



May 15, 1981  
 E. J. Ference  
 Research & Regulations  
 Bureau of Alcohol Tobacco, & Firearms  
 1200 Pennsylvania Ave.  
 N.W. Washington D.C. 20226

Dear Mr. Ference:

We appreciate the bureaus proceeding with the publication and processing of our application for viticultural designation of McDowell Valley.

There has been a great deal of interest in this application that has come from the people who sell our wines (distributors & retailers), wine writers, and interested consumers.

For those who understand the purpose of viticultural designations it has generally been asked: "How soon will you be able to put this on the label? It is essential for the consumer's information..." For those unfamiliar with regulations it is generally asked: "Why don't you have this on the bottle now?"

Other neighbors & growers in McDowell Valley are also asking if we have heard and are hopeful the application is approved as submitted.

In all cases, the opinions expressed have been a request that it be approved as a viticultural area and that it appear as part of the label (where applicable). For our part, we are particularly interested because the wines are 100% estate bottled from McDowell Valley and not Mendocino County in general. This is important to knowledgeable winedrinkers because they know there is a wide variation of quality, climate, soils, and grower philosophy in Mendocino County as there is in all counties.

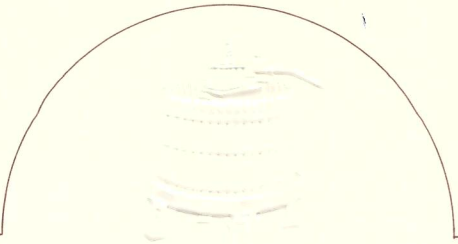
In November Joseph Deviney, Regional Director and George Neese, assigned to appellation applications for the BATF, were here in McDowell Valley and could see the topography. Perhaps they could answer any questions you would have or please contact me directly.

Thank you for your assistance. We hope the BATF will be able to finish processing this application soon with a favorable ruling.

*Karen S. Keehn*  
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 Karen S. Keehn, Vice President

# VINTAGE WINE MERCHANTS

1814 DIVISADERO STREET SAN FRANCISCO, CALIFORNIA 94115 (415) 929-7304



Parducci Wine Cellars  
Chateau Montelena  
Chateau St. Jean  
Sutter Home  
Stonegate Winery  
Raymond Vineyards  
Woodbury Winery  
McDowell

June 3, 1981

E. J. Ference  
Research and Regulation Department  
BATF  
1200 Pennsylvania Avenue NW  
Washington, D.C. 20226

Dear Mr. Ference:

I am writing to you as the marketing agent for McDowell Valley Vineyards in support of the application for the viticultural designation McDowell Valley.

For the past nine months we have been selling the wines of McDowell Valley Vineyards specifically noting to our customers that this region is unique in California, and different from the other regions of Mendocino county. Specifically mentioning attributes such as its elevation, climatic conditions, and location has enhanced its sale and the area has been recognized as a definite and unique region to the Wine Country of the North Coast region.

It is our belief and understanding in the marketing end of the wine business that McDowell Valley, as a unique area, is being, and has been implanted in many people's minds, and the importance of a specific appellation of origin for McDowell Valley is vital for this area.

Very truly yours,

Gary B. Topper  
Executive Vice President

GBT/bb

cc: Karen Keehn