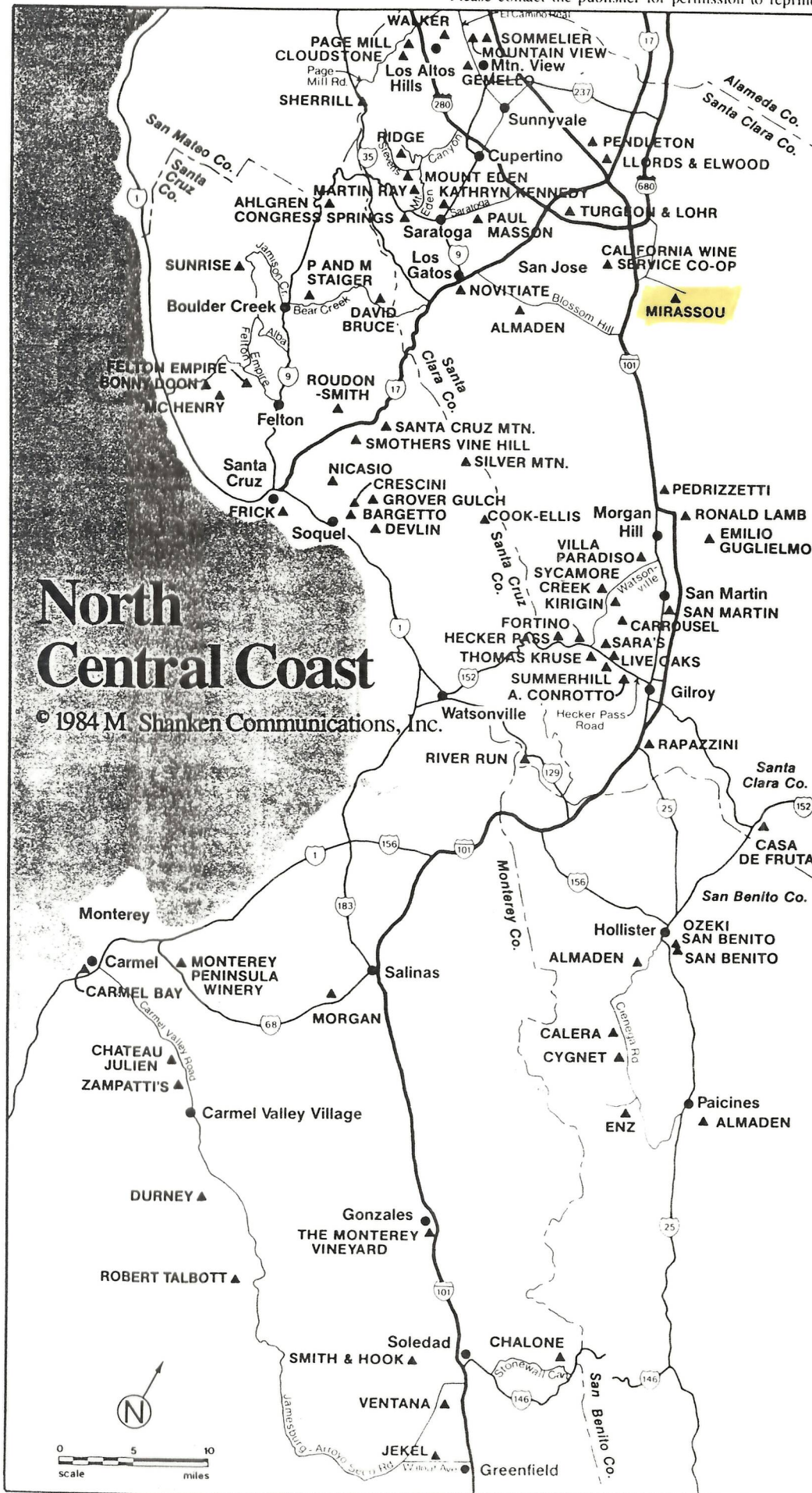
THE WINE SPECTATOR



84 EDITION
REVISED AND UPDATED

Wine Map

The Complete Guide to
WINERIES • RESTAURANTS • LODGING*
in California Wine Country



North Central Coast

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FRICK WINERY

303 Potrero, No. 39, Santa Cruz 95060
(408) 426-8623
Wine through art and finesse, from the grapes of the cool Monterey Bay region. Pinot Noir, Petite Sirah, Chardonnay, Zinfandel. All handmade wines in the ancient tradition of complexity. You are invited to step into the Frick Cellar on Saturdays, 12-4. The winery is hidden away on a back street of coastal Santa Cruz. We suggest you call ahead.

GEMELLO WINERY

2003 El Camino Real, Mountain View 94040
(415) 948-7723
Tasting and retail sales in historic 1930's winery. Open Tues.-Sun. Also many wine activities and a specialty wine shop featuring hard-to-find selections. Bi-monthly newsletter details all.

GROVER GULCH WINERY

7880 Glen Haven Rd., Soquel 95073
(408) 475-0568
3.5 mi. out of Soquel, up Main St. to Glen Haven Rd. Soquel/Capitola turn-off Hwy. 1. We are a small winery, built in the shade of a redwood grove. Tasting and tours by appointment.

EMILIO GUGLIELMO WINERY

1480 E. Main Ave., Morgan Hill 95037
(408) 779-2145
Tours by appointment only.

HECKER PASS WINERY

4605 Hecker Pass Hwy., Gilroy 95020
(408) 842-8755

JEKEL VINEYARDS

40155 Walnut Ave., PO Box 336, Greenfield 93927
(408) 674-5524
Hwy. 101 to Walnut Ave. exit, 1 mi. west to 40155 Walnut Ave. (between 12th & 13th Sts.). Greenfield is 32 mi. south of Salinas. Tasting room is open daily except Tues. & Wed., 10-5. Some small-lot wines and some older vintages are only available at the tasting room.

KATHRYN KENNEDY WINERY

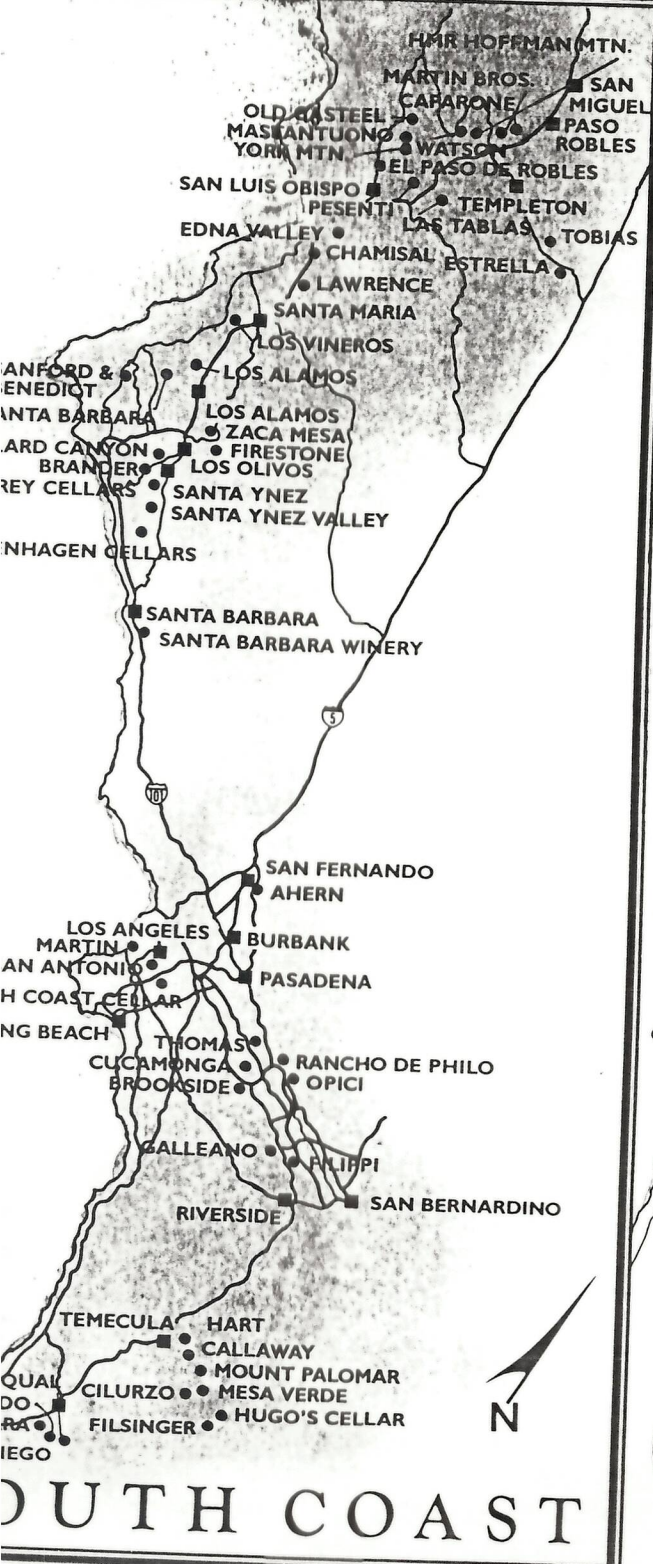
13180 Pierce Rd., Saratoga 95070
(408) 867-4170
By appointment only.

KIRIGIN CELLARS

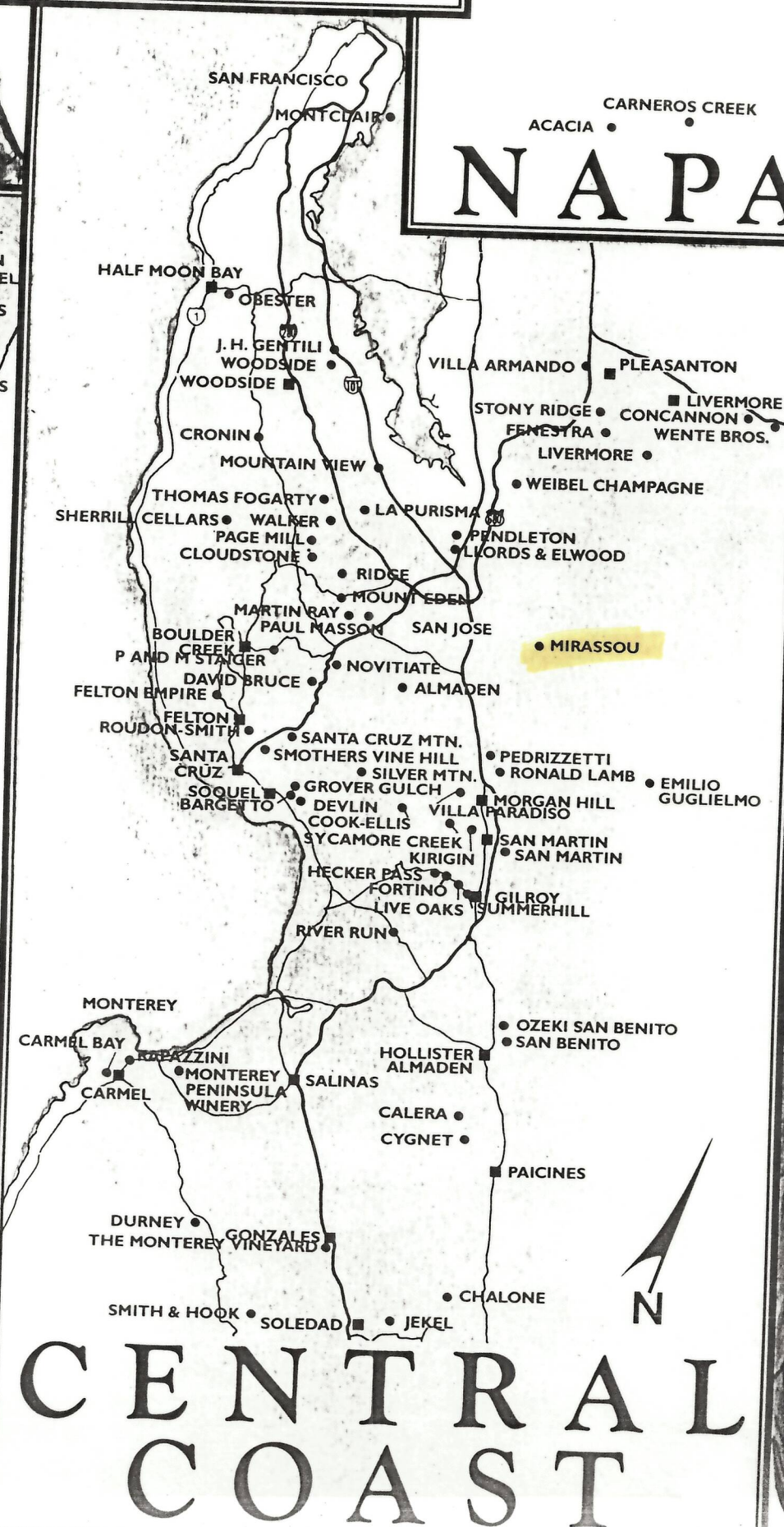
11550 Watsonville Rd., Gilroy 95020
(408) 847-8827
Tasting room: 19500 Monterey Rd., Hwy. 101, Morgan Hill 95037. (408) 779-5478.

SONOMA

• GUNDLACH-BUNDSCHU



NAPA



CENTRAL COAST

WEEKLY TONNAGE OF GRAPES CRUSHED AT MAJOR CALIFORNIA WINERIES

1984 Raisin Type 1/: Table: Wine : Raisin Type 1/: Table: Wine : Raisin Type 1/: Table: Wine :
 Season:Thomp.: Musc.:Type : Type :Totals:Thomp.: Musc.:Type : Type :Totals:Thomp.: Musc.:Type : Type :Totals

Week Ending	Lodi-Modesto 2/				Other Central Valley 3/				All Central Valley				
7/28	-	-	-	-	5133	-	-	-	5133	5133	-	-	5133
8/4	-	-	-	-	6887	-	409	611	7907	6887	-	409	611
8/11	6494	-	444	10193	17131	33142	-	-	892	47205	81239	39636	-
8/18	26099	-	15307	27037	68443	68426	634	1655	133088	203803	94525	634	16962
8/25	33961	191	34939	59030	128121	84114	1001	1036	157006	24357	118075	1192	35975
9/1	23798	-	27176	85404	136380	69437	5446	2236	155851	232970	93235	5446	29414
9/8	18997	1	23817	91457	134272	50210	8905	2165	138944	200224	69207	8906	25982
9/15	15270	700	7822	118814	142606	44108	10026	2188	97523	153845	59378	10726	10010
9/22	8632	-	2897	94926	106455	18897	11062	5174	68735	103868	27529	11062	8071
9/29	1120	-	8540	44514	54174	9368	1451	4904	39153	54876	10488	1451	13444
Total	134371	892	120944	531375	787582	389722	38525	20659	838116	1287022	524093	39417	141603

1983 Season Thru week ending -

10/1	42578	676	86915	439640	569809	230334	30154	18867	809520	1088875	272912	30830	105782	1249160	1658664
Final	43799	3022	111389	543269	701479	235877	33886	65381	877999	1213143	279676	36908	176770	1421268	1914622

1982 Season Thru week ending

10/2	71510	542	154539	389984	616575	467079	17695	10540	699494	1194808	538589	18237	165079	1089478	1811383
Final	104686	1185	188289	635241	929401	590303	57793	79478	977757	1705331	694989	58978	267767	1612998	2634732

Week Ending	North Coast 4/				Central Coast 5/				ALL DISTRICTS					
7/28	-	-	-	-	-	-	-	-	-	5133	-	-	-	5133
8/4	-	-	-	-	-	-	-	-	-	6887	-	409	954	8250
8/11	-	-	-	3391	3391	301	-	86	387	39937	-	1336	60875	102148
8/18	99	-	-	8516	8615	360	16	3797	4173	94984	650	16962	172438	285034
8/25	-	-	-	16244	16244	267	-	6028	6295	118342	1192	35975	238308	393817
9/1	217	-	-	20866	21083	300	4	14913	15217	93752	5446	29418	277034	405650
9/8	33	-	-	43546	45779	60	-	16201	16261	69530	8906	25982	290148	394336
9/15	73	-	-	52606	52679	-	157	18108	18265	59451	10883	10010	287051	367395
9/22	-	-	-	38840	38840	-	40	7	20467	20514	27529	11102	8078	222968
9/29	-	-	-	31944	31944	-	-	27	18452	18479	10488	1451	13471	134063
Total	422	-	-	216296	216718	1288	213	38	98052	99591	525803	39630	141641	1683839

1983 Season Thru week ending -

10/1	503	-	-	108317	108820	1176	453	-	56745	58374	274591	31283	105782	1414222	1825878
Final	503	-	-	203233	203736	1176	453	-	115814	117443	281355	37361	176770	1740315	2235801

1982 Season Thru week ending -

10/2	330	16	-	112653	112999	6205	329	114	64641	71289	545124	18582	165193	1266772	1995671
Final	341	532	-	242201	243074	8128	1770	1188	179068	190154	703458	61280	268955	2034267	3067960

- 1/ Sultanas and Zante Currants included in Thompson figures. Does not include raisins delivered for Distilling Material.
- 2/ Includes the San Joaquin Valley north of Merced and Sacramento and Amador Counties.
- 3/ Includes the San Joaquin Valley south of Merced and north of the Tehachapi Mountains.
- 4/ Includes Napa, Sonoma, Mendocino, Lake County, and Solano County.
- 5/ Includes Alameda, Contra Costa, Monterey, San Benito, Santa Clara and Santa Cruz. Also includes Southern California (San Bernardino, San Diego and Riverside Counties) - with a total for the week of 1,802 tons and a total to date of 13,952 tons.

FEDERAL-STATE MARKET NEWS
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California
 Wine Report

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 U.S. DEPARTMENT OF AGRICULTURE
 AGR 101

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PRICE TO GROWERS REPORT - Continued

SAN JOAQUIN VALLEY

Prices for certain grapes contracted earlier this season in District 13 have been reported by a Central Coast winery. The prices delivered their winery include:

District 13 (Fresno, Madera, Tulare County)

Thompson Seedless	
Acceptable sugar lots	\$70
Low sugar lots	65
Packing house culls	30
Muscat of Alexandria	
Field harvested	\$145
Culls	110

Sierra Foothill Counties:

Prices have been released by a North Coast winery for Zinfandel variety grapes purchased by District 10. The prices are on dollars per ton delivered winery basis as follows:

District 10 (Amador - El Dorado Counties)

Zinfandel variety	\$475
-------------------	-------

CENTRAL COAST & SOUTHERN CALIFORNIA

The crush for major Central Coast wineries (including Southern California) surpassed the 1983 season total by 6 percent. The crush continued this week, though volume was expected to be light, and most wineries were expecting to finish crushing by the end of next week. Over an inch of rain fell in most of the Central Coast areas of Santa Clara, Livermore, Salinas, and Monterey, on Tuesday and another storm was expected on Thursday, making any remaining harvesting difficult. Most wineries still operating were expected to do some late harvest crushing next week.

UNITED STATES GRAPE PRODUCTION IN TONS
1981-84

State	1981 1/	Final for Crop Year 1982 1/	1983 1/	: Estimate Oct. 1 : 1984
California				
Wine varieties	1,794,000	2,402,000	1,880,000	1,800,000
Table varieties	420,000	612,000	497,000	430,000
Raisin varieties 2/				
Not dried	755,000	1,112,000	619,000	-
Dried 3/	256,000	292,000	394,000	-
Total	1,779,000	3,062,000	2,530,000	2,250,000
Total California	3,993,000	6,076,000	4,907,000	4,480,000
Arizona	12,400	15,100	14,600	13,600
Arkansas 4/	6,000	10,500	10,000	10,000
Georgia 4/	-	2,800	2,500	2,900
Michigan	53,000	58,500	60,000	48,000
Missouri 4/	2,200	2,500	3,600	4,100
New York	150,000	157,000	191,000	195,000
North Carolina 4/	5,100	4,500	3,000	6,000
Ohio 4/	10,300	9,000	11,500	12,000
Pennsylvania	61,000	47,000	62,500	60,000
South Carolina 6/	-	2,400	1,500	2,500
Washington	159,000	168,900	227,000	185,000
Other states 5/	5,600	-	-	-
Total United States	4,457,600	6,554,200	5,494,200	5,019,100

1/ Includes unharvested production and harvest not sold in (tons) U.S. 1981 - 600,000; 1982 - 690,200; 1983 - 146,500.

2/ Fresh equivalent of dried and not dried.

3/ Dried basis, one ton of raisins is equivalent to 4.00 tons of fresh grapes for 1981 and 5.24 tons for 1982, and 4.48 tons for 1983.

4/ Estimates for current year carried forward from earlier forecast.

5/ Georgia and South Carolina.

GRAPES: California's October 1 Grape Forecast, at 4.48 million tons, is unchanged from the September Forecast. The summer's record high temperatures accelerated the maturity of the crop and contributed to one of the earliest harvests on record.

Raisin varieties are forecast at 2.25 million tons, the same level that was forecast in September. The weather during late August and September was excellent for drying grapes for raisins. By October 1, nearly 80% of the raisin crop had been dried and removed from the vineyards. The crush of raisin variety grapes for wine totaled over 560,000 tons on October 1st and was virtually complete.

Table variety production is expected to total 430,000 tons, unchanged from the previous forecast. Harvest had moved to the later varieties by October 1st with picking in the Calmeria variety active while picking of Riblier and Emperor varieties was just underway. Crushings of table varieties for wine had reached nearly 150,000 tons by October 1st.

Wine grape production is forecast at 1.8 million tons, the same level forecast in September. Harvest made rapid progress in September and was expected to be virtually complete by early October. Crushings totaled more than 1.6 million tons by October 1st.

Source: California Crop and Livestock Reporting Service, Sacramento, California



Central Coast

FOOD SERVICE
& LODGING

Report

Vol. I No. 3

Monterey, California

November, 1984

UPDATES

Four female former employees of a Redding Shakey's Pizza parlor have been awarded \$200,000 in damages from the restaurant's owner and former manager for sexual harassment that included pinching, propositioning, and crude remarks.

John Stroh died in October at the age of 91. He had been the Chairman Emeritus of the world-famous beer company and the grandson of its founder.

Pillsbury's Board of Directors has approved the acquisition of Van de Kamp's frozen food division of General Host for \$100 million in cash.

Citrus canker has been found in more nurseries in Florida and the problem has become complicated by a timing factor. Seven or eight million trees may have to be destroyed, and the orange crop for juice could be affected for years.

The Dept. of Agriculture has claimed victory over a poultry influenza that has killed more than 17 million chickens and turkeys. The department lifted a quarantine from all but a few farms — just in time for Thanksgiving.

All restaurants in Dallas, Oregon, were asked to close their salad bars last month after an epidemic of food poisoning struck more than 200 people. The food at salad bars was the only common link that officials could find between the victims. ■



RENZO'S TRANSFORMED

Reflecting on the finer restaurants of Santa Clara County, there are only a few that share the limelight with Renzo's Continental Cuisine, 1900 Campbell Ave., Campbell. An eleven-year holder of the prestigious Holiday Award, and rated 4 stars by the Mobil Travel Guide and California Today magazine, Renzo's has recently undergone a complete transformation.

The decor is now French provincial — a masterful blend of white, pale green accent, and dark green carpet. The rich, beige, tufted leather booths complement the color scheme and offer elegance and comfort. Renaissance paintings in gilded frames and a large, crystal chandelier that hangs from a recessed copper ceiling adds to the graciousness of this very special restaurant.

The menu, too, has undergone change. The direction is towards lighter fare, seafood, and light

Cont'd on page 14

CALIFORNIA WINE FESTIVAL

The oldest and most lavish wine festival in the United States is once again scheduled for November on the Monterey Peninsula. This festival, which brings such culinary notables as Julia Child to the area is presently in its ninth year. The festival is an educational experience with an emphasis on learning about the different types of wine. During the four day festival, you will have a chance to meet California's finest winemakers, taste hundreds of different wines, enjoy elaborate gourmet meals, and receive an attractive certificate of wine study completion. The program offers continuing education in topics such as: food and wine trends, wine marketing in restaurants, wine menu counseling, and total market overview.

The California Wine Festival is geared toward the professional in the food service and hospitality industry. Emphasis will be placed on making the restaurateur and tavern owner more familiar with the various types of wines so that he can more effectively introduce his customers to California wines. The California Wine Festival is a non-profit organization and all net proceeds go to scholarships. Attendance is tax deductible for all members of the hospitality industry.

The festival is being held November 25-28. For more information, call or write: California Wine Festival, P.O. Box WINE, Carmel, CA 93921; (408) 64WINES. ■

THREE CENTRAL COAST HOTELS RANK IN THE TOP 400

Each year, *Lodging Hospitality* conducts a study to determine which hotels in the country rate as the top performers. This year three Central Coast hotels were included in their list. The winners were: The Pine Inn, in Carmel; LeBaron Hotel, in San Jose; and the Ramada on Carmel Hill, in Monterey.

This year, in contrast to years past, the top performers were rated within four categories reflecting the type of hotel and the location, i.e., whether situated in the city or the suburbs. The competition is open to any hotel on the national magazine's mailing list, and any can voluntarily submit information concerning themselves so as to be recognized for the competition. Of the three, the statistics for each are as follows:

The Pine Inn, in Carmel, ranked first place in its category for average occupancy with 94%. It ranked second in total sales/room at \$56,473, and 79th in total sales. It earned \$3,219,000 with just 57 rooms.

The LeBaron, in San Jose, came in 25th in its category for average occupancy with 72%, 22nd in total sales/room with \$22,727, and 13th for total sales with \$8,000,000 for 352 rooms.

The Ramada on Carmel Hill, in Monterey, was sixth in its category for average occupancy at 85%, 69th in sales/room with \$1,812, and 94th in total sales with \$1,812,000. It has 80 guest rooms.


Lodging Hospitality also studied the top 25 U.S. lodging chains on the basis of performance. The top five performers in this category were: Holiday Inns, Inc., Best Western International, Hilton Hotels Corp., The Sheraton Corp., and Ramada Inns, Inc. ■

STRAW HAT PIZZA PARLORS ON THE MARKET AGAIN

After dealings with Bullwinkle's Inc. of Santa Clara failed to go through by a September 31 deadline, Saga Corp. of Menlo Park once again resumed talks with buyers concerning its Straw Hat Pizza parlor chain.

The chain, which has 205 units, most of which are in California, is expected to post revenues of between \$59-\$60 million this year. That represents an increase of 6% from last year.

Bullwinkle's president, David Brown, said that the deal was not completed before the deadline due to Bullwinkle's trouble in financing the \$40 million deal. Brown blamed unfavorable conditions in the credit market plus the bankruptcy of competitor Pizza Time Theater, Inc. for Bullwinkle's problems in finding financing. Brown says Bullwinkle's is still trying to get the money to buy Straw Hat. ■



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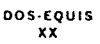

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NEW VIDEO ADVERTISING CONCEPT

A new advertising vehicle, promotion through video, has come to the Monterey Peninsula. The Visitors' Information Channel sells spots to restaurants, local businesses, and special interest organizations which are shown on a special channel in motel and hotel rooms throughout Monterey, Carmel, and Pacific Grove. In most cases, the Video Information Channel is shown over cable (KRON-San Francisco), but in cases where this is not possible, closed circuit cassette tapes are used.

The show is comprised of professionally produced segments that run from 20 seconds to 240 seconds, and it is shown 24 hours a day. VIC, which hopes to help local restaurants and businesses cash in on the overnight tourist trade, also distributes a full-color program guide for each room and airport display panels to increase the visibility of their service. ■



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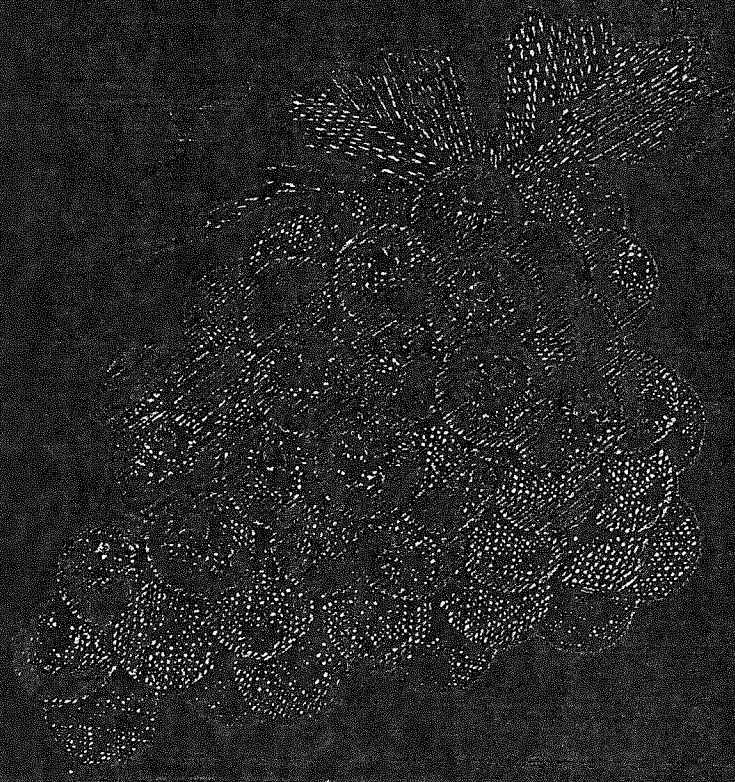
LaGrande Corporation
21595 W. Summit Road
Los Gatos, CA 95030



MAY 21 1982

CALIFORNIA GRAPE ACREAGE

1982



DEPARTMENT OF CALIFORNIA AGRICULTURE AND FORESTRY

PUBLISHED 1982

STATE PRINTING OFFICE, CALIFORNIA 95806

Varieties: Data are provided for each variety with 50 or more total acres standing in 1982. Acreages for all other varieties are combined in "Other" categories. Data are shown individually for 92 varieties including 61 wine types. Care was taken to properly identify each block reported with a recognized varietal name. However, a reasonable variety reported by the respondent was accepted with no further verification.

Beginning with this report, data for white and black wine varieties are separated.

Footnotes are explained on page 34.

Rootstock: Most of the rootstock shown was planted in the past three years. However, some earlier plantings are included. When rootstock is budded over, the year of planting assigned to that block of grapes is the year preceding the budding. For instance, if a 1979 rootstock planting is budded over in 1982, the year of planting assigned to the selected variety would be 1981.

Period Covered: The primary intent of the 1982 project was to record removals of grapes since the 1981 harvest and new plantings of grapes during 1982. Planting activity is accounted for on a calendar-year basis. Removal data pertains essentially to the period between the 1981 and 1982 harvests. In 1971 and 1972, we collected planting information on a July 1 to June 30 basis. Because of increased planting activity after mid-year since 1971, and because of many requests from data users, we changed to a calendar-year basis for plantings with the 1973 report. For the 1973 and subsequent reports, growers were asked to report grapes actually planted during the year up to the time of their report and in addition, plantings intended to be made prior to the end of the year. No effort will be made to resolve inconsistencies with inventories published in those earlier reports.

Data Corrections: Some minor data corrections have been made since the Grape Acreage mini-release was published on May 2, 1983

CALIFORNIA CROP AND LIVESTOCK REPORTING SERVICE

United States Department of Agriculture
Statistical Reporting Service

State of California
Department of Food and Agriculture
Bureau of Agricultural Statistics

P.O. Box 1258, Sacramento, California 95806

(916) 445-3214

TABLE 13. WINE TYPE GRAPES: Acreage standing, by year planted, by county, California

County	1973 and earlier	1974	1975	1976	1977	1978	1979	1980	1981	1982	Bearing	Non- Bearing	Total
ALL VARIETIES													
Alameda	1,078	91	60	42	31	69	140	46	49	142	1,511	237	1,748
Amador	670	111	34	14	9	20	167	340	219	46	1,025	605	1,630
Butte	216	60	20	---	---	32	---	---	---	---	328	---	328
Calaveras	41	11	1	---	---	---	---	25	47	22	53	94	147
Colusa	39	30	---	---	---	---	40	---	19	18	109	37	146
Contra Costa	811	19	---	---	33	---	8	---	23	22	871	45	916
El Dorado	88	36	34	---	6	14	27	42	122	23	205	187	392
Fresno	24,459	2,224	1,469	148	170	583	1,948	2,289	1,779	2,839	31,001	6,907	37,908
Glenn	755	---	---	114	---	---	115	679	107	---	984	786	1,770
Humboldt	---	2	---	---	1	1	---	---	---	---	4	---	4
Kern	26,623	2,397	352	80	166	165	1,478	2,126	3,283	4,856	31,261	10,265	41,526
Kings	846	10	---	---	8	---	36	53	199	60	900	312	1,212
Lake	1,196	597	190	101	38	108	389	135	150	37	2,619	322	2,941
Los Angeles	---	---	---	---	---	---	---	---	---	1	---	1	1
Madera	19,601	1,579	29	181	313	2,606	3,039	4,251	7,292	4,622	27,348	16,165	43,513
Marin	10	---	---	---	---	---	1	---	---	---	11	---	11
Mendocino	6,632	884	420	293	421	456	488	694	233	420	9,594	1,347	10,941
Merced	10,118	460	44	123	116	1,687	606	724	1,068	204	13,154	1,996	15,150
Monterey	19,294	6,132	377	66	99	1,224	802	3,544	2,314	1,906	27,994	7,764	35,758
Napa	13,875	3,294	1,785	910	680	1,324	2,022	1,609	1,693	1,170	23,890	4,472	28,362
Nevada	12	---	---	---	---	---	12	---	2	---	24	2	26
Orange	41	---	---	---	---	---	---	---	---	---	41	---	41
Placer	99	3	6	---	16	2	---	---	---	2	126	2	128
Riverside	1,270	638	23	79	77	78	207	145	79	573	2,372	797	3,169
Sacramento	1,970	733	---	---	106	92	240	103	425	68	3,141	596	3,737
San Benito	4,290	11	24	---	---	93	66	24	---	---	4,484	24	4,508
San Bernardino	5,720	3	2	6	---	20	---	---	---	---	5,751	---	5,751
San Diego	98	118	26	---	2	---	---	10	11	---	244	21	265
San Joaquin	26,243	991	583	340	359	1,247	3,672	1,918	2,609	328	33,435	4,855	38,290
San Luis Obispo	2,100	844	119	86	436	227	369	296	245	512	4,181	1,053	5,234
San Mateo	4	1	3	---	---	---	---	12	1	---	8	13	21
Santa Barbara	3,684	431	93	54	76	458	981	1,850	1,076	227	5,777	3,153	8,930
Santa Clara	1,234	68	33	1	4	5	16	11	64	22	1,361	97	1,458
Santa Cruz	72	1	---	4	2	4	---	2	2	---	83	4	87
Shasta	5	19	---	---	---	---	---	---	---	12	24	12	36
Solano	453	500	5	10	3	28	97	39	40	96	1,096	175	1,271
Sonoma	15,039	3,792	1,351	624	1,134	1,360	1,400	1,578	1,864	963	24,700	4,405	29,105
Stanislaus	15,430	234	89	107	296	380	821	581	545	623	17,357	1,749	19,106
Tehama	123	51	---	10	---	---	---	25	---	18	184	43	227
Tulare	11,265	450	63	115	385	353	704	930	1,049	1,001	13,335	2,980	16,315
Ventura	3	---	---	---	---	---	---	---	---	---	3	---	3
Yolo	398	32	7	17	9	71	97	169	55	79	631	303	934
Yuba	---	---	---	115	19	30	29	145	42	70	193	257	450
STATE TOTAL	215,905	26,857	7,242	3,640	5,015	12,737	20,017	24,395	26,706	20,982	291,413	72,083	363,496

TABLE 14. ALL GRAPES (excluding rootstock): Acreage, bearing, nonbearing, and total, by county, California, 1982

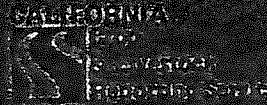
County	Bearing	Non- Bearing	Total
Alameda	1,511	237	1,748
Amador	1,030	605	1,635
Butte	375	---	375
Calaveras	53	94	147
Colusa	109	37	146
Contra Costa	896	48	944
El Dorado	206	187	393
Fresno	190,885	19,752	210,637
Glenn	984	786	1,770
Humboldt	4	---	4
Kern	69,174	21,032	90,206
Kings	3,159	565	3,724
Lake	2,619	322	2,941
Los Angeles	---	1	1
Madera	61,921	24,291	86,212
Marin	11	---	11
Mendocino	9,594	1,347	10,941
Merced	16,473	2,125	18,598
Monterey	27,994	7,764	35,758
Napa	23,890	4,473	28,363
Nevada	24	2	26
Orange	41	---	41
Placer	129	2	131
Riverside	12,806	3,492	16,298
Sacramento	3,202	689	3,891
San Benito	4,484	28	4,512
San Bernardino	5,875	---	5,875
San Diego	258	21	279
San Joaquin	51,295	5,931	57,226
San Luis Obispo	4,182	1,053	5,235
San Mateo	8	13	21
Santa Barbara	5,818	3,153	8,971
Santa Clara	1,362	97	1,459
Santa Cruz	83	4	87
Shasta	24	12	36
Solano	1,096	175	1,271
Sonoma	24,724	4,405	29,129
Stanislaus	20,373	1,781	22,154
Tehama	188	49	237
Tulare	72,278	13,440	85,718
Ventura	3	---	3
Yolo	631	303	934
Yuba	204	257	461
STATE TOTAL	619,976	118,573	738,549

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received
12/31/84
R. Wilson

WENTE BROS.

December 19, 1984

Chief of F.A.A., Wine & Beer Branch
BUREAU OF ALCOHOL, TOBACCO & FIREARMS
P. O. Box 385
Washington, D.C. 20044-0385

Subject: Central Coast Viticultural Appellation Petition, Notice #532 -
Inclusion of the Livermore Valley in the Central Coast Appellation.

Dear Sir:

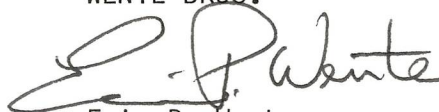
California's coastal wine growing regions were historically designated as the North Coast or Southern California with a long coastal dividing strip separating the two. This concept was accepted by the wine industry and the consumer until the very recent and rapid increase in the California wine growing regions. Today, with the B.A.T.F. and industry concept of wine growing area viticultural appellations as a means of consumer education and information, the historical alignment is being changed. The southern California region, as known historically, has almost disappeared entirely. The North Coast has expanded in area northward. The coastal strip between the two has become a prime wine growing region. Geographically, with these changes, the coastal Livermore Valley belongs with the newer Central Coast region. Actually, in the past two decades, it has been placed there already by the wine writers, retailers, and consumers.

The long grape growing and wine making history of the Livermore Valley is on file with the B.A.T.F. as the petition for the Livermore Valley Viticultural Appellation which was approved in 1982. The larger umbrella designation for this growing area should be Central Coast, and Wente Bros. requests its inclusion in any Central Coast Appellation.

Thank you for your attention to the above. If you should have any questions or require any additional information, please do not hesitate to contact us.

Sincerely,

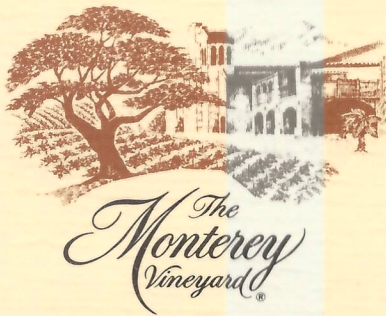
WENTE BROS.



Eric P. Wente
President

EPW:lb

cc: The Honorable Fortney H. Stark, Jr.
The Honorable Pete Wilson



800 South Alta Street • Post Office Box 780 - Gonzales, California 93926 • (408) 675-2481

RICHARD G. PETERSON, Ph.D.
President

March 29, 1985

Chief, FAA Wine & Beer Branch
Bureau of Alcohol, Tobacco & Firearms
P.O. Box 385
Washington, DC 20004

Subject: Notice #532, Central Coast Viticultural Appellation

Dear Sir:

The Monterey Vineyard supports the recent requests of Mirassou and of Wente to extend the currently proposed boundaries for Central Coast Appellation northward to include their vineyard areas near Livermore and San Jose. These areas have more in common with Central Coast than any other current appellation in my opinion, and should have been included in the original petition. BATF can correct our oversight by simply including these areas, as described in correspondence from Mirassou dated November 26, 1984.

I know of no local winery or vineyard which disagrees with this proposal.

Very truly yours,

R. G. Peterson, Ph.D.
Winemaster

RGP:sa