

1

WILLIAM F. DOERING

FALLS CHURCH, VIRGINIA 22044

December 1, 1983

Chief, FAA Wine and Beer Branch
Bureau of Alcohol, Tobacco & Firearms
P O Box 385
Washington, DC 20044

Dear Sir:

This is in response to Federal Register Notice No. 494 concerning a petition to establish a viticultural area entitled "Monterey" in California.

I write as a consumer with considerable experience with Monterey County wines, which have a high reputation.

The Bureau is correct in its concern that a designation "Monterey" would be confused with the designation "Monterey County" and would be therefore misleading to consumers. The two designations should not be allowed to exist side by side; and the existence of "Monterey County" as a political subdivision cannot be changed. Therefore, the Bureau should reject the petition.

The petitioner should be advised to determine an accurate and appropriate modifying term, such as "Valley," "Basin," "Slopes" or "Eastern" which would clearly identify the area as smaller and distinctive from the county designation. The petition could then be re-submitted.

I also share the Bureau's concern with the proposed size of the viticultural area in relation to the grape acreage. Although there is precedent for such size, it is generally undesirable, since there automatically is doubt concerning real homogeneity of the natural conditions and the meaningfulness of the appellation. By contrast, the large political subdivisions involve no implied claim of homogeneity.

It is further recommended that the Bureau adopt and announce a policy of not approving proposed viticultural area names which are identical with the name of the county in which they are located except for the deletion of the word "county."

Very truly yours,

William F. Doering

②

Mirassou Vineyards
Five Generations of Winemaking Since 1854

December 14, 1983

Chief
FAA Wine and Beer Branch
Bureau of Alcohol, Tobacco and Firearms
P.O. Box 385
Washington, D.C. 20044-0385

Attention: Notice #494

Dear Sir:

It would be greatly appreciated by myself and the Mirassou family if the Monterey County Viticulture Area application be approved as currently proposed.

I moved to Monterey County in November 1961, at that time there was only 40 acres of grapes planted. I personally have been responsible for the planting of 1500 acres. Today, 22 years later there are over 31,000 acres.

The growers and wineries in this area have worked together in great harmony all through the years and I am sure the Monterey Viticulture Area as proposed will help this harmony continue.

Sincerely yours,

Peter M. Mirassou

Peter M. Mirassou
Mirassou Vineyards

PMM:mc

*Route 1, Box A,
Soledad, California 93960
408-678-2479*

*3/9/84
telecom
ok u alt.
J. J. [signature]*

AGRICULTURAL EXTENSION
UNIVERSITY OF CALIFORNIA
MONTEREY COUNTY

December 14, 1983

118 WILGART WAY
SALINAS, CALIFORNIA 93901
TELEPHONE: (408) 758-4637

Chief,
FAA, Wine and Beer Branch
Bureau of Alcohol, Tobacco and Firearms
P. O. Box 385
Washington, DC 20044-0385

Attention: Notice No. 494

Dear Sir:

Regarding Notice No. 494, Establishment of Monterey Viticultural Area published in the Federal Register, Vol. 48, No. 225, November 21, 1983, I submit the following comments for your consideration. The comments address the following issues regarding the determination of a Monterey Viticultural Area: Name of the Proposed Viticultural Area; Viticultural Area Size; Overlapping of Viticultural Areas.

Name of Proposed Viticultural Area

The use of "Monterey" to name the petitioners' proposed viticultural area is important and justifiable. The use of "Monterey" and the link imposed by ATF between the name and inclusion into the viticultural area of inappropriate urban areas is addressed as follows:

Name of Proposed Viticultural Area

- a) The City of Monterey and the Monterey Peninsula lie outside the recognized viticultural thermoclines recommended to profitably grow wine grapes.
- b) The purpose of existing legislation is for ATF to recognize areas as being suitable and distinct in their geographical attributes contributing to commercial wine grape growing.

The consideration process and final decision on appropriate viticultural areas appear to rest with ATF. It is inconceivable that ATF would consider including a non-viticultural urban area in a proposal solely for the sake of guarantying absolute descriptural integrity.

- c) Consumer confusion concerning county and viticultural area appellations can be best addressed by increased efforts by ATF to educate consumer groups. Viticultural areas should be determined by natural, climatological and geological factors. Viticultural areas should not be determined or named in an effort to reduce "potential" consumer confusion. I suspect some

consumer confusion would exist under any circumstances; why not remain as faithful as possible to grape cultural considerations rather than political concerns?

- d) Use of "Monterey" as the name of the petitioners' proposed viticultural area is proper. Use of "Monterey County" again interjects political concerns into the naming process and implies that the entire county is included in the viticultural area. This certainly is not the case in either proposal.

The entire area in question has been recognized as "Monterey" since the days of Mexican rule. The name "Monterey" is used to describe a peninsula, a city, a bay, and a county. That the name specifies only a particular urban location is speculative. Thus, as a *grape growing area*, "Monterey" would be instantly recognizable as viticultural lands within the political borders called Monterey County and would not be confused with any urban vineyards on the Monterey Peninsula.

Viticultural Area Size

Despite the very large size of the proposed viticultural area, I believe the proposal is easily justified. Of the acreage encompassed by the petitioners' proposal, a majority portion would be suitable for grape production excluding some obvious non-suitable acreage devoted to cities, roads, and severe geographical limitations. Thus the fact that there are only 32,000 acres is only incidental to the fact that the existing acreage could be redistributed within the proposed area with a reasonable expectation of success (under these hypothetical conditions).

Concerning the northern most boundary of the petitioners' proposal: I have the following comments:

- a) I fail to understand how ATF can insist upon specific geographic features for the northern boundary and, at the same time, insist on a political border (and decidedly non-geographic!) for the southern border.
- b) The petitioners' selection of the northern border as being south of Chualar, California is based upon the research and recommendations of the Department of Viticulture and Enology, University of California, Davis, and the University of California Cooperative Extension. North of the petitioners' proposed northern boundary lies areas subject to decidedly cool temperatures not recommended for commercial viticultural operations. Similar climatic restrictions exist for any of the cities located on the Monterey Peninsula.

December 14, 1983
Chief,
FAA, Wine and Beer Branch
Page 3

c) I am interested to note the ATF's belief of the existence of newly planted vineyards north of the petitioners' proposed northern boundary. These "new vineyards" do not exist except in the imagination of ATF. There is a new vineyard to the west of Chualar, but the location of the new vineyard lies within the boundaries of the petitioners' proposed area. There are no commercial vineyards north of Chualar (and thus, out of the petitioners' proposed area) because the extremely cool temperatures preclude any reasonable expectation of profitability from new grape plantings.

*- correct per
telecom 3/12/84.
w/ Mendivil
12/13/83*

d) Concerning the ATF's plan to limit the size of the viticultural area by redrawing the boundary to exclude highland areas above 1,000 feet, I have the following comments:

Temperature variations between the northern and southern points of the petitioners' proposal are greater than the variations likely to be experienced between the valley floor and 1,000 feet in altitude. Existing vineyards and bonded wineries now in operation should not be excluded because of arbitrary decisions aimed at reducing the size of the area.

Overlapping of Viticultural Areas

Concerning the problem of overlapping viticultural areas, I believe the issue is determination of distinct areas devoted to grape culture. When compared with other grape growing regions in the United States, California grape culture can certainly be described as possessing different climatological and geological features. When compared to other grape growing areas within California, the petitioners' proposed Monterey Viticultural Area again possesses climatological and geological features which make the proposed area distinct. When comparing grape growing areas within the proposed Monterey Viticultural Area, several areas possess micro-climatological and micro-geological characteristics that offer subtle influences on grape growing practices.

Thus the issue is one of distinction. Approving the petitioners' proposal to include the six smaller viticultural areas still delineates a viticultural area (Monterey) that is separate, distinct and recognizable among grape growing regions.

I welcome the opportunity to submit the preceding comments. I am available to answer any questions concerning the comments at your convenience.

Sincerely,


Steven D. Mendivil
Farm Advisor

SDM:b1



Edward B. Hamler
President

December 16, 1983

Chief
FAA Wine and Beer Branch
Bureau of Alcohol, Tobacco and Firearms
P. O. Box 385
Washington, D.C. 20044-0385

Attention: Notice #494

Dear Sir:

The purpose of this letter is to document my support, as General Manager of Taylor California Cellars and The Monterey Vineyard, Bonded Winery No. 4674, for the establishment of a Monterey viticultural area as proposed in the Department of the Treasury Notice No. 494, dated November 21, 1983.

With more than 30,000 acres of premium varieties of wine grapes now being cultivated in the area, Monterey is fully established and recognized by the wine consuming public. Over the past four years, our company has invested over 30 million dollars in winery facilities here in the City of Gonzales, building a new modern winery for Taylor California Cellars, as well as expanding and improving our wine cellar for The Monterey Vineyard.

Monterey is already recognized as one of California's distinct wine-growing regions. It's classification as a viticultural area will give definition to this distinctive region.

The boundaries proposed in the Notice by the Bureau of Alcohol, Tobacco and Firearms and referred to as Alternative "B" are, in our judgment, appropriate and satisfactory.

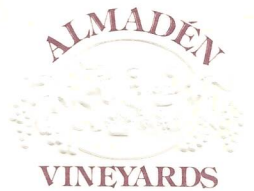
We appreciate this opportunity to support the establishment of Monterey as a viticultural area and to have our comments considered.

Sincerely,
A handwritten signature in cursive script that reads "Ed Hamler".

Edward B. Hamler

EBH:le

5



December 20, 1983

Chief, FAA
Wine and Beer Branch
Bureau of Alcohol, Tobacco and Firearms
P.O. Box 385
Washington, DC 20044-0385

Dear Sir:

RE: Notice No. 494 MONTEREY Viticultural Appellation

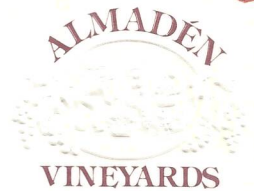
The MONTEREY name is already established in this area and to call this area anything else could be confusing to the consumer. After examination of the proposed boundries, Almadén Vineyards is agreeable to the suggested area.

Yours very truly,

Beverly J. Oaks
Wine Inventory Coordinator

*Spoke w
Mrs. Oaks
on 3/18/84
ok to alter. boundary
J. Oaks*

(6)



KLAUS P. MATHES
VICE-PRESIDENT
WINEMASTER

December 19, 1983

Chief, FAA
Wine and Beer Branch
Bureau of Alcohol, Tobacco and Firearms
P.O. Box 385
Washington, DC 20044-0385

Dear Sir:

RE: Notice No. 494 - MONTEREY Viticultural Appellation

The proposed boundries of the above noted viticultural appellation
are agreeable to Almadén Vineyards.

Yours very truly,

Klaus P. Mathes

KPM/bjo

*Spoke in Bundy Oaks
who says that the
alt. boundary is
ok to Mr. Mathes
WJZ
3/8/84*



ARROYO SECO VINEYARDS, INC.

*Fine Premium
Wine Grapes
from Monterey*

P.O. Box 395
Greenfield, Ca. 93927
408-674-2318

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

Terrel West
14 December 1983

Dear BATF:

We are owrking in the Monterey Viticultural Application here in California. Our petition has lately been published in the Federal Register. Notice #494. There apparently was a "Paper Reduction Hearing" on 1 December 1983 that I was not made aware of until the 1st. This meeting was held in the Customs Service Regional Conference Room in Los Angeles. I am writing you in oder to ask whether or not there shall be another Paper Red. meeting anytime in the future that concern the Monterey Viticultural appellation application. Please inform me as soon as possible as I do need to make plans for travel and meeting attendanœ well in adavance.

Thank you,

Terrel West
Terrel West

TW:kdmh



December 19, 1983

Chief
FAA Wine and Beer Branch
Bureau of Alcohol, Tobacco
and Firearms
P.O. Box 385
Washington, D.C. 20044-0385

Attention: Notice #494
RE: "Monterey" Proposed Viticultural Area

Gentlemen:

I wish to comment on the matters considered in Notice #494 regarding the proposed Monterey Viticultural Area as follows:

A. The Name: The name "Monterey" without the qualifier "County" is appropriate, has abundant recognition by reference to it in news articles and books as "Monterey" (rather than "Monterey County") over a period of twenty years, and will not mislead the public. Most current references to the winegrape growing region within Monterey County refer to the area as "Monterey" rather than as "Monterey County". The winegrape growing portion of Monterey County is limited to a much smaller region than the whole of the county and is so recognized by the consumer. The word "Monterey" signifies much more than the land area on the Monterey Peninsula; the modifier "Peninsula" in fact denotes a special small geographic feature within Monterey County that presently has no viticultural significance whatever. No other name but "Monterey" would appropriately identify this viticultural area to the public.

B. Size and Overlap Questions: The viticultural area boundaries proposed by ATF (Alternative B) appropriately encompasses the region within which winegrapes having similar characteristics are now grown and might be expected to be grown in the future. While opinions may differ as to the details of such boundaries and are somewhat arbitrary wherever drawn, the general similarity of climatic conditions suggests homogeneity of the area and that it is properly described.

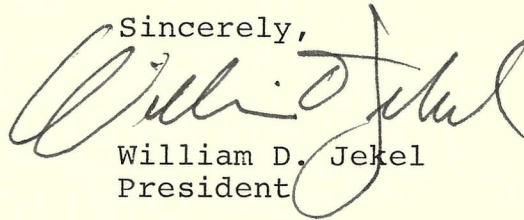
Within the broad Monterey climatic similarities, micro-climates exist and soils change. Alternative B already excludes the Chalone Viticultural Area. The other proposed or approved viticultural areas are wholly within the proposed Monterey area -- Arroyo Seco, San Lucas, Carmel Valley and King City -- and do not overlap each other. It has been traditional, both under ATF policies and under

Chief
FAA Wine and Beer Branch
December 19, 1983
Page 2

European systems with which consumers are familiar, to establish smaller viticultural areas wholly within a larger viticultural area. The consumer understands, for example, that a Pauillac, St. Estephe and Margaux are smaller, unique viticultural areas within the larger Medoc appellation, within the even larger Bordeaux region.

These comments are written in support of, and to assist the ATF in determining that the petition for the proposed Monterey Viticultural Area should be granted, and bounded as described in Alternative B.

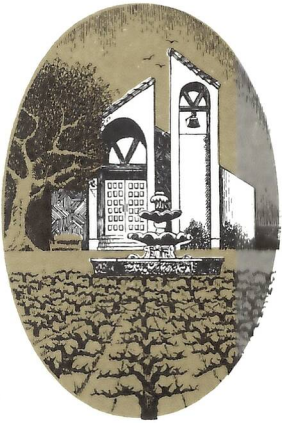
Sincerely,

A handwritten signature in cursive script, appearing to read "William D. Jekel". The signature is written in dark ink and is positioned above the typed name and title.

William D. Jekel
President

WDJ:lr

Rec'd 1/3/83 (4)
ny3



DURNEY
VINEYARD

A Wine Estate
Carmel Valley

December 27, 1983

Mr. Michael Breen
Department of the Treasury
Bureau of Alcohol, Tobacco & Firearms
Washington, D.C. 20226

Dear Mr. Breen:

I have spoken at length with Mr. Durney who is still away from the home office. We both wish to thank you for your recent letter from the desk of Richard A. Mascolo, Chief of your Department. I appreciate very much as well your informative phone conversation of December 15, 1983.

Understanding the B.A.T.F.'s interest in clearly defining physical features relative to viticultural appellations, we concur there is a difference between the climate, soil types, water shed, and more specifically the marine influence of the area proposed as Monterey and the existing appellation of Carmel Valley.

We quite agree that as government strives to further define viticultural regions for the American consumer, it could cause some confusion having the Carmel Valley appellation within the larger Monterey. Therefore, Mr. Durney and I agree that relative to the B.A.T.F.'s proposed viticultural area Monterey, Carmel Valley viticulture appellation should remain excluded, and the Monterey definition apply to the area of marine influence up to seven miles from the coast into the lower Carmel Valley.

Your drive the morning of September 20, 1983, with Mr. Neis lends support to this summation as you were witness to the gradual grade of the Carmel Valley and you undoubtedly noticed change of terrain and climate to the marine influence.

DURNEY VINEYARD
Mr. Michael Breen
December 27, 1983
Page Two

Should you have any further question or comments, we invite you to contact us. As pioneers of the Carmel Valley appellation, it is of great concern that future generations of wine consumers realize the uniqueness and high quality of this most beautiful and rare area known as the Carmel Valley viticultural region.

Sincerely,



DAVID G. ARMANASCO
General Manager

DGA/ds

cc: Richard A. Mascolo, Chief
FAA, Wine and Beer Branch
Department of Treasury
Bureau of Alcohol, Tobacco & Firearms
Washington, D. C. 20226

1/3/84 12/105
dyz

Monterey Winegrowers Council



BOX 1793, MONTEREY, CALIFORNIA 93940
Please reply to: P.O. BOX 1852, SARATOGA, CA 95070

January 3, 1984

Gentlemen:

We are pleased to submit the comments of The Monterey Winegrowers Council on the proposed "Monterey" Viticultural Area; these comments reflect the views of our members, who represent virtually all of the grape-growing and winemaking activity in the region under consideration.

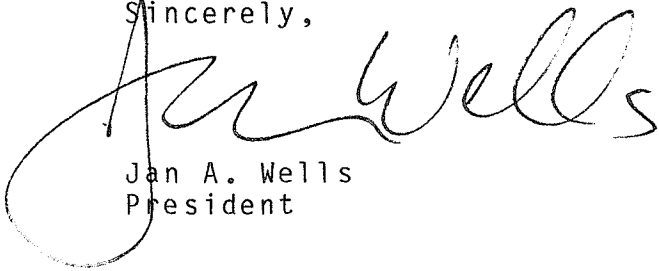
- 1) The boundaries. The Council endorses the boundaries proposed by BATF (Alternative "B"). Although our most recent petition, cited in Notice #494, contemplated a smaller region, we have determined that the boundaries of Alternative "B" define a region of general similarity of climate conditions and encompass both the existing and potential grapegrowing areas where winegrapes may be expected to have similar characteristics which, in the resulting wines, can be identified by consumers and distinguished from other viticultural areas.
- 2) Size of the area. We believe that the area proposed in Alternative "B" is appropriate because of the general homogeneity of climate referred to above and the suitability for grapegrowing of the soils and drainage at or below the 1000-foot level. The Council confidently anticipates a significant expansion of winegrape acreage in future years, and indeed since the Council submitted its revised petition for a Monterey Viticultural Area (dated May 14, 1982), the acreage planted to wine grapes as reported by the California Crop and Livestock Reporting Service has increased from 31,632 acres to 35,758. As BATF has indicated in its discussion of the issues, geographic features and not existing planting distributions should determine the proposed boundaries; we believe that the boundaries proposed for Alternative "B" reasonably define the area suitable for future planting of winegrapes in a homogeneous zone of soil and climate.

- 3) Overlapping viticultural areas. We believe that it is appropriate for the proposed "Monterey Viticultural Area" to include smaller viticultural areas, such as Arroyo Seco and Carmel Valley. The principal of "concentric circles" of delimited winegrowing areas is well established in international viticulture (the wine estate of La Tache within the commune of Vosne-Romanee within the district of Burgundy, for example). It is possible to identify local variations of climate and other factors affecting winegrapes within a larger region of generally similar growing conditions; the smaller the area, the more precise the definition can be. The Chalone Viticultural Area is excluded from Alternative "B" (appropriately, because its elevation locates it in a different climate zone). Arroyo Seco, San Lucas, Carmel Valley, and King City do not overlap each other; each demonstrates unique variations in the conditions for growing winegrapes which nonetheless conform to the general conditions ascribed to the proposed Monterey Viticultural Area.
- 4) The name. We renew our declaration, which is supported by substantial evidence in our original application, that the name "Monterey" is well established as an identifier for the wines of this region which is meaningful to consumers. We have attached as Exhibit I the most recent major article which reinforces the consumer's awareness of our region; it is written by the nationally-known wine writer, Eunice Fried. In addition to awareness of Monterey as a winegrowing region within the United States, we note that several winery members of the Council export in significant commercial volume wines which carry the "Monterey" identification.

As to the possibility of confusion for the consumer between a wine labeled "Monterey County" (which would require at least 75% of the grapes to have come from that area) and one labeled "Monterey Viticultural Area" (requiring 85% of the grapes to come that area), we believe that the differentiation between the two wines as to their origin would not be significant, and that in any case the consumer is amply protected in the sense that the majority of the grapes do in fact come from the area named, a proportion sufficient to give the resulting wine its regional character.

Thank you for your review of our comments. Please let us know if we or any individual Council member can offer amplification or clarification. We look forward to receiving approval of the Monterey Viticultural Area, Alternative "B".

Sincerely,

A handwritten signature in black ink, appearing to read "Jan A. Wells". The signature is fluid and cursive, with a large loop at the beginning and a long tail that extends to the right.

Jan A. Wells
President

JAW/jal

THE MONTEREY STORY

BY EUNICE FRIED
Illustrated by Tony Fiyalko

Each California wine region reflects its own character. For Napa Valley it is rustic sophistication. Sonoma has a pastoral air. Mendocino is woodsy. Monterey County, which begins about one hundred miles south of San Francisco, feels like the Old West. Here, the vast flat wedge known as Salinas Valley is sliced by dusty, unpaved back ways with names like Old Stage Road. It is dotted with towns called Gonzales and Chualar and Soledad; pick-up trucks and farm vehicles pull up to the Stag Saloon, the *tortillería*, and the *panadería*, and the cadence is a mix of indigenous twang and Mexican lilt.

Probably because there are such immense stretches between wineries or because the Salinas Valley is not home to chic hotels and restaurants, tourists do not jam the region on weekends, as they often do farther north. To the visitors who do come, Monterey is quiet country.

But the unpeopled roads and peaceful vineyards belie the fact that Monterey, for nearly half its twenty years in viticulture, has been the most controversial wine region in California, as Monterey vintners fought to find ways to counteract the criticism of their product. In question were the intense, emphatic flavors and robust character of some of its wines, which in turn tarnished the reputation of the region's entire production. In coming to grips with this threatening problem, Monterey vintners have had to delve deep into a study of their particular geography and have learned some sound lessons about which grape varieties grow best in the soil of the region

and under what conditions.

The Salinas Valley of John Steinbeck's *East of Eden* has long been known as the Salad Bowl of the Nation, growing more varieties of vegetables than can be found in any other place in the world. Acres of flowers bloom in greenhouses. Miles of nut trees, fruit trees, and berries stretch under the nearly cloudless sky. With most fields averaging two and a half crops a year and few ever left fallow, there is something being harvested in

the Salinas Valley nearly every day of the year. The area also is the home of Fat City, an enormous corral covering several acres where 80,000 head of cattle are fattened for market.

And still the area is so extensive in the valley and on the mountains to the east and west that there is room for 32,000 acres of vineyards. Owned by eleven wineries and about a dozen grape producers, they add up to more acreage than can be found in any of California's wine-making areas except the San Joaquin Valley (which has 35,000 acres).

The Seeds of Viticulture

Monterey's wine story began in the Gavilan Mountains, the stark range that forms the eastern border of the Salinas Valley. There, early in the century, a Frenchman found limestone soil that reminded him of the soils of Burgundy and Champagne. When he planted vines on this bleak 2,000-foot-high land a year later, it was the first serious attempt to establish vineyards in Monterey since the Franciscan fathers brought grapes to their mission in the

1790s. By 1960 these vineyards had become Chalone Vineyard, the only winery in Monterey.

A study of the region's climatic conditions, soils, and water supply done that year by Professor A.J. Winkler of the University of California's school of viticulture and oenology at Davis confirmed the tremendous grape-growing potential of this central coast region.

Soon after, Mirassou and Paul Mas-

(continued on page 20)



Spirits

(continued from page 18)

son of Santa Clara County and Wente Bros. of the Livermore Valley, with urban encroachment in their own regions leaving little room for expansion, turned to Monterey for their next plantings. In 1967 Durney Vineyard of Carmel Valley established a sixty-acre vineyard. A few years later, Almadén Vineyards of Santa Clara County planted their first 800 acres in Monterey, and Arroyo Seco Vineyard planted 360 acres.

As the vines matured and the first wines were put on the market, the general reaction was positive. In a few cases—notably the 1969 Wente Bros. Riesling Spätlese, a naturally sweet wine made from grapes attacked by the special botrytis mold—the acclaim was great. At the beginning of the 1970s there were about 2,000 acres of vines in Monterey.

Technological Steam

Spurred by these early successes and the growing market for premium grapes, plantings began in earnest. By the mid-1970s they increased to more than 35,000 acres. All varieties of grapes were planted, not in small experimental patches but in massive spans with rows stretching unbroken for nearly two miles, like cornfields in the Midwest.

There were problems in this virgin wine land, but many of them could be tamed by technology. Monterey's annual yearly rainfall averages seven to fourteen inches. A grapevine, depending on the variety and the vineyard site, needs eighteen to thirty-six inches of water a year. The growers found that they could make up the difference by drawing water from underground rivers and feeding it into the overhead sprinklers that irrigate the vineyards. Monterey was the first region to install permanent sprinkler-irrigation systems.

The hard, ocean-cooled winds that

tear down the center of the long, hot valley on spring and summer afternoons bend the vines, sometimes destroying the most vulnerable ones at the end of each row. To protect the vines from damage, walls of cypress, giant sunflowers, and eucalyptus trees were planted as windbreaks. Fortunately, the winds have their positive side, according to some vintners. They make Monterey one of the coolest grape-growing regions in California and thus a hospitable environment for such fine varieties as Chardonnay, Gewürztraminer, Johannisberg Riesling, Pinot Blanc, and Pinot Noir, grapes that flourish in Europe's cooler wine regions.

In the vast vineyards of Monterey, hand harvesting of grapes proved highly impractical, so the vines were planted in rows spaced wide enough apart to accommodate mechanical harvesting equipment. Mirassou Vineyards then introduced field crushing, an extension of mechanical harvesting. A field crusher runs along parallel to the harvester; a conveyor delivers the newly harvested grapes to the crusher mounted on a mobile tank. As the crushed grapes and juice fall into the tank, they are covered with a blanket of nitrogen to keep them fresh and free of oxidation. The results of field crushing are fresher, fruitier white wines—particularly Johannisberg Riesling and Chenin Blanc—and red wines rich in color and tannin from the grape skins.

The Curse of Monterey

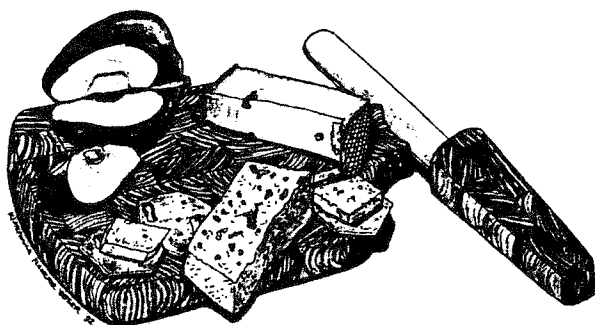
For a while in the early and mid-1970s, thanks to technology, it seemed that Monterey's wine future was bright. But as many of the vines reached maturity, there were new problems. One flaw, which proved to be the curse of Monterey, loomed above everything else: the aroma of bell pepper, asparagus, or, in the worst cases, of rotting vegetables pervaded a number of the wines made from certain varieties.

Those most affected were Cabernet Sauvignon, Sauvignon Blanc, and, to a lesser degree, Chenin Blanc. Some vintners, most notably Richard Peterson, president of Monterey Vineyard, claimed that the herbaceous flavors were simply the true character of the grape intensified by the climatic conditions of the region. But this reasoning didn't sell wine. Growers decided to try new vines, and they changed over about half the Cabernet Sauvignon plantings in the Salinas Valley to Johannisberg Riesling, Gewürztraminer, and Chardonnay, grapes that flourish in cooler climates, all the while continuing to seek the causes of the vegetative character.

Some attributed it to the long, cool growing season, some to rich soil and vigorous vines; others to the fact that most of the region's vines are planted on their own roots rather than grafted onto rootstocks, as are most of the world's vines, thus, according to this theory (which was also part of Peterson's reasoning), intensifying the grape's flavor. A few even claimed it happened because vegetables once grew where grapes now grow. "Which makes as much sense," says Terrel West, vice-president of Arroyo Seco Vineyard, "as saying that wines should taste of milk because cows used to graze on those fields." (Or claiming that the wines of Sonoma should taste of prunes because their vines are planted in former prune orchards.)

Too Much of a Good Thing

Vintners like Douglas Meador, owner of Ventana Vineyards, looked elsewhere for the solution to the mystery. "Here in Monterey, we have a combination of a cool climate, healthy, vigorous vines, good soils, and overhead sprinkler systems," he points out. "It's too much of a good thing, but we can control it through water management. For example, when my grapes are at 19 percent sugar, there is no bell pepper flavor. But I've experimented, irrigating one block



of vines, and right away I can taste the bell pepper when I walk through that block sampling grapes. It comes right out. The more you water a vine, the more bell pepper character you can taste. But ten days later, when it's dried out, that bell pepper is gone. The answer? Withhold water from the vines in the last weeks before harvest. You'll have no bell pepper." Meador also plants cover crops and lets weeds grow between the rows of vines to drain some of the water out of the soil.

Proof of the Pudding

The proof of Meador's theory lies in his wines, particularly in his Ventana Crystal Chardonnay 1981, with its rich fruit flavors, elegant polish, and overall balance; Sauvignon Blanc 1981, made from Arroyo Seco Vineyard grapes and displaying the perky characteristics of that grape without its sometimes overly grassy and occasionally nasty flavors; and especially his 1981 brut sparkling wine, an experimental batch of 1,800 cases made from a classic blend of two-thirds Pinot Noir and one-third Chardonnay with the yeast deposit of its second fermentation still in the bottle. It is an unfinished wine, but even at this stage, it shows excellent promise.

At the Monterey Peninsula Winery, too, they've made a fine sparkling wine by blending two parts Pinot Noir with one part Chardonnay and one part Pinot Blanc. So impressive are the young and not-yet-ready-to-release sparklers of these two wineries that one listens with care when Dr. Roy Thomas, president of Monterey Peninsula, predicts, "With our cool climate and good acidity levels, this county may possibly be the best place in the state for making Champagne."

His winery can also be proud of its Chardonnay 1981, Cobblestone Vineyard; and especially of its Cabernet Sauvignon 1979 made from Terrel West's grapes, with its olivine tones and lingering finish. No hint of unwanted flavors in these wines.

At Jekel Vineyard, a 140-acre, family-owned winery begun in 1978, Bill Jekel explains that "Monterey is a dry, cold desert. Because of these conditions, techniques in viticulture are more important here than in any other wine region in California."

Appropriately, some of Jekel's most impressive wines at a recent visit were four estate-bottled ones made from grapes attuned to cooler climates: Pinot Blanc 1980, a crisp wine with excellent

balance and flavor; Chardonnay Private Reserve 1980, with its lovely toasty quality; Johannisberg Riesling Late Harvest 1980, with its apricot and peach aroma, low alcohol, and its sweetness well-balanced with acidity; and Pinot Noir 1979, made in a medium-light style and showing a wonderfully Burgundian bouquet.

Wente Bros., too, is producing Pinot Noir in its Monterey County vineyard that shows amazing promise. Its 1981, particularly, gives all indications, even while in barrel, of developing into an excellent, well-knit wine.

And at Chalone, Pinot Noir and Chardonnay, the grapes of Burgundy, have always been the stars of this isolated benchland winery.

Of all the wines castigated for their vegetative character, Cabernet Sauvignon received the worst blows. Yet Monterey is now producing some fine Cabernets worthy of attention. One of the best wines tasted recently at Turgeon & Lohr, with winery in Santa Clara County and vineyards in Monterey, was Cabernet 1981, still in barrel.

Almadén Vineyards can practically stake its reputation among low- and medium-priced wines on its Monterey Cabernet Sauvignon. The '78, long since gone, was startlingly good, and the '79, with its deep, clear color, full body, and good Cabernet flavors, is a fabulous buy for \$5.50 (its price in California).

But it is on the slopes of the Santa Lucia Mountains, the range that separates the Salinas Valley from the Pacific Ocean, that Monterey's most exciting Cabernet Sauvignon is being made. Smith & Hook, a new 255-acre winery located on seven steep and undulating slopes 1,300 feet above the valley, has produced a 1979 Cabernet that is inky dark, full-bodied, and intensely concentrated with deep fruit flavors—a well-structured, imposing wine.

Durney Vineyard, which has been making strikingly good Cabernet Sauvignon, among other wines, almost from its inception in the Carmel Valley, where its vineyards are 1,200 feet above sea level, continues its reputation for excellence. Its 1978 is a magnificent wine with elegance and stature and balance. Its 1979, still young and tannic, gives all the promise of being superb.

In fact, all of these wines enhance the Monterey story. Having weathered a turbulent beginning, the region is now producing wines that are a happy glimpse of a future that just might be brilliant. ○

Bermuda's Best



Outerbridge's Sherry Peppers Sauce has been a Bermuda tradition for years.

The Outerbridge's family recipe requires steeping bud peppers and more than a dozen different spices in casks of sherry for months.

To complement the original Sherry Peppers, Outerbridge's added a new Royal Full Hot Rum Peppers Sauce and a Full Hot Mustard Sauce.

Now available for the first time in America, Outerbridge's Originals are quickly becoming a distinctive ingredient for sophisticated food lovers.

A recipe booklet travels along with each bottle of Outerbridge's Original Sauces. Look for them at specialty food shops, department store and super-market fancy food sections.

BERMUDA ONION SOUP...

Cook 3 large Bermuda onions in 3 tbs. butter until tender and golden. Add 6 cups brown stock. Simmer 1/2 hour. Add salt to taste and about 6 drops Outerbridge's Original Sherry Peppers per serving. Serve very hot over rounds of french bread sauteed in butter. Sprinkle with grated cheese. (Serves 6).

Outerbridge's
Sherry Peppers Sauce
Royal Full Hot Rum Peppers Sauce
Full Hot Mustard Sauce
Original

A product of IROQUOIS BRANDS LTD. 
Iroquois Grocery Products, Inc. Stamford, CT 06905-3856



Paul Masson Vineyards

P.O. Box 1852 Saratoga, CA 95070 Telephone (408) 257-7800

December 22, 1983

Chief, FAA, Wine and Beer Branch
Bureau of Alcohol, Tobacco & Firearms
P. O. Box 385
Washington, D.C. 20044-0385

Attn: Notice No. 494

Dear Sir:

Paul Masson Vineyards would like to make the following comments regarding Notice of Proposed Relemaking No. 494:

We feel that the name "Monterey" is the most appropriate name for this viticultural area. The name "Monterey" has been promoted by individuals, companies, wineries, wine growers and wine writers for over 20 years and is well-known locally, nationally and internationally.

As to ATF's concern that the use of the word "Monterey" without the qualifier "County" may mislead the consumer, we feel that if a consumer is knowledgeable enough to know the different percentage requirements between a county appellation of origin and an approved viticultural area designation, the consumer would realize that the wine contains 85% grapes grown from the area. Any consumer that may purchase the wine thinking that they are buying a county appellation is getting an extra 10% of grapes from the area. We feel that the consumer cannot lose in any case.

The question of whether or not the Salinas River Valley and Carmel Valley should be designated "Monterey", or just the land area on the Monterey Peninsula, raises the point that the entire area, including both valleys, has been designated as "Monterey" for over 20 years and is generally accepted locally, nationally and internationally.

As to the size of the proposed area, BATF has always maintained that the boundary should be determined by geographical features and not by crop and planting distributions.

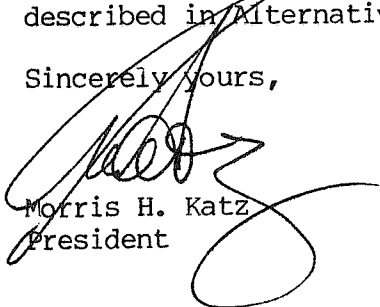
We do, however, agree with the alternate boundaries as proposed by BATF.

Notice No. 494
December 22, 1983
Page Two

As to the overlapping of viticultural areas, we feel that it is possible to have slight variations in specific areas to allow these overlaps.

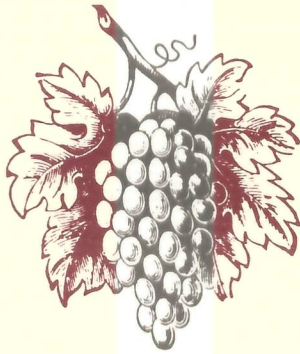
In summary, Paul Masson agrees that the viticultural area should be designated as "Monterey" and that the boundaries should be those described in Alternative B as proposed by BATF.

Sincerely yours,



Morris H. Katz
President

/mp



12

Monterey Farming Corporation

December 23, 1983

Chief
FAA Wine and Beer Branch
Bureau of Alcohol, Tobacco
and Firearms
Post Office Box 385
Washington, D. C. 20044-0385

Attention: Notice #494

Dear Sir:

It is my understanding that the wine growing region designated as "Monterey" is now under consideration by the Bureau. I have reviewed Notice #494 regarding the establishment of this viticultural area and feel that the boundaries proposed by the Bureau are satisfactory, in my opinion. I urge you to approve the Monterey designation as soon as possible.

Sincerely,

A handwritten signature in blue ink that reads "Alfred G. Scheid". The signature is fluid and cursive.

Alfred G. Scheid
President

AGS:bjh

cc: Monterey Winegrowers Council

Chief
FAA
Wine and Beer Branch
Bureau of Alcohol, Tobacco and Firearms
P.O. BOX 385
Washington, D.C.
~~200~~44-0385

Terrel West
[REDACTED]
Greenfield, California
93927

28 December 1983

Attention: Notice No. 494-Federal Register/VOL.48, No.225/ Monday, November 21, 1983

Dear Sir,

Regarding Notice No. 494 "Establishment of Monterey Viticultural Area" published in the Federal Register as noted above. I submit the following comments for your consideration. I strongly support the establishment of the "Monterey Viticultural Area". The following comments, while some are very critical, are meant to be constructive and to suggest areas in which efficiency and fairness to all parties can be interjected into the process of establishing the Monterey viticultural area and also in the establishment of areas that will be proposed in the future, throughout the nation.

The comments address the following subjects in regard to the process of obtaining a Viticultural Area designation for Monterey:

- 1- Naming of the area
- 2- Boundaries
- 3- Overlapping of boundaries
- 4- Size of the Viticultural Area
- 5- Unreasonable delay regarding the establishment of the Monterey Viticultural Area
- 6- Conflicting requests by BATF personnel
- 7- Time and taxpayers funds' spent
- 8- Lack of co-ordination between BATF personnel when an unfinished assignment is turned over to a new person
- 9- The probability of petitioners for different areas having received unequal treatment in the processing of their petition
- 10- The possibility of general confusion among the individuals in the wine industry, regulators and, most importantly, the consumers caused by the lack of reasonable uniformity of the parameters for the establishment of a viticultural area
- 11- The reduction of paperwork

#1- Naming of the Area- The viticultural area proposed by the petitioners should undoubtedly be named "Monterey" for the following reasons: The general area has been identified throughout history as "Monterey" even before California was a part of the United States. The proposed viticultural area lies, for the most part, within the county of Monterey. Historical precedent has been set for the use of "Monterey" by both the industry and the media and is now known to a large group of consumers as "Monterey". The Monterey Wine Growers Council (MWGC) - an organization encompassing the majority of the wine that has been designated on labels as "Monterey"- has, as its' stated purpose: "The goal of acquainting the Publics with the unique, fine wines of Monterey". In addition, the MWGC Board of Directors had voted affirmatively to support "Monterey" as the name of the area.

#2- Boundaries- This process of the establishment of the exterior boundaries of the proposed viticultural area has been unduly long and the delay totally unnecessary. The boundaries, as first proposed by the petitioners, would have then and for the future stood as quite workable and acceptable to the industry involved in Monterey and would have provided the consumer with realistic, identifiable borders. BATF personnel have asked for changes and gone on to contradict themselves by asking for areas to be included which they previously had asked to be excluded. There has been, in my opinion, no valid reason for these repeated conflicting changes asked for by BATF personnel. BATF personnel have designed boundary schemes which are in conflict with those designed by individuals who live, work, have vast capital investments and their very livelihoods dependent on the wine industry of Monterey.

I fail to see how the interests of the consumer is served by BATF personnel designing these boundaries when the BATF personnel are much less familiar, if familiar at all, with the geography, geology, climatology, viticulture and oenology of the Monterey viticultural area. To illustrate this point, I am attaching a copy of a letter from Robert L.White - Specialist, Research and Regulations Branch - Bureau of Alcohol, Tobacco and Firearms - Department of the Treasury, dated 19 October 1982 to Mr.Morris Katz of Paul Masson Vineyards, which is a member winery of the Monterey Wine Growers Council.

Mr.Katz has actively worked in preparing the Monterey petition for the proposed viticultural area. Mr.White proposed a 16-point boundary in this letter. This letter was forwarded to me by Mr.Katz - as I was then president of the Monterey Wine Growers Council. The boundary proposal was made known to the members of the council who were asked to give it careful study as to its' acceptability to them. These members were then asked to attend a meeting consisting of the Board members and other interested members and be prepared to vote either affirmatively or negatively upon the acceptability of Mr.White's boundaries. A vote was taken and the overwhelming majority supported the use of Mr.White's proposed boundaries as an ammendment to our petition. I, in my capacity as President of the MWGC, informed Mr.White in a letter dated 19 January 1983 that by the aforementioned vote and direction of the appellation committee, the boundary he had suggested would be quite acceptable.

I was later informed in a letter from Mr. Richard A. Mascolo - Chief, FAA Wine and Beer Branch dated 13 April 1983 that as of 03 April 1983, the Regulations and Procedures division had undergone a "reorganizational re-alignment" and that Mr. White had been re-assigned to a different branch of the BATF. BATF Specialist Michael J. Breen had been assigned to replace Mr. White in dealing with the Monterey Viticultural Appellation application. I soon realized that although I felt we had reached a compromised, agreed-upon boundary which Mr. White had proposed in writing and the members of the MWGC had accepted in writing, Mr. Breen had been instructed, I assume, to disregard that boundary agreement between BATF and the MWGC. and start anew. I believe this is totally unnecessary and does not in any way serve the interests of the consumer. The additional months of time invested, material worked up and travel expenses has, in fact, cost the consumer additional, unnecessary tax dollars. In my subsequent conversation and correspondence with Mr. Breen, I was told by Mr. Breen that he had once driven the length of Monterey County on U.S. Highway 101 and that was the extent of his familiarity of the viticultural area. He then proceeded to tell me, by his study of the contour maps of the area, that the contour lines were too close together for viticulture to exist more than 600 feet above sea level. Needless to say, I was shocked beyond belief. At the time of his statement, there were not only commercial vineyards above the 600 foot level, but there were also TWO wineries bonded by BATF above the 600 contour line that fell well within Mr. White's proposed Monterey Viticultural Area boundaries. In the current alternative BATF-proposed boundary, as published in the Federal Register - Notice No. 494, an area which has been historically identified as Monterey and has commercial vineyards and a bonded winery in an approved viticultural area known as "Chalone" is left out. On the other hand, the urban areas of the Monterey Peninsula where there are no commercial vineyards in existence, is included.

This does not make terribly good sense. If BATF finds it necessary to include the Monterey Peninsula, I have no great objection. However, the act of excluding an area which has historically been a part of Monterey seems to not be in the consumers' best interests, nor is it consistent with my interpretation of the objectives of establishing this whole Viticultural Area system within the United States.

#3- Overlapping Boundaries- In Notice #494, BATF raises the issue of and states it has reservations about a viticultural area which totally or partially overlaps with approved or proposed viticultural areas. Were BATF to proceed on the premise that there should be no overlapping of viticultural areas, an area named "America" or "United States" should be approved which would cover the whole country. There would be no need for all of the time and money which has been spent in the formation of the great many areas that have been approved or proposed that would be within the "America" viticultural area.

This scenario would not be in the spirit of the establishment of Viticultural Areas. Of course if we were to follow along the lines of the large wine-producing areas of Europe, a system with which many consumers are now familiar with, there would be a very structured overlapping of areas:

each one more closely defining a specific area from which the wine was produced. Were we to follow the example of Germany, we would find the denomination of the geographical origin of its wine industry "QUALITÄTSWEIN MIT PRÄDIKAT" ^a with the areas broken down in this manner: the all inclusive 'Designated Region' to 'subregion', to 'community', to 'collective site' and finally down to the 'individual site'. Similar systems are used in France, therefore - there is historical precedent and a prior knowledge by many consumers of this type of viticultural area formation and definition.

I firmly believe that BATF should have, from the beginning, employed a system patterned after the current system now in use in Germany. This type of European patterning would have given the system a reasonable semblance of order and continuity so that the premises for which the varying degrees of definition for viticultural areas would have been so similar as to require the consumer to learn only one basic system of sequence from 'individual vineyard site' on up through the 'multi-state' areas. This system, as the ones in use in Europe, is workable and applicable and would enable the consumer to use the same system throughout the nation for identifying the area from which wines are produced.

#4- Size of the viticultural area- The people involved in growing grapes and producing wine in the Monterey area have agreed to boundaries proposed by Mr. White of BATF and, by doing so, have said that they believe the areas encompassed within those borders are reasonable and proper. At the present time, I see no reason to alter those borders, with the exception of making sure the Chalone viticultural area is enclosed by the "Monterey" viticultural area. In my opinion, the vast additions and deletions to Mr. White's boundaries by the current BATF proposal offered by Mr. Breen have less validity than Mr. White's proposal. The numerical quantity of acres encompassed by a viticultural area is, in my opinion, irrelevant. What is relevant, however, is continuity and similarity of the grapes grown within the borders of the viticultural area, acknowledging that continuity and similarity are not meant as 'absolute sameness'. BATF personnel have again contradicted themselves in that MWGC had been asked by BATF personnel to compress the size of the area proposed by Mr. White and the BATF personnel, after this request, subsequently proposed adding vast quantities of urban acreage to the area.

#5- Unreasonable delay regarding the establishment of the Monterey Viticultural area- The Monterey viticultural area proposal was submitted to BATF prior to any deadlines that I was aware of for receiving petitions. It was certainly submitted in time for the proposal to be approved by 1 January, 1983. The redrawing of the boundaries requested by BATF has caused unreasonable delay. The time and money spent and all of this re-drawing of the borders has been, in my opinion, much less than the best use of taxpayer's funds. It has also caused a great deal of unnecessary

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Copyright German Wine Academy, 1975

expenditure in time and monies by the Monterey wine industry. In the interim, between 1 January 1983 and the date that the Monterey viticultural area will finally be approved, I believe our area has been put at a competitive disadvantage with those areas which were approved prior to 1 January 1983.

I have heard numerous complaints and statements of confusion from vintners in reference to their inability to plan their promotional programs, design their labels, etc., because of this delay in the approval of our petition.

#6- Conflicting requests by BATF personnel- I have illustrated some of the conflicting requests made by BATF in preceding parts of my letter. A brief summary of more conflicting requests made by BATF are as follows:

- 1- BATF's movement of the southern boundary of the proposed viticultural area from the Monterey-San Luis Obispo County line to include part of San Luis Obispo County and then moving the border back again and excluding all of San Luis Obispo County, as it had been in the first place.
- 2- BATF's request for compression of the area proposed by the MWGC and their subsequent addition of new areas in their latest proposal.
- 3- BATF's request that we use geological/topographical features of the landscape in making borders and then switching to requiring the use of political boundaries, switching again and not using political boundaries, then again changing to the use of contour lines, then stating that contour lines were not sufficient for use as boundaries and requesting more specific boundaries - such as political boundaries!

#7-Time and taxpayers' money spent- In my opinion, there have been large inefficiencies in the process of getting the Monterey proposal approved.

In light of the multi-billion deficits causing monumental problems with the economies of the United States and the rest of the world, I believe the taxpayers' money has been very inefficiently applied to this process at a time in history in which the government can obviously not afford to be inefficient.

#8- Lack of co-ordination between BATF personnel when an unfinished assignment is turned over to a new person- Although I do not know for sure the number of specialists who have been assigned to the Monterey Viticultural Area petition, it seems to me that there have been about five individuals in all assigned to the process. The briefings between those five people - from the exiting person to the next incoming individual - must have been non-existent or severely lacking, judging by the questions I have been asked by the respective Specialists. I have noticed this particularly during Mr. Breen's tenure with the assignment in which he appears to have started from scratch rather than simply implementing agreements made between the MWGC and the BATF.

In a letter dated 13 April 1983 from Mr. Richard A. Mascolo - Chief, FAA Wine and Beer Branch - Bureau of Alcohol, Tobacco and Firearms - Department of the Treasury, addressed to me in my capacity as President of the MWGC at that time, Mr. Mascolo relayed some questions posed by Mr. Breen to me.

Mr. Breen's question #5 asked that I send a brief history of grape-growing in the proposed viticultural area. In a subsequent phone call between Mr. Breen and myself, I asked Mr. Breen if he had read the Monterey petition - he said, at that time, he had not. This suggests that he had not been properly briefed as to what was contained within the petition - for there was, as a part of the original petition, a discussion of the history of grape production in Monterey, the answer to his question number 5.

It would seem to me that the logical sequence of events for a specialist taking over the assignment of an unfinished proposal would be first to read the petition itself and all previous written correspondence; then be briefed by the previously assigned specialist as to his accomplishments regarding the proposal; the processes which were in progress and what he felt needed to be done to accomplish their goals; processes which had not yet been initiated but are necessary for completion of the project and the relation of verbal conversation not contained within the file which would have bearing on the completion of the project.

#9- The probability of petitioners of the various Viticultural Areas having received unequal treatment in the processing of petitions.

I've repeatedly questioned the BATF as to whether or not the multitude of petitioners working for the establishment of the various viticultural areas have received equal treatment from BATF. Has each petitioner had to follow the same general set of guidelines in the preparation of their petition? Have the Specialists assigned to the petitioners received thorough enough briefings so that they could maintain continuity and equality? In my opinion, all petitioners haven't been treated equally.

I developed this opinion from personal conversations with petitioners in other areas and on reading the petitions as they have been published in the Federal Register and the Code of Federal Regulations. In posing the question of equality directly, in person, to a BATF Specialist, I find the answer to the above question is, as I understood, no- all the petitioners had not received equal treatment.

#10- The possibility of general confusion among the individuals in the wine industry, regulators and, most importantly, the consumers caused by the lack of a reasonable uniformity of the parameters for the establishment of a viticultural area.

I am listing some publishings from the Federal Register and the Code of Federal Regulations that will illustrate the inequality and lack of uniformity which runs the gamut from the use of power lines (which have the potential to completely disappear in a very short time if their owners are desirous of removing them) to political boundaries such as section lines which are permanent, government recordings already precisely, legally defined boundaries. The above illustrations show the lack of

reasonable uniformity in one important area of the parameters for establishing a viticultural area. This is only a small example of what seems to be an overall trend of a lack of reasonable conformity in the establishment of viticultural areas. Absolute uniformity is not a desirable goal, what is a reasonable goal is, I believe, to work towards minimizing complexity and confusion - to develop well-defined parameters for all future petitioners to follow with a reasonable amount of common sense applicable to individual cases.

My thanks to the BATF personnel who have worked on the Monterey Viticultural Area petition.



signed

Terrel West
Concerned Wine Consumer
and viticultural management
employee

Please see the enclosed attachments of correspondence and documents that support my statements made in this letter.

ENCL:TW/kdmh



DEPARTMENT OF THE TREASURY
 BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
 WASHINGTON, D.C. 20225

X- JAN Weys }
 Rich Powers } Let's discuss
 O- ut

[Signature]
 19 OCT 1982

R:R:R:RLW
 5120

M.H. KATZ

OCT 22 1982

Mr. Morris Katz
 c/o Paul Masson Vineyards
 P. O. Box 1852
 Saratoga, California 95070

Dear Mr. Katz:

After analyzing your petition for a proposed viticultural area to be known as "Monterey," several questions have come up which need to be answered before work can continue on a draft notice of proposed rule-making concerning your petition.

The first question involves the name of the proposed viticultural area. Since the name "Monterey" viticultural area can be confused with the "Monterey County" appellation of origin, we request that you reconsider the name of your viticultural area. If the proposed viticultural area is known by any other name or if the name "Monterey" can be legitimately qualified by some word such as valley, hills, etc., then we suggest that you modify the name of your proposed viticultural area accordingly. If you decide to stick with the name "Monterey" because no other name is appropriate for the area, then we will raise the name issue in the notice of proposed rulemaking so that all interested persons may have an opportunity to express their opinions on this matter.

The second question involves whether the proposed viticultural area can be compressed. Section 4.25 a(e)(1), Title 27, CFR, defines a viticultural area as a delimited grape-growing region distinguishable by geographical features. The geographical features of the proposed area should distinguish the viticultural features of the proposed area from surrounding areas. The proposed Monterey viticultural area covers quite a large territory. We request that you take another look at the proposed area and see if it can be reduced in size. If grapes are not currently being grown in certain sections of the proposed area, we request that you reduce the area accordingly unless there are compelling reasons to the contrary.

Mr. Morris Katz

The last question we have concerns the specific boundaries of the proposed Monterey viticultural area. We suggest that some of the boundaries be made more specific. Also, county lines can be used as boundaries if they coincide with geographical features that can be identified on U.S.G.S. maps. Also, we feel that the southern boundary of your proposed viticultural area should not extend into San Luis Obispo County, unless absolutely necessary, in order to avoid confusion among wine consumers as to where the grapes were actually grown. Consequently, we suggest that the following boundaries be used for your proposed viticultural area if you determine that the area cannot be reduced in size.

Boundaries. The Monterey viticultural area is located entirely within Monterey County. The beginning point is about two miles south of Salinas at the junction of State Highway 68 with an unnamed, secondary, all-weather, hard surface road which runs parallel and adjacent to the Salinas River.

- (1) From the beginning point the boundary runs in a southeasterly direction along the unnamed road which runs parallel and adjacent to the Salinas River until it intersects with a secondary, all-weather, hard surface road about two miles southwest of Chualar;
- (2) Thence in a northeast direction along this road until it intersects U.S. Highway 101 in the vicinity of Chualar;
- (3) Thence southeast on U.S. Highway 101 approximately .5 miles to where it crosses Chualar Creek;
- (4) Thence following Chualar Creek in a northeasterly direction to Chualar Canyon;
- (5) Thence following Chaular Canyon northeasterly to the dividing line between Monterey and San Benito County;

Mr. Morris Katz

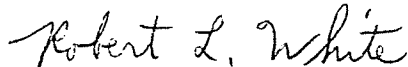
- (6) Thence in a generally southeasterly direction along this dividing line between Monterey and San Benito County until it intersects with the Fresno County line;
- (7) Thence following the dividing line between Fresno and Monterey County in a generally southeasterly direction to the headwaters of Little Cholame Creek about two miles northwest of Mine Mountain;
- (8) Thence following along the ridge to the southeast of Little Cholame Creek to its intersection with Cholame Creek;
- (9) Thence crossing Cholame Creek and following along the top of the southwest ridge draining into Cholame Creek in a generally northwesterly direction to the intersection of Vineyard Canyon and Cholame Creek;
- (10) Thence following in a southwesterly direction along the ridge draining into Vineyard Canyon until it reaches the line dividing Monterey and San Luis Obispo Counties.
- (11) Thence west along the Monterey/San Luis Obispo County dividing line to a point approximately one mile due north of Tierra Redonda Mountain;
- (12) Thence following along the south ridge draining into the San Antonio River in a generally northwesterly direction to the boundary of the Los Padres National Forest;
- (13) Thence along the boundary of the Los Padres National Forest in a northwesterly, easterly, northerly, westerly, and subsequently a northwesterly direction until it intersects with White Rock Ridge;
- (14) Thence in a northwesterly direction to Robinson Canyon and continuing to the intersection with the Carmel River;

Mr. Morris Katz

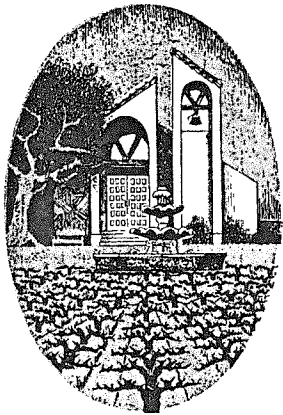
- (15) Thence following Buckeye Canyon in a northeasterly direction to the intersection of State Highway 68 with an unnamed, secondary, all-weather, hard surface road approximately two miles southwest of Ambler Park;
- (16) Thence in a northeasterly direction along State Highway 68 to the point of beginning.

Please coordinate your response with Mr. Terrel West who originally submitted the Monterey petition. If you have any questions, please feel free to contact me either in writing or by telephone (202-566-7626). I will be looking forward to receiving your response in the near future.

Sincerely yours,



Robert L. White
Specialist, Research and
Regulations Branch



DURNEY
VINEYARD

A Wine Estate
Carmel Valley

December 27, 1983

Mr. Michael Breen
Department of the Treasury
Bureau of Alcohol, Tobacco & Firearms
Washington, D.C. 20226

Dear Mr. Breen:

I have spoken at length with Mr. Durney who is still away from the home office. We both wish to thank you for your recent letter from the desk of Richard A. Mascolo, Chief of your Department. I appreciate very much as well your informative phone conversation of December 15, 1983.

Understanding the B.A.T.F.'s interest in clearly defining physical features relative to viticultural appellations, we concur there is a difference between the climate, soil types, water shed, and more specifically the marine influence of the area proposed as Monterey and the existing appellation of Carmel Valley.


We quite agree that as government strives to further define viticultural regions for the American consumer, it could cause some confusion having the Carmel Valley appellation within the larger Monterey. Therefore, Mr. Durney and I agree that relative to the B.A.T.F.'s proposed viticultural area Monterey, Carmel Valley viticulture appellation should remain excluded, and the Monterey definition apply to the area of marine influence up to seven miles from the coast into the lower Carmel Valley.

Your drive the morning of September 20, 1983, with Mr. Neis lends support to this summation as you were witness to the gradual grade of the Carmel Valley and you undoubtedly noticed change of terrain and climate to the marine influence.

DURNEY VINEYARD
Mr. Michael Breen
December 27, 1983
Page Two

Should you have any further question or comments, we invite you to contact us. As pioneers of the Carmel Valley appellation, it is of great concern that future generations of wine consumers realize the uniqueness and high quality of this most beautiful and rare area known as the Carmel Valley viticultural region.

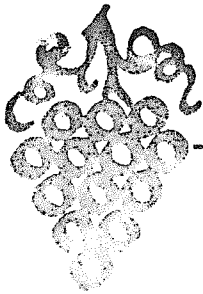
Sincerely,

A handwritten signature in cursive script that reads "David G. Armanasco". The signature is written in dark ink and is positioned to the right of the word "Sincerely,".

DAVID G. ARMANASCO
General Manager

DGA/ds

cc: ✓ Richard A. Mascolo, Chief
FAA, Wine and Beer Branch
Department of Treasury
Bureau of Alcohol, Tobacco & Firearms
Washington, D. C. 20226



ARROYO SECO VINEYARDS, INC.

*Fine Premium
Wine Grapes
from Monterey*

P.O. Box 395
Greenfield, Ca. 93927
408-674-2318

Robert L. White
Specialist, Research and Regulations Branch
Bureau of Alcohol, Tobacco and Firearms
Department of the Treasury
Washington, D.C.
20226

Terrel West, President
Monterey Wine Growers' Council
Vice President, Arroyo Seco Vineyards, Inc.

19 January 1983

Dear Mr. White,

This letter is in answer to your letter of 19 October 1982 addressed to Mr. Morris Katz, c/o Paul Masson Vineyards - Saratoga, California zip code 95070. Your questions were discussed in a board meeting of the Monterey Wine Growers' Council and with Mr. Katz and his associates at Paul Masson and again with the appellation committee of the Monterey Wine Growers' Council. The appellation committee has asked me to convey to you the agreed-upon answers to your questions.

QUESTION ONE:

COULD A NAME OTHER THAN "MONTEREY" BE APPROPRIATE?

It is our opinion that "Monterey" is the most appropriate name. Monterey includes hills, valleys, watersheds, climate and history all with a measure of commonality. Individuals, companies and our Monterey organizations have promoted "Monterey" as a unique area of the world which is producing unique, fine premium grapes and wine. Through these efforts "Monterey" has become well-established as a unique fine premium wine growing region. "Monterey" is the name used by wine writers and their colleagues of the media as evidenced by our press clips. "Monterey" is well-known to the trade, a great many consumers in the U.S.A. and it is spreading internationally as "Monterey wines" and are more and more being entered in international competition and trade.

QUESTION ONE, CON'T:

We know of no opposition to the name "Monterey", but welcome the issue being raised in the rule-making process.

QUESTION TWO:

COULD THE PROPOSED AREA BE COMPRESSED?

We have tried to include all the land which could produce "Monterey grapes and wines" so as not to exclude any area of "Monterey". To exclude any part of this proposed area could cause confusion in future generations when they plant in a part of Monterey that is not now planted. We have every reason to believe that vineyard acreage will continue to increase in "Monterey".

The area of Monterey as proposed, while it has commonality, certainly has definable sub-divisions as evidenced by the proposals for sub-areas already proposed to BATF such as; Arroyo Seco, Chalone, Carmel Valley and King City. As I understand the purpose for viticultural areas; they are to define for the grower, the government and, most importantly, for the consumer, the area from which the grapes for the wine came from. To accomplish this goal, it is necessary to start with the largest possible area (the entire United States) and then sub-divide into meaningful divisions - the smallest being one property. We believe "Monterey" is a meaningful division, which is contained within larger areas and contains meaningful sub-divisions.

QUESTION THREE:

COULD THE SOUTHERN BOUNDARY BE THE MONTEREY - SAN LUIS OBISPO COUNTY LINE?

Yes, while the county line between Monterey and San Luis Obispo does not, in the strictest sense, follow geographical features of the earth, using that political boundary of the Monterey - San Luis Obispo County line would avoid confusion. The boundaries you suggested would be quite acceptable. These are the boundaries;

Starting off with the beginning point about two miles south of Salinas at the junction of State Highway 68 with an unnamed, secondary, all-weather, hard-surface road which runs parallel and adjacent to the Salinas River.

QUESTION THREE, CON'T;

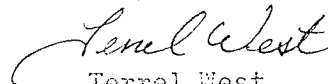
BOUNDARIES:

- (1) From the beginning point the boundary runs in a southeasterly direction along the unnamed road which runs parallel and adjacent to the Salinas River until it intersects with a secondary, all-weather, hard surface road about two miles southwest of Chualar;
- (2) Thence in a northeast direction along this road until it intersects U.S. Highway 101 in the vicinity of Chualar;
- (3) Thence southeast on U.S. Highway 101 approximately .5 miles to where it crosses Chualar Creek;
- (4) Thence following Chualar Creek in a northeasterly direction to Chualar Canyon;
- (5) Thence following Chualar Canyon northeasterly to the dividing line between Monterey and San Benito County;
- (6) Thence in a generally southeasterly direction along this dividing line between Monterey and San Benito County until it intersects with the Fresno County line;
- (7) Thence following the dividing line between Fresno and Monterey County in a generally southeasterly direction to the headwaters of Little Cholame Creek about two miles northwest of Mine Mountain;
- (8) Thence following along the ridge to the following along the ridge to the southeast of Little Cholame Creek to its intersection with Cholame Creek;
- (9) Thence crossing Cholame Creek and following along the top of the southwest ridge draining into Cholame Creek in a generally northwesterly direction to the intersection of Vineyard Canyon and Cholame Creek;
- (10) Thence following in a southwesterly direction along the ridge draining into Vineyard Canyon until it reaches the line dividing Monterey and San Luis Obispo Counties.
- (11) Thence west along the Monterey - San Luis Obispo County dividing line to a point approximately one mile due north of Tierra Redonda Mountain;
- (12) Thence following along the south ridge draining into the San Antonio River in a generally northwesterly direction to the boundary of the Los Padres National Forest;
- (13) Thence along the boundary of the Los Padres National Forest in a northwesterly, easterly, northerly, westerly, and subsequently a northwesterly direction until it intersects with White Rock Ridge;

- (14) Thence in a northwesterly direction to Robinson Canyon and continuing to the intersection with the Carmel River;
- (15) Thence following Buckeye Canyon in a northeasterly direction to the intersection of State Highway 68 with an unnamed, secondary, all-weather, hard surface road approximately two miles southwest of Ambler Park;
- (16) Thence in a northeasterly direction along State Highway 68 to the point of the Beginning.

The membership of the Monterey Wine Growers' Council, which is a voluntary organization with approximately fifty regular and associate members has made extensive efforts to include all those who might have an interest in the Monterey Viticultural area. The Councils' expressed goal is to acquaint the public with the unique, fine premium wines of Monterey and to promote a spirit of cooperation between those who grow grapes and make wines from Monterey. It is in this spirit that I submit, on behalf of the Council membership and its' appellation committee, these answers to your questions.

Respectfully submitted,



Terrel West
President - Monterey
Wine Growers' Council

Encl: TW/kdmh



DEPARTMENT OF THE TREASURY
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
WASHINGTON, D.C. 20226

R:R:F:MJB
5120

APR 13 1983

Mr. Terrel West
Monterey Wine Growers' Council
c/o Arroyo Seco Vineyards, Inc.
P.O. Box 395
Greenfield, California 93927

Dear Mr. West:

This confirms your March 18, 1983, telephone conversation with ATF Specialist Robert L. White regarding the petition to establish the "Monterey" viticultural area for Monterey County, California.

As of April 3, 1983, the Regulations and Procedures Division has undergone an organizational realignment wherein several of the branches have been renamed and reorganized along functional areas, e.g., wine, and branch personnel have been reassigned between the two reorganized branches, the Distilled Spirits and Tobacco Branch and the FAA, Wine and Beer Branch. As a consequence of the organizational realignment, Mr. White has been transferred to the Distilled Spirits and Tobacco Branch and ATF Specialist Michael J. Breen, formerly of the Rulings Branch, has been transferred to this branch and assigned the "Monterey" viticultural area application. Please direct your correspondence and inquiries to Mr. Breen who may be reached at 202-566-7626.

At the time that Mr. White turned the "Monterey" petition over to Mr. Breen, Mr. White informed Mr. Breen that he had telephoned you to inquire whether the geographic area proposed in the petition could be compressed. You had indicated that you would forward a response to this question.

We request that you forward the information to Mr. Breen at your convenience. In addition to this information, Mr. Breen has asked that you forward the following:

(1) the number of acres of grapes within the boundaries of the proposed viticultural area;

82 Bearing - 27947

82 Non Bearing - 5826

82 total - 33,773

from Monterey County
crop report
49,428,000

(2) the approximate size of the viticultural area in acres or in square miles;

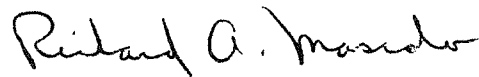
(3) the number of bonded wineries and vineyards located within the boundaries of the proposed viticultural area;

(4) the location of the bonded wineries and vineyards (a map pinpointing these locations would suffice); and,

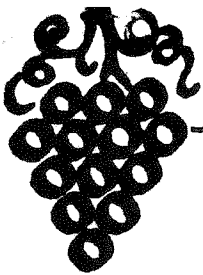
(5) a brief history of grape growing in the proposed viticultural area.

We hope to issue a notice of proposed rulemaking in the near future; however, progress on this project has slowed pending the receipt of the information requested.

Sincerely yours,

A handwritten signature in cursive script that reads "Richard A. Mascolo".

Richard A. Mascolo



ARROYO SECO VINEYARDS, INC.

*Fine Premium
Wine Grapes
from Monterey*

P.O. Box 395
Greenfield, Ca. 93927
408-674-2318

Michael J. Breen
Department of the Treasury
Bureau of Alcohol, Tobacco and Firearms
Washington, D.C.
20226

30 April 83

Dear Mr. Breen,

I would like to thank you for your enthusiastic participation in our rather long telephone conversation earlier this month. I truly hope that once you have had a chance to review the original Monterey Viticultural Area application and the subsequent documentation of communications between the Monterey Winegrowers' Council and the Bureau of Alcohol, Tobacco and Firearms - that you will find it rather complete and that you will be able to locate answers to some of your questions raised in the 13 April 83 letter and in our phone conversation. Enclosed please find the 1982 Annual Crop Report issued by Richard W. Nutter - Agricultural Commissioner of the County of Monterey. This report should add the best available information in answer to question number one in the 13 April 83 letter. It also provides a breakdown of bearing and non-bearing production per acre and FOB value of gross sales for the years 1981 and 1982. There is also a listing of the total acreage of wine grapes by variety.

To give you a perspective on the importance and scope of the wine grape industry in Monterey County, I placed a telephone call to the California Crop & Livestock Reporting Service in Sacramento, California to request total wine type grape acreage for the most recent year available - 1981.

Please find enclosed a photocopy of table eleven from the California Grape Acreage of 1981. When you compare acreages by County, of many of the most important premium wine grape growing counties in California, Monterey's 33,730.67 total acres, as reported in the Monterey County Annual Crop Report for the 1982 crop year, is significantly greater than Napa, Sonoma, Mendocino, Santa Clara, Alameda or Santa Barbara counties acreages.

I would like to advance to you my theory that there are more available acres in Monterey County which would be well-suited for premium wine grape production than either Napa or Sonoma counties. I have recently taken advantage of opportunities to compare prices of land suitable for the production of premium wine grapes in Napa, Sonoma and Monterey County and have found Monterey County's prices to be far more reasonable. Taking into account land availability and price, it seems that Monterey has the greatest potential for acreage expansion of the three counties of Napa, Sonoma and Monterey.

I assume you will be sending me your description of your proposed boundaries of the Monterey Viticultural Area reflecting the compression of the area that you are advocating from the boundaries proposed to the Monterey Winegrowers' Council in a letter to Mr. Morris Katz dated 19 Oct. 82 by the Bureau of Alcohol, Tobacco and Firearms' Robert L. White.

As soon as there is general agreement on new boundaries, the approximate size of the viticultural area can be derived from the boundary map.

I am enclosing a list of names and addresses of wineries and vineyards who either own or operate vineyards or wineries, or both, within Monterey County. Please understand, I am not representing this list as complete.

It must be noted that businesses contained within the list often represents several vineyards and/or wineries.

Enclosed please find a map issued by the Monterey County Agricultural Commissioners' office which designates ownership and grower parcel by parcel covering a major portion of the Salinas Valley. It must be noted that this map does not cover the entire proposed Monterey Viticultural Area. I have high-lighted the map in yellow to assist you in identifying vineyard properties. I have tried to be as complete and accurate as possible, but even the map is not perfect - there are changes and/or errors that I have not identified.

One must understand that new vineyards and/or wineries are in various stages of becoming realities. It seems like almost every month I hear reports of new or additional ventures being planned and/or implemented. On the other end of the spectrum; there are vineyards being removed - some are varietal changes and will be replanted and in others the land has been put to a different use.


I hope the information included will answer all of your questions and that the process will now proceed with great speed. Of course, I am anxious to answer any new questions or expand on old ones to assist the process.

I certainly hope that the boundaries you will be sending me are acceptable to our group and that this will be the last boundary change. I would like to emphasize the frustrations of Monterey caused by the many changes of BATF personnel and the subsequent conflicting requests for changes in the application.

Hopefully, these types of problems are in the past and you will be able to expedite the approval of the Monterey Viticultural Area, so that Monterey will be in full compliance in the spirit and letter of the rules and regulations of the nations' viticultural areas.

We thank you for your co-operation and diligence regarding this matter.

Sincerely,



Terrel West

Director - Monterey Winegrowers' Council

Encl: TW/kdmh

BOUNDARY DESIGNATIONS FROM: The Code of Federal Regulations-
CFR 27 Parts 1-199. Revised 1 April 1983.

Using County Lines: Isle St. George Viticultural Area. Section 9.51, page 100. The Viticultural area is totally enclosed and defined by the county lines.

*Loramie Creek Viticultural Area. Section 9.62, page 102. This also uses county lines as viticultural area boundaries.

Using Township/Range lines: Augusta Viticultural Area. Section 9.22, page 86. The North, South, East and West boundaries of the Viticultural area is defined by the use of T/R lines; C2-5.

Using Contour lines: San Pasqual Viti. Area. Section 9.25 page 87.
See parts C1-4 for boundaries made on the contour line.

Using arbitrary "Straight-line" boundaries: Santa Maria Valley Viticultural Area. Section 9.28, page 89. Part C1-7 all use arbitrary lines and unmarked roads to mark off the boundary.

*Sonoma Valley Viticultural Area. Section 9.29, page 89. Please note parts C4 and C9. they both use straight lines to geographical features - a 2,271' benchmark and a 2,530' benchmark.

Using Longitude/Latitude marks: Fenville Viticultural Area. Section 9.33, page 91. Please note that parts C2, C3, C4 use longitude/latitude markings for the boundaries.

Using boundaries that are subject to disappearance: Finger Lakes Viticultural area. Section 9.34 page 91-92. This viticultural area uses boundary markers that are subject to movement, destruction and very non-permanent.

These boundaries include the use of power lines, the Conrail system's railroad tracks, the Erie Canal, city limits of Cortland (a city is subject to expansion or depletion), highways and intersections of those highways.

WENTE BROS.

Fine Wine Growers Since 1883

5565 TESLA ROAD
LIVERMORE, CALIFORNIA 94550

April 23, 1981

Robert White
Chief, Regulations & Procedures Division
BUREAU OF ALCOHOL, TOBACCO & FIREARMS
P. O. Box 385
Washington D.C. 20004

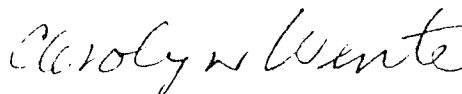
Dear Mr. White:

Per your telephone conversation with Eric Wente on April 7, 1981 regarding the Livermore Valley appellation, I am submitting a supplement to the petition. The supplement includes a more specific description of the proposed area, as well as a small scale map with the area outlined. We have nine United States Department of the Interior Geological Survey maps on the 7.5 minute Topographic Series on file at Wente Bros. The maps include two Dublin Quadrangles, Tassajara Quadrangle, Niles Quadrangle, Livermore Quadrangle, La Costa Valley Quadrangle, Byron Hot Springs Quadrangle, Altamont Quadrangle and Mendenhall Springs Quadrangle. We had planned to bring these maps, with the proposed appellation area overlays, to the appellation hearing; however, if you deem it necessary, I would be happy to mail these maps to you.

Thank you for considering our petition and the supplemental material.

Sincerely,

WENTE BROS.



Carolyn Wente
Vice President,
Public Relations

CW:lb

enclosure

WENTE BROS.

Fine Wine Growers Since 1883

5565 TESLA ROAD
LIVERMORE, CALIFORNIA 94550

April 23, 1981

To: Livermore Valley Vintners & Growers

Re: Livermore Valley Appellation Petition

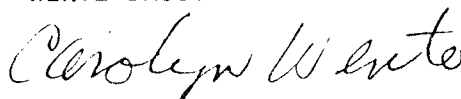
On April 7, 1981 we received a phone call from Robert White of the Bureau of Alcohol, Tobacco and Firearms requesting that the boundaries for the proposed Livermore Valley Appellation be more specific. In response to this request, I have delineated the area using County, Township and section lines instead of the 1,000 foot elevation as originally proposed.

The area, in general, is the same so I have taken the liberty of sending the description directly to the B.A.T.F. in order to expedite the matters. The "new", more specific description will be submitted as a supplement to the present petition. If there are any objections or corrections please contact me and we can take the necessary action. Otherwise, I will assume you are in accordance with the supplement description.

Thank you.

Sincerely,

WENTE BROS.



Carolyn Wente
Vice President,
Public Relations

CW:lb

enclosure

December 28, 1983

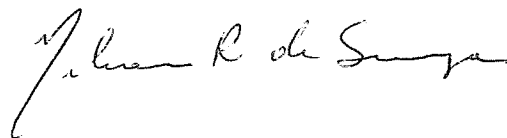
Chief
FAA Wine and Beer Branch
BATF
Washington, D.C. 20044-0385

Dear Sir,

Please allow me to express my support for the establishment of a Monterey Viticultural Area (Department of the Treasury Notice #494). As a wine enthusiast who knows and admires the wines made in the Monterey region (such as Paul Masson, The Monterey Vineyard, Jekel, etc.), I believe that Monterey deserves recognition as a wine-producing region that is as distinctive as Napa, Sonoma, and other areas which have been designated as viticultural areas. The special character of the wines from Monterey has become well known over the past twenty years or so, as more and more labels have carried the "Monterey" designation. As a consumer, I look for differences between regions and individual vineyards when I select wines for purchase.

In my opinion, the boundaries shown as alternative "B" in the Notice are appropriate, encompassing both existing and potential winegrape growing areas.

Respectfully,



Mr. Nilom Rocha de Souza
[Redacted]
Redwood City, CA
94061



15

Valley Farm Management, Inc.

December 29, 1983

Chief, FAA
Wine & Beer Branch
Bureau of Alcohol, Tobacco & Firearms
P.O. Box 385
Washington, DC
20044-0385

Attention: Notice No. 494 Monterey

The issue of defining a grape growing region as Monterey is not a difficult one.

First, all coastal vineyards of California do produce modest tons per acre of grapes that have substantial varietal character. The coastal area of Monterey County where grapes are grown is unique because:

- (1) it is arid and requires irrigation...
- (2) the cooling of afternoons and evenings in the growing season is substantial and accompanied by substantial wind...
- (3) the growing season is long.

There are other similarities and, of course, many differences within the region.

Though either of the proposed boundaries adequately covers the region where wine grapes are grown in Monterey County, I prefer the boundary that was submitted with the application. I think that these boundaries encompass the area suitable for producing the wines that we are cultivating today. The boundaries proposed by BATF include additional areas that are not likely to be developed into vineyard. In either case the area defined is adequate.

If it is the intent of the laws governing "appellation of origin" to aid the consumer, then this area proposed as Monterey should be adopted. It is already a term in general use. It is only slightly different than Monterey County, but it is significantly different than the political boundary. It is an upgrade from Monterey County and it is appropriate for the area to continue to use the name Monterey.

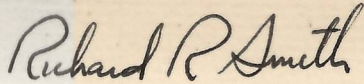
Monterey has been promoted as a "unique winegrape growing region" for over 10 years. All of the media has referred to Monterey as a grape growing region and many labels have been established as Monterey labels.

Wine & Beer Branch
Page 2
December 29, 1983

Certainly there are areas within the region that are unique to a greater degree. Having sub-areas within a region is not a conflict. It merely means that you are using more parameters in a limiting fashion to more clearly define smaller areas.

I write on my own behalf and as the representative of the Monterey County Farm Bureau, Grape Advisory Committee to request that you act favorably in declaring Monterey an established viticultural area.

Sincerely,



Richard R. Smith
President

RRS:js



16

California Association of Winegrape Growers

926 J Street, Suite 709, Sacramento, California 95814 — (916) 441-1455

December 30, 1983

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- Robert P. Hartzell
President

Chief
 FAA Wine and Beer Branch
 Bureau of Alcohol, Tobacco
 and Firearms
 P. O. Box 385
 Washington, D.C. 20044-0385

Attention: Notice #494

BOARD OF DIRECTORS

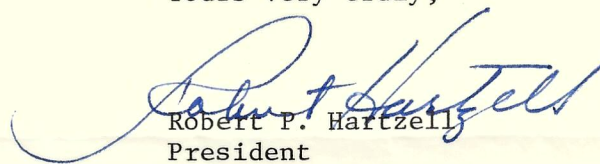
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 - John F. Etcheverry, Bakersfield
 - S. W. Schuman, Jr., Arvin
 - Ronald Khachigian, Bakersfield
- District #7
 - Robert S. Clark, San Juan Capistrano

Dear Sir:

The California Association of Winegrape Growers (CAWG) represents winegrape growers in all producing areas of California. I have been asked by our Directors from the Central Coast area affected to write to you on behalf of our Association relative to Notice #494 which would establish the winegrape growing region designated as 'Monterey' as a viticulture area.

It is the opinion of our Directors from that area that the boundaries proposed by the Bureau are appropriate and urge you to approve the Monterey designation.

Yours very truly,



Robert P. Hartzell
President

RPH:sw

cc: Monterey Winegrowers Council

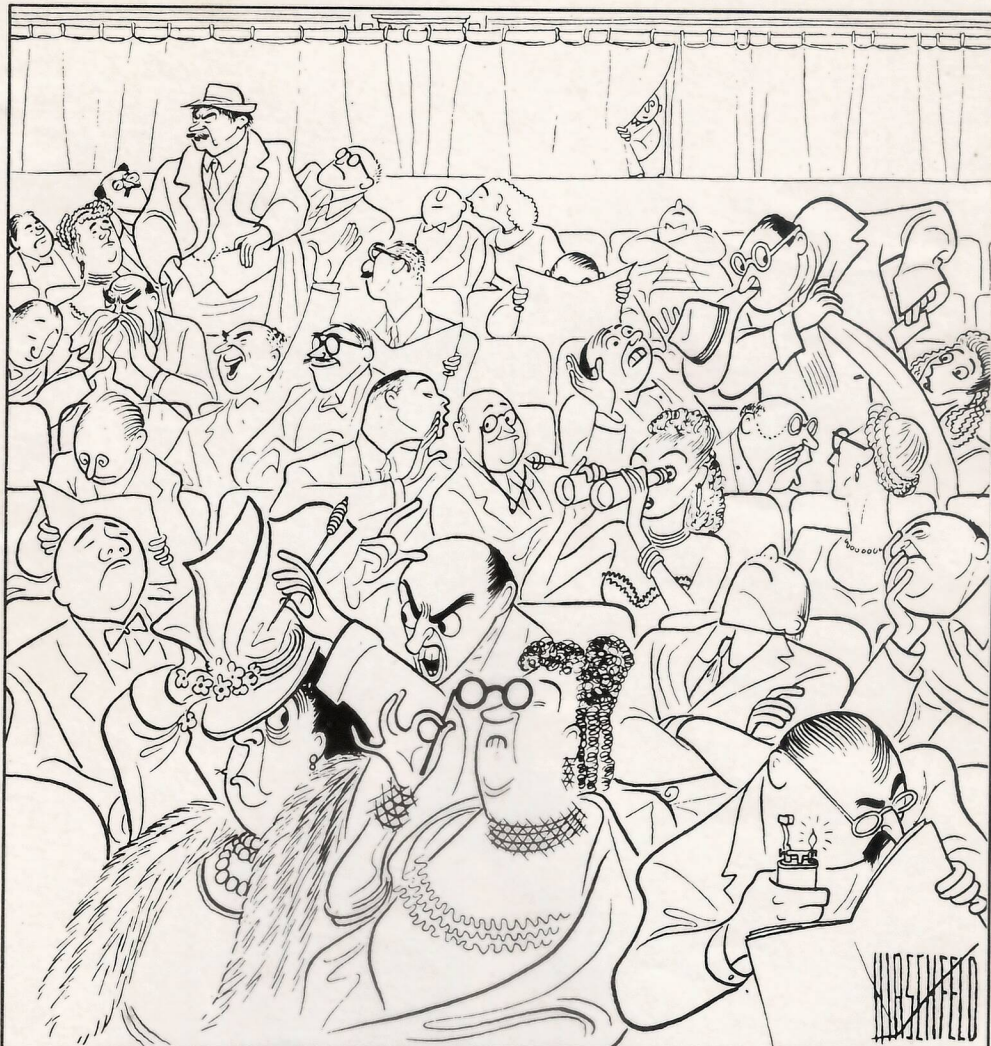
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monterey

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WINE OF CHOICE

by Peter J. Morrell



Each year following Thanksgiving the Monterey Peninsula is the site for one of America's highly reputed annual wine and food events, *The California Wine Festival*.

This year, for three and a half days, at a cost of \$250 per person, 800 connoisseurs immersed themselves in the fun of learning about wine and cuisine. Every evening they tasted three different wines from each of the 89 participating California wineries. During morning and afternoon sessions there were lively lectures on wine from several dozen wine and food experts.

While this event focused on wines from all over the State of California, in this article, the first of a series on America's most important wine growing regions, we are going to focus on the wines of Monterey County.

In 1960, Professors Maynard Amerine and A. J. Winkler of the University of California at Davis reprinted a major viticultural study that had begun in 1935 and lasted for nine years. The study, which broke the entire State of California into finely delineated regions according to climate, showed that Monterey County offered extraordinary potential for the classic European wine varieties.

The particularly cool climate of certain parts of Monterey County provided a tempting location for growers seeking to perfect Pinot Noir and Johannisberg Riesling, two vinifera varieties that are thought to require substantially reduced degree day modicums to achieve both optimum ripeness and perfections of quality. In 1962, led by foresighted vineyardists at Paul Masson Winery in Saratoga and

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Mirassou Winery in San Jose, the first 1,300 of what were to become many tens of thousands of acres of vines were put to the plantation test in Monterey County. Suffice it to say that the results were so positive that by the early 70's Monterey's modern vineyard boom was on. Ten years later, by 1980, almost 40,000 new acres were already planted in one or another of the great European varietal wine grapes including Cabernet, Merlot, Zinfandel, Chardonnay, Chenin Blanc, Sauvignon Blanc, Gewurztraminer and Pinot Blanc. Even Champagne is a contender. A recent tasting of an entirely new cuvée made exclusively from Monterey grapes indicates that the County also has vast potential for top quality Champagne grapes.

Many Monterey vineyards do not crush their own grapes, but, rather, sell to wineries far outside the County. So it's a good idea to keep in mind that wineries from all over the State of California are using Monterey grapes for many of their most prestigious varietal crushes. Increasingly, this fact is so stated directly on the label.

The few operating wineries actually located in Monterey County come in all shapes and sizes from the tiny pioneering ranch estate of Durney Vineyards in the inner Carmel Valley to the much more substantial Monterey Vineyard located in Gonzales. Names such as Chalone and Ventana Vineyards, Jekel and Monterey Peninsula Wineries have led the viticultural way for Monterey County newcomers such as Chateau Julien, Carmel Bay Winery, Smith and Hook, the Morgan Winery and Robert Talbot Vineyards. And vast tracts are still owned by the two wineries who started Monterey's modern vineyard epoch—Mirassou and Paul Masson.

It's worthwhile to look especially hard for the Monterey County appellation. In just 20 years after the first plantings, Monterey wines have been sweeping gold medals at international wine competitions and gracing the tables of connoisseurs from coast to coast.

Peter J. Morrell (pictured above) is wine advisor to Morrell & Company.

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