

Ficklin Vineyards

BONDED WINERY 4431
30246 AVE. 7½ PHONE 674-4598
MADERA, CALIFORNIA 93637

June 1, 1981

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

Attention: R:R

Re: Petition for viticultural area, "Madera!"

Refer: 27CFR par.4.25a(e)(2), par.71.41(c) and TD-53, BATF,
dated September 22, 1978

Dear Sir,

We the undersigned, as interested parties, do hereby petition for the establishment of a viticultural area to be known as "Madera!"

I. EVIDENCE THAT THE NAME MADERA IS KNOWN AS REFERRING TO THE PROPOSED AREA.

A brief look at the history of this area clearly shows a close tie between Madera, wine grapes and wine. The first vineyard was planted in the 1870s by Judge S.A. Holmes west of Madera. In 1880 a winery known as Italian Swiss Colony was built to utilize these wine grapes. Later under K. Arakelian's ownership it was known as the Madera Winery. Wines bearing the MADERA label were shipped to many parts of the world. For a time this winery was one of the largest in the world.

The historic adobe Minturn winery operated near Chowchilla between 1890 and 1915. The operation included 1000 acres of wine grapes.

In the 1930s, after repeal of prohibition, the Severini and Del Bono families operated wineries south of the town of Madera for many years.

In 1946, the Yosemite winery, a farmers' co-op, was founded. This winery is now operated by Bruno Bisceglia and has a capacity of 6,000,000 gallons.

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Bureau of Alcohol, Tobacco and Firearms
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Also in 1946, Ficklin Vineyards winery was established. The Ficklins made the first commercial plantings of selected Portuguese varieties for the production of a premium dessert wine. Ficklin Port is now distributed in the major markets of the United States and bears the name MADERA on its label.

In more recent times three new wineries have been established in this proposed viticultural area. Angelo Papagni built a modern 3,000,000 gallon plant that is surrounded by his extensive plantings of premium varietal vineyards. His wines have received numerous awards in wine competitions. Papagni wines bear the MADERA appellation. Paul Masson Sherry Cellars is also an impressive modern facility. Andrew Quady is the third new winery. His specialization in vintage red dessert wine is noteworthy although the grapes he uses do not come from this area.

The planting of wine grapes in the proposed viticultural area has increased dramatically in recent years. In 1965 there were 6510 acres of wine grapes. 1980 figures show 31,179 acres.

II. HISTORICAL OR CURRENT EVIDENCE THAT THE BOUNDARIES OF THE VITICULTURAL AREA ARE AS SPECIFIED:

The boundaries were selected based upon predominant physical characteristics of the geography of the grape-growing area in Madera County. Beginning at the north, the Chowchilla River was selected because of its status as the designated line between Madera and Merced Counties. The western border results from a major change in soil types. The alluvial soil which predominates changes to an alkaline and/or saline soil series further west. The actual pattern on a map of this soil change is similar to a series of fingers projecting back and forth. For simplicity in description, the chosen boundary cuts through these "fingers" of soil change. The San Joaquin River serves as a southern boundary, except in the extreme eastern

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portion, where a few important plantings are included on the Fresno side of the river. To the east and northeast a relatively sharp distinction exists between grape growing areas included in the proposed area and dry land farming immediately adjacent. The largest concentration of wine grapes lies in an area fanning out south/southeast of the city of Madera. To the northwest of the city of Madera, wine grape plantings gradually diminish towards the Chowchilla and Minturn area.

III. EVIDENCE OF DISTINGUISHING CLIMATE, SOIL, ELEVATION AND PHYSICAL FEATURES:

According to measurement records of the Madera Irrigation District, climate in the proposed area shows an average heat summation of 4259 degree days, as defined by Winkler, et al. This heat summation figure compares with 5080 days at Bakersfield to the south and 4010 degree days at Modesto to the north. During winter the minimum temperature drops below freezing periodically, triggering dormancy, an important part of vine culture. It should be noted that at no time does the minimum temperature drop to a point such that it would kill the vines. Rainfall in the area varies between 5 inches to more than 20 inches per year with an average of 11 inches. The time of the year when most of the rain falls is from October through May. Thus successful cultivation of wine grapes requires irrigation during the growing season. Water for this essential irrigation is supplied by a natural watershed of winter snow, high in the Sierra Nevada Mountains to the east.

Three major alluvial soil associations predominate in the proposed region, with the more recent alluvial deposits in the southwestern section. Of the older soil groups, the San Joaquin-Madera association

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Bureau of Alcohol, Tobacco & Firearms
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comprises a large part of the area, while there are several major pockets of the Cometa-Whitney association. The relatively recent deposits are of the Hanford-Tujunga association. All of these soil series are derived primarily from granitic sediments and are moderately drained to well-drained. While there occur minor pockets of alkali and saline soils within the physical boundaries proposed, they have been selected to exclude as many of these pockets as possible.

The proposed viticultural area is a part of the eastern portion of the Central San Joaquin Valley of California. The area is relatively flat ranging from 190' MSL on the western edge, and gently sloping upward to 390' MSL on the extreme eastern border. Thus the area lends itself well to surface irrigation of vineyards. This method has been used for many years.

IV. SPECIFIC BOUNDARIES.

Specific boundaries are as follows: Beginning at the Point Of Beginning, the center of the intersection of Road 19 and Avenue 12, go north on road center 5 miles to Avenue 17, turning west and going on road center 4 miles to Road 15. Turn north onto center of Road 15 and the line extended from it to the intersection with the Chowchilla River (Madera/Merced County line). Follow the Chowchilla River east (upstream) on the county line approximately 12 miles until reaching the intersection with the line extended from the center of Road 26. Turn south along this extension line and go approximately 11 miles until the intersection with the A.T.& S.F. railroad tracks. Continue southeast approximately 8 miles along the line described by the center of the railroad tracks until the intersection with Avenue 12. Turn east on the center of Avenue 12 and go approximately 16 miles on the extended line of Avenue 12 until it intersects with an extended line north from the center of Sunnyside Avenue

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in Fresno County. Turn south along this line and go approximately 4 miles until this line intersects with Shepard Avenue. Turn west and go approximately 6 miles until the extended line from the center of Shepard Avenue intersects with the San Joaquin River (Fresno/Madera County line). Follow the river west (downstream) along the county line approximately 23 miles to the intersection of the San Joaquin River and the extended line from the center of the portion of Road 22 north of Avenue 6. Turn north and go approximately $8\frac{1}{2}$ miles on the center of Road 22 and its extended line until the intersection with Avenue 12. Turn west on the center of Avenue 12 and go 3 miles, terminating at the Point Of Beginning.

V. MAPS

The following maps are submitted with this application:

1. One map depicting the overall area.
2. One drawing showing relative location of each of the seventeen U.S.G.S. maps.
3. Seventeen U.S.G.S. maps, 7.5-minute series topographic, numbered per drawing showing boundaries of proposed viticultural area.

We, the undersigned, do hereby respectfully request that the Bureau initiate proceedings to have the area described herein as viticultural area named "Madera," pursuant to 27CFR par.4.25a(e)(2).

Sincerely,

FICKLIN VINEYARDS

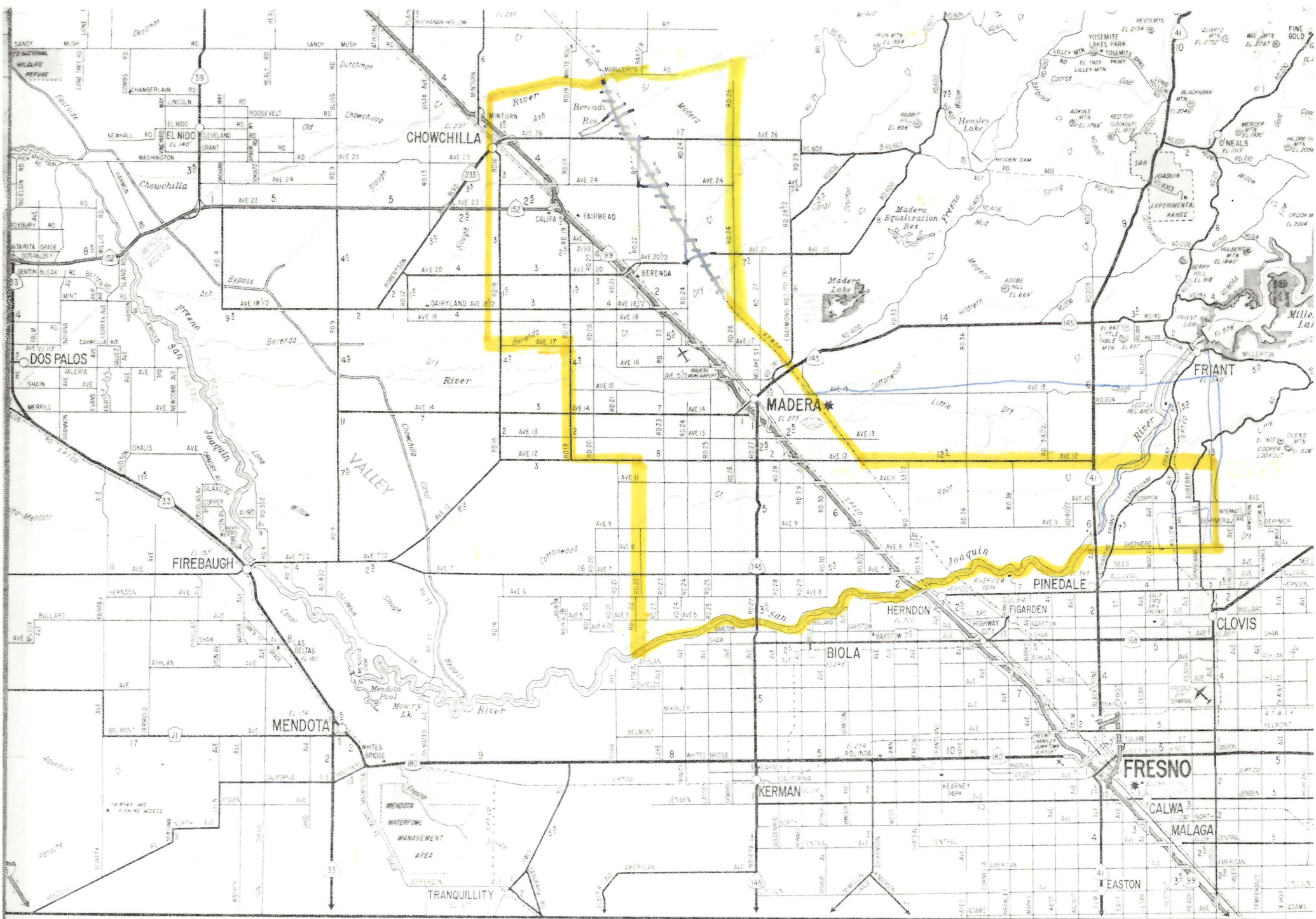


DAVID B. FICKLIN
PRESIDENT

"MADERA" VITICULTURAL AREA

RELATIVE LOCATION OF EACH OF THE SEVENTEEN U.S.G.S. MAPS

1 PLAINSBURG	4 LE GRAND	8 RAYNOR CREEK			
2 CHOWCHILLA	5 BERENDA	9 KISMET			
3 FIREBAUGH	6 BONITA RANCH	10 MADERA	12 GREG	14 LANES BRIDGE	16 FRIANT
	7 GRAVELY FORD	11 BIOLA	13 HERNDON	15 FRESNO NORTH	17 CLOVIS



Ficklin Vineyards

BONDED WINERY 4431

30246 AVE. 7½ PHONE 674-4598

MADERA, CALIFORNIA 93637

July 16, 1981

Bureau of Alcohol, Tobacco, and Firearms
Research and Regulations Branch
12th and Pennsylvania Avenue, N.W.
Washington, D.C. 20226

Attention: Norm Blake

Re: Petition for Viticultural area, "Madera."

Dear Sir,

We the undersigned, as interested parties, do hereby request an amendment be made in the petition for the establishment of the viticultural area to be known as "Madera".

I. CHANGES IN SPECIFIC BOUNDARIES.

As per telephone conversation of July 15, 1981, we wish to include an area in the eastern portion, north of Avenue 12 and south of Avenue 15, extending west to the A.T. & S.F. railroad tracks, and extending east to the extended line north from the center of Sunnyside Avenue. (see enclosed area map; originally petitioned area in yellow, amended area in green.)

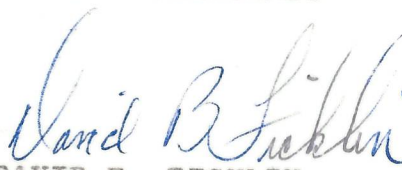
II. REASONS FOR DESIRED CHANGES.

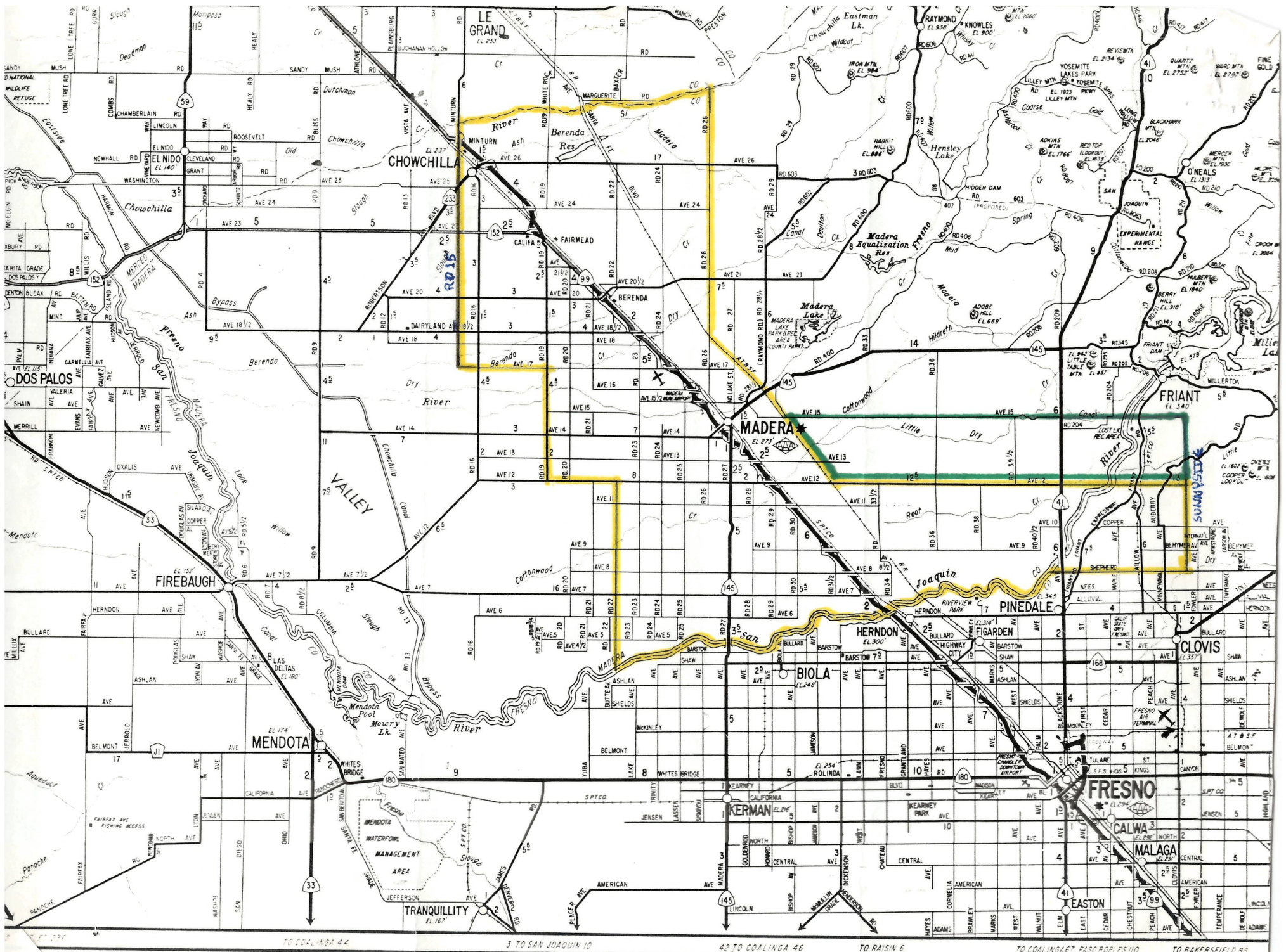
In preparing the original petition, it was our intent to include the entire grape-growing area surrounding the city of Madera. With this in mind we tried to check the area to the best of our ability, however, we overlooked relatively new plantings of wine grapes in the area to be added. The largest concentration of these plantings occur between Road 39½ and the San Joaquin River, just south of Avenue 15. There are several scattered smaller blocks of grapes north of Avenue 12 further west in the additional area. We feel strongly as authors of the original petition that it is important to include this area.

We therefore respectfully request that this amendment be included with the original petition for a viticultural area.

Sincerely,

FICKLIN VINEYARDS


DAVID B. FICKLIN
PRESIDENT



TO COLINGA 44 3 TO SAN JOAQUIN 10 42 TO COLINGA 46 TO RAISIN 6 TO COLINGA 67 PASO ROBLES 110 TO BAKERSFIELD 95



Growers and Producers
Angelo Papagni Wines

PAPAGNI
VINEYARDS

July 20, 1981

Mr. Norman Blake
Research & Regulations Department
BATF
538 Pennsylvania Bldg.
425 13th Street
Washington, D.C. 20004

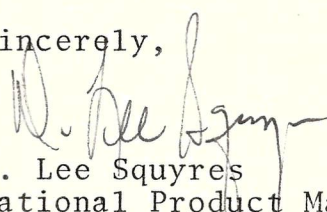
Dear Mr. Blake:

Pertaining to the current application for our Madera appellation, enclosed are several reprints of articles appearing in national press noting Madera as a recognized grape growing region. These samples represent only a fraction of supportive materials we may supply if required.

Angelo Papagni wines have been sold and promoted throughout the United States since 1975 and we have used the Madera appellation whenever our wines have met the legal requirements to do so.

If you believe more substantiated materials may be required, please contact me at your convenience. Thank you very much.

Sincerely,



D. Lee Squyres
National Product Manager

DLS:lj
cc: Peter Ficklin
Enclosure

31754 Avenue 9
Madera, Ca. 93637
209 · 674-5652



ANGELO PAPAGNI

Sparkling
Chenin Blanc

OF MADERA

A SPARKLING WINE - NATURALLY FERMENTED

PRODUCED AND BOTTLED BY PAPAGNI VINEYARDS
MADERA, CA, USA · ALCOHOL 12.5% BY VOLUME

ANGELO PAPAGNI

MADERA

CHARDONNAY
AU NATUREL



A SPARKLING WINE - NATURALLY FERMENTED

PRODUCED AND BOTTLED BY PAPAGNI VINEYARDS
MADERA, CA, USA · ALCOHOL 12.5% BY VOLUME (25.4 FL. OZ.) 750 ML



ESTATE BOTTLED

ANGELO
PAPAGNI

1979 MADERA

Gamay Rose

Dry Rosé wine made from our own Gamay grapes

Grown, produced and bottled by Papagni Vineyards

Madera, Ca, USA

Alcohol 12.5% by volume



ESTATE BOTTLED

ANGELO
PAPAGNI

1979 MADERA

Fumé Blanc

*Dry full-bodied wine made from our
Own Sauvignon Blanc grapes*

Grown, produced and bottled by Papagni Vineyards

Madera, California, USA

Alcohol 12.5% by volume



ESTATE BOTTLED

ANGELO
PAPAGNI

1977 MADERA

Dry Chenin Blanc

*Grown, produced and bottled by Papagni Vineyards
Madera, Ca, USA • Alcohol 12.5% by volume*



ESTATE BOTTLED
LATE HARVEST

ANGELO
PAPAGNI

1976 MADERA

Emerald Riesling

*Sweet after-dinner wine produced from Hand Selected Bunches
Sugar at harvest 25.3° Brix; residual sugar at bottling 9.0° Brix*

Grown, produced and bottled by Papagni Vineyards • Madera, Ca, USA

Alcohol 13% by volume



ESTATE BOTTLED
LATE HARVEST

ANGELO
PAPAGNI

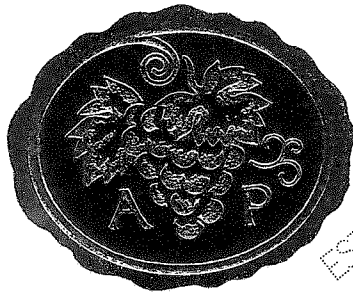
1976 MADERA

Emerald Riesling

*Sweet after-dinner wine produced from Hand Selected Bunches
Sugar at harvest 25.3° Brix; residual sugar at bottling 9.0° Brix*

Grown, produced and bottled by Papagni Vineyards • Madera, Ca, USA

Alcohol 13% by volume



ESTATE BOTTLED

ANGELO
PAPAGNI

1979 MADERA

Chenin Blanc

*White dinner wine with the delicate flavor and
bouquet of the famous Chenin Blanc grape*

*Grown, produced and bottled by Papagni Vineyards
Madera, California, USA*

Alcohol 12% by volume



ESTATE BOTTLED

ANGELO
PAPAGNI

1979 MADERA

Chardonnay

*Grown, produced and bottled by Papagni Vineyards
Madera, California, USA*

Alcohol 13.3% by volume

MADERA HOME ADVERTISER

JANUARY 27, 1981

Serving 15,585 families wee

Angelo Papagni-- optimistic about Madera's future in wine

Since 1920, the Papagni family has been in the business of growing grapes in Madera. Now, with **Angelo Papagni** at the helm, Papagni Vineyards is going strong with its own winery facility, established in 1973 in Madera County.

The native Fresnan who has always farmed in Madera County sat down for an interview recently with the Madera Home Advertiser, along with **Patricia Vadon** from Papagni's Fresno office. During the interview, they discussed the winery's operation and the philosophy of the Papagni company.

Papagni's facility is not just a winery, according to Angelo. He comments, "This winery was planned with the concept of producing premium quality wines, and this what we have done, are doing, and will do. Our marketing, public relations, and production is structured to promote premium quality wines from all grapes grown in the Madera area." The plant also produces grape concentrates.

The winery, located on Avenue 9 near Freeway 99, is a privately owned facility, "the last of a dying breed," injected Patricia, "in the sense that there are not many independent wineries left anymore." Because it is a non-union facility, it was one lucky winery that was not threatened by the statewide winery workers strike that hit California last year, "although we follow the union's wage program," Angelo remarked.

Will 1980 go down in history as a good year for wines in California? "It was a good year for grapes...we had fine weather for growing the grapes in this area...in another couple of months, the quality of the wine will be determined."

Angelo stresses the word "premium" when discussing his wines, and explained that although there is a basic procedure to winemaking, each winemaker has his own approach to the art. Patricia commented, "Every winemaker has his or her own personal statement to make...each has a 'style' that comes through in the wine."



Photo Courtesy Papagni Winery

Angelo Papagni

equipment and the same grapes, each winery can produce a different wine, due to different factors, such as the length of time fermented, for example.

Papagni is considered a pioneer by some for deciding to produce premium wines in Madera, with grapes grown in the Madera area. The winery now produces 21 varieties of premium wines, and his products are marketed nationally and internationally.

Angelo is optimistic about the future of wine in the Madera area. "Madera has as great a future (in the wine industry) as any area in California, and has just as much opportunity. It's got all the basic factors needed (soil, water, and climate) to produce the fruit, which in turn makes for premium wines...the future is wide open."

Angelo further predicted that "in about two years, Madera County will have the greatest concentration of gallonage of wine in the state, and possibly the largest gallonage in a concentrated area in the entire world."

"We are proof," he continued, "that fine wines can be made here in Madera for anyone who wants to take the opportunity to do that."

Los Angeles, CA
(Los Angeles Co.)
Los Angeles Times
(Cir. D. 1,013,565)
(Cir. Sat. 940,923)
(Cir. Sun. 1,273,536)

FEB 8 1981

Allen's P.C.B. Inc. 1980

Los Angeles Times
Weekend Magazine

J. a Times

balzer on wine

bargains from the inheritors

The California wine industry has many family-run businesses. Second-generation owners have a marketing advantage that is not usually considered or fully appreciated by wine buyers. They have the land, the vineyards and even the wineries at long written-off costs, and while expensive modernization expenses have been laid out, on the whole they can—and do—sell their wines at very modest prices. Three of these family-owned California wineries with outstanding daily table service wines are Giumarra, Pedroncelli and Papagni. Every wine from every one of these producers is a winner for value and quality.

"When my father, John Pedroncelli, came here from Italy," says Jim Pedroncelli, "he did the usual jobs: railroads, dairies, etc., but he liked wine. So he bought this old winery and vineyard in Geyserville. That was in 1927. He paid \$12,000, which took him 30 years to pay off, but when Prohibition was repealed, we had a winery."

Jim and his brother John have tended the wines, modernized the winery, given reverent care to the old frame winery building, won medals for their wines and produce a Zinfandel and Zinfandel Rosé with legions of fans. Their Chenin Blanc has a regional and individual fragrance of enticing charm. Most of their 100 percent varietal wines, all cork-finished, sell between \$3 and \$4 a bottle. You'd be well advised to become more familiar with J. Pedroncelli wines.

Angelo Papagni grew up on his father's vineyard in the Madera area of the San Joaquin Valley, where they grew juice grapes during Prohibition for the people in the United States and Canada who continued to make their legal few hundred gallons of wine at home. The best shipping grape was the now disprized Alicante Bouschet, a European vinifera hybrid with red juice.

A natural love for the Muscat Canelli grape pushed Angelo into specialties of that variety when he built his own winery in 1973. Moscato d'Angelo is delicate, superb, seductive. He still ships thousands of tons of Alicante Bouschet all over the country to home winemakers, but makes the finest in his winery in Madera, blending the juice with a little Merlot for more complexity, and aging the humble wine in fine oak casks.

His cork-finished, handsomely packed 1.5-liter bottlings of Sauvignon Blanc, Chenin Blanc, Rosé of Gamay and Cabernet Sauvignon retail for less than \$6. All are vintage 1979 (except the Cabernet Sauvignon, which is 1978) and all are well worth buying now. His Estate Grown and Bottled Madera 1978 Chardonnay stunned the San Francisco Vintners Club in a blind tasting by coming in second in competition with far more celebrated north coast titles.

Young lawyer-turned vintner, John Giumarra Jr. of Giumarra Vineyard in Edison has reason to smile these days. The family jug wine, Mountain Chablis, in a handsome 1.5-liter decanter bottling, came home from a European wine fair with a gold medal.

Robert Lawrence Balzer's Private Guide to Food & Wine



A
CONVERSATION
PIECE

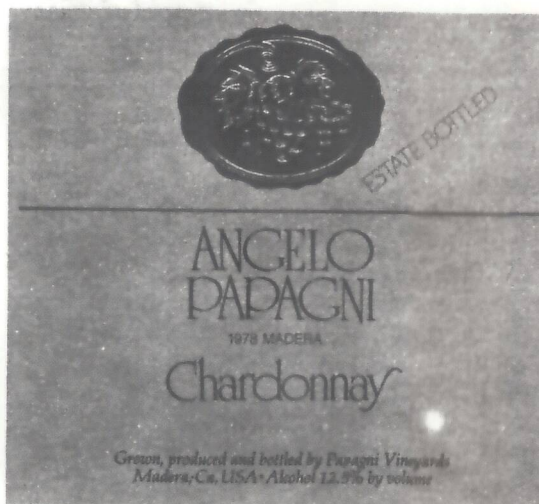
THE
IMPOSSIBLE DREAM
COMES TRUE

They've said it couldn't be done. Truly fine table wines of the noble varietals could not be made in the hot San Joaquin Valley. It may have been true in pre-Prohibition days, and even in the pre-World War II days. But with today's advanced technologies in both field and cellar, environmental controls, sensitive vineyard management, pruning, irrigation, carrying on into cellar production with interior environments as cool as the Rhineland or the heart of Burgundy, there's tasting evidence of remarkable importance.

On one of our early visits to Madera, California, right smack-dab in the center of the San Joaquin Valley, we spent the morning with Angelo Papagni, a second generation Italian vinegrower of the region, dedicated to the production of premium table wines as an ultimate goal. After lunch, we returned to the cool cellars, and on one upturned barrel-head, some bottles and glasses were arranged, obviously for our tasting.

Barrel-samples in lab bottles gave no visible clues of content. As he poured the first wine, the golden color was as dazzling as liquid gold, catching glints of the sunlight streaming in from outside. It was not pale, but true chrome yellow-gold. Angelo had a whimsical smile across his face, but said nothing as he offered me the first glass.

I brought it to my nose, smelled it, and said, "You didn't tell me anything this morning about Chardonnay. Is that what this is? Your own grapes?" He nodded. "What about that color? I don't detect any wood; it's just rich Chardonnay character." When he said, "It all comes right from the grapes, grown just to the west of the winery, right here in Madera County. We remove fifty percent of the potential crop by cutting the crown shoots. This lets the vine maximize the quality in limiting the clusters."



sional tasters gave the wine a bronze medal in the "Up to \$5 category." I guess all this recognition motivated Angelo to reconsider his costs vs price structure. The wine is worth the price.

The grapes were grown on Angelo Papagni's Bonita Ranch, bringing in a well-balanced wine of .75 total acidity, which is a good mean level for a fine taste profile, with alcohol at 13.1% which augurs well for reasonable additional aging.

A second wine, of equally surprising origins and ultimate finesse is Angelo Papagni's Estate Bottled 1975 California Alicante Bouschet. The *Alicante Bouschet* is one of the very few wine grapes with red juice. It was, all during Repeal, and still is the most popular "juice grape" of home winemakers because even the least skilled amateur could come out with a good ruby-colored wine. The grape also ships well, and Angelo sells considerable tonnage still to Canada, New York, Pennsylvania and other eastern areas where ethnic immigrant populations continue their own winemaking.

The grape was originated in France in 1865 by Henri Bouschet from a cross of Grenache x Petite Bouschet.

THE WINE TRADE

The Newsletter of Wine Marketing, Sales & Distribution
AN EVENTO PUBLICATION

February 1981

Page 2

VOICES FROM THE VALLEY (CONTINUED)



PAPAGNI
VINEYARDS

If you had to pick a "leader" of this "revolution"--- a symbol of the dramatic upgrading of Central Valley wine quality---it would *have* to be Angelo Papagni. Based in Madera, in the very heart of the valley, Papagni astonished the wine world first by his *nerve* in releasing estate-bottled, vintaged wines from Madera in stunning "premium" presentations...and then by the extraordinary *quality* he'd been able to achieve with wine varieties previously believed impossible to work with in the valley's intense heat.

Most recently---and perhaps most significantly---Papagni's '78 Madera Chardonnay was ranked second in a San Francisco Vintners Club blind tasting. The results, which had some of the tasters talking to themselves, were: 1) '78 Chateau Montelena; 2) '78 Angelo Papagni; 3) '77 Robert Mondavi--Reserve; 4) '78 David Bruce; 5) '78 Robert Mondavi; 6) '78 Joseph Phelps; 7) '78 Spring Mountain; 8) '78 Clos du Bois--2nd release; 9) '77 Mayacamas; 10) '78 Husch Vineyards; etc.

Clearly, if the hyper-sensitive Chardonnay could be cajoled into producing high quality wine from such a region, almost *anything* might be possible in the future. That's certainly Papagni's view; and he is quite emphatic on the subject.

The question, of course, is how Papagni plans to communicate his views in a *marketing* sense...to persuade the various levels of the trade to *expose* his wines to consumers. During the four years since his first releases in '76 Papagni has managed to build a solid base in several markets; but, obviously, his potential for future growth has barely been touched.

Recently Papagni concluded a marketing agreement with the newly formed A.P. Marketing---a relationship which, in Papagni's words, he intends to be "exactly like the one that Seagram enjoys between Fromm and Sichel and The Christian Brothers". To get some insight into how this relationship is taking shape and how the new marketing strategy will be translated into action, we met with Angelo Papagni, Seymour "Sy" Feit---president of A.P. Marketing---and Patricia Vadon, the winery's Director of Media Relations, who, along with D. Lee Squyres and several other veterans of Papagni's pioneering efforts, is tackling an expanded series of projects in support of the planned growth.

With his background as a grower of high-quality table grapes, Papagni approaches the wine business with a unique *agricultural* sensitivity. He has some rather startling things to say. For instance:

"Now let me give you the reason I moved the way I did. I knew, from being a long-time grape grower and from understanding viticulture,

CONTINUED NEXT PAGE

Anaheim, CA
(Orange Co.)
Anaheim Bulletin
(Cir. D. 12,851)

APR 22 1981

Allen's P. C. B. Est. 1888

Berkeley, CA
(Alameda Co.)
North East Bay
Independent & Gazette
(Berkeley Ed.)
(Cir. 6xW. 12,976)

APR 21 1981

Allen's P. C. B. Est. 1888

WINE EDITOR: Higher-priced bargain

2925 3252
By Jerry D. Mead
BARGAIN PRICE INFLATIONARY — It was only about 10 days ago that you read here, for the first time anywhere, of the official release of the new Gallo Chardonnay. I made very positive comments about the wine that will first appear on merchant's shelves early in May, and told you the wine would sell in the \$6 price range. I also indicated the wine offered very good value at that price.

What I have since come to realize is the fact that this reasonable

fully, the impact will not reach all the way to the highest priced Chardonnays, which are already in the \$12 to \$15 range, because I really feel most of these have reached the level beyond which buyer resistance would set in.

Why will the price of the Gallo Chardonnay start a round of price increases? It's all a matter of image and ego.

At first reaction, smaller wineries with Chardonnays priced in the \$6 range are going to feel compelled to raise their prices. After all, Gallo is that mass-marketing entity, that always sells at the low end of the price scale. That is going to be the first reaction, even though it is not based on an entirely accurate perception of the situation.

The real situation is not that the smaller wineries are slipping behind, it is really a matter of Gallo changing gears and moving into their lane of endeavor.

Yes, Gallo is a giant producer of volume generic wines, but now Gallo is also a producer of premium varietals. This new Chardonnay is a classic produced entirely from grapes grown in the top North

Coast counties, and is 100 percent Chardonnay, which means that Gallo's grape costs are virtually the same as those small wineries. If it costs Gallo as much, or even nearly as much, to produce a fine quality Chardonnay, then Gallo is going to have to price the wine in the same range. It's as simple as that.

Alas! I've talked to several small wineries who have indicated that they feel it necessary for image's sake to increase prices to a level somewhat higher than Gallo's.

This problem of one-upmanship regarding price is ultimately the responsibility of consumers. So long as consumers equate quality to price, or even the name of the label, instead of what is inside the bottle on a purely qualitative basis, consumers are going to pay the price for that folly.

DOUBLE YOUR PLEASURE — Budget Rent-A-Car is running a series of TV commercials in many markets featuring different sets of twins. In split-screen action, one twin goes to a Budget counter, the other goes to that of one of Budget's more fam-

ous competitors.

What I'm leading into is that if Budget had any sense at all, they'd employ a set of twins from the wine industry. Bill and Gus Jekel of Jekel Vineyards at Greenfield, are not only a photogenic duo, but wine's image is such that it would add class to the entire Budget campaign.

CONFIRMED — The latest issue of The Wine Spectator will confirm what I reported weeks ago, that Spectator founder / co-publisher Robert Morrisey has resigned. Morrisey sold the publication to Marvin Shanken's Tasco Publishing about a year ago. Gerald Boyd was recently promoted from managing editor to editor, a position previously held by Morrisey.

Yes, I know some of Morrisey's future plans, but can't tell yet.

HARD TO TAKE — It must not set well with North Coast producers that Callaway's white wines from Temecula (near San Diego) are the top sellers at several San Francisco restaurants.

NEW BEST BUY — One thing for sure, the wine I'm going to tell you about will appear in the soon-to-be-published Insider's List of wines priced \$5 to \$10.

Angelo Papagni 1979 Chardonnay (about \$7) Wow! Angelo has done it again. Produced from grapes grown in the Madera region, the wine comes on like a French Meursault, or more like Chardonnays from the

Central Coast. It has complex, earthy quality but is still tremendously fruity and very varietal. It has been aged in small French oak barrels which shows in the lingering and very complex aftertaste. It's one of the best values in Chardonnay from the '79 vintage and may be the best white wine ever from Papagni.

UPCOMING EVENTS — The Lodi Grape Festival takes place Saturday and Sunday, April 25 and 26. Details by calling (209) 369-2771. The Orange County Wine Society Summer Wine Extravaganza (large public tasting in Southern California) scheduled for Sunday, June 14, with details available by writing to Extravaganza, P. O. Box 3221, Orange 92665. Wine Media Day (including a public tasting) is at the Century Plaza, Los Angeles, and information can be acquired via: Wine Institute, 16 Post St., San Francisco 94108. And a Fall Festival of Wines returns to the Queen Mary, Long Beach, on Aug. 3. More details on this one as it all comes together.

IF YOU LOVE NEW YORK — Or even if you don't. The Big Apple Convention and Visitor's Bureau is offering the New York Restaurant Guide, including recommendations in every price range, and with cuisine from every kind of ethnic origin represented.

It's absolutely free. Write to: NY Visitor's Bureau, 110 West Street, New York, NY 10038. (Continued C-7)

Thursday, May 14, 1981

Las Vegas Review-Journal



ANGELO PAPAGNI
...California winemaker

Viticulturist sings many praises of California wines

By Brad Peterson
Staff Writer

Angelo Papagni has good reason to gloat over the advent of California wines. He owns Angelo Papagni vineyards and winery in Madera, Calif.

"I think the California wines are more pleasing to the public. I think it's because the styles of wine-making are different between the United States and the European countries."

Papagni recently was in Las Vegas as a guest speaker at the seventh annual UNLVino wine-tasting event, where he discussed his winery and the increasing appreciation and consumption of California wines.

"There have been predictions and projections about more wine being produced to satisfy increasing public consumption, both as a food and as a medicine," the third-generation viticulturist said.

As a result, California winemaking has become an extremely lucrative business, rivaling the success

FEBRUARY
12 - 22, 1982



Our very First "Mr. Mardi Gras",
RICHARD SAMBAD, MR. MARDI GRAS 1980

MARDI GRAS MAKERS

MARDI GRAS Manager, Pat Jeannotte, is pleased to announce some of the committee chairpeople for MARDI GRAS '82 MIKE WILSON — Corporate Donations and Business Memberships, JOE FOUCHARD — Promotion, JOSIE GOW — Events, JUNE GOODWIN — Hospitality and KIM McDONALD — Hostessing. This leaves us with only six positions to be filled — look for these names next month. Mardi Gras will also be announcing the Theme for 1982 when we all meet once again on May 7th, 1981.

Many thanks to KENTUCKY FRIED CHICKEN, PLAZA 4 DRY CLEANERS and SHAKEY'S for their contribution of door prizes for our general meetings.

MARDI GRAS MEETING MAY 7, 1981 COLLEGE OF NEW CALEDONIA PRIVATE DINING ROOM

The next MARDI GRAS General Meeting will be held Thursday, May 7, 1981 at 7:00 p.m. at CNC Private Dining Room. Mardi Gras welcomes one and all to see what's happening! Help us choose our theme for 1982 the person responsible for the best theme will be awarded a special California Rose Wine courtesy of ANGELO PAPANAGNI WINERIES — Madera, California . . . a product unavailable on the Canadian Market. For further information call 564-3737.

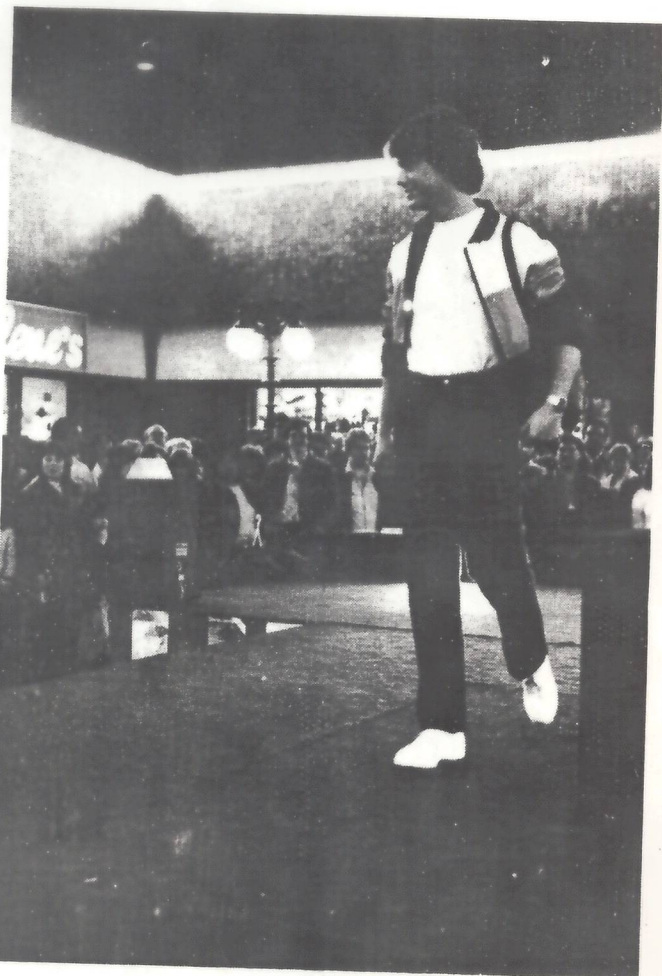
made lots of little friends in the Pine Centre when MARDI GRAS participated with a booth in the CIVIC PROPERTIES AND RECREATION exhibit April 4th and 5th. Watch for us in the fall exhibit - we'll be back in full force!

MARDI GRAS President SUSAN CAMERON and Manager PAT JEANNOTTE were pleased to attend the very successful LABATT'S launch of BUDWEISER in B.C. It was wonderful to see "MARDI GRAS participating out-of-towners" AL JENSON and MIKE EGAN once again and a pleasure to meet GRAHAM FREEMAN - Vice-President and General Manager of Labatt's and MIKE CYR - Assistant Marketing Manager. As always KIM and FRANCES RILEY, our own MARDI GRAS members and local LABATT representatives, were the ultimate of hosts. CONGRATULATIONS and continued success to LABATT'S - the best of the "Buds".

MARDI GRAS CONGRATULATIONS to former Entertainment Chairman MURRY KRAUSE on being named Chairman of 1981 Prince George United Way Campaign.

Former Mardi Gras Manager SUE MARSHALL, now better known as "SUZIE SPOOLMAK" played hostess to our new Manager over the Easter weekend where some business discussions took place, such as the upcoming International/Northwest B.C. Festivals' Convention in Anchorage this September — of which both MARDI GRAS and SPOOLMAK are a part of, as well as an invitation to the Spoolmak parade this summer. Could it be that Kamloops is up to something suspicious for MARDI GRAS during their Festival? Keep your eyes and ears open Prince George!

MARDI GRAS member BARB BIRCH is on her way to the good ole U.S. of A. spreading MARDI GRAS cheer from Phoenix to San Diego, home of the World Championship O.T.L.er's. Any other "would be travellers" out there who would like brochures or information on MARDI GRAS to spread the word, please call Pat Jeannotte at 564-3737 or drop by the office at 1380 - 5th Avenue.



PHIL HEINRICH, MR. MARDI GRAS 1981
"struts into spring" for New Dawn Academy.

PRINCE GEORGE, BRITISH COLUMBIA
CANADA

SPEE-DEE PRINTERS



PAPAGNI
VINEYARDS

July 22, 1981

Mr. Norman Blake
Research & Regulations Department
BATF 538 Pennsylvania Bldg.
425 13th Street
Washington, D.C. 20004

Dear Mr. Blake:

In reference to the letter sent to you dated July 20, 1981, please find enclosed just another article where Madera County is a prominent factor in the wine industry.

Thank you for your kind attention.

Lee Squyres
National Product Manager

Growers and Producers • Angelo Papagni Wines
31754 Avenue 9 • Madera, Ca. 93637 • 209-674-5652

Wine

Jug-wine territory? Not anymore

By SAMUEL HUGHES

Madera County is in the northern end of the San Joaquin Valley, the hot, dry grape-basket of California that lies inland and equidistant from Los Angeles and San Francisco. Until recently, it was thought to be strictly jug-wine territory, whose only really good wines were sweet, fortified affairs like Ficklin's Tinta Port. As far as premium table wines went, forget it. Chardonnay, Sauvignon Blanc, Cabernet Sauvignon — all those grapes, according to conventional wisdom, need the cool climate that only the coastal counties can provide.

Conventional wisdom, of course, is only valid as long as nobody tests it and proves it wrong. And Angelo Papagni, the grape-grower and winemaker whose winery bears his own name, has managed to prove it dead wrong.

Papagni was in Philadelphia last week,

and he was asked, as he often is, why he had ever thought he could plant delicate premium vines in Madera County and make first-class wines from them.

"Nobody told me I couldn't do it," he said quickly.

There's a little more to it than that, though. Papagni is a confident man, but even the cockiest would be reluctant to invest the money needed to grow expensive grapes in an area long dismissed as jug-wine territory if he didn't have some pretty good reasons for thinking he could succeed at it.

Built own winery

Papagni had his reasons. For one thing, before he built his own winery (completed in 1973) and released his first wines in 1975, he had spent more than a quarter of a century growing both wine and table grapes in the San Joaquin Valley, where his father Demetrio had first planted grapes in 1920. During those years he had

perfected his viticultural skills — the pruning and the irrigation and the ability to match the vineyard area with the right vine — to a level achieved by few winemaker/growers anywhere in the state.

"Viticulturally speaking, no matter where you are, you can find the right grape for the area," he said, getting in a little dig at some of his coastal peers. "We have more winemakers in California than viticulturalists."

Papagni's years of growing table grapes apparently taught him at least as much about the soil and climate with which he was working as the wine grapes. It takes more skill to grow first-rate table grapes, he claims, than to grow premium wine grapes — a surprising assertion for those of us who haven't tried our hands at it, though I'll take his word for it.

Most vineyard areas of the world are cooler than Madera County, and growers seek the most sun-drenched slopes for their vines to ensure the proper ripeness. The San Joaquin Valley, says Papagni, is "one entire sunny slope," and its flexibility for growing different grapes is thus the greatest in the state — provided the grower knows how to handle the vines.

"We can raise any variety (in the San Joaquin Valley)," he says. Given the results with the varieties I've tasted — Chardonnay, Sauvignon Blanc, Chenin Blanc, Barbera, Alicante Bouschet and Muscat Alexandria — I'm not about to argue. The only grape I'd really question his or anybody's ability to grow successfully

hundreds of winemakers out of business, the San Joaquin Valley was dotted with wineries, and some of them were apparently pretty good.

"The great wines of Sacramento and San Joaquin Valley," wrote a St. Louis wine writer in 1904, "generous, rich, and full-bodied types, are produced with a success that challenges the most celebrated types of the old world to comparison."

Papagni's wines are worthy challengers to the best of both the old world and the new — and they have the gold medals and the kudos of the critics to prove it. What's doubly impressive about Papagni's wines, though, is their exceptionally reasonable pricetags. Every one of the Papagni wines I've tried would have been quite acceptable at half again the price asked.

Making fine wines in Madera County is no small challenge as it is. But Papagni hasn't stopped there. He's made some astonishingly good wines from grape varieties that no other winemaker would touch with a 10-foot pruning hook — Alicante Bouschet, for example. That dark, thick-skinned grape used to be used to add color to lighter wines; it was also shipped to home winemakers in Philadelphia, New York and other eastern cities with large immigrant populations, since it could handle the trip across the country with impunity. Most premium wineries shudder at the very thought of making wine from it, but in the hands of Papagni it has yielded a rich, deep-flavored, excellent wine.

Sparkling wines

Papagni also makes his sparkling wines



Growers and Producers
Angelo Papagni Wines

PAPAGNI
VINEYARDS

August 12, 1981

Mr. Norman Blake
BATF
Rules & Regulations
538 Pennsylvania Bldg.
425 13th Street, N.W.
Washington, D.C. 20004

Dear Mr. Blake:

Pursuant to our telephone discussion of this date regarding the petition for recognition of Madera as a viticultural area, I submit the following:

1. Since 1973 we have produced a variety of vintage dated premium wines from our own grapes grown on 700 acres in the area north of Sheperd Avenue, south of Avenue 15, east of a line continued north and midway between Minnewawa and Fowler Avenues.
2. The wines include:

Alicante Bouschet	200 acres
Muscat Alexandria	40 acres
Barbera	95 acres
Charbono	30 acres
Zinfandel	50 acres
Grenache (for Rose')	22 acres
3. These wines have earned numerous awards for excellence in blind taste competition on a national and international basis. (See enclosed sheet.) The wines listed above have "California" as an appellation because the grapes in the area aforementioned are from Madera and Fresno County. Obviously, this is one of the reasons including this area in the viticultural region will allow us to use "Madera." The wines were grown and produced exclusively by us and could be designated estate bottled.

31754 Avenue 9
Madera, Ca. 93637
209 · 674-5652

Page 2 - Mr. Norman Blake
August 12, 1981

4. New varieties being planted on this same block include French Columbard.

I hope this helps, Mr. Blake. If there is anything else we can do to assist you, please feel free to call me or Lee Squyres. Thank you very much for your time, consideration and cooperation.

Sincerely



A. G. Papagni

AGP:lj

Enclosure

1981 AWARDS FOR EXCELLENCE
IN NATIONAL AND INTERNATIONAL
WINE COMPETITION

ANGELO PAPAGNI WINES

1981 ORANGE COUNTY FAIR WINE COMPETITION

- 1978 Rancho Yerba Buena Cabernet Sauvignon -- GOLD MEDAL
1979 Papagni Vineyards Sauvignon Blanc (1.5 litre) -- SILVER MEDAL
1979 Angelo Papagni Estate Bottled Fume' Blanc -- BRONZE MEDAL

1981 12th ANNUAL INTERNATIONAL WINE & SPIRITS COMPETITION --
SURREY, OCKLEY, ENGLAND

- 1979 Angelo Papagni Estate Bottled Late Harvest Emerald Riesling --
GOLD MEDAL
N.V. Angelo Papagni Estate Bottled Moscato d'Angelo -- SILVER MEDAL
1979 Angelo Papagni Estate Bottled Madera Rose' -- SILVER MEDAL
1975 Angelo Papagni Estate Bottled Zinfandel -- SILVER MEDAL
N.V. Angelo Papagni Finest Hour Dry Sherry -- SILVER MEDAL
N.V. Angelo Papagni Finest Hour Cream Sherry -- SILVER MEDAL
1975 Angelo Papagni Estate Bottled Alicante Bouschet -- BRONZE MEDAL
1978 Angelo Papagni Chardonnay Au Naturel -- BRONZE MEDAL

1981 27th ANNUAL INTERNATIONAL WINE COMPETITION -- YUGOSLAVIA

- 1975 Angelo Papagni Estate Bottled Alicante Bouschet -- GOLD MEDAL
1979 Angelo Papagni Estate Bottled Chardonnay -- GOLD MEDAL
1977 Angelo Papagni Estate Bottled Late Harvest Emerald Riesling --
GOLD MEDAL
1978 Angelo Papagni Chardonnay Au Naturel -- GOLD MEDAL

1981 SAN JOSE' MERCURY NEWS WINE AWARDS

- N.V. Angelo Papagni Finest Hour Cream Sherry -- SILVER MEDAL

**1980 Awards for Excellence
in National and International
Wine Competition**

**ANGELO PAPAGNI
WINES**

1980 Orange County Fair Wine Competition

- N/V Finest Hour Dry Sherry – GOLD MEDAL**
1978 Alexander Valley Rancho Yerba Buena Cabernet Sauvignon – BRONZE MEDAL

**1980 11th Annual International Wine & Spirits Competition
Surrey, Ockley, England**

- 1978 Fume' Blanc, Estate Bottled – SILVER MEDAL**
1975 Alicante Bouschet, Estate Bottled – SILVER MEDAL

1980 Los Angeles County Fair Wine Competition

- N/V Spumante d'Angelo, Estate Bottled – GOLD MEDAL**
N/V Moscato d'Angelo, Estate Bottled – GOLD MEDAL
1979 Madera Rose', Estate Bottled – GOLD MEDAL
1977 Sparkling Chenin Blanc, Estate Bottled – SILVER MEDAL
1977 Extra Dry Champagne, Estate Bottled – SILVER MEDAL
1976 Late Harvest Emerald Riesling, Estate Bottled – SILVER MEDAL
1979 Muscat Alexandria, Estate Bottled – BRONZE MEDAL
N/V Finest Hour Dry Sherry, Estate Bottled – HONORABLE MENTION
1978 Chardonnay au Naturel, Estate Bottled – HONORABLE MENTION
N/V Dry Fu Jin – SILVER MEDAL
N/V Rancho Yerba Buena Burgundy – 1st AWARD

1980 San Jose Mercury News Wine Awards

- N/V Moscato d'Angelo – SILVER AWARD**





ESTATE BOTTLED

ANGELO
PAPAGNI

1979 CALIFORNIA

Muscat Alexandria

*Excitingly fragrant, fresh white dinner
wine with a whisper of sweetness*

*Grown, produced and bottled by Papagni Vineyards
Madera, Ca, USA*

Alcohol 13.3% by volume



ESTATE BOTTLED

ANGELO
PAPAGNI

1975 CALIFORNIA

Alicante Bouschet

*Exceptional, full-bodied, deep-red dinner wine,
rare in its distinct color and bouquet*

*Grown, produced and bottled by Papagni Vineyards
Madera, Ca, USA • Alcohol 12.5% by volume*



ESTATE BOTTLED

ANGELO
PAPAGNI

1975 CALIFORNIA

Charbono

*An exceptionally dark, rich and full-bodied dry red wine
Produced from our own Charbono grapes*

*Grown, produced and bottled by Papagni Vineyards
Madera, Ca, USA • Alcohol 12.5% by volume*



ANGELO
PAPAGNI

1973 CALIFORNIA

Barbera

*Dry, abundantly flavorsome, deep-red dinner
wine with the distinct Barbera character*

*Grown, produced and bottled by Papagni Vineyards
Madera, Ca, USA • Alcohol 12.5% by volume*



ESTATE BOTTLED

ANGELO
PAPAGNI

1975 CALIFORNIA

Zinfandel

*Fruity, dry, ruby-red dinner wine
with the zesty Zinfandel bouquet*

*Grown, produced and bottled by Papagni Vineyards
Madera, Ca, USA • Alcohol 12.5% by volume*