

# J. Filippi Vintage Co.

PRODUCERS OF

*Choice Table and Dessert Wines*

P.O. BOX 2, MIRA LOMA, CALIF. 91752

(909) 428-8630 FAX (909) 428-6264

February 28, 1994

Mr. Thomas B. Busey  
Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco and Firearms, Room 51-40  
Washington, D.C. 20226

Dear Chief Busey:

Re: "Cucamonga Valley"  
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The following is our petition for your review and consideration regarding the establishment of a new viticultural area to be known as "Cucamonga Valley".

I submit this petition on behalf of myself and;  
Mr. Philo Biane, Rancho de Philo Winery, Rancho Cucamonga, CA  
Mr. Rene' Biane, Guasti Plaza, Guasti, CA  
Mr. Don Galleano, Galleano Winery, Mira Loma, CA  
Mr. Paul Hofer III, Hofer Ranch, Ontario, CA  
Ms. LeAnn Smothers, The City of Rancho Cucamonga, CA  
Mr. Jeff Wilson, Inland Empire West Resource Conservation District, Ontario, CA

The proposed Cucamonga Valley viticultural area is located approximately 15 miles west of the city of San Bernardino, California and some 45 miles east of the city of Los Angeles, California along the western borderline of San Bernardino County, California. Located at the foot of the San Gabriel Mountains in Southern California, this area is considered to be one of the most fruitful and historical winegrowing and winemaking areas in America.

This petition provides factual information as evidence that the proposed viticultural area meets the regulatory requirements set forth in your January 12, 1994 letter as: 27 C.F.R. 4.25a. Also, I have spoken with Mr. David Brokaw from your office, who has been most helpful in answering many questions.

## EVIDENCE THAT THE VITICULTURAL NAME IS WIDELY KNOWN \*\*\*\*\*

1. When the names "Cucamonga" & "Cucamonga Valley" were first used is not exactly known, but are said to come from the Indian word meaning, "the land of many waters and sandy places". Cucamonga is one of the few Indian place names which have been retained in Southern California. Most records indicate that the Indians of Cucamonga were Serranos. Resources: F. J. Johnston, The Serrano Indians of Southern California, p 1, (1973).

2. Spanish ambition to expand the mission system led to the first recorded explorations of Cucamonga. In 1811 the first recorded use of the name Cucamonga appears in the Book of Baptisms at Mission San Gabriel, California. It is recorded that on March 21, 1811, four natives of Cucamonga were baptized by Father Fray Zalvidea at the mission.

3. The area has been known since the Spanish first trekked through the country. This rich and fertile Cucamonga Valley was coveted by the Spaniards, and in 1839 a wealthy man of Los Angeles named Don Tiburcio Tapia filed his official request contained in the expediente, with Juan B. Alvarado, Governor of California, for the lands called Cucamonga. Resource: Ester Boulton Black, Rancho Cucamonga and Dona Merced, San Bernardino County Museum Association, p xi, (1975).

4. Don Tiburcio Tapia, who was a man of many ventures, left the area largely to the care of Jose' Maria Valdez, one credited with having set out the "Mother Vineyard", containing "twelve rows of forty-seven vines each". Such was undoubtedly one of the first large plantings of grapes in California. This took place in Cucamonga in 1839-40. The vines, probably of the Mission variety, were not full-bearing until 1845, the year of Tapia's death. Therefore, the first wine made in Cucamonga from grapes grown in this soon-to-be wine center of Southern California, was probably in the late 1840's.

5. There is a U.S.G.S. 7.5 minute series map entitled Cucamonga Peak Quadrangle. There is also a creek named Cucamonga Creek and a Historical Landmark - Cucamonga Winery, and both appear on the U.S.G.S. Guasti Quadrangle 7.5 minute series map of Cucamonga, California. The Cucamonga Creek runs through the Cucamonga Valley area and the City of Rancho Cucamonga. In addition, Cucamonga appears on the U.S.G.S. 7.5 minute series maps, Cucamonga Peak Quadrangle, Guasti Quadrangle, Ontario Quadrangle and Mt. Baldy Quadrangle.

6. When rancher and landowner John Rains began planting his vineyards in Cucamonga, he started a revolution by introducing agriculture on a large scale to replace cattle and sheep raising. The enlarged vineyard planted by Rains set standards for other grape growers who came to this part of the valley: the care with which the vines were planted inspired later vintners like Secondo Guasti, John Klusman, and M.E. Post. In 1858 a visiting committee of the California State Agricultural Society made a survey of agriculture in the state. The committee was a forerunner of the State Department of Agriculture. It's appraisal of the area read in part:

"Near night we reached the Cuco-Mungo Rancho (Cucamonga Rancho) containing nine leagues of land, which has recently been purchased by Mr. John Rains. Bounded on the north by the south slope of a mountain range (the San Gabriel Mountains), and on the south by the center of the Great Valley, composed of gravel from volcanic rocks, containing those chemical properties best adapted to produce fine wine, and resting upon a sub-strata of soft rock, containing magnesium in large proportion, which, according to the ripest experience is eminently adapted to produce the best classes of long-keeping wines." This report published by resolution of the California State Senate, 10th session, p 292.

7. Winegrowing in and around Los Angeles did not decline in the late 1800's. There was even new development in some areas, notably at Cucamonga-Guasti at the turn of the century. There, Secondo Guasti established the Italian Vineyard Company on the sandy slopes of the district and ultimately extended his vineyards to over 5,000 acres. "The Largest In The World", they were enviably called. Resource: Professor Thomas Pinney, The Book of California Wine, The University of California / Sotheby, Chapter I.I, p 9, (1984).

8. Joseph A. Filippi, a skilled viticulturist and enologist, earned several medals at the 1969 Los Angeles County Fair's Wine Competition. His Gold Medal Burgundy was produced entirely (60,000 gallons) from Cucamonga Valley grapes. J.A. Filippi produced hundreds of choice wines in his lifetime, and like other dedicated vintners, he left an impressive winemaking legacy that lives on in California's wine industry.

9. The Cucamonga Valley is famous for its high quality wines, and the output of its many wineries during the early to mid 1900's is well-known throughout California. (see Early Wine Labels as exhibit A). The area, Cucamonga or Cucamonga Wine District 14, as it was previously named, (see Vineyard Districts of California map exhibit B) was the state's largest wine producing area.

10. In 1939, the United States Treasury Department's Federal Alcohol Administration Division in Washington, D.C. was endeavoring to establish the Cucamonga Area or Cucamonga District as a viticulture area. (see U.S. Treasury Dept. Letter Copies exhibit C).

11. The late great wine critic, Almond R. Morrow, rated Cucamonga Port the finest in the state. Cucamonga Zinfandel and Cucamonga Grignolino, grown in the district's unique climate and soil, are soft to the palate, yet possess pronounced flavors and aromas unlike any other red table wines. Home winemakers in the East long paid premium prices for Cucamonga Zinfandel grapes because of their distinctive, almost cheese-like taste. Resource: Leon D. Adams, The Mines of America, p 280 (1973).

12. Cucamonga Valley wine production reached its peak in the 1940's and 50's, with over 60 wineries producing from approximately 35,000 acres. Also in the 1950's, the Cucamonga Valley was home to the World's Largest Vineyard. Six thousand continuous acres were owned by the Garrett & Co. (1,000 acres plus 5,000 acres from the Italian Vineyard Company in Guasti). Resource: Interview with Mr. Philo Biane, Rancho de Philo Winery, Rancho Cucamonga, California, January 1994.

13. In 1962, Cucamonga Valley wines accounted for ninety-eight (98) percent of the nine and one-half million (9,500,000) gallons of wine produced in the Southern California wine district. Included were the counties of: San Bernardino, Los Angeles, San Diego, Santa Barbara and Riverside.

14. The City of Rancho Cucamonga is home of California's Oldest Winery - "The Cucamonga Rancho Winery" founded by Tiburcio Tapia in 1839. This original adobe winery building has been designated as "the first commercial winery in California" and listed as California Historical Landmark No.490. The City of Rancho Cucamonga also is home to the state's oldest Grape Harvest Festival.

15. Cucamonga Valley area vintners today produce award-winning wines from mature grape varieties such as: Zinfandel, Grenache, Mataro, Mission, Muscat of Alexandria, Palomino, Golden Chasselas (see Current Wine Labels as exhibit D). In addition, several tons of the grapes grown in the Cucamonga Valley are sold and shipped every season to wineries located outside of the Cucamonga Valley area. Resource: Interview with Mr. Don Galleano, Galleano Winery, Mira Loma, California, January, 1994.

16. The United States Patent and Trademark Office retains two registered trademarks on file for wines with the name Cucamonga. 1) "Old Cucamonga", Trademark No. 324,760, Registered May 28, 1935 by F.L. Ryon, T.P. Biane, H.M. Shea. 2) "Cucamonga Cooler", Trademark No. 1,782,864, Registered July 20, 1973 by G.L. Filippi.

#### EVIDENCE OF BOUNDARIES

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Cucamonga Valley is bounded on the north, at the 2,000 foot elevation contour line, by the foothills of the San Gabriel formation, south of the San Bernardino National Forest area, made up of dieneba-rock outcrop complex with stoney loamy sands of the soboba series. The watersheds of Cucamonga, Deer and Day Creeks are defining features of this appellation. The area is located west of the confluence of Lytle Creek Wash and Cajon Wash. The valley's eastern border from Lytle Creek Wash to Santa Ana River is psamments and fluvents.

Southeast is the Santa Ana River Flood Plain to Jurupa Mountains at the 1,200 foot elevation mark westward is cieneba-rock outcrop complex. The southern border is made by the Jurupa Mountains westward to Etiwanda Creek, then south to the Santa Ana River Flood Plain at 560 foot elevation mark to Prado Dam Floodline. Below 560 feet is poor drainage of fine sands Grangeville, saline alkaline soils Maukena and clay loams series Chualar. This partly includes the portion of Riverside County California lying north of Santa Ana River.

The southwest border is made by following the Chino Creek watershed from the Chino Hills and Puente Hills formation, going north to form the west border where it meets San Antonio Creek, north to a 2,000 foot elevation.

#### GEOGRAPHICAL FEATURES

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1. Cucamonga Valley is an east-west oriented valley. The San Gabriel Mountains, form the valley's northern boundary. The San Antonio Creek, Cucamonga Creek, Deer Creek, Day Creek, San Sevaine Creeks, from west to east respectively, spread out to form alluvial fans as they descend the foothills and emerge in the Cucamonga Plain. These fans contain sand and silt deposits that create a rich mixture of fertile soil.

2. Cucamonga Valley is an alluvium of Cucamonga Peak's main watersheds, Cucamonga Canyon Wash, Deer Canyon Wash, Day Canyon Wash and San Sevaine. Formed by the watersheds of the Cucamonga canyons, the general topography within the valley consists of gently sloping alluvial. The gentle slope to the south and east from the San Gabriel formations is a defining feature of this proposed viticultural area.

3. The drainage is good, allowing the soil to remain moist without trapping an excessive amount of water that could cause tender roots of some crops to rot. Elevation in this region ranges from 560 to 2,000 feet. Water erosion occurs during the winter and early spring months.

4. The San Gabriel Mountains stand as a great wall, from 8,000 to 10,000 feet high, preventing storm clouds from blowing across their southern faces into the desert beyond. This causes the clouds to back up against the mountains and unleash their stored up moisture onto the fertile plain below. Even though this natural geographic barrier creates the opportunity for torrential flooding, the quantity of rain generally is not excessive.

## SOILS

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1. According to the Soil Survey of San Bernardino County Southwestern Part, the region is made up of the alluvial valley floors, fans and terraces that cover areas throughout the Cucamonga Valley. The soils formed in alluvium are derived mainly from granitic rock from the San Gabriel formation in the north and are a defining feature of the area. The soils in the area are represented by Chino, Delhi, Grangeville, Greenfield, Hanford, Hilmar, San Emigdio, Soboba, Gorgonio, Placentia, Romona, Monserate and Tujunga series.

2. The wine grape vineyards in this region are found to be located on Delhi, Hanford, Tujunga, Gorgonio and Hilmar soil series found most at the 950 to 1,500 foot elevation ranges. Most vineyards are nearly level to moderately sloping (0-15%).

3. The soil here is sandier, of a finer quality than both the more rocky high foothills and mountains to the north and the southern flood control basin. Valley soils contains slightly less soda. Thus, the black-gray loamy soil of the valley provide the farmer and rancher a better opportunity to raise high quality wine grapes without the fear of harming their vineyards with too much soda which can "burn" the tender shoots of new growth on the vines in the spring. Resource: H.E. Jacob, Grape Growing in California Agricultural Extension Service Circular 116, Berkely: University of California, p 7, April (1940).

## CLIMATE

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1. The climate in the Cucamonga Valley is well-suited for viticulture and is a defining feature. Average temperatures throughout the year seldom vary more than forty degrees fahrenheit. There are relatively few nights below freezing in the winter and summer days can be very hot, reaching temperatures over 100 degrees F. If the vines are well watered in the spring, the grapes should survive the months of July and August with little damage to their appearance or quality for winemaking. Resource: James D. Hofer, Cucamonga Wines and Vines: A History of the Cucamonga Pioneer Vineyard Association, Claremont Graduate School, CA, March 1983.

2. The climate, though tempered by winds from the ocean, is as warm as the northern San Joaquin Valley. It is classed as Region IV. The heat summation for the Cucamonga Valley area is generally in the 3,501 to 4,000 degree-days range (using the Fahrenheit scale). This corresponds to a warm region similar to the Ukiah, Davis and Lodi areas of California.

3. This differs from the generally cooler climates (regions I-III) of the Santa Barbara, Santa Rosa and Santa Maria grapegrowing areas further north, and the Temecula, Rancho California grape growing areas further south. The rainy season here runs from December through April, with an average precipitation of fifteen to twenty inches a year. The amount of rainfall gradually decreases as one moves south from the foothill region into the valley. The frost-free season in the region is 230 to 310 days (see Regions Map exhibit E). The climate is a defining feature of this proposed viticultural area.

4. By growing high-acid varieties and with improving modern technology, table wines of acceptable and improving quality are being produced in the warmer region, IV (Cucamonga) and region V. Dr. M.A. Amerine, Professor Emeritus of Enology and Dr. V.L. Singleton, Professor of Enology, Wine An Introduction, University of California, Davis, p 48 & 49, (1965 & 1977).

5. Wind erosion is moderate to high in this region if soils are disturbed and left unprotected. The use of a Noble-blade cultivator has been accepted as the appropriate tool to manage the vineyard weeds and protect the soil from wind erosion. The Noble-blade is normally used in the Spring and leaves a protective mulch residue from the cover crop on the soil surface while cutting the roots below the soil without much surface disturbance.

6. In winter, grapevine prunings are normally shredded and left on the soil as a protection against wind erosion and to help the soil's fertility. Resource: Mr. Jeff Wilson, Inland Empire West Resource Conservation District, Ontario, California, January, 1994.

#### REGION IN GENERAL

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1. The proposed Cucamonga Valley viticultural area is most defined by its soil and climate. The size is approximately 171 square miles, or 109,440 acres. All vineyards are entirely within the area and comprise approximately 2,000 acres planted to wine grapes. Also, there are five California Bonded Wineries within the proposed Cucamonga Valley area.

2. Despite the overwhelming problems of urban growth facing the Cucamonga Valley's vineyards, the area's prominent wine and grape families remain dedicated, and continue to grow and produce some of the finest wines in the state. They are all living testaments of the Southern California wine industry for the wine-making community and deserve admiration (see City of Rancho Cucamonga, Mayor Dennis L. Stout's Letter of Endorsement).

PROPOSED BOUNDARY

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The boundary of the proposed Cucamonga Valley viticultural area may be found on eight United States Geological Survey, 7.5 minute series maps entitled: Cucamonga Peak Quadrangle, Devore Quadrangle, Mount Baldy Quadrangle, Ontario Quadrangle, Guasti Quadrangle, Fontana Quadrangle, Corona North Quadrangle and Prado Dam Quadrangle. These maps are enclosed with the boundaries prominently marked with fluorescent yellow.

The Cucamonga Valley viticultural area of Southern California, is located mostly in western San Bernardino County and a small portion of western Riverside County, both in the State of California. The Cucamonga Valley boundary is as follows:

(1) Beginning at the southeast corner of section 19, R.7W, T.1N go north to the 2,000 foot elevation contour line. Follow the 2,000 foot elevation contour line east, approximately 14 miles, crossing the watersheds of the Cucamonga Canyon, Deer Canyon, Day Canyon, Morse Canyon, San Sevaine Canyon and Duncan Canyon to centerline of Sierra Avenue at section 7, R.5W, T.1N on Devore Quadrangle.

(2) Then straight south approximately .25 mile on centerline of Sierra Avenue to centerline of Riverside Avenue at section 17, R.5W, T.1N.

(3) Then southeast, parallel with the Lytle Creek Wash Flood Plain area, across sections 17, 21, 22, 27 to centerline of Cactus Avenue at section 26, R.5W, T.1N.

(4) Then straight south approximately 8.25 miles across sections 26, section 34 at T.1S Fontana Quadrangle, sections 3, 10, 15, 22, 27, 34 to southeast corner of section 34, R.5W, T.1S on Fontana Quadrangle.

(5) Then westward through sections 34, 33, 32, 31, R.6W, sections 36, 35, 34 following the San Bernardino and Riverside County Line to southeast portion of section 33 east of Etiwanda Creek Channel, R.6W, T.1S on Guasti Quadrangle.

(6) Then south crossing into Riverside County, along Etiwanda Creek Channel through section 4, T.2S, sections 9, 10, 15, 22 southwest corner R.6W, T.2S to centerline of Limonite Avenue on Corona North Quadrangle.

(7) Then west on centerline of Limonite Avenue/Cloverdale Road across sections 20, 19, R.7W, 24 to southwest corner section 23, R.7W, T.2S on Corona North Quadrangle.

(8) Then north approximately .50 mile on Archibald Avenue, crossing the Riverside County Line into San Bernardino County, to centerline of Merrill Avenue at section 22, R.7W, T.2S.



(9) Then west approximately 3.3 miles, following centerline of Merrill Avenue, crossing Cucamonga Creek, through sections 22, 21, 20, 19 to Euclid Avenue, located on Prado Dam Quadrangle.

(10) Then, on the northeast portion of section 19, take Euclid Avenue centerline north approximately 11.4 miles across sections 19, 18, 7, 6, T.1S section 31, 30, 19, 18, 7, 6, T.1N section 31, 30, 19.

(11) Then on centerline of 24th Street, go east .33 mile to southeast corner of section 19, R.7W, T.1N, the point of beginning, on Mt. Baldy Quadrangle.

We thank you for your consideration in establishing "Cucamonga Valley" as a new viticultural area in the State of California.

Should you have any questions, please do not hesitate in calling me at the winery telephone 909-428-8638.

Sincerely,

Gino L. Filippi  
J. Filippi Vintage Co.

*Gino L. Filippi*

Philo Biane  
Rancho de Philo Winery

*Philo Biane*

Rene' Biane  
Guasti Plaza

*Rene' Biane* <sup>to J.L.F.</sup>

Don Galleano  
Galleano Winery

*Donald Galleano*

Paul Hofer III  
Hofer Ranch

*Paul Hofer III*

LeAnn Smothers  
The City of Rancho Cucamonga

*LeAnn S. Smothers*

Jeff Wilson  
Inland Empire West  
Resource Conservation District

*Jeff Wilson*

**Fil-Vista**  
BRAND



**CUCAMONGA**  
*Tokay*  
ALCOHOL 20% BY VOLUME  
*A Fine Wine of the Cucamonga District*  
MADE AND BOTTLED BY  
**J. FILIPPI VINTAGE CO.**  
MIRA LOMA, CALIFORNIA

CAREFULLY PRODUCED FROM SPECIALLY SELECTED GRAPES

**OLD RANCHO** BRAND



CALIFORNIA'S  
OLDEST  
WINERY  
ESTABLISHED  
1839

*California Select*  
**MADEIRA**  
ALCOHOL 20%  
BY  
VOLUME  
PREPARED AND BOTTLED BY  
THOMAS VINEYARDS • BONDED WINERY NO. 3603  
CUCAMONGA, CALIFORNIA



**PRIDE**  
*of*  
**CUCAMONGA**  
BRAND  
*California*  
**MISSION WINE**  
ALCOHOL 13.5% BY VOLUME  
*A Fine Wine of the Cucamonga District*  
MADE AND BOTTLED BY  
**J. FILIPPI VINTAGE CO.**  
MIRA LOMA, CALIFORNIA  
S. W. 3724 - 14TH DIST.



Since 1870

**CUCAMONGA VINEYARD**

PURE CALIFORNIA WINE

CALIFORNIA  
*Burgundy*  
ALCOHOL 12% BY VOLUME  
PRODUCED AND BOTTLED BY  
CUCAMONGA VINEYARD CO. • CUCAMONGA, CALIFORNIA

**VACHE**  
*Since 1832*



CALIFORNIA  
**Rhine**  
*Heritage Selection*

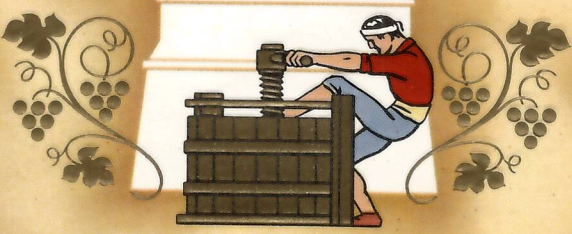
ALCOHOL 12% BY VOLUME  
 PRODUCED & BOTTLED BY E. VACHÉ & C<sup>E</sup>., GUASTI, CA 91743

**OLD  
 RANCHO**  
 BRAND  
 CALIFORNIA  
**SHERRY**  
 WINE


Produced and Bottled at  
**California's Oldest Winery**  
 Cucamonga Vintage Company  
 Cucamonga, California

Bonded Winery No. 3603  
*Alcohol 19 to 21%      Contents* -----  
 Withdrawn from Tax Paid Package

**Brookside**  
*California*  
**ANGELICA**



ALCOHOL 18% BY VOLUME  
 MADE AND BOTTLED BY  
 BROOKSIDE WINERY, GUASTI, CALIF.

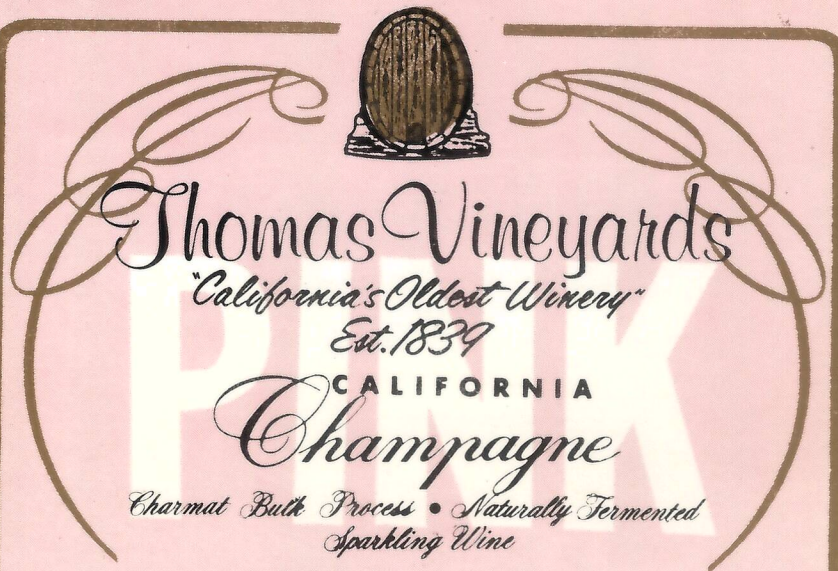


*Growers and producers of distinguished  
 California wines of enduring character  
 Since 1832*

# Joseph Filippi

The Filippi family has been growing grapes and making fine wines for many generations in the north of Italy in the area near Venice. It was not until 1922 however, that Giovanni Filippi and his young son Joseph came to the United States in search of a new and better life. They settled in the heart of the famous grape growing area known as the Cucamonga Valley. There they planted their first 20 acre vineyard in 1923. From that time on hard work was the order of the day--pruning, irrigating, cultivating and tending their beloved grape vines.

It was not until 1934 that the first portion of the present winery was built. From a small beginning the winery has increased in size to over 600,000 gallons storage capacity and vineyards have been planted to include 300 acres of some of the finest wine grapes grown in the area.



# Thomas Vineyards

*"California's Oldest Winery"*

*Est. 1839*

## CALIFORNIA Champagne

*Charmat Bulk Process • Naturally Fermented Sparkling Wine*

MADE & BOTTLED FOR

Thomas Vineyards by Thomas Champagne Cellars

CUCAMONGA, CALIFORNIA

ALCOHOL 12% BY VOLUME

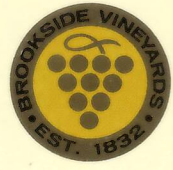
NET CONTENTS ¾ QUART

# GALLEANO BRAND



## CALIFORNIA BURGUNDY

ALCOHOL 13.5% BY VOLUME  
 PRODUCED AND BOTTLED BY  
**GALLEANO WINERY, Inc.**  
 B. W. No. 3952 - 14th DIST., CALIF.  
 MIRA LOMA, CALIFORNIA



## A Brookside Estate Wine

Vino Rosado is a blend of various grapes from our Cucamonga vineyards, including the Grenache Rosé grape, well known for its rosé wines.

This especially blended wine was developed by Brookside's master winemaker to produce an exciting and lively wine of brilliant pink color.

It is best served well chilled and is excellently served with most foods and is equally delightful as a refreshing cocktail wine over ice.



*Vineyard Districts*  
of CALIFORNIA





TREASURY DEPARTMENT  
FEDERAL ALCOHOL ADMINISTRATION DIVISION  
WASHINGTON

July 5, 1939

Cucamonga Vintage Company  
Cucamonga  
California

Gentlemen:

The Administration is endeavoring to establish the limits of the "Cucamonga Area" or "Cucamonga District", and, in this connection, it is requested that you forward a statement of your opinion of the boundaries of the "Cucamonga District", describing such boundaries by rivers, mountain ranges, railroads, highways, or other easily identified features of topography, or preferably, by submitting a map with the boundaries drawn to scale. It is understood that maps may be obtained from the Geological Survey for a nominal sum, which would well serve this purpose.

In delineating the "Cucamonga District" there should be indicated the reason for the placing of each boundary with particular reference to the characteristics of the grapes grown within and outside of each such boundary, and the names properly applicable to the adjacent districts lying just outside the district bounded should be indicated.

Your cooperation and prompt attention in this matter will be much appreciated.

Very truly yours,

W. W. Barron  
Senior Label Examiner



TREASURY DEPARTMENT  
FEDERAL ALCOHOL ADMINISTRATION DIVISION  
WASHINGTON

August 5, 1939

Cucamonga Vintage Company, Inc.  
Cucamonga  
California

Gentlemen:

The receipt is acknowledged of your letter of July 27, 1939, replying to the Administration's letter of July 5, 1939, relative to the delineation of a particular grape growing and wine producing area known as the "Cucamonga" area or district.

You indicate that a number of persons qualified by experience in the industry, acting as a committee, are to discuss and analyze all the facts available and that all interested parties in your vicinity will be given an opportunity to express their views.

The cooperation shown by you and other wineries to whom similar requests were addressed is much appreciated.

Very truly yours,

*W. W. Barron*

W. W. Barron  
Senior Label Examiner

CAREFULLY PRODUCED FROM SPECIALLY SELECTED GRAPES

**OLD RANCHO** BRAND

CALIFORNIA'S OLDEST WINERY ESTABLISHED 1839

MADE AND BOTTLED BY THOMAS MIRA LOMA VINEYARDS • MIRA LOMA, CALIFORNIA

*California Select*  
**LIGHT SWEET MUSCAT**

ALCOHOL 12% BY VOLUME

**GOVERNMENT WARNING:** (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

CONTAINS SULFITES

**Chateau Filippi**

EST. 1934

*California*  
**Golden Muscatel**

A special, delicately flavored, medium sweet dessert wine made with extra care.

*Alcohol 12% by Volume*

*Bottled and Bottled by J. Filippi Winery Co.  
Mira Loma, California 91769*

**GOVERNMENT WARNING:** (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

CONTAINS SULFITES



Joseph Filippi

SINCE 1922

WINEMAKER'S RESERVE • LIMITED RELEASE

CALIFORNIA

Ruby Port

ALC. 19% BY VOL.

Since 1922 the Joseph Filippi family has been growing grapes and producing quality wines in the Cucamonga - Guasti area of Southern California. Today, over seventy years later, the Filippi family winemaking tradition continues under the direction of fourth-generation family members. The winery presents palatable and affordable award-winning wines in the European winemaking tradition.

A special blend of Ports aged for smoothness. Light bodied Port wine that is sweet with a slight delicate wood taste. Excellent with nuts and cheeses before or after dinner.

From our family to yours, we sincerely hope you enjoy these wines. We welcome you to visit the winery and tasting rooms in Guasti - Ontario and Fontana, California.

Joseph Filippi Vineyards

SINCE 1922

VINTED AND BOTTLED BY J. FILIPPI VINTAGE COMPANY  
FONTANA, CALIFORNIA BONDDED WINERY CA 3724  
CONTAINS SULFITES

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



Thomas Brothers  
California

White Zinfandel

ALCOHOL 10% BY VOLUME

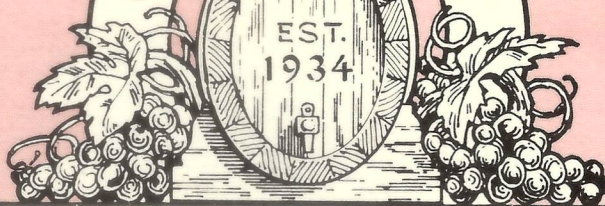
CELLARED AND BOTTLED BY THOMAS MIRA LOMA VINEYARDS,  
FONTANA, CALIFORNIA BW-CA-3724 • FOR THOMAS VINEYARDS,  
"CALIFORNIA'S OLDEST WINERY" EST. 1839 • CUCAMONGA, CALIF.

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

CONTAINS SULFITES

Chateau Filippi

EST.  
1934



California

Grenache Rosé

(GREN-osh ro-ZAY) Mellow, zesty and fruity  
table wine of the Grenache grape.

Served chilled.

Alcohol 12.5% by Volume

Cellared and Bottled by J. Filippi Vintage Co.  
Mira Loma, California BW-CA-3724

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

CONTAINS SULFITES



# GALLEANO

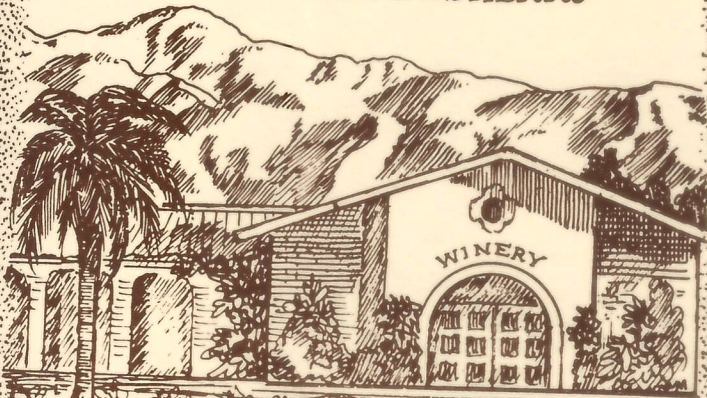
California

MUSCAT  
LATE HARVEST

TABLE WINE  
VINTED AND BOTTLED BY  
GALLEANO WINERY  
RIVERSIDE COUNTY - MIRA LOMA, CALIFORNIA

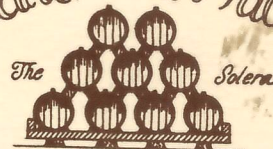
## Rancho de Philo

CALIFORNIA  
TRIPLE CREAM SHERRY



ALCOHOL 17% BY VOLUME  
MADE AND BOTTLED BY RANCHO DE PHILO, ALTA LOMA, CALIFORNIA

## Rancho de Philo



*This Triple Cream Sherry is produced by using the Flor Yeast Strains for its fermentations. It is then aged via the solera system of oak barrels.*

*This Sherry has been clarified only prior to bottling. It has not been filtered or stabilized by refrigeration or heat.*

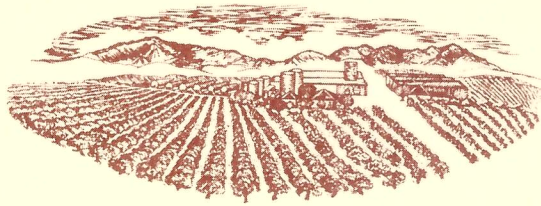
*Upon aging in the bottle for a number of years, a slight deposit may appear. Keep the bottles in an upright position at all times. Pour gently and enjoy the finest of Triple Cream Sherry.*

CONTAINS SULFITES

*Philosize*

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

750 ml.



*Joseph Filippi*

1989

*California*

*Finfandel*

ALCOHOL 12% BY VOLUME

CELLARED AND BOTTLED BY J. FILIPPI VINTAGE COMPANY  
FONTANA, CALIFORNIA BW-CA-3724 • CONTAINS SULFITES

**GOVERNMENT WARNING:** (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

**GUASTI**  
®  
**ALTAR WINE**



*California*

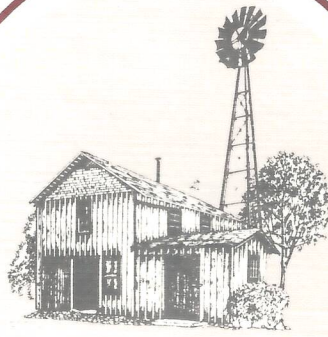
**Angelica Wine**

ALCOHOL 19% BY VOLUME

CELLARED AND BOTTLED BY J. FILIPPI VINTAGE COMPANY  
MIRA LOMA, CALIFORNIA BW-CA-3724

**GOVERNMENT WARNING:** (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

CONTAINS SULFITES



# HOFER RANCH

SINCE 1882

California

## Sherry

ONTARIO CALIFORNIA

20% ALCOHOL BY VOLUME  
FOR SALE IN CALIFORNIA ONLY

### T. VACHE & CO. WINE MERCHANTS



#### -THREE FRIENDS PORT-

PRODUCED AND BOTTLED BY  
GALLEANO-BIANE WINE CO. - MIRA LOMA, CALIFORNIA  
ALCOHOL 18% BY VOLUME

#### -THREE FRIENDS PORT-

This superb Port is grown in the Cucamonga Wine District, one of California's oldest, and renowned for the quality of its dessert wines. It's producer, GALLEANO-BIANE, represents an association of two of the district's oldest families, going back into the last century.

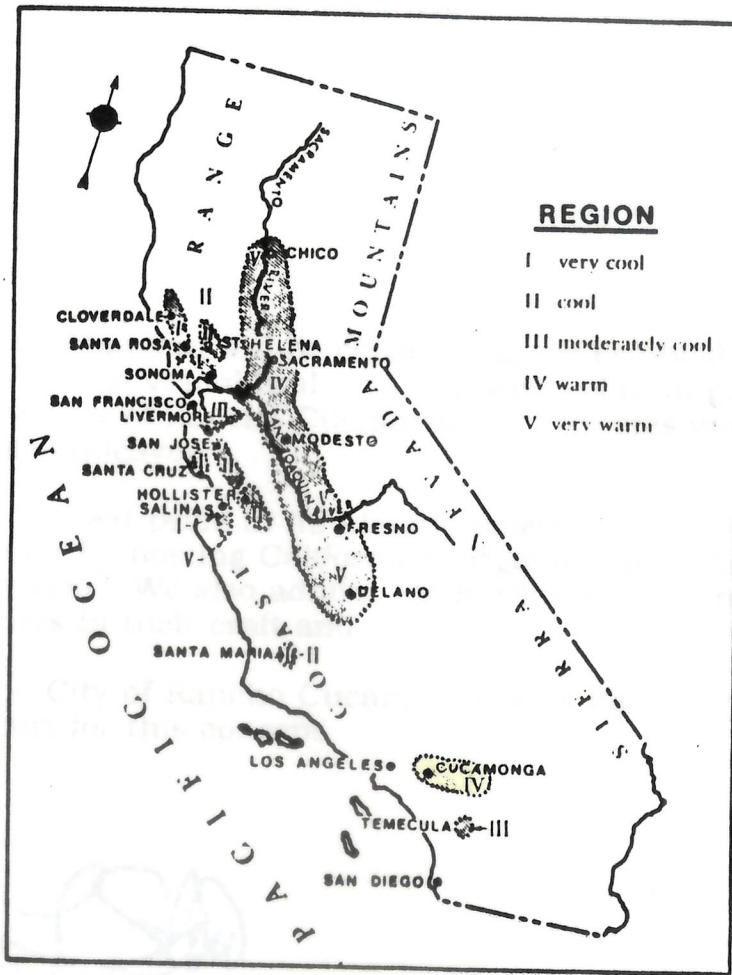
The Three Friends are Philo (Vache) Biane, Don Galleano, and Michael Biane. Enjoy this elegant sipping wine straight, chilled, or over ice.

**GOVERNMENT WARNING:** (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

CONTAINS SULFITES

Wine Growing Regions Map; exhibit E

*Growing Wine Grapes*



T H E C I T Y O F  
R A N C H O C U C A M O N G A  
O F F I C E O F T H E M A Y O R

February 22, 1994

Thomas B. Busey  
Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
Washington, D.C. 20226

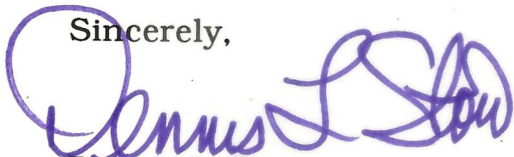
Dear Chief Busey:

We understand that you will be considering the establishment of a "Cucamonga Valley" viticultural area, on behalf of local growers and vintners. The City of Rancho Cucamonga appreciates your work regarding this endeavor.

Our city takes great pride in its historic vineyards and wineries - which we honor by hosting California's original Grape Harvest Festival each year. We also admire the hard work and investment of local vintners in their craft and industry.

Therefore, the City of Rancho Cucamonga adds its hearty endorsement of, and support for this concept.

Sincerely,



Dennis L. Stout  
Mayor



# J. Filippi Vintage Co.

PRODUCERS OF

*Choice Table and Dessert Wines*

April 4, 1994

P.O. BOX 2, MIRA LOMA, CALIF. 91752

(909) 428-8630 FAX (909) 428-6264

Marjorie D. Ruhf  
Specialist, Wine and Beer Branch  
Bureau of Alcohol, Tobacco and Firearms  
Washington, D.C. 20026

Dear Specialist Ruhf:

Your letter dated March 22, 1994 was received. It is understood that I need more evidence in some areas before your office is able to publish your notice of proposed rulemaking regarding the proposed "Cucamonga Valley" viticultural area. As per our telephone conversation last week, I will attempt to make things as straight forward as possible to satisfy the Bureau.

## ADDITIONAL BACKGROUND ON AREA

\*\*\*\*\*

1. There are 7 wine grape growers in the area. Most of the growers are third-generation families from the area. My brothers and I are fourth-generation Filippi winemakers.

2. The 5 bonded winery premises are:

- ① J. Filippi Vintage Co. BW-3724  
11211 S. Etiwanda Avenue  
Fontana, California 92337  
Located 1.5 miles south of I-10 on Etiwanda Ave.
- ② Rancho de Philo Winery BW-4689  
10050 Wilson Avenue  
Rancho Cucamonga, California 91730  
Located north of Highland, west of Haven Ave. on Wilson.
- ③ Galleano Winery BW-3952  
4231 Wineville Road  
Mira Loma, California 91752  
Located south .5 mile of I-60, east of I-15 on Wineville.
- ④ American Foods, Inc. BW-4588  
10037 8th Street  
Rancho Cucamonga, California 91730  
Located east of Archibald Ave. on 8th St., west of Haven.
- ⑤ Nabisco Brands (Old Regina Winery) BW-759  
12467 Baseline Road  
Rancho Cucamonga, CA 91730  
Located west of Etiwanda Ave. on Baseline, east of Haven.

3. There are no wineries, growers or vineyards located just outside the proposed "Cucamonga Valley" area. Closest vineyards are located in "Temecula", approximately 40 miles southeast of the "Cucamonga Valley" area.

EVIDENCE OF "CUCAMONGA VALLEY" NAME

\*\*\*\*\*

1. The name "Cucamonga Valley" appears in the book by Leon D. Adams, titled, THE WINES OF AMERICA, (1973), page 279. Please see Exhibit 'A'.
2. The San Bernardino Sun newspaper uses the name "Cucamonga Valley" in an article printed on 3/30/94. Please see Exhibit 'B'.
3. Please see Box Seat Menu from the Rancho Cucamonga Quakes Professional Baseball Stadium, Exhibit 'C', which shows 'Joseph Filippi - White Zinfandel' logo including name "Cucamonga Valley Vintners Since 1922".
4. Wine label names "Cucamonga Valley" as a grape-growing area of Southern California. Please see Exhibit 'D'.
5. Letter from San Bernardino County Archives names "Cucamonga Valley" as a grape-growing area. Please see Exhibit 'E'.
6. Article from Wine Institute lists San Bernardino County Bonded Wineries in 1941. Bonded Winery Number 3601 was named "Cucamonga Valley Wine Company". Advertisement on same page names "Cucamonga Valley" as famous wine area.

BOUNDARIES IN QUESTION

\*\*\*\*\*

1. The area's western boundary we believe, should remain on centerline of Euclid Avenue. It is an identifiable landmark for easy mapping. There are no grapevines whatsoever near this boundary. There is very little if any, land for any kind of agriculture use west of Euclid Avenue boundary. This is primarily due to the increase of urban sprawl over the past 18 years.

Plantings of grapes were located in the area east of Euclid Avenue. The area west was subjected to flooding from the San Antonio Canyon. In the 1940's several flood control construction projects began to solve the problem. Historically, agriculture in this area (Upland, CA) was citrus (lemons and oranges). Citrus was a higher cash crop than grapes and grew best on the terrain which was providing a good water source. Better drainage existed for the citrus trees also.

Because of its history, and the area's current dense housing and commercial businesses to the west, we wish to keep Euclid Avenue as the area's western boundary.



2. The area's eastern boundary can be revised as follows. I have enclosed two additional U.S.G.S. 7.5 minute series maps entitled San Bernardino South Quadrangle and San Bernardino North Quadrangle. After following the northern boundary's 2,000 foot elevation contour line eastward to the Lytle Creek Wash, head southward along the Lytle Creek Wash. Lytle Creek Wash is a major watershed that spans approximately 4 miles wide. Continue south to Warm Creek, then into the Santa Ana River.

This eastern boundary follows a major water course drainage. There are no vineyards located near this boundary area. Proceed until meeting the line which starts the southern boundary. This line follows the San Bernardino and Riverside County Lines westward onto the Fontana Quadrangle.

Characteristics in soils and drainages are different along the area's eastern boundary compared to the land on the other side of Lytle Creek Wash. Please see section named 'Characteristics' listed below.

3. The area's southern boundary could be extended south to the 560 foot elevation line. Perhaps this is a better point to draw the southern boundary, as the 560 foot line will become the new flood line for the Prado Dam. The Army's Dept. of Engineers have planned to raise the Prado Dam level, 30 feet. This will flood the area back to the 560 foot elevation line. There are no existing vineyards near this area due to the fact there is very poor drainage. There are however, several dairy farms near this area. Needless to say, there will be no future vineyards here.

#### CHARACTERISTICS

\*\*\*\*\*

1. Please find 'General Soil Map' from the San Bernardino County, California Southwestern Part, enclosed for your review. This displays the soil associations.
2. Along the area's eastern boundary there are soil differences. Soils are mostly of the Tujunga-Soboba association: Nearly level to moderately sloping, somewhat excessively drained and excessively drained.

Going further east across the eastern Lytle Creek Wash boundary, the soil association changes from the Tujunga-Soboba association to the Hanford-Greenfield-San Emigdio association: Nearly level to moderately sloping, well drained. There are no grapes east of Lytle Creek Wash.

page 4

Another difference in the soils is drainage. The Tujunga-Soboba association drains from; somewhat excessively to excessively drained.

The Hanford- Greenfield-San Emigdio association is defined as; well drained.

This difference occurs within small parts of the area itself. However not as great as at the area's eastern boundary and its outside area.

AREA SUMMARY

\*\*\*\*\*

Since all the wineries, growers and vineyards have been included far within the boundary lines, we believe that there will not be any complaints or objections to this application. As you may know, the area's great history and heritage of wine growing and winemaking is truly more impressive than the number of acres currently farmed. Frankly, vineyards have decreased due to high land values.

As mentioned in our petition, despite the overwhelming problems of urban growth facing the Cucamonga Valley's vineyards, the area's prominent wine and grape families remain dedicated, and continue to grow and produce some of the finest wines in the state. Varietal wines, table wines, and of course dessert wines are all produced in the area.

The wine growers and wine makers of the Cucamonga Valley are all living testaments of the Southern California wine industry for the wine-making community and deserve merit. It is our request that the area be approved by the BATF.

It is my hope that all of your concerns have been addressed and your questions have been answered. Please contact me if needed at 909-428-8638. It was nice talking with you last Wednesday. Thank you.

Sincerely,



Gino L. Filippi  
J. Filippi Vintage Co.

P.S. The enclosed newspaper article is for your review. Our community is truly excited about the area!

Exhibit 'A'

 THE *Wines*

OF AMERICA

BY LEON D. ADAMS

A SAN FRANCISCO BOOK COMPANY/HOUGHTON MIFFLIN BOOK

HOUGHTON MIFFLIN COMPANY BOSTON 1973

new plantings of wine grapes southeast of Escondido around Alpine.

• 3 •

The Cucamonga Valley, forty-five miles east of Los Angeles, has grown the bulk of Southern California wine during the present century. The vineyard area extends from Ontario east to Fontana and from the base of the San Gabriel Mountains southward to the Jurupa Hills in Riverside County. The climate, though tempered by winds from the ocean, is as warm as the northern San Joaquin Valley and is classed as Region IV.

Tiburcio Tapia planted the first vines in San Bernardino County on his Cucamonga Rancho in 1838. When the railroad arrived forty years later, others began growing grapes along the streams in the rich foothills north of Cucamonga and between Redlands and Banning in southern San Bernardino and northwestern Riverside County.

But nobody thought of planting vines or anything else in the vast flat, sandy waste in between—the Cucamonga desert—until Secondo Guasti came. Guasti arrived in Los Angeles in 1878 from the Italian Piedmont via Mexico, an unschooled, penniless youth. He shoveled coal in the freight yards, cooked in a restaurant, married the owner's daughter, and saved enough to start a small Los Angeles winery and to buy a vineyard in West Glendale. On occasional visits to the Cucamonga Valley, he noticed that the winter floods from the mountains flowed only as far as the desert and there disappeared. It occurred to Guasti that there might be water beneath the desert sand. One day he found a scraggly vine growing in the parched waste. Borrowing a shovel, he dug to find its root. Legend says that he discovered moisture after digging down twenty-four feet. Back in Los Angeles in 1900, Guasti organized the Italian Vineyard Company, selling shares to his countrymen. He bought eight square miles of the Cucamonga desert, built fences against rabbits, and planted a hundred varieties of grapes. He brought whole families from Italy to till the land and built an Italian town—which he named Guasti—with its own school, inn, general store, fire house, post office, and a church as lovely as those in the Italian countryside. Others planted in the desert, and more wineries were built. In 1911, Captain Paul Garrett acquired his 2000 acres at Cucamonga to grow grapes for Virginia Dare wine. By 1917, Guasti was advertising the IVC vineyard as "four thousand acres, the largest in the world." San Bernardino County had 20,000 acres of vineyards, more than in Sonoma and twice as many as in Napa County—when Prohibition came in 1920.

The Sun  
WEDNESDAY, March 30, 1994

## Fontana winery soaks up more awards

The Sun

J. Filippi Vintage Co. of Fontana recently won two awards for winemaking excellence.

The winery earned a gold medal award for its Joseph Filippi Limited Release Cabernet Sauvignon at the 1994 Pacific Rim International Wine Competition in San Bernardino.

It also won a silver medal award for its Joseph Filippi Limited Release Ruby Port at Jerry Mead's New World International Wine Competition in San Bernardino. The Ruby Port is produced from Cucamonga Valley grapes, renowned for sherry and port wines.

The Cabernet Sauvignon is priced at \$7.50 and the Ruby Port sells for \$6 at the J. Filippi Winery tasting and retail sales rooms in Fontana and Guasti.

The Joseph Filippi family has

### VINTNERS

been a Cucamonga Valley vintner since 1922, earning more than 50 awards in the past 30 years.

J. Filippi Vintage Co. wines are sold under the labels Joseph Filippi, Chateau Filippi, Guasti

Altar and Cucamonga Cooler, and are served at the Sycamore Inn, Ontario Hilton and the Rancho Cucamonga Quakes Epicenter stadium.

Its Cucamonga Coolers also are sold at Blockbuster Pavilion; Price/Costco and Rancho Cucamonga's Albertson's.

The Sun Newspaper  
San Bernardino, California

RANCHO CUCAMONGA



PROFESSIONAL BASEBALL CLUB

◆ BOX SEAT MENU ◆

◆ HOME PLATE ◆

|                                   |      |       |
|-----------------------------------|------|-------|
| ___ Grilled Chicken Sandwich      | 4.50 | _____ |
| ___ Deluxe Cheese Burger          | 3.50 | _____ |
| ___ B-B-Quake Plate               | 3.50 | _____ |
| ___ Hebrew National Super Hot Dog | 2.50 | _____ |

◆ FIELDER'S CHOICE ◆

|                  |      |       |
|------------------|------|-------|
| ___ Chef Salad   | 3.00 | _____ |
| ___ French Fries | 1.75 | _____ |

◆ WARM-UPS ◆

|                                   |      |       |
|-----------------------------------|------|-------|
| ___ Nacho Supreme                 | 3.75 | _____ |
| ___ Fruit Tray                    | 3.00 | _____ |
| ___ Assorted Vegetable Tray w/Dip | 2.50 | _____ |
| ___ Popcorn Tub                   | 2.25 | _____ |
| ___ Peanuts                       | 1.00 | _____ |

◆ RELIEVERS ◆

*Coke • Diet Coke • Sprite • Mr. Pibb*

|                                     |      |       |
|-------------------------------------|------|-------|
| ___ Soda - Souvenir                 | 2.25 | _____ |
| ___ Soda - Large                    | 2.50 | _____ |
| ___ Snapple                         | 2.25 | _____ |
| ___ Bottled Water                   | 1.75 | _____ |
| ___ Coffee                          | 1.00 | _____ |
| ___ Draft Beer - Regular            | 3.00 | _____ |
| ___ Imported Beer                   | 3.50 | _____ |
| ___ Cucamonga Cooler Wine Spritzers | 3.00 | _____ |
| ___ House Wine/White Zinfandel      | 3.00 | _____ |

*Thank You • Please Pay This Amount*

◆ WE ARE PLEASED TO ANNOUNCE ◆

**BEER AND WINE WAIT SERVICE  
TO THE VIP SEATS AT  
RANCHO CUCAMONGA  
SPORTS COMPLEX  
(QUAKES STADIUM)**

- ◆ We offer a wide variety of beer and wine throughout the stadium. These beverages are some of the finest available and all are premium brands.
- ◆ With this service, we are required to do some special procedures that we ask you as our valued customer to help us to do our job properly.
- ◆ First, we require that the wait person have direct personal contact with the person buying the beer or wine. This will require our wait personnel to enter the aisle and to have direct eye-to-eye contact with the patron. This will ensure that we can properly I.D. the patron and assess the sobriety of the patron buying the beer and wine. If you wish, you may meet the wait person at the end of the aisle, but in all circumstances, there must be direct personal contact.
- ◆ Second, we require that the wait person directly hand the alcoholic beverage to the patron who was previously identified. We cannot pass beverages down the aisles.
- ◆ We appreciate your cooperation in this matter and we are looking forward to serving you with the best food and beverage available at the Epicenter.

*We proudly feature Award Winning:*



*Joseph Filippi*

CUCAMONGA VALLEY VINTNERS SINCE 1922

White Zinfandel

Exhibit 'D'

*Joseph Filippi*

*The Filippi family has been growing grapes and making fine wines for many generations in the north of Italy in the area near Venice. It was not until 1922 however, that Giovanni Filippi and his young son Joseph came to the United States in search of a new and better life. They settled in the heart of the famous grape growing area known as the Cucamonga Valley. There they planted their first 20 acre vineyard in 1923. From that time on hard work was the order of the day--- pruning, irrigating, cultivating and tending their beloved grape vines.*

*It was not until 1934 that the first portion of the present winery was built. From a small beginning the winery has increased in size to over 600,000 gallons storage capacity and vineyards have been planted to include 300 acres of some of the finest wine grapes grown in the area.*



Back label from wines sold by the  
J. Filippi Vintage Co. BW-3724.

1960's & '70's

Exhibit 'E'

SAN BERNARDINO COUNTY ARCHIVES  
777 EAST RIALTO AVENUE  
SAN BERNARDINO, CA 92415-0793  
PHONE: (714) 387-2630

Riverside County Historical Commission  
P.O. Box 3507  
Riverside, CA 92519

20 August 1991

Dear Commissioners:

I am writing to support the designation of the Galleano Enterprises ranch as a Riverside County Historical Landmark. The Galleano ranch is one of the last remaining family owned and operated grape growing and wine producing concerns in the Cucamonga Valley.

Viticulture and wine production in the northwest portion of Riverside County are historically associated with this well-known district. The topography, climate, geography, soil, and water conditions place the Galleano Winery clearly within the sphere of the Cucamonga wine growing district. Commercial wine production began in earnest in the Cucamonga Valley in the 1850's. John Rains expanded the vineyard and winery established by Tiburcio Tapia, grantee of the Cucamonga Rancho in 1839. From these early years until the 1970's, grapes and wine production were the main agricultural enterprises in the Valley.

One of the world's largest vineyards (nearly 5,000 acres) was owned and operated by the Italian Vineyard Company under the guidance of Secondo Guasti. Grape vines owned by this firm extended from the foothills of the San Gabriel Mountains to near the Riverside County line. The great success of this wine producing company during the pre-Prohibition years inspired others, most notably recent Italian immigrants, to come to the Cucamonga Valley as vineyardists and winemakers. Domenico Galleano, arrived in the Wineville area (now Mira Loma) in 1927 and established his family winery when Prohibition was repealed in 1933. The Galleano family continues to produce wine in its 60 year old winery.

By 1950, when the grape and wine industry began its decline due to post-World War II urbanization, there were some 30 wineries in the Cucamonga Valley. The development of Kaiser Steel Co. in Fontana and the expansion of the Ontario International Airport during the 1950's and 1960's have spawned further industrial, commercial, and residential growth in the area.



Outstanding quality is the reason for this difference, and for the wine-consuming public's preference for the local product. It is the reason that what is termed ('Cucamonga district') wine by the federal alcoholic commission already has established, and is adding to, an enviable reputation.

Reasons for excellence of the West End product are several. One is that they are made by discriminating vintners who spare nothing at the expense of excellence. Modern plants and winemakers who have spent their lives in the trade make this possible.

But underlying all other reasons is the quality of grapes grown in the West End of San Bernardino county themselves. Produced in unirrigated vineyards, these grapes are grown exactly as nature intended them to grow. Production per acre is much less than the corresponding production in other parts of the state.

Virtually every variety of grape is produced in this territory. Grown in large quantities are Zinfandels, Aliboncos, Mataros, Missions, Carignans, Muscats, Burgers, Sultanas, Grenaches, Golden Chasselas, Thompsons, Rose of Peru, Malagas,

and Tokays. There also are numerous fancy and specialized grapes grown in varying amounts, as well as a number of miscellaneous white and black grapes.

Grape growing and wine making is one of the West End's greatest industries.

The district's eight major wineries represent an investment of approximately \$2,300,000 in buildings and equipment and their total annual payroll exceeds \$700,000.

At peak of the vintage season, wineries and vineyards provide employment for between 1,500 and 2,000 persons.

These eight wineries have storage capacity for 13,500,000 gallons.

The West End's grape acreage is 21,666, of which 19,699 acres are wine grapes, 753 acres strictly table grapes, and 1,217 raisin grapes, also suitable for table use.

The 1939 local grape harvest was 65,000 tons, valued at \$913,937 bulk of which was for juice grapes. Table grape tonnage was 2,011, and raisin grape tonnage 3,957. Wine or juice grape tonnage was 59,037.

A conservative estimate places value of grape acreage at around \$5,000,000, exclusive of wineries on

the properties.

These figures give some idea the magnitude and importance the grape and wine industry in this locality.

All types of wines are made in West End, but sweet wines predominate in quantity and quality.

An alphabetical list of bonded San Bernardino county wineries, as catalogued by the United States government, follows:

- Giacomo Abbona, Chino.
- Audenio Winery, Ontario.
- Margaret Bertelli, Fontana.
- Big Bear Winery, Etiwanda.
- Santa Anita Winery, Cucamonga.
- Robert Cerrato, Cucamonga.
- Eugene Cherpin, Fontana.
- Chavin Winery, Upland.
- Cherpin Winery (Louis Cherpin), Fontana.
- A. Columbero & Son, Etiwanda.
- Columbero Winery, Etiwanda.
- Coppo Winery, Mira Loma.
- Colton Winery, Colton.
- Cucamonga Pioneer Vineyard Association, Cucamonga.
- Cucamonga Valley Wine Company, Ontario. BW3601
- Cucamonga Vintage Company, Cucamonga.

(Continued on Page 36)



# Consistent Quality!!

Located in the heart of the Cucamonga Valley, the most famous wine district of Southern California, the CUCAMONGA PIONEER VINEYARD ASSOCIATION produces fine wines from grapes grown in some of the oldest vineyards in the state. Fine wines can only be produced from good sound grapes of the proper varieties, and by careful scientific handling. We pride ourselves on producing wines of consistent quality.

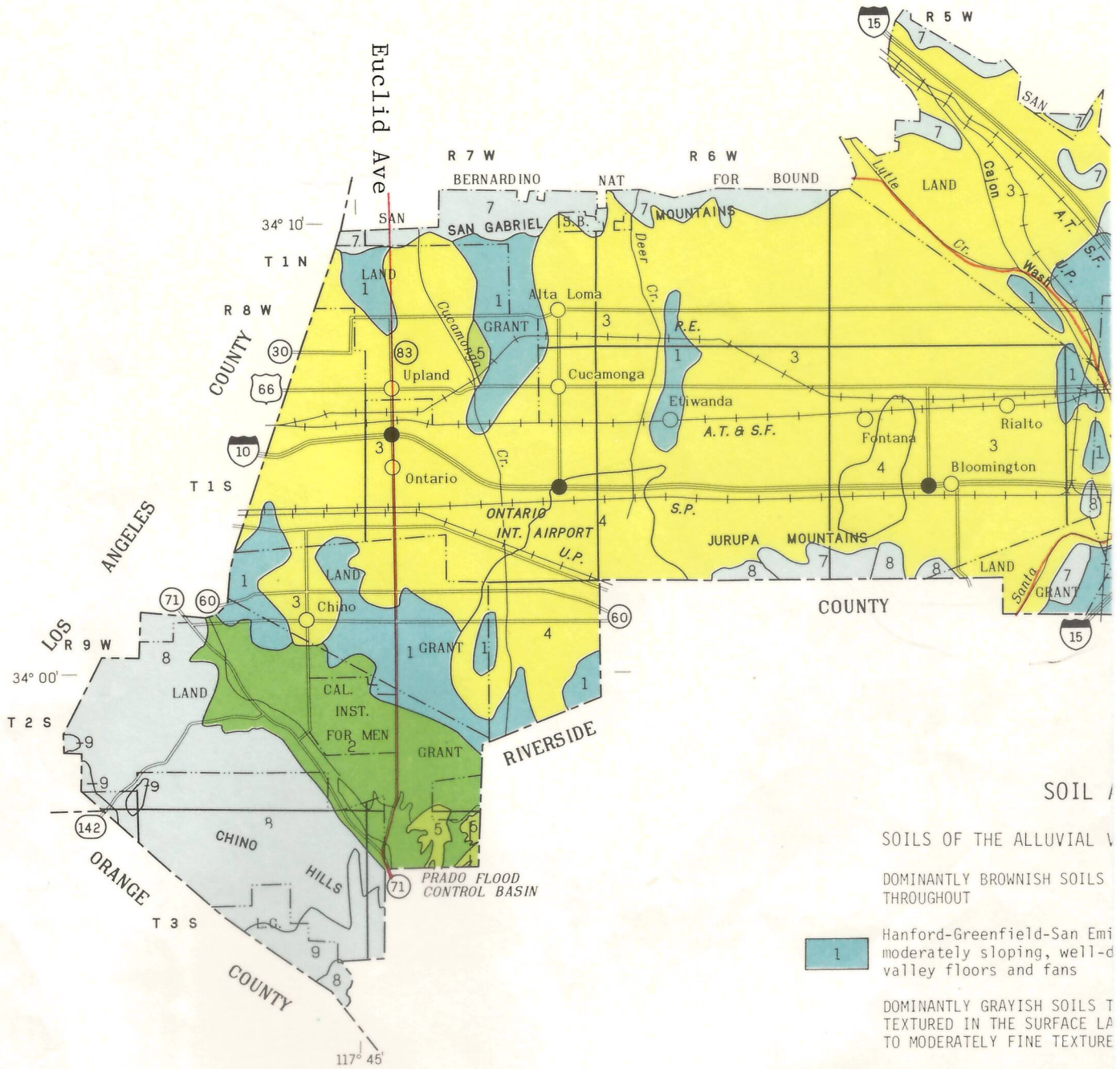
CAR LOT SHIPPERS

**Cucamonga Pioneer Vineyard Association**

*Bottlers of California's Finest Sweet Wines*

CUCAMONGA

CALIFORNIA



SOIL /

SOILS OF THE ALLUVIAL V  
 DOMINANTLY BROWNISH SOILS  
 THROUGHOUT



1 Hanford-Greenfield-San Emi  
 moderately sloping, well-d  
 valley floors and fans

DOMINANTLY GRAYISH SOILS T  
 TEXTURED IN THE SURFACE LA  
 TO MODERATELY FINE TEXTURE



2 Grangeville-Chino-Hilmar a  
 poorly drained, very deep  
 plains and fans

DOMINANTLY BROWNISH SOILS



3 Tujunga-Soboba association  
 somewhat excessively drain  
 soils on alluvial valley f



4 Delhi association: Nearly  
 excessively drained, very

DOMINANTLY BROWNISH SOILS  
 OR MODERATELY FINE TEXTURE  
 FINE TEXTURED BELOW



5 Ramona-Chualar-Sorrento as  
 sloping, well-drained, ver  
 terraces



6 Ramona association: Stron  
 drained, very deep soils o

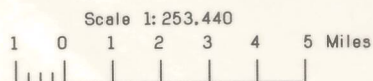
U. S. DEPARTMENT OF AGRICULTURE  
 SOIL CONSERVATION SERVICE

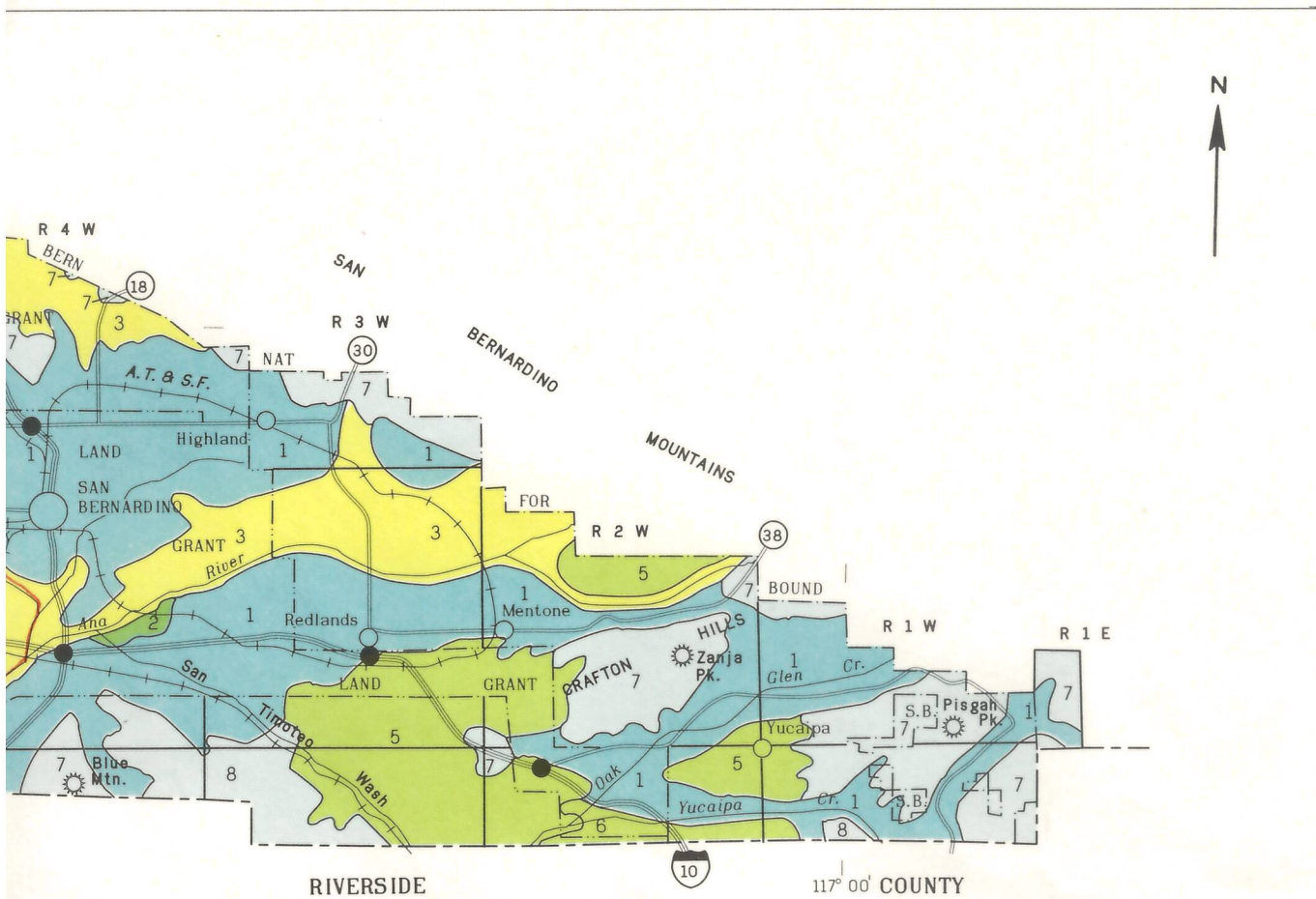
CALIFORNIA AGRICULTURAL EXPERIMENT STATION

**GENERAL SOIL MAP**

SAN BERNARDINO COUNTY, CALIFORNIA

SOUTHWESTERN PART





**SOCIATIONS**

**LEVEL FLOORS, FANS, AND TERRACES**

SOILS THAT ARE MODERATELY COARSE TEXTURED

Soil association: Nearly level to moderately sloping, very deep soils on alluvial fans and terraces

SOILS THAT ARE MEDIUM TEXTURED TO COARSE TEXTURED AND MODERATELY COARSE TEXTURED BELOW

Soil association: Nearly level, somewhat sloping hills in basins and on alluvial flood plains

SOILS THAT ARE COARSE TEXTURED THROUGHOUT

Soil association: Nearly level to moderately sloping, and excessively drained, very deep soils

Soil association: Nearly level to strongly sloping, somewhat deep soils on alluvial fans

SOILS THAT ARE MODERATELY COARSE TEXTURED IN THE SURFACE LAYER AND MODERATELY COARSE TEXTURED BELOW

Soil association: Nearly level to moderately sloping, deep soils on alluvial fans and terraces

Soil association: Nearly sloping to moderately steep, well-drained soils on terraces

**SOILS OF THE UPLANDS**

DOMINANTLY BROWNISH SOILS THAT ARE MODERATELY COARSE TEXTURED OR MODERATELY FINE TEXTURED THROUGHOUT AND ARE UNDERLAIN BY GRANITIC, SCHISTOSE, AND SEDIMENTARY ROCK

7

Cienega-Tollhouse-Friant association: Steep, excessively drained and somewhat excessively drained, shallow soils over schist and granite; on foothills and mountains

8

Saugus-Fontana-Nacimiento association: Steep, well-drained, moderately deep to deep soils over sandstone and shale; on foothills

9

Gaviota-Rock outcrop association: Steep, somewhat excessively drained, shallow soils over hard sandstone, and sandstone rock outcrops; on foothills

Compiled 1977

**J. Filippi Vintage Co.**  
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 Fontana, CA 92335

*Each area outlined on this map consists of more than one kind of soil. The map is thus meant for general planning rather than a basis for decisions on the use of specific tracts.*