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Robert Denney & Associates

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Management • Acquisition • Consultation

December 16, 1993

Chief, Wine and Beer Branch
Bureau of Alcohol, Tobacco and Firearms
PO Box 50221
Washington, D.C. 20091-0221

Attn: Notice No. 783

Dear Sir or Madam:

I am one of the petitioners for the establishment of the Hames Valley Viticultural Area. I would like to briefly restate the importance of establishing this designation.

The existing Monterey Viticultural Area covers a vast geographic and climatic area, from the cool Salinas Valley floor area close to Monterey Bay to inland valleys and foothills seventy miles to the south. These southern valleys exhibit vastly different coastal influences and growing conditions.

As a result, the varieties grown, their yields, quality characteristics and flavor components vary widely from Soledad on the north to Hames Valley on the south.

As growers and small business people, it is important to our economic well being to be able to differentiate the wine grapes we grow in Hames Valley from those produced in the cooler regions of the Monterey Viticultural Area. Through this ability to differentiate, ultimately through our effort, the wineries that purchase our grapes, and finally the consumer, can identify and seek out our product for its unique character.

Thank you for your assistance with our petition.

Best regards,



Robert H. Denney



Shelley B. Denney

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