

To whom it may concern: ①

As members of the wine consuming public we would like to see Edna Valley designated as an appellation on wine labels. It is certainly to our advantage to know the wine in that bottle is from Edna Valley. More appellations like this would be a tremendous aid in selecting fine wines for purchase.

Edna Valley grows good grapes + should be named on the front of any wine regardless of who makes, labels, + sells it.

Thank you for making
Edna Valley visible on wine
labels everywhere
Tessa M. Cain

COOPERATIVE EXTENSION

UNIVERSITY OF CALIFORNIA

.....

May 7, 1981

San Luis Obispo County
COUNTY AIRPORT - EDNA ROAD
SAN LUIS OBISPO, CALIFORNIA 93406

REPLY TO: P.O. BOX 911
TELEPHONE 549-5940

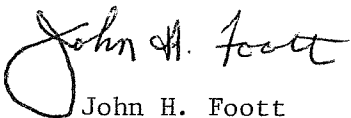
Chief, Regulations and Procedures Division
Bureau of Alcohol, Tobacco and Firearms
P.O. Box 385
Washington D.C. 20044

Dear Sir:

I wish to give my support to the establishment of a viticultural area to be known as "Edna Valley".

I am with the University of California Cooperative Extension. My responsibilities are Wine Grapes, Deciduous Fruits and Nut Crops in San Luis Obispo and Santa Barbara counties. In 1968 I established an experimental planting of Wine Grapes in the Edna Valley, the results were excellent. This is a unique valley bordered by mountains on three sides with an opening to the northwest to the ocean. The ocean is 15 miles from the valley, but is responsible for the excellent wine grape climate. Climate orientation of the valley to the ocean, soil types, and the rolling terrain makes the Edna Valley different from the surrounding grape growing areas.

Sincerely,



John H. Foott
Farm Advisor

JHF:dn

R. A. Zuech, Winemaker
PIEDRA CREEK WINERY
Old Price Canyon Road
San Luis Obispo, CA

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

Dear Sirs:

The unique geographical location and climatic conditions of Edna Valley, San Luis Obispo County, CA, warrants the establishment of a viticultural area to be known as "Edna Valley".

I wish to add my name to the petition for this purpose.

Thank you,


R. A. Zuech

RAZ/m

LAWRENCE WINERY

May 6, 1981

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

Dear Sir:

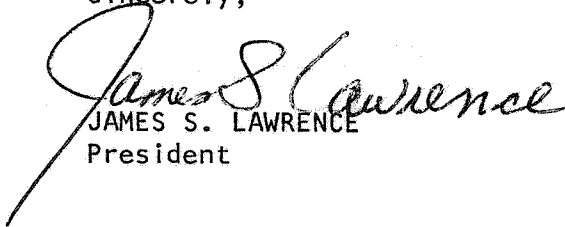
We are writing you in regards to the proposed Edna Valley Vineyard Viticultural Area which we understand that you were to have written comment on by June 8, 1981.

We have reviewed said plan and feel that the proposed Viticultural Area is in the best interest of the industry and should be adopted by your Bureau as set forth presently without any changes.

We hope that you concur with our thoughts and we can look forward to the establishment of the Edna Valley Vineyard Viticultural Area as soon as possible.

Thank you.

Sincerely,


JAMES S. LAWRENCE
President

JSL/df

Norman L. Goss, Owner
Thomas G. Goss, General Manager



(5)

Chamisal Vineyard • Route 3, Box 264N • Orcutt Road
San Luis Obispo, California 93401

5/15/81

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

To whom it may concern:

Our vineyard is located within the boundaries of the proposed viticultural area to be known as "Edna Valley". We strongly support the Edna Valley appellation and respectfully request that the Edna Valley be recognized as a viticultural area.

Sincerely,

Norman L. Goss, Owner
Chamisal Vineyard

(4)

Andre' Tchelistcheff

CONSULTING ENOLOGIST

145 STONECREST DRIVE • NAPA, CALIFORNIA 94558 • PHONE 707-224-5502

May 11, 1981

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

Dear Sir;

In my long lasting career as a Consulting Enologist in the State of California, I have had an opportunity to observe and study the performance of Edna Valley Vineyards during the last several years from 1975 to 1980.

The ecological complex of the Valley-soil, micro-climate and productivity-is directly and strongly reflected in the individual qualitative structure of the wines produced exclusively from the grapes grown within the boundaries of this specific viticultural area.

Furthermore, I agree with all elements of the petition, strongly support the petition, and hope that the Regulations and Procedures Division of the Bureau of Alcohol, Tobacco and Firearms will approve the Edna Valley viticultural area as a specific geographical appellation of origin.

Sincerely,

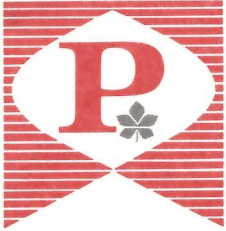


Andre Tchelistcheff

AT/dt

Paragon Vineyard Co., Inc.

7



5700 EDNA ROAD • SAN LUIS OBISPO, CA • 93401 • (805) 544-9080

May 11, 1981

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

Re: Edna Valley Viticultural
Area

Dear Sir:


The undersigned is one of the petitioners in the referenced case. The purpose of this letter is to call your attention to certain additional information which we believe is pertinent to the case.

- 1) Two new wineries have been bonded in Edna Valley since the petition was filed: Chamisal Vineyard and Edna Valley Vineyard. Principals of these two vineyards were signatories to the petition but the wineries were not operating at that time.
- 2) Growers and wineries in the other grape growing regions of the South-Central California Coast have had full knowledge of the Edna Valley petition for eight months. No opposition of any kind has been expressed to the petitioners by any of them.
- 3) Edna Valley wines continue to do well in tasting competition and to receive favorable reviews in wine buyers' guides, indicating that the viticultural area is becoming more widely known and that the wines from the area possess distinctive characteristics.

We respectfully urge ATF to establish Edna Valley as an Approved American Viticultural Area at the earliest possible date.

Yours very truly,

PARAGON VINEYARD CO., INC.


J. R. Niven
President

JRN:mh

Summary of Ratings of
Edna Valley Wines

Wine Buyers' Guides

<u>Publication</u>	<u>Wine</u>	<u>Rating or Comment</u>
<u>The Underground Wineletter</u> Vol. 11, Number 4, 1981	Edna Valley '79 Chardonnay "Chaparral"	Rated "very good"; score 15 on a scale of 20. "Perfumed, fruity/ oaky nose--full, rich and mouthfilling with ripe, fruity, spicy flavors."
	Edna Valley '79 Chardonnay "Roudon-Smith Vine- yards"	Rated "very good"; score 16 on a scale of 20. "Woody/spicy/ buttery/apricot nose with rich, ripe, fruit flavors."
	Edna Valley 1979 Chardonnay "David Bruce"	Rated "good"; score 13½ on a scale of 20.
<u>Robert Finigan's Private Guide to Wines</u> April 9, 1981	Edna Valley '79 Chardonnay "Charles Ortman"	Rated "above average"
	Edna Valley '79 Chardonnay "David Bruce" Lot #1	Rated "above average"
<u>Robert Finigan's Private Guide to Wines</u> November 21, 1980	Edna Valley '79 Late Harvest Johannisburg Reisling "Hoffman Mountain Ranch"	Rated "one star"; "sweet apricot, citrus and floral aromas with a subtle presence of botrytis."
<u>Robert Finigan's Private Guide to Wines</u> August 29, 1980	Edna Valley '79 Chardonnay "Edna Valley Vineyard"	"This immediately charming wine displays pure varietal fruit, excellent zestiness"
<u>Winelines International</u> August 20, 1980	Edna Valley '78 Gewurztraminer "David Bruce"	Ranked 2nd among 9 wines. Scored 9.0 on scale of 10.

Summary of Ratings of
Edna Valley Wines
Page 2

<u>Publication</u>	<u>Wine</u>	<u>Rating or Comment</u>
<u>Connoisseurs' Guide to California Wine</u> July 15, 1980	Edna Valley '77 Chardonnay "Chapparal"	Rated "two stars"; "Lovely oaky, herbal, lightly smoky aromas combined elegantly with youthful, ripe cherry fruitiness."
<u>Robert Finigan's Private Guide to Wines</u> May-June, 1980	Edna Valley '77 Cabernet Sauvignon "Macy's Cellars"	"Abounds in varietal character - smooth and suave - reminiscent of the better Beaulieu Private Reserves."
<u>Wines, International</u> November 20, 1979	Edna Valley '77 Gewurztraminer "Roudon-Smith Vineyards"	Ranked 2nd among 27 wines. Scored 9.1 on scale of 10.
<u>Robert Finigan's Private Guide to Wines</u> August 31, 1979	Edna Valley '77 Chardonnay "Chaparral"	"Wonderfully varietal, classic Chardonnay."
<u>Robert Finigan's Private Guide to Wines</u> August, 1978	Edna Valley '77 Chardonnay "Chaparral"	"Montrachet-like combi- nation of flavor author- ity and elegance - a beautiful lengthy finish."

Selected Competitive Tasting Results
Edna Valley Wines

<u>Tasting</u>	<u>Wine</u>	<u>Ranking</u>
David Bruce Winery March 20, 1981 (6 winemakers)	Edna Valley '77 Pinot Noir "Chaparral"	1st in a field of 8, including a 1976 Gevrey Chambertin which ranked 4th.
Central Coast Wine Society March 3, 1981 (110 tasters)	Edna Valley '77 Pinot Noir "Chaparral"	2nd in a field of 6.
Berkeley Food and Wine Society January, 1981	Edna Valley '79 Chardonnay "Chateau Chevalier"	First

Summary of Ratings of
Edna Valley Wines
Page 3

<u>Tasting</u>	<u>Wine</u>	<u>Ranking</u>
Napa Valley Tasting Group November 10, 1980 (6 winemakers)	Edna Valley '79 Chardonnay "Chateau Chevalier"	First in a field of 6.
Fred Fisher Winery November 8, 1980	Edna Valley '79 Chardonnay "Chateau Chevalier"	First in a field of 6.
Burgess Winery September 16, 1980	Edna Valley '79 Chardonnay "Chateau Chevalier"	First in a field of 6.
Silverado Restaurant September 19, 1980 (44 tasters)	Edna Valley '79 Chardonnay "Chateau Chevalier"	First in a field of 8.
	Edna Valley '79 Chardonnay "Charles Ortman"	Third.
Northridge Hills September, 1980 (83 tasters)	Edna Valley '79 Chardonnay "Chateau Chevalier"	First in a field of 5.
1980 International Wine Competition, London	Edna Valley '77 Chardonnay "Hoffman Mountain Ranch"	Gold Medal

Paragon Vineyard Co., Inc.



5700 EDNA ROAD • SAN LUIS OBISPO, CA • 93401 • (805) 544-9080

May 28, 1981

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

Re: Edna Valley Viticultural Area

Dear Sir:

I am writing you as a vineyard manager who has been directly in charge or overseeing vineyards in Monterey, San Luis Obispo and Santa Barbara Counties since 1973.

I can say without reservation that the proposed Edna Valley Viticultural Area is unique to these three counties as well as within the county of San Luis Obispo.

In comparing this viticultural area with the rest of San Luis Obispo County's grape growing areas, we find the rainfall higher, the clay content in the soil generally higher and bud push on like varieties as much as 30 days earlier. I have seen our early varieties being picked slightly sooner than the other areas and our late varieties several weeks later.

The response from many grape buyers and wine makers has been a special one for the Edna Valley.

I believe that the proposed boundaries correctly describe the viticultural area and hope that you establish Edna Valley as an Approved American Viticultural Area.

Sincerely,

PARAGON VINEYARD CO., INC.

James I. Efird
Vineyard Manager

JIE:mh

MacGREGOR VINEYARD...Edna Valley...264 K Orcutt Road...San Luis Obispo, CA 93401

[Redacted]

Santa Monica, CA 90405

June 3, 1981

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

Reference: Edna Valley Viticulture Area

Dear Sir:

"EDNA VALLEY" should be established as a viticulture area in San Luis Obispo County, California. The grapes from this area make wines that are unique. The combination of the climatic conditions (day temperature, night temperature, morning fog, afternoon wind, etc.) combined with the soil (clay loam, loam, sandy loam, etc.), the use of drip irrigation, and well selected clones, all combine to produce growing conditions and grapes found nowhere else in California. People who have tasted wines made from these grapes, are able to recognize this feature, and actively seek "Edna Valley" wines. The establishment of this area would aid in this process.

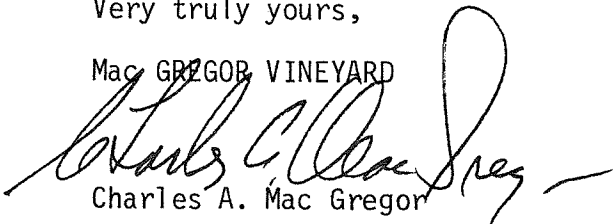
The proposed boundaries for the Edna Valley viticulture area are consistent with the geographic valley and grape growing. The Bureau is urged to approve the boundaries as proposed.

This author would desire an opportunity to comment orally only if a public hearing is held. It is recognized a public hearing may not be required.

Thank you for your cooperation.

Very truly yours,

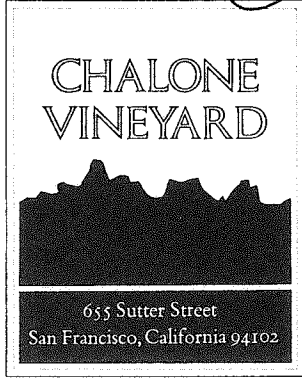
Mac GREGOR VINEYARD



Charles A. Mac Gregor

sk

(10)



6 June 1981

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

Dear Sir:

We should like to state our unqualified support for the establishment of the "Edna Valley" viticultural area as proposed by industry members in the area.

We have purchased grapes from this area since 1977, and, in our opinion, the characteristics of the Edna Valley are not only quite distinct from any of the surrounding areas, but the quality of the wines made from the Edna Valley grapes has been consistantly very high. We are convinced that the Edna Valley is indeed a unique viticultural area capable of yielding wines of the highest quality and that it easily fulfills all of the requirements for the official establishment of a viticultural area as set forth in Treasury Decision ATF-53.

We have ourselves gone over the proposed boundries in detail, and it is our opinion that they do in fact accurately delineate the area and that they are reasonable and clear.

The name is certainly appropriate and has more than adequate historical background. The designation "EDNA VALLEY" as a viticultural area would be completely in keeping with both the letter and the intent of the aforementioned decision. The name on wine labels will be significant and meaningful to the consumer, and it will be one which wineries will be proud to display on their wine bottles.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Richard H. Graff".

Richard H. Graff, Chairman of the Board