

K. White —
see me.
Tom



YORK MOUNTAIN WINERY

Established 1882

ROUTE 2, BOX 191, TEMPLETON, CALIFORNIA 93465 • (805) 238-3925

September 17, 1991

Chief, Wine & Beer Branch
Bureau of Alcohol, Tobacco & Firearms
P.O. Box 50221
Washington, DC 20091-0221

Gentlemen: Attention Notice No 726

We have reviewed the ATF News No. FY-91-48 of Sept. 10, 1991 proposing an appellation "Escondido Valley".

What first comes to mind is the Escondido of California. An excerpt of a map showing the area is enclosed. Although not called "Valley" today, it well could be as are Yucca Valley and Morongo Valley. Possibly, Escondido (of Calif.) was at one time known as Escondido Valley. As Californians are familiar with their own Escondido which is only 30 miles from the well known viticultural area of Temecula, I suggest the proposed Texas appellation not be approved in order to prevent confusion in having 2 areas of the same name.

It is now over 40 years ago I visited the new vineyard area of Borego Springs which is 45 miles east of Escondido. The whole area south of Temecula and east of Escondido could all become a vast vineyard area in the future. (I am quite familiar with the area, as my parents Homsted in Morongo Valley in the early 20's.) You can appreciate my interest in keeping the Escondido of California as a viticultural area.

Very truly yours,

Max Goldman
Max Goldman

York Mountain Winery

