

PETITION TO AMEND THE BOUNDARY OF  
ALEXANDER VALLEY VITICULTURAL AREA

Prepared by Sara Schorske for  
Petitioners Edward H. Gauer  
and Ellis J. Alden

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INTRODUCTION

This petition requests an amendment of the eastern boundary of Alexander Valley viticultural area to encompass the planted and soon-to-be-planted areas of Gauer Ranch and Chestnut Springs Vineyards. The proposed amended boundary conforms in part to the boundary originally proposed by Group B of the original Alexander Valley petitioners.

GAUER RANCH

Edward H. Gauer is a well-established Alexander Valley grapegrower. His 6,000 acre ranch includes property on the valley floor and land rising to the northeast into the hills. Mr. Gauer began planting vineyards in Alexander Valley in 1972. Over the next five years he established 251 acres of vineyards on the valley floor and at low elevations in the foothills. Since 1977 an additional 142 acres have been planted on the hillsides,<sup>1</sup> and another 392 acres of potential new vineyard sites have been chosen. Figure I summarizes the locations, planting dates, varieties, and acreages of the Gauer Ranch vineyards.

Gauer Ranch is intimately linked with Alexander Valley viticulture. Ed Gauer was one of the first to plant winegrapes there, when Alexander Valley was still dominated by prune orchards. His grapes have gone into numerous Alexander Valley wines, some of them vineyard designated. (Labels from a few of these Alexander Valley wines made exclusively or in part of grapes from the excluded Gauer Ranch blocks are attached as Exhibit A.) There has never been any doubt among local growers or wineries that the grapes raised by Ed Gauer were of Alexander Valley origin. Yet Mr. Gauer has recently learned that a large part of the ranch was inadvertently excluded when the official appellation boundaries were established by ATF in 1984.

CHESTNUT SPRINGS VINEYARDS

Ellis J. Alden is a relative newcomer to Alexander Valley. He purchased his 1,400 acre ranch in the hills east of

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<sup>1</sup> Most of this new acreage is outside the currently approved boundaries of Alexander Valley.

FIGURE I

GAUER RANCH VINEYARDS			
Location	Planted	Variety	Acres
Hillside, "inside" (3 blocks)	1972	Cab. Sauv	50
Valley, "inside"	1972	Cab. Sauv	38
Valley, "inside" (2 blocks)	1973	Cab. Sauv	36
Valley, "inside"	1972/77	Cab. Sauv	14
Valley, "inside"	1973	Merlot	12
Valley, "inside"	1973	Pin.Chard	39
Valley, "inside"	1973	Chard	33
Valley, "inside"	1974	Chard.	14
Valley, "inside"	1975	Chard.	10
Hillside, "inside"	1971	Chard. ,	5
Hillside, "outside"	1977	Chard.	7
Hillside, "outside"	1978	Chard.	15
Hillside, "outside" (2 blocks)	1982	Chard.	23
Hillside, "outside"	1980/82	Sauv. Blanc	21
Hillside, "outside" (2 blocks)	1982	Sauv. Blanc	15
Hillside, "outside"	1983	Sauv. Blanc	10
Hillside, "outside" (3 blocks)	1981	Ch. Blanc	35
Hillside, "outside"	1987	Cab. Sauv.	6
Hillside, "outside"	1987	Cab. Franc	10

Valley, "inside" refers to locations on the valley floor that are within the current boundaries of Alexander Valley

Hillside, "inside" refers to locations in the foothills that are within the current boundaries of Alexander Valley

Hillside, "outside" refers to locations in the foothills that are outside the current boundaries of Alexander Valley

Geyserville in 1986 and planted his first vineyards this year. Thirteen acres of Cabernet are in the ground; a total of 100 acres are planned for the level and nearly level expanses of the upland valley on his ranch.

Mr. Alden purchased his ranch and invested hundreds of thousands of dollars in his vineyard operation only after diligent efforts to ascertain from the best local experts that the plantable acreage was within Alexander Valley. (See the letters, attached as Exhibit B, from Carl Stillman and Perry Fuqua describing these efforts.) The mistaken advice he received was based upon the fact that his vineyard sites are within the boundaries originally proposed for Alexander Valley by Group B. As this petition will show in greater detail below, it still widely believed that the boundaries of Alexander Valley conform to that original proposal.

The proposed amendment would add approximately 19,085 acres of territory to Alexander Valley. Of these, 165 acres are currently planted to Chardonnay, Chenin Blanc, Sauvignon Blanc, Cabernet Sauvignon, Cabernet Franc, and Merlot.<sup>2</sup> Another 460 acres will be planted within the next three to five years.

#### EVIDENCE THAT THE AREA HAS BEEN KNOWN AS ALEXANDER VALLEY

##### GAUER RANCH

Gauer Ranch has always been thought of as being part of the Alexander Valley. At the time of the first Notice of Proposed Rulemaking, all of Mr. Gauer's vineyards were included within the proposed boundaries of Alexander Valley viticultural area (both Group A's and Group B's boundaries included Mr. Gauer's vineyards). A lengthy controversy over the boundaries of the appellation followed the publication of that notice. The controversy was focused on whether to include areas north of 38 degrees 45 minutes longitude; *the exclusion of vineyards of higher elevation was not an issue that was specifically raised in any of the notices or at the hearing on this matter.*

Mr. Gauer, one of the pioneers of modern viticulture in the Alexander Valley, had absolutely no reason to suspect the final boundary would exclude any of his vineyards. Thus, he contented himself with following the coverage of the rulemaking process in the local media, and he did not study the final rule published in the Federal Register. Only recently, after a new map of Sonoma County viticultural areas

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<sup>2</sup> These figures include a ten acre vineyard known as the Costello Ranch that is located in the area proposed to be added to Alexander Valley. The Chardonnay grapes from this vineyard are sold to Cambiaso Winery and go into a Sonoma County blend.

was published by a local grapegrower's group this spring,<sup>3</sup> did Mr. Gauer realize what had happened: In ATF's effort to compress the boundaries of Alexander Valley to exclude areas "too steep for viticulture," many acres of Gauer Ranch vineyards had been cut out.

Mr. Gauer's discovery was the first time that anyone became aware of the situation. None of Mr. Gauer's fellow grapegrowers and none of the many wineries that have bought grapes from Gauer Ranch have ever questioned that the grapes were entitled to the Alexander Valley appellation. Several letters from local grapegrowers and vintners, attached to this petition as Exhibit C, illustrate this universally held understanding.

Also included, as Exhibit D, are copies of newspaper and magazine articles about Mr. Gauer and his vineyards. In every case, the location of his property is given as Alexander Valley.

#### CHESTNUT SPRINGS VINEYARD

Mr. Alden's newly-planted vineyards are not yet well known in the industry. However, a good deal of interest and enthusiasm for purchasing his grapes has already been generated among several premium wineries due to the location of the vineyards. Many vintners prefer grapes grown in the foothills of Alexander Valley to grapes grown on the valley floor. Their presumed Alexander Valley appellation and the promising viticultural characteristics of Mr. Alden's vineyard sites have created a demand for his grapes well in advance of his first harvest.

The belief that Chestnut Springs Vineyards is part of Alexander Valley was quite widely disseminated long before Mr. Alden's first vine went into the ground. The information about the boundaries of Alexander Valley on which he relied came primarily from a map distributed by the Sonoma County Wineries Association (see copy attached as Exhibit E). This map was first created in early 1984, before the Final Rule on Alexander Valley was published in October of that year. The boundaries shown on that map are the boundaries proposed by Group B of the original petitioners—not the boundaries that were finally adopted. The boundaries shown on this map do encompass Mr. Alden's vineyards.

Obviously, the Sonoma County Wineries Association had no intention of deceiving anyone. It was simply that they, like Mr. Gauer, assumed that ATF would adopt the boundaries that

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<sup>3</sup> This map, which is enclosed for your examination, shows accurate viticultural area boundaries and vineyard locations.

had been proposed, and they did not feel it was necessary to check the Federal Register to confirm that assumption.

The Association's inaccurate map has received wide national distribution. The organization is the primary, if not the only, source of consumer education on the wines and grape growing regions of Sonoma County. Therefore, it is safe to say that far more people have become acquainted with the boundaries on their map than with the actual boundaries adopted by ATF. This map has been handed out for the last five years on the annual "Grand Tour & Tasting" conducted by the Association all across the continent.<sup>4</sup> It has also been freely sent to wine writers, members of the trade and industry, and interested consumers. Over 8,000 copies have been distributed; but far more than 8,000 people have seen it.

The Sonoma County Wineries Association map of Alexander Valley has been reprinted several times in the single sheet version incorporated as an exhibit to this petition. It has now also been reproduced in other formats, as a separate map showing Alexander Valley only and as part of a Sonoma County Wine Country Map showing other appellations as well. The Sonoma County Wine Map is available separately as a single 8-1/2" x 11" sheet, as a postcard, or as a 20" x 16" poster; it is also incorporated into the Association's promotional booklet *Quality in Diversity* and in other publications, such as this year's Sonoma County Wine Auction program. All of these items are actively distributed. (Some of them are enclosed for your inspection.)

Thus, the same mistake that misled Mr. Alden into believing his ranch fell within the official boundaries of Alexander Valley, has established his ranch as part of Alexander Valley in the minds of many of America's most well-informed wine consumers.

## GEOGRAPHICAL EVIDENCE

### TOPOGRAPHY/WATERSHED

It is simply not true that the area covered by this petition is too steep to plant. Merely looking at a topographic map, an inexperienced eye may have difficulty envisioning Mr. Gauer's gently rolling vineyards draping the broad crests of the high foothills rising toward Black Mountain. Most of Mr. Gauer's vineyards overlooking the valley floor are no steeper than many vineyards within the confines of the valley floor; only one block has a section with as much as a 15% slope.

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<sup>4</sup> This year, for example, the tour covered thirteen cities in eleven different states and a trip to Canada.

The vineyard sites on Chestnut Springs Ranch are either flat or nearly flat, situated in a small valley within the foothills.

The elevations found within the petitioned area are consistent with elevations inside the currently defined boundaries of Alexander Valley. Elevations in the northeastern corner of the appellation, which are the highest in the Alexander Valley viticultural area, range from 1,600 to 2,400 feet; within the petitioned area elevations range from 600 to 2,000 feet.

The proposed amended boundary approximates a minor watershed boundary within the larger Russian River watershed (see Exhibit F, which delineates the Russian River basin and four minor watersheds within it: Russian River, Sulphur Creek, Maacama Creek, and Mark West Creek). To the southwest of the proposed boundary line—i.e., the foothills currently in Alexander Valley viticultural area and the area proposed to be added to the appellation—surface water drains directly into the Russian River. To the northeast of the line, surface water drains first into Sulphur Creek and its tributaries and from there into the Russian River. This natural boundary proceeds from the top of Black Mountain along a ridge line that bisects Mr. Alden's Ranch.<sup>5</sup>

#### CLIMATE

The climate of the petitioned area falls within the range of climate found inside the currently approved Alexander Valley appellation. The climate of Alexander Valley contains a certain amount of variation; for example, temperatures increase as one travels from north to south; fog affects only the southern portion of the valley. In general, the climate of Alexander Valley is characterized as a Region III climate according to the system developed by Amerine and Winkler.

Unfortunately, no long range temperature studies for either the Gauer Ranch or Chestnut Springs Ranch have been made. However, years of viticultural experience on the Gauer Ranch indicates that the area has a Region III climate, suitable for the production and consistent ripening of late varieties such as Cabernet Sauvignon, yet not too warm to produce excellent quality Chardonnay, a relatively early variety.

Mr. and Mrs. Alden have a thermometer in their car have made a habit of noting the temperature on the floor and comparing it with the temperature on the

<sup>5</sup> The difference in the two halves of the ranch is impressive: the western half is hospitable and domesticated; the eastern half is awesomely rugged. As Mr. Alden says, "On one side of the my agricultural valley; on the other side I have my 'Yose

*include a statement that the same varieties mature at approx. the same time in the foothills and in the valley*

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They report that the temperatures are consistently close; usually the ranch is one or two degrees cooler. This very slight increased coolness is compensated by slightly longer hours of sunlight and warmth since the ranch does not get the morning fog that sometimes blankets the valley floor.

The Aldens' observations are consistent with similar observations made by vineyard manager Art Frei at Gauer Ranch. Mr. Frei speaks from extensive experience: he has lived and worked on that ranch continuously for thirty years.

#### SOILS

The soils of the foothills of Alexander Valley differ from the soils on the valley floor. A very general soil map of Sonoma County, which categorizes soil groupings into ten types, characterizes the primarily alluvial soils of the valley floor as the Yolo-Cortina-Pleasanton Association. Proceeding northeast into the foothills, the map identifies the next soil grouping as the Goulding-Toomes-Guenoc Association. Farther east and running parallel to this association lies another grouping classified as the Yorkville-Suther Association. The rugged mountainous area beyond is mapped as the Los Gatos-Hennecke-Maymen Association. The current eastern boundary of the appellation runs within the area marked Goulding-Toomes-Guenoc, except for the expanded area in the northeast corner, which is mapped as Yorkville-Suther.

A closer examination of large scale soil maps of the eastern half of Alexander Valley suggests that the distinctions between the general soil associations of the foothills are not so clearcut. The close-in foothills, inside the current Alexander Valley viticultural area boundaries, contain significant quantities of many of the same soils as the foothills in the petitioned area. The enclosed composite soil map, with some of the soil types colored in for easy reference, illustrates this point.

The eastern foothills officially accepted as part of Alexander Valley show substantial areas of Suther loam, Laughlin loam, Suther-Laughlin loams, Spreckels loam soils, and smaller areas of Sobrante loam, Yorkville clay loam, Pleasanton gravelly loam, Josephine loam, Hennecke gravelly loam, and others including Montara cobbly clay loam, Guenoc gravelly silt loam, Supan silt loam, and Toomes rocky loam. The principal soils in this list are classified as uplands range soils.

The petitioned area shows predominantly Suther loam, Laughlin loam, Suther-Laughlin loams, Yorkville clay loam, and Sobrante loam soils, with smaller areas of Josephine loam,

Hennecke gravelly loam, and others. The principal soils, here again, are classified as uplands range soils.

The area outside the proposed amended boundary has large areas of Hennecke gravelly loam, Los Gatos gravelly loam, Stonyford gravelly loam, Josephine loam, Suther-Laughlin loams, Hugo very gravelly loam, and Laughlin loam soils, and smaller areas of Maymen gravelly sandy loam, Hugo-Atwell complex, rock land, and others. The principal soils in this group are mountainous/wilderness type soils.

In the eastern foothills of Alexander Valley, like in most parts of Sonoma County, there is a great diversity of soil types. There are, however, unifying themes as well: As described above, the same soils reappear throughout the foothills. East of the proposed amended boundary, where the terrain becomes appreciably more rugged, different soil types appear and become predominant.

Vineyard management consultant Kevin Barr studied the soils of Chestnut Springs Ranch in the field, in preparation for the planting of vineyards there. Although there are no "alluvial" soils mapped in the higher foothill area, he reports that the soil in the area to be planted on Ellis Alden's ranch is alluvial in character-formed, like the alluvial soils of the Alexander Valley floor, of sedimentary deposits from surrounding higher elevations which collected in a natural basin (see his letter, attached as Exhibit G).

#### CONCLUSION

The establishment of Napa Valley, Russian River Valley, Dry Creek Valley, and Knights Valley viticultural areas preceded the final establishment of Alexander Valley viticultural area. In the case of these other valley appellations, ATF incorporated not only the valley floor but also substantial areas of surrounding hills. There were two rationales: the logical and geographical association of the entire watershed area as part of the valley as a whole, and the historical connection created when grapes grown in the nearby hills were traditionally brought to valley wineries for crushing.

When ATF adopted the final boundaries for Alexander Valley, it broke with its own precedent in this regard by compressing the boundaries to exclude higher elevations in the Alexander Valley watershed. The purpose was to leave out areas too steep for viticulture. It is now apparent that the higher elevations of the Alexander Valley watershed contain significant areas suitable for grapegrowing, and in fact held vineyards that were established at the time. It is also apparent that the vineyards within the full watershed area

are viewed locally and nationally as being part of the Alexander Valley appellation.

The boundary suggested in this petition improves upon the existing boundary in several respects:

- (1) It excludes areas too steep to plant without excluding viable vineyard acreage and established vineyards.
- (2) It more closely corresponds to the appellation boundary recognized locally and nationally.
- (3) It better meets the requirements of 27 CFR Part 4, Section 4.25(e)(2)(iii), which require that a viticultural area possess geographical features which distinguish it from surrounding areas, because of the following facts:

- Drainage within the area flows directly into the Russian River, while outside the area surface water flows first into Sulphur Creek.
- Soils on the foothills within the area are characterized as uplands soils, while the soils outside of the area are classified as mountainous soils.
- The terrain within the area ranges from gently to steeply sloping, with significant areas flat enough for economically practical vineyards. The terrain outside of the area is mostly rugged and steep.
- Elevations within the area generally go no higher than 2,000 feet,<sup>6</sup> while outside the area elevations go almost to 3,500 feet, and many of the ridges in the mountainous area to the east rise to elevations between 2,000 and 3,000 feet.

For all of the above reasons, the petitioners respectfully request that the proposed boundary be adopted.

#### BOUNDARIES

The proposed boundary amends Section 9.53 of Subpart C of Title 27, Code of Federal Regulations, by revising paragraphs (37) through (42), omitting paragraphs (43) and (44), and renumbering paragraphs (45) and (46) as (43) and (44) to read as follows:

(37) Then northerly along the west lines of Section 4 and Sections 33, 28, 21, 16, and 9 of T. 10 N., R. 8 W.;

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<sup>6</sup> The only exception is the country in the northeast corner of Alexander Valley, which contains elevations up to 2,400 feet.

(38) Then westerly along the northern lines of Sections 8 and 7, T. 10 N., R. 8 W. and Sections 12 and 11, T. 10 N., R. 9 W. to the northwestern corner of Section 11;

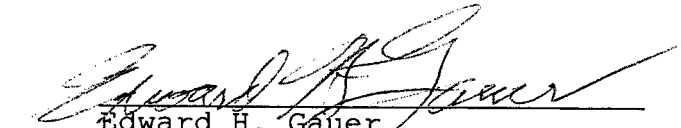
(39) Then northwesterly in a straight line to the northeast corner of Section 3, T. 10 N., R. 9 W.;

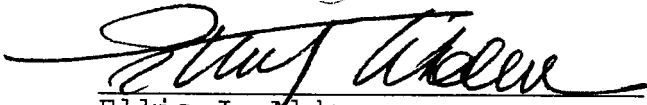
(40) Then westerly along latitude line 38 degrees 45 minutes to the point lying at 38 degrees 45 minutes/122 degrees 52 minutes 30 seconds;

(41) Then northwesterly in a straight line to the southeast corner of Section 4, T. 11 N., R. 10 W.;

(42) Then northeasterly in a straight line to the southeast corner of Section 34, T. 12 N., R. 10 W.;

Respectfully submitted,

  
Edward H. Gauer

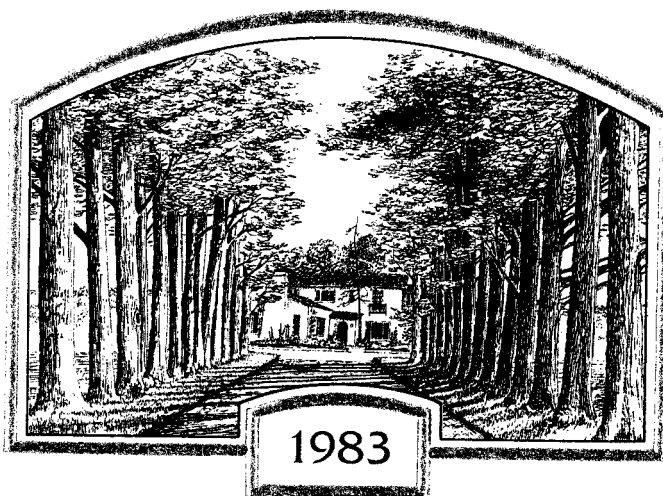
  
Ellis J. Elden

# CHATEAU SOUVERAIN®



CHENIN BLANC  
ALEXANDER VALLEY  
GAUER RANCH

PRODUCED & BOTTLED BY CHATEAU SOUVERAIN  
GEYSERVILLE, ALEXANDER VALLEY, CA ALC. 10.9% BY VOL



# LANDMARK

CHARDONNAY  
ALEXANDER VALLEY

PRODUCED AND BOTTLED BY LANDMARK VINEYARDS  
WINDSOR, CA • BW 4731 • ALCOHOL 12.7% BY VOLUME

# Giocondo

1986

Alexander Valley  
Chardonnay  
Gauer Ranch

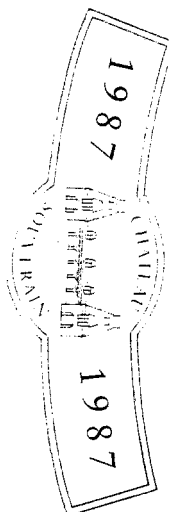
CELLARED & BOTTLED BY RUSSIAN RIVER WINE CELLARS  
GEYSERVILLE, CALIFORNIA  
ALC. 13.8% BY VOL. • CONTAINS SULFITES

# CHATEAU SOUVERAIN®



CHENIN BLANC  
ALEXANDER VALLEY

PRODUCED & BOTTLED BY CHATEAU SOUVERAIN  
GEYSERVILLE, ALEXANDER VALLEY, CA ALC. 11.8% BY VOL



# CHATEAU SOUVERAIN®

CHENIN BLANC  
ALEXANDER VALLEY  
GAUER RANCH

The grapes for this Chenin Blanc were hand-harvested at the Gauer Ranch in Alexander Valley on September 17-21, 1987.

The fruit arrived at the winery with average Brix of 21.3, average total acidity of 1.00g/100ml and average pH of 3.10.

Cold fermented to preserve the ripe fruit flavors, the wine has a crisp balance and an agreeably dry finish.

CONTAINS SULFITES



1987

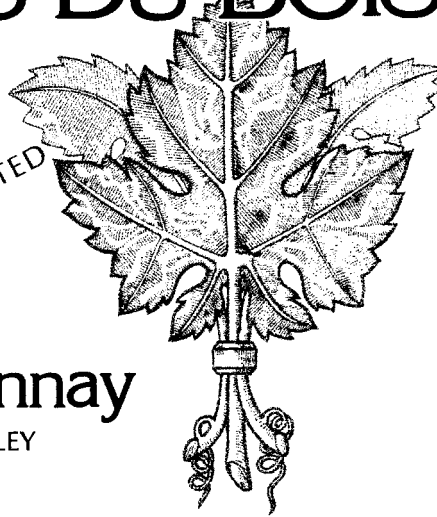
# CLOS DU BOIS

BARREL FERMENATED

100%

## Chardonnay

ALEXANDER VALLEY



PRODUCED & BOTTLED BY CLOS DU BOIS WINERY  
HEALDSBURG, CA USA • ALCOHOL 13.5% BY VOLUME • 750 ML

1987

## CLOS DU BOIS Chardonnay



A dry, medium-bodied wine that combines flavors of apple-like fruit and vanillin oak. Deep and complex, with a buttery texture, this versatile wine goes equally well with delicate seafood dishes, fowl, veal, and pasta dishes.

At Clos du Bois we have been barrel fermenting our Chardonnay for the last eight vintages. Although this practice is expensive and labor intensive, we feel it produces Chardonnays of a quality otherwise unattainable. The finished wines are softer, fuller bodied, more complex, and have a greater potential for aging than those fermented in stainless tanks.

The 1987 growing year was relatively cool, allowing the grapes to mature slowly and producing fruit with excellent varietal character and high acid levels. This exceptional quality fruit from the Alexander Valley, combined with barrel fermentation and aging, has resulted in a wine that carries on the award-winning tradition of Clos du Bois Chardonnays.

13.5% Alcohol by Volume  
.71g/100ml Titratable Acidity  
3.36 pH  
CONTAINS SULFITES



DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**  
 (See Instructions and Paperwork Reduction Act Notice on Back)

**PART I - APPLICATION**

<b>FOR ATF USE ONLY</b>		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
ID		<b>TRIPPLICATE CERTIFICATE REQUESTED</b>	
CT <i>8101</i>	OR	AP	
1. VENDOR CODE (Required) 4214	2. SERIAL NO. (Required) 86-1201-A	ISC WINES OF CALIFORNIA, INC. DBA/SBARBORO WINERY ASTI, CALIFORNIA BW-CA-1589	
5. BRAND NAME (Required) SBARBORO		MAILING ADDRESS 490 SECOND STREET SAN FRANCISCO, CA 94107	
6. CLASS AND TYPE (Required) CHARDONNAY		4. TYPE OF APPLICATION (Check Applicable Box)	
7. FANCIFUL NAME (If Any)		a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL	
8. VINTAGE (Wine Only) 1985		b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation)	
10. FORMULA NO. (If Any)		c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)	
11. LAB. ANALYSIS NO.			
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, celloseals, etc.)			
NET CONTENTS BLOWN ONTO CONTAINER BOTTOM INDICIA OPTIONAL			

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".

13. DATE OF APPLICATION DEC. 11, 1986	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>M. J. Kramer</i> M. J. KRAMER, ASST. SECRETARY
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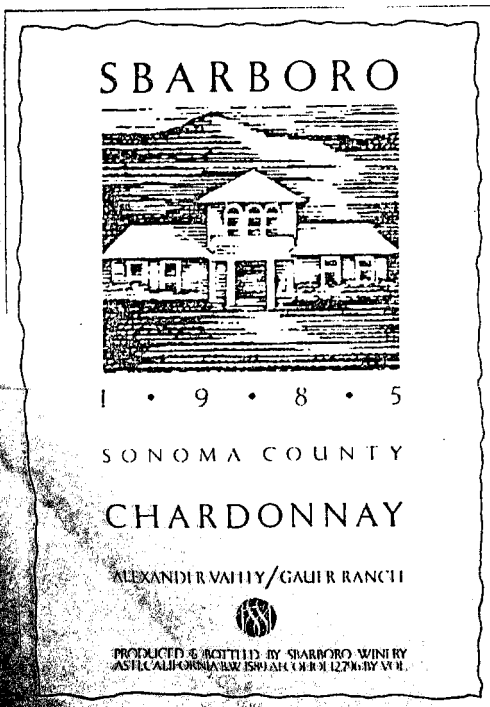
**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED DEC 12 1986	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <i>Stephen K. Higgins</i>
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<b>FOR ATF USE ONLY</b>	TERMINATION DATE (If Any)
QUALIFICATIONS	

AFFIX COMPLETE SET OF LABELS BELOW



**SBARBORO**  
1 • 9 • 8 • 3  
**CHARDONNAY**

This 1985 Sbarboro Chardonnay was made entirely from grapes harvested at the Gauer Ranch, Adobe # 1, hillside vineyard, at an elevation of 1144 ft. in the Alexander Valley. These grapes were picked on September 12, 1985, at a Brix of 22.8° with 0.9 grams/100 ml. total acidity and a 3.15 pH.

The complexity of this wine was enhanced by a two-step aging process. Following overnight skin contact, one portion of the juice was fermented in French oak barrels while the second portion was fermented in a stainless steel tank. To bring this wine to its full potential, these two portions were then blended and the wine was further aged in French oak barrels prior to bottling.

Serving suggestions: This is a versatile wine that will complement a wide range of delicate foods, particularly fish, poultry, and light meals.

**Sbarboro** (Sbar-bor-o) vineyards is named after Andrew Sbarboro, pioneer and founder of our 100 year-old Asti, California, winery. His original villa, pictured on the front label, remains open to visitors. His tile-roofed coast-of-arms is still visible on the first floor of his European-styled home, which has overlooked the Russian River in the scenic Alexander Valley since 1881.

*Edmund A. Rossi Jr.*  
Winemaker

CONTAINS SULFITES

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**  
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**FOR ATF USE ONLY**

ID \_\_\_\_\_

CT 8101 OR \_\_\_\_\_ AP \_\_\_\_\_

1. VENDOR CODE (Required) 4214 2. SERIAL NO. (Required) 86-1202-A

5. BRAND NAME (Required) SBARBORO

6. CLASS AND TYPE (Required) SAUVIGNON BLANC.

7. FANCIFUL NAME (If Any) \_\_\_\_\_

8. VINTAGE (Wine Only) \_\_\_\_\_ 9. AGE (Distilled SPIRITS) \_\_\_\_\_

10. FORMULA NO. (If Any) 1986 11. LAB. ANALYSIS NO. \_\_\_\_\_

**PART I - APPLICATION**

3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT  
TRIPPLICATE CERTIFICATE REQUESTED

ISC WINES OF CALIFORNIA  
 DBA/SBARBORO WINERY  
 ASTI, CALIFORNIA  
 BW-CA-1589

MAILING ADDRESS  
 490 SECOND STREET  
 SAN FRANCISCO, CA 94107

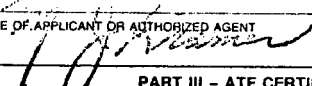
4. TYPE OF APPLICATION (Check Applicable Box)

a.  CERTIFICATE OF LABEL APPROVAL  
 b.  CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN \_\_\_\_\_ ONLY"  
(Fill in State abbreviation)  
 c.  DISTINCTIVE LIQUOR BOTTLE APPROVAL  
 TOTAL BOTTLE CAPACITY BEFORE CLOSURE \_\_\_\_\_ (Fill in amount)

12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, celloseals, etc.)  
NET CONTENTS BLOWN ONTO CONTAINER.  
BOTTOM INDICIA OPTIONAL

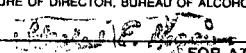
**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".

13. DATE OF APPLICATION DEC. 29, 1986 14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT  
  
 M. J. KRAMER, ASST. SECRETARY

**PART III - ATF CERTIFICATE**

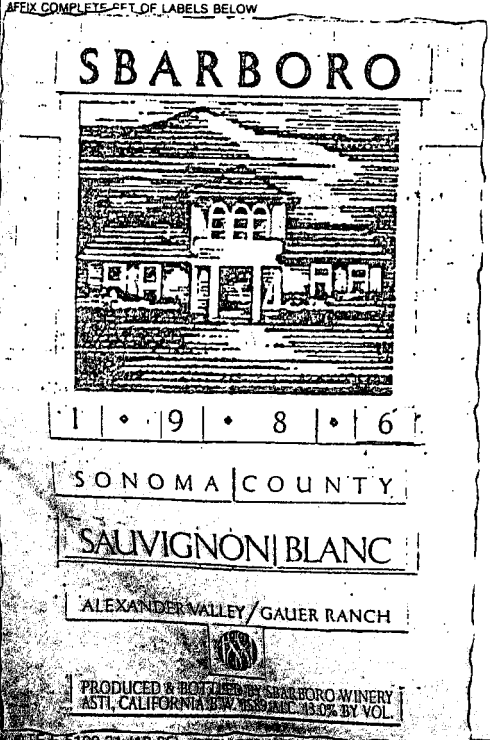
This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED JAN 02 1987 16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  


**FOR ATF USE ONLY**

QUALIFICATIONS \_\_\_\_\_

TERMINATION DATE (If Any) \_\_\_\_\_



**OPTIONAL USE REQUESTED**

**SBARBORO**  
 1 • 9 • 8 • 6  
**SAUVIGNON BLANC**

Sbarboro 1985 Sauvignon Blanc was made entirely from grapes harvested at the Gauer Ranch, Upper Dam, hillside vineyard, at an elevation of 1750 ft. in the Alexander Valley. These grapes were harvested on September 2, 1985 at a Brix of 23.0° with 0.9 grams/100 ml. total acidity and a 3.0 pH.

The subtleties of this wine were further enhanced by a two-step aging process. Following crushing, the juice was separated from the skins after overnight contact. Subsequently, one portion was fermented in French oak barrels while the other was cold fermented in stainless steel tanks. Both were fermented to dryness. After a short aging period, these portions were blended, finished and filtered prior to bottling.

Sbarboro (s'bar-bor-o) vineyards is named after Andrea Sbarboro, pioneer and founder of our 100 year-old Asti, California, winery. His original villa, pictured on the front label, remains open to visitors on the grounds of our historic facility. His tile-inlaid courtyard is still visible on the foyer floor of his European-styled home, which has overlooked the Russian River in the scenic Alexander Valley since 1881.

*Edmund A. Rossi Jr.*  
 Winemaker

CONTAINS SULFITES



[REDACTED]  
Petaluma, CA 94975  
23, Aug. 1988

Mr. David Brokaw  
Bureau of Alcohol, Tobacco & Firearms  
1200 Pennsylvania Avenue, NW  
Washington, DC 20226

Dear Mr. Brokaw:

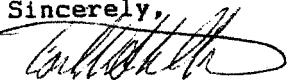
I was the first ranch manager for Ellis Alden at Chestnut Springs Ranch. I was involved in the initial planning stages of the vineyards that are now being planted there.

In the fall of 1986, I took a viticulture class at Santa Rosa Junior College from instructor Rich Thomas. During the class he handed out maps produced by the Sonoma County Wine Growers Association. Since the maps were reductions of topographic maps, it was easy for me to determine the location of the ranch on the map of Alexander Valley and to satisfy myself that the area in which we were planning to plant fell within that appellation.

The eastern boundary of the Alexander Valley indicated in the map follows a ridge that divides Alexander Valley drainage from Little Sulpher Creek drainage. Although the ridge bisects Chestnut Springs Ranch, the only plantable area of the ranch lies to the west of the boundary ridge show on the viticultural area maps. This area of the ranch has over fifty (50) plantable acres with deep soil and abundant water.

I had no reason to doubt that Chestnut Springs Vineyards would be within the Alexander Valley viticultural area. I have recently been told that the line on the map I saw was not accurate. I still feel that the line on the map makes geographical sense, and that Chestnut Springs Vineyards belongs within the Alexander Valley.

Sincerely,



Carl N. Stillman

23 August 1988

CHESTNUT  
SPRINGS  
RANCH

Mr. David Brokaw  
Bureau of Alcohol, Tobacco and Firearms  
1200 Pennsylvania Avenue NW  
Washington, DC 20226

River Road  
Livermore, CA 95441  
House:  
357-3337  
Manager:  
357-3830

Dear Mr. Brokaw:

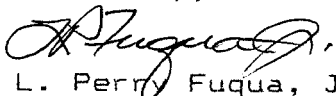
In January of this year my employer, Ellis J. Alden, asked me to double check the boundaries of the Alexander Valley Appellation in northern California to determine if his ranch is within this famous viticultural area. The former manager of this ranch, Carl Stillman, had told Mr. Alden his ranch is within the Alexander Valley but Mr. Alden wanted me to reconfirm this information.

My viticulture professor at Santa Rosa Junior College, Richard Thomas, referred me to the local office of the Cooperative Extension Service in Santa Rosa. The farm advisor specializing in viticulture at the CES office said the only place I could obtain a copy of the Alexander Valley Appellation map was through the Sonoma County Wineries Association, who upon request promptly sent me a copy. Since the map they sent contained topographic lines and geographical names it was very easy to ascertain that our vineyard was within the boundaries of the Alexander Valley Appellation.

Just the other night, however, at a meeting of our local Vineyard Technical Group I met Ms. Sara Schorske who informed me the boundaries of the Alexander Valley Appellation were being altered by someone in Washington. Upon examining the proposed new boundaries we determined our ranch no longer is within this appellation or any other designated appellation. This is cause for great distress both to myself as vineyard manager and to Mr. Alden as owner of Chestnut Springs Ranch.

Let me assure you we not only have planted 13 acres of cabernet sauvignon vines but have contracted to plant an additional 10 acres of cabernet sauvignon and 15 acres of merlot. The future development of this ranch will include a total of approximately 80 acres of vineyards and would lead to construction of a winery. This entire ranch lies within the watershed of the Alexander Valley and has some of the best soils in the entire Mayacama Range. It is economically essential it be included in the Alexander Valley Appellation as it was originally proposed and we were lead to believe would remain.

Sincerely,



L. Perry Fuqua, Jr.  
Manager

RUSSELL H. GREEN, JR.  
HOOT OWL CREEK VINEYARDS  
Alexander Valley  
California



August 19, 1988

Bureau Alcohol, Tobacco & Firearms  
Attn: David Brokaw  
1200 Pennsylvania Ave., NW  
Washington, DC 20226

Re: Gauer Ranch Application for  
Alexander Valley Appellation

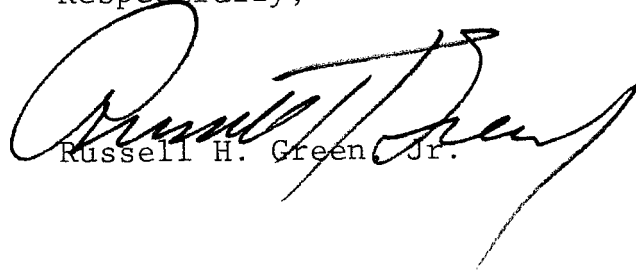
Dear Mr. Brokaw:

I am writing in support of the Gauer Ranch application to be included in the Alexander Valley appellation region.

The vineyards in question lie most clearly within what is traditionally the Alexander Valley watershed. These vineyards have been considered by all local wine and grape persons as Alexander Valley. It is simply the result of an error that the north line of Alexander Valley appellation leaves them out.

My own connection with the Alexander Valley appellation extends from the time that I requested that appellation's approval for wines of Simi Winery. We have had Alexander Valley vineyards since 1958. From this background I am quite convinced that there is no possible excuse for not including Gauer Ranch in Alexander Valley.

Respectfully,

  
Russell H. Green Jr.

RHG/mac

# R.&G. YOUNG VINEYARDS, INC.

4950 RED WINERY ROAD



GEYSERVILLE, CA 95441

Telephone: 433-3228



August 19, 1988

Mr. Richard Mascolo  
BUREAU OF ALCOHOL, TOBACCO & FIREARMS  
Federal Building  
1200 Penna Avenue N.W.  
Washington, D.C. 20226

Dear Sir,

I am writing to support the application of Mr. Edward H. Gauer to include his entire ranch property in the Alexander Valley Appellation area.

The land within the proposed boundary line change should have been included at the time the appellation was originally established. It lies within the water shed of Alexander Valley and the soil and climatic conditions are also representative of our valley.

Sincerely,



Robert A. Young  
Member of Alexander Valley  
Appellation Committee

# LANDMARK VINEYARDS

August 22, 1988

Mr. Richard Mascolo  
Chief, FAA Wine and Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
1200 Pennsylvania Ave., NW  
Washington, DC 20226

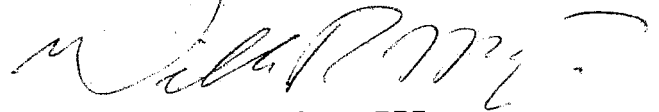
Dear Mr. Mascolo:

I was surprised to hear that some of the hillside vineyards of Gauer Ranch are outside of the official Alexander Valley viticultural area boundaries. I have always considered Gauer Ranch to be within Alexander Valley. I am especially familiar with the ranch, since we own a vineyard nearby.

Landmark Vineyards has purchased Gauer Ranch grapes, from both valley floor and hillside locations, over several vintages. The wine we made from those grapes was consistently designated "Alexander Valley," including a vineyard designated "Gauer Ranch" Chardonnay we produced in 1982, which came entirely from one of the hillside vineyards.

I urge you to amend the boundaries of Alexander Valley viticultural area to include the entirety of Gauer Ranch.

Sincerely,



William R. Mabry III  
General Partner/Winemaker





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## CHATEAU MONTELENA

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April 23, 1988

David Brokaw  
Bureau of Alcohol Tobacco & Firearms  
1200 Pennsylvania Ave N.W.  
Washington, D.C. 20226

Dear Mr. Brokaw,

This letter is in support to the inclusion of the Ed Gauer Ranch hillside vineyards into the Alexander Valley appellation.

This winery has purchased Alexander Valley Chardonnay from Gauer Ranch since 1982. Some of the grapes which have been from the hillside area I understand is in question.

We and our consumers find these grapes to be very much stylistically and organoleptically representative of the Alexander Valley.

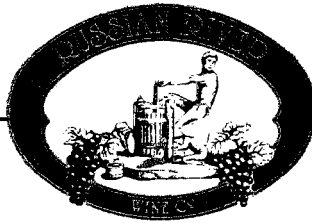
Geographically the facts would also support the inclusion of this property. The creek drainage of Gauer's hillsides feed directly into the Russian River and Creek System, a major factor in the Alexander Valley micro and meso climate structure.

Likewise, the wine and weather patterns of the Alexander Valley mesoclimate in return effect these vineyards.

We state that the Gauer Ranch hillside vineyards do indeed meet what we feel are the fundamental criteria for any appellation. 1.) Stylistic correctness, 2.) general geography (especially must be in the "drainage" proper, and 3.) mesoclimate and microclimate influences.

Respectfully submitted,

James P. Barrett  
Winemaker/General Operations Manager



August 24, 1988

To whom it may concern:

I have been purchasing grapes from the Gauer Hillside Vineyards for the past several years. The wine has been marketed with an Alexander Valley appellation as well as a vineyard designation. There has never been any doubt that the vineyards were located in the Alexander Valley.

Therefore, I encourage you to approve the petition in favor of Mr. Gauer.

Sincerely,

A handwritten signature in cursive script that reads 'Jeff Libarle'.

Jeff Libarle

cc: Ed Gauer



# Chateau St. Jean

VINEYARDS AND WINERY

Richard L. Arrowood  
WINEMASTER

August 22, 1988

Mr. David Brokaw  
FAA, Beer and Wine Branch  
Bureau of Alcohol, Tobacco & Firearms  
1200 Pennsylvania Ave., N.W.  
Washington, DC 20226

Dear Mr. Brokaw:

It has come to my attention that a portion of the Gauer Ranch, located in Sonoma County's Alexander Valley viticultural area, was mistakenly or inadvertently left out of the recently approved boundaries by the Bureau of Alcohol, Tobacco & Firearms. As I am very familiar with the Alexander Valley grape growing region, I feel that a modification to the existing approved Alexander Valley boundary should be made in order to include this important estate in the valley's viticultural confine. During the late 1970's and early 1980's, we purchased several tons of Chardonnay from this estate and labeled our wine to reflect its Alexander Valley heritage.

As I firmly believe that this property definitely lies in Alexander Valley, I think it is only fair that you give your full consideration for incorporation into the area.

Thank you very much for your consideration in this matter.

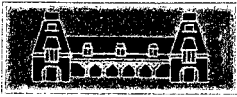
Sincerely,

Richard L. Arrowood  
Executive Vice President/Winemaster

RLA/1h

c: Sara Schorske, Aide de Comp



CHATEAU  
SOVERAIN<sup>®</sup>

August 30, 1988

Mr. Richard Mascolo  
Chief, FAA Wine and Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
1200 Pennsylvania Avenue, NW  
Washington, DC 20226

Dear Mr. Mascolo:

I support Ed Gauer's petition to correct the official boundaries of Alexander Valley, incorporating the part of his ranch that is currently excluded. I have always understood the entire Gauer Ranch to be part of the Alexander Valley.

Chateau Souverain purchased Chenin Blanc grapes from Gauer Ranch in 1986 and 1987. In both vintages we produced wines labeled with the Alexander Valley appellation and designating the Gauer Ranch as their source. To my knowledge the Alexander Valley appellation of the Gauer Ranch grapes has never been in question.

Sincerely,

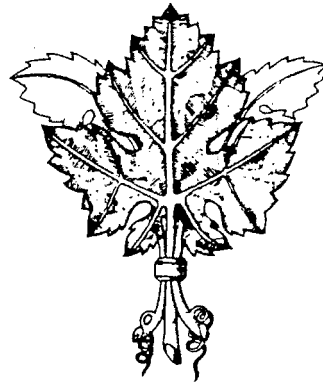
A handwritten signature in black ink, appearing to read 'T. Peterson'.

Thomas Peterson  
Winemaker  
Director of Operations

TP:sa

# CLOS DU BOIS WINES

## RIVER OAKS VINEYARDS



August 30, 1988

Mr. David Brokaw  
FAA, Beer & Wine Branch  
Bureau of Alcohol, Tobacco & Firearms  
1200 Pennsylvania Ave., N.W.  
Washington, D.C. 20226

Dear Mr. Brokaw:

We have entered into an extended contract to purchase hillside chardonnay grapes from Gauer Ranch and for the past 2 years, 1987 and 1988, we have purchased these grapes and blended them into our Alexander Valley Chardonnay on the assumption that the Gauer Ranch is in the Alexander Valley appellation.

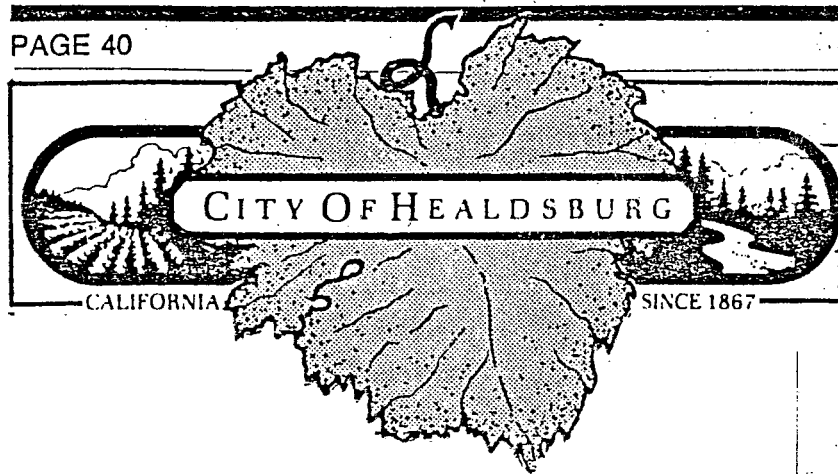
It has recently come to our attention that some of these vineyards may not technically be included in the Alexander Valley appellation while the lower sections are definitely in the Alexander Valley appellation. Although the vineyards are within the Alexander Valley watershed, it appears that some of the high hilltop vineyards are technically outside the boundries of the Alexander Valley region. Gauer Ranch is located on the slopes of Geyserpeak range facing Alexander Valley and we believe they should be considered part of the Alexander Valley appellation.

We definitely support Ed Gauer's petition to extend the boundries of the Alexander Valley appellation to include these vineyards and most of the Alexander Valley watershed because there are still numerous acres of land to be developed into premium wine grape acreage.

Sincerely,

Tom Hobart  
Director of Viticulture

TH:db



SINCE 1867 VISITORS HAVE COME TO

**HEALDSBURG**

LODGING • DINING • WINERIES • SPECIALTY SHOPS • ANTIQUES

## Gauer Ranch Vineyard Designation

Grapes for a gold-medal-winning 1985 Chardonnay and a 1986 100% dry Chenin Blanc were picked in the high-elevation vineyards of the Circle G (Gauer Ranch) in Alexander Valley, and both varieties were so fine that the winemakers asked permission to include the vineyard designation, "Gauer Ranch" on the label. Naturally, Ed Gauer, known far and wide for his strong and vocal belief in the extra-premium qualities of his hillside grapes, was quick to give an emphatic "yes" to the idea. Both wines—the 1986 Chenin Blanc, under the Chateau Souverain label, and the 1985 Chardonnay, under the Sbarboro label—are now in release.

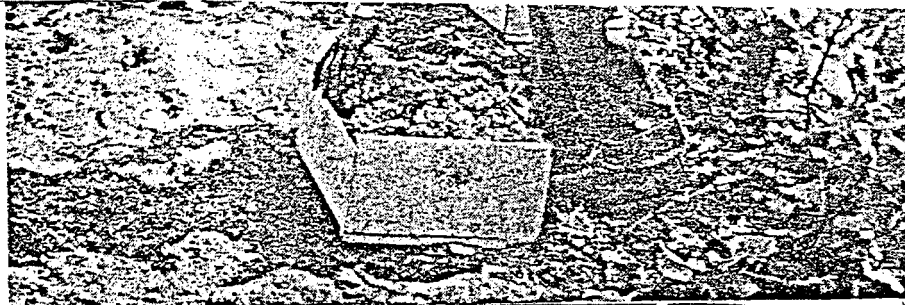
It was the 1985 Gauer Ranch Chardonnay which walked off with a Gold Medal at the Orange County Fair, just after it was bottled last year. The new Sbarboro label has just been introduced with V.I.P. tastings in Minnesota and in the Boston area, and received an exciting reception. The first gold medal honoring Gauer Ranch grapes was awarded to the 1979 Chateau St. Jeans Gauer Ranch Chardonnay at an earlier Orange County Fair.

The Chateau Souverain Chenin Blanc was bottled February 13, 1987, and is described as dry and fruity, with a crisp finish.

Ed and Marion Gauer, who serve both wines regularly in their Alexander Valley home, and their winter retreat in Palm Springs, have been delighted with the variety of foods which are enhanced by the wines... from dinner party seafood and poultry entrees to old-fashioned church wagon barbecues in the desert.

"I've always said hillside grapes are the best grapes in the Alexander Valley, and these two wines, with all due credit to the winemakers, Ed Rossi with the Sbarboro, and Tom Peterson at Chateau Souverain, certainly prove it," states Gauer. "Both the Chenin Blancs and Chardonnay vineyards are above the 1800 ft. level on the northern end of the ranch. All the vines are individually drip-irrigated, with water which flows from natural springs 2500 feet up the mountainside. Because of the soil composition, there is excellent drainage, and with the western and southern exposures of the vineyards, the vines receive full sunlight all day long. And, since Gauer is eager to employ all the latest techniques and growing methods, the grapes on the valley floor.

Gauer's faith in his grapes is so great that he is now working with architect John Carl Warnecke on plans for his own winery, and may start construction this year. ■



Pickers use special care in handling Gauer Ranch Chardonnay grapes for shipment as whole fruit to Japan, via Nichimen America.

## Gauer Grapes Say Sayonara California; Hello Japan

Sixty tons of grapes from the premium, hillside, Alexander Valley vineyards of Gauer Estate Winery have been carefully picked into small boxes, chilled and shipped from their California home to Tokyo for use in premium

winemaking by Sanraku of Japan. Arrangements for the transaction were made by Tatsuo Ida and Shinichi Nakamura, an enology graduate from UC/Davis, for Nichimen America, Inc., through Maxwell Trading Co., Bakersfield, with Sonoma wineman Mike Rowan serving as "the eyes" to locate top quality grapes.

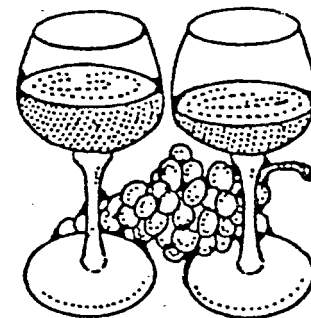
"The Japanese, are very serious about their winemaking," says Bob Maxwell, a principal in the company owned by Phillip Maxwell. "There are almost 200 wineries in Japan involved in winemaking. Top amongst them are Sanraku and Sumitomo who decided they wanted to make premium wines out of the best California grapes available. The program started three years ago, encouraged by John Senkevich, Xcelsior Brewing Co. Our firm took over from him. Sanraku is paying top dollar for the grapes, plus a lot of other costs such as cold storage, freight, labeling and packaging. It is a very expensive operation."

This year, with grapes in exceptionally high demand, Maxwell advised the Japanese not to delay their grape purchases, and, in May, Rowan started his search for the finest grapes he could buy, and came to the Gauer ranch. "Other grapes were being offered at cheaper prices," he says, "but they were not the same quality as Gauer. The fact that wines made from these grapes had already won medals was a good selling

point."

The grapes are cut by hand into 30-lb. juice grape boxes by specially trained crews, using shears rather than the usual knives. Unusually large teams of pickers are used in order to get the grapes out of the vineyard as quickly as possible. As the waiting trucks are loaded, they rush to the cooling plant, where the fruit is quickly chilled and loaded into refrigerated container units. As painstaking and expensive as the operation is, it is still cheaper to pick, pack and ship the grapes for bottling in Japan, than it is for Japanese firms to buy California wines already in the bottle. "Every year there is an increase in the tons of grapes purchased," says Maxwell, "And, while the decision is to concentrate on Chardonnay and Cabernet, the Japanese are also interested in trying to make some white Zinfandel, and may soon be experimenting with some grape purchases in Oregon."

The grapes from Gauer Estate Winery, 40 tons of Cabernet and 20 tons of Chardonnay, were picked from the premium Alexander Valley hillside vineyards at the 1800 ft. elevation. They were shipped in two lots--the Chardonnay in mid-September, and the Cabernet about two weeks later. ■



# Edward H. Gauer

*Retailer  
extraordinaire*

- Eighty-four, Founder Roos Atkins, Rancher.
- Sold Roos Atkins for about \$16.5 million in 1966.
- Owns 5,000-acre ranch in Alexander Valley, estimated worth \$14 million, grosses \$1.5 million a year.
- Hybrinetics Inc., grosses \$10 million annually.



"I'm not a big drinker of wine. I've been closer to scotch for years," admits octogenarian Edward Gauer. But that hasn't kept Gauer from successfully growing premium varietals in the Alexander Valley for more than a decade.

Gauer began life as the son of a Connecticut hat maker; by the time he turned eighteen he was running his dad's Canadian sales territory.

In 1929 he moved to Los Angeles and then to San Francisco to work as the general manager of Hastings clothing store.

By 1945 he had purchased another clothing store, called Robert S. Atkins, and merged it with Roos Brothers twelve years later. Gauer soon built Roos Atkins into a fifty-one-store chain grossing \$60 million a year.

Then in 1966 Gauer sold the chain to Genesco, a shoe manufacturer, for \$16.5 million. "They weren't very good merchants," he says now. Without Gauer, the stores were soon closing. "It was sad for me. I built it all from one little store," he says.

Gauer's astute real estate purchases enabled Genesco to pay its bills by selling off stores. "When we built the Market Street store in San Francisco, I bought the land for \$1.3 million and the building was \$3.5 million. I think Genesco got \$15 million for that corner alone," he states.

Gauer, his wife Marion and their

*"Life shouldn't be like a horse  
that's reined too tightly.  
It's important to have more than one way to go."*

— Ed Gauer

two children had been spending their summers in Sonoma County since 1940. When he sold the business, the family bought 6,000 acres in Alexander Valley and settled in, turning the ranch into a business as well as home. Besides the grapes, Gauer raises horses and beef cattle. A natural spring puts out 500 gallons of water a minute which Gauer sells to the Serene Water Company, supplier for hotels and restaurants.

Gauer also bought a San Leandro electronics company called Hybrinetics and moved it to Sonoma County. The company makes electronic controls, light dimmers, motor or temperature controls and electricity converters. The Radio Shack chain is their biggest customer.

But growing grapes is what Gauer enthuses about. "I like this kind of

work. It gives you a chance to think this thing out. There's enough information out there if you just study it," he says. He's planting another twenty-five acres this year to bring his vineyard total to 400.

In the fall Gauer will begin construction on a winery. "This will give me the option to make wine," he says. "I've always felt it is very important to have options in my life. Life shouldn't be like a horse that's reined too tightly. It's important to have more than one way to go," he adds. He says his winery's goal is not simply to make a profit, "It's to make a damn good wine."

Besides grapes, another Gauer passion is golf. Each year he plays golf nearly every day for four or five months in Palm Springs. He regularly plays the Bob Hope, the Phil Harris

continued on pg. 4

continued

and the Thunderbird tournaments. "I'm not very good," he says modestly. But his twenty handicap is actually very good, say golf pros.

Gauer notes, however, that succeeding is not all play. He describes the heavy sense of responsibility which is part and parcel of the financial success he has enjoyed. "The responsibility goes along with the act. If you fail, then people lose their jobs," he notes. "The people are depending on you."

— *Carol Caldwell-Ewart*

## Wines & Vines

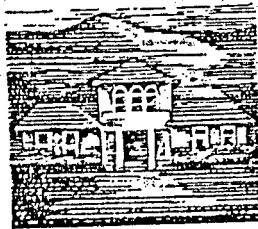
### NEW FROM ISC: SBARBORO

A new line of premium Sonoma County wines under the "Sbarboro Vineyards" label has been introduced by ISC Wines of California. The first release includes a 1985 Gauer Ranch Chardonnay from the Alexander Valley, aged in small French oak, plus a 1983 Cabernet Sauvignon and '84 Zinfandel.

The wines, made by winemaster Ed Rossi, Jr., at Asti, were entered under the Colony label and won a gold medal (Chardonnay) at the '86 Orange County judging and a 4-star rating for the Zinfandel from Wine Country magazine.

The new label recognizes Andrea Sbarboro, Italian immigrant who founded the original Italian Swiss Colony winery at Asti. Prices range from \$9 to \$11 per 750ml.

## SBARBORO



1 • 9 • 8 • 5

SONOMA COUNTY

### CHARDONNAY

ALEXANDER VALLEY/GAUER RANCH



PRODUCED & BOTTLED BY SBARBORO WINERY  
ASTI, CALIFORNIA B.V. 1589 ALC. 12.7% BY VOL.

## ERLY's new look for wines at Asti

Winemaker Edmund A. Rossi, Jr., descendant of the Italian Swiss Colony founding fathers, rolled out four new labels — two table wines and two champagnes — for the press and the trade at an October dinner at the handsome Villa Sbarboro in the historic ISC grounds at Asti, in California's Sonoma County.

The rollout was on behalf of "The Beverage Source, Inc.," formed last July by ERLY Industries through the merger of its Sierra Wine division and acquisition of ISC Wines of California from Allied Grape Growers.

Bill McFarland, president, said the new company was put together because, while ERLY owned Sierra Wine, a major bulk supplier, "we wanted packaged goods wine business of some proportions to bridge the gap between the bulk wine business and the consumer marketplace."

Besides Sierra's facilities at Tulare and Delano the new company also has the ISC plants at Sanger and Asti, with a major bottling and distribution facility at Cutler, home of the old California Growers plant. Capacity exceeds 65 million gallons. Headquarters are at 490 2nd Street, San Francisco 94107. The firm owns 500 acres of vineyard at Asti.

The two new table wine lines are North Coast Cellars (a name acquired from Souverain Cellars) and Sbarboro. The former is in the \$4-6 bottle range and the latter (named after ISC founder Andrea Sbarboro) is in the \$8-10 bracket. The champagnes are Royal Knight (at about \$4-6) and Ranneau, at \$8-10. Both are charmat process. Rossi said that by keeping secondary fermentation at a constant 55 degrees he achieves small bubbles, retains aroma and avoids hydrogen sulfite.

Both the new table wines are made at Asti (although some of the North Coast Cellars wines are purchased). The North Coast line includes a 1986 Chardonnay, '85 Cabernet Sauvignon, '86 White Zinfandel, '85 Sauvignon Blanc and non-vintage red and white table wines. The red table was ultra-earthly but the rest of the line was excellent value for money.

The Sbarboro line is Ed Rossi's particular baby. He considers it a premium array in every respect, even fining the white wines with egg white and aging the Cabernet Sauvignon 85% in French oak and 15% in American. The line is all varietal and includes a 1985 Chardonnay aged entirely in French oak and an '85 White Riesling, as well as a 1983 and a 1984 Zinfandel, a 1983 Cabernet Sauvignon and 1985 Gewürztraminer.

The Royal Knight champagne is finished dry (the extra dry is 3.2 r.s. and has a plas-

SBARBORO



1 • 9 • 8 • 5

SONOMA COUNTY

CHARDONNAY

ALEXANDER VALLEY/GAUER RANCH



PRODUCED & BOTTLED BY SBARBORO WINERY  
ASTI, CALIFORNIA B.W. 15.89 ALC. 12.7% BY VOL.

002

tic cork finish). The Brut is Chenin Blanc and the Extra Dry a blend of Chenin Blanc and Colombard. Its consumer appeal: "A Knight to Remember."

The Ranneau name evolved from a consumer study that indicated people like French-sounding names that are easy to pronounce. It is out in Brut, Extra Dry and sparkling White Zinfandel. The label was designed by Sidjakov Berman & Gomez, San Francisco. The enclosure is cork.

Although the "Italian Swiss Colony" label is no longer used much, it survives in part with a "California Colony" for jug generics and in "Premium Colony" for eight premium North Coast jug wines — White Zinfandel, Cabernet Sauvignon, Zinfandel, Chenin Blanc and Colombard, as well as premium red, white and blush wines.

Other ISC brands that Beverage Source continues to market include Jacques Bonet economy champagne, Petri jug table wines, Gambarelli & Davitto table wines (popular on the East Coast), and Lejon brandy and vermouth.

The Asti plant remains the flagship. The winery and the town itself were founded in 1881 by Andrea Sbarboro. The Italian Swiss Colony name derives from Sbarboro's offering of jobs to Italian immigrants in the grape and wine trade. For several years, Asti was closed to the public but it has been re-opened and there are daily tours. The Villa Pompeii, Sbarboro's Italianate villa pictured on the label of Sbarboro Vineyards, is booked for receptions, private dinners and the like.

Rossi spent much of his boyhood at Asti and has returned once again. The 62-year-old vice president and winemaker has a 45-year career with the same wine facility under various owners. His grandfather, Pietro, was ISC's first winemaker in 1887. His father, the late Edmund Rossi, was a longtime executive of ISC and completed his career as manager of the former Wine Advisory Board, an industry-wide market-building effort. ■



## A Winery 'Department Store' for Alexander Valley

**E**d Gauer, the octogenarian Alexander Valley grape grower (400 acres of chardonnay, cabernet, merlot and sauvignon blanc, with a couple of thousand available for expansion) and Allan Hemphill, 47-year-old former boss of Kenwood's Chateau St. Jean winery, make quite a team.

They're in the process of buying Geyserville's new Vinwood Cellars for \$5 million-plus and, using Hemphill's phrase, turning it into "a department store of fine wine."

"We hope to provide one-stop shopping for grape growers and negociants who don't have their own winemaking facilities," said Hemphill. "We'll do anything they want. We'll crush the grapes, bottle the wine, do the barrel aging and storage, and ship the finished product."

The 2-year-old, state-of-the-art Vinwood facility — it produced its first vintage last year — will also fulfill a longstanding Gauer ambition.

A small portion of its 200,000-case winemaking capacity is to be set aside for Gauer Estate wines — with this year's initial production projected at 6,000 cases of chardonnay and 4,000 cases of cabernet/merlot blend.



BY STEVE RINGMAN/THE CHRONICLE

Alexander Valley grape grower Ed Gauer is buying Vinwood Cellars in Geyserville

continued on pg. 8

continued

Owner of Northern California's long-gone Roos/Atkins clothing chain, Gauer, 84, has been one of Sonoma County's top growers for the last 15 years, selling his premium grapes — close to 2,000 tons — to premium wineries for a premium price.

Until Vinwood "became available," he'd been planning on building his own winery in the hills above his 6000-acre Gauer Ranch near Healdsburg.

With its 21-acre site, 40,000-square-foot building and 600,000-gallon cooperage, the Geyserville plant is "a bit bigger than we'd planned," said Gauer, "but it'll allow us to crush our own grapes this year and release the first Gauer Estate wines as early as 1989."

Lee Chandler, one of Vinwood Cellars' three founding partners, is staying on to assist with the transition, as is most of the staff, including winemaker Bob Mueller, formerly winemaker at Souverain.

Hemphill, who'd headed Chateau St. Jean for 10 years, left the now Japanese-owned winery in January and teamed up with Gauer,



**Allan Hemphill teamed up with Gauer in April**

one of his former grape suppliers, in April.

"We see ourselves as winegrowers in the European tradition," he said, "operating in three areas:

maintaining our relationship with those wineries who depend on Gauer fruit for their top-of-the-line releases; crushing and marketing a percentage of our total production to sell in-bulk; and introducing a prestigious new wine in limited quantity."

# Ex-clothes magnate buys wine complex

By TIM TESCONI  
Staff Writer

Edward Gauer, the 84-year-old retired clothing magnate from Geyserville, said Friday he has jumped into the wine business with the purchase of Vinwood Cellars, a large wine warehouse and crushing facility near his 6,000-acre ranch in the Alexander Valley.

Gauer declined to reveal what he paid for the sprawling wine complex, only saying that it was a "multi-million dollar deal." The purchase is effective Aug. 1.

The winemaking facility and 21 acres of land, once part of the holdings of Souverain Cellars, is owned by Lee Chandler and Eugene Cuneo, both of Healdsburg, and Charles Barra, Ukiah. None of the three could be reached for comment Friday. The facility is off Highway 101 at Lytton Springs Road.

"This is the greatest coupe of my wine career. It's exciting. I've always preferred to start new ventures rather than follow others, but with this I have the best of all worlds," said Gauer, former owner of the Roos Atkins clothing chain. In 1965 Gauer sold the 51-store chain for \$16.5 million and retired to Sonoma County, raising cattle and grapes on his scenic spread.

Now, Gauer is looking to make a second fortune in the wine business.



Edward Gauer, in his ranch office in a 1985 file photo

"What ever I touch seems to come out OK," said Gauer, who will produce premium wines from his 450 acres of estate vineyards and market them under the Gauer Vineyards and Winery label.

Earlier this year, Gauer said he would build an estate winery on the hills above his \$2 million home in the Alexander Valley. But he said when Vinwood Cellars became available it was an opportunity he couldn't pass up. The purchase of an existing facility gives him a head start in getting Gauer estate wines to market as early as 1989.

Gauer estimates it would have taken more than two years to go through the

permit process and build a winery.

Allan Hemphill, the former president of Chateau St. Jean winery who was hired in May as the president of Gauer's winery venture, said Vinwood Cellars has storage capacity of 200,000 cases and cooperage of more than 600,000 gallons. He said only a limited quantity of estate wines, a chardonnay and cabernet sauvignon, will be made from Gauer's vineyards. He said Robert Mueller, former winemaker at Souverain Cellars, has been hired as the winemaker.

Hemphill said Gauer will continue to sell grapes to other wineries that depend

*See Gauer, Page E5*

## Gauer

*Continued from Page E1*

on his fruit for their wines. Additionally, a portion of Gauer's grapes will be crushed for the bulk wine market.

Hemphill said Vinwood Cellars will continue to do custom crushing, storage, shipping and provide other services for the area's growers and vintners. He said the staff at Vinwood Cellars will keep their jobs and "will be involved with long range plans for improvement and expansion."

## Valley grapes head for Tokyo

Sixty tons of grapes from the hillside Alexander Valley vineyards of Gauer Estate Winery have been carefully picked into small boxes, chilled and shipped from their California home to Tokyo for use in premium winemaking by Sanraku of Japan. Arrangements for the transaction were made by Tatsu-Ida and Shinichi Nakamura, an enology graduate from the University of California at Davis, for Nichimen America, Inc., through Maxwell Trading Co., Bakersfield, with Sonoma

wineman Mike Rowan serving as "the eyes" to locate top quality grapes.

"The Japanese are very serious about their winemaking," says Bob Maxwell, a principal in the company owned by Phillip Maxwell. "There are almost 200 wineries in Japan involved in winemaking. Top amongst them are Sanraku and Sumitomo who decided they wanted to make premium wines out of the best California grapes available. The program started three years ago, encouraged by John Senkevich, Xcelsior Brewing Co. Our firm took over from him. Sanraku is paying top dollar for the grapes, plus a lot of other costs such as cold storage, freight, labeling and packaging. It is a very expensive operation."

This year, with grapes in exceptionally high demand,

Maxwell advised the Japanese not to delay their grape purchases and. In May, Rowan started his search for the finest grapes he could buy and came to the Gauer ranch. "Other grapes were being offered at cheaper prices," he says, "but they were not the same quality as Gauer. The fact that wines made from these grapes had already won medals was a good selling point."

The grapes are cut by hand into 30-pound juice grape boxes by specially trained crews, using shears rather than the usual knives. Unusually large teams of pickers are used in order to get the grapes out of the vineyard as quickly as possible. After the waiting trucks are loaded, they rush to the cooling plant, where the fruit is quickly chilled and loaded into refrigerated container units. As

painstaking and expensive the operation is, it is cheaper to pick, pack and the grapes for bottling in Japan than it is for Japanese firms buy California wines already in the bottle. "Every year there is an increase in the ton grapes purchased," says Maxwell, "and while the decision is to concentrate on chardonnay and cabernet, the Japanese also interested in trying to make some white zinfandel may soon be experimenting with some grape purchases from Oregon."

The grapes from Gauer Estate Winery, 40 tons of cabernet and 20 tons of chardonnay, picked from the Alexander Valley hillside vineyard at 1,800-foot elevation. They shipped in two lots, the chardonnay in mid-September and the cabernet about two weeks later.

# DAN BERGER'S WINE CELLAR

## A ranch with a view, a man with a dream



GEYSERVILLE — Up, up the slope the four-wheel-drive Jeep pushed through heavy, silty loam, bouncing every now and then on boulders the size of bowling balls.

Eighty-four-year-old Ed Gauer, at the controls, grunted and then took one hand off the wheel, made a sweeping gesture, and said, "I love this place. Look at it. Look down there, see that patch of green, that jewel, that emerald? This is where we're gonna make great wine."

Gauer's name may be somewhat familiar to wine lovers. The Gauer Ranch designation was used on a number of Chateau St. Jean Chardonnays of the last decade, and in recent years the name has popped up on a few other wines, including 1985 Sbarboro Chardonnay and 1986 Chateau Souverain Chenin Blanc.

But this gentleman farmer with the crusty disposition has dreams far greater than that. He wants to make premium Chardonnay and Cabernet from his own mountain-grown grapes, high above the Alexander Valley. The wine will say Gauer Estate on the label. And Ed fully intends to be around to serve it.

In 1965, Ed Gauer sold his chain of 51 Roos Atkins clothing stores for \$16.5 million. Though he owns houses in many areas, he and his wife, Marion, became residents of Sonoma County's northern reaches.

"When we first saw this property, Marion said, 'This is for me,' and I knew I had to buy it."

He bought the ranch from Forrest Tancer Sr., father of the winemaker/partner of Iron Horse Vineyards, and thus began the saga that Ed Gauer hopes he'll live to see.

To date, some 400 acres of Gauer's 6,000-acre ranch are planted to grapes.

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He wants to make  
premium  
Chardonnay and  
Cabernet from his  
own grapes

How many more will he plant?

"I don't know how long I'm going to live," he said with a grunt, and a twinkle. "We'll do 30, 40 acres a year." He pulled the Jeep to the side of the road. It tilted toward the edge of a cliff. I panicked. Ed never flinched, pointing to one spot recently cleared.

"This'll be planted. The cows are already complaining."

Gauer's personal wealth has grown since he moved to this handsome ranch. Industry sources say Gauer has some \$30 million invested in Sonoma County, in one form or another, including the ranch, which has an estimated value of half that sum.

In addition to grapes, he also sells spring water, which comes from dozens of natural springs on the land ("Five cents a gallon. Can you beat that?") and firewood. "We made \$18,000 off this piece right here last year," he said as we drove through a thicket that had been partly cleared. He also sells shale and cattle.

"He was going to be a cattle baron when he moved up here," said Allan Hemphill from the back seat of the Jeep. Hemphill, former president of Chateau St. Jean, has been hired as president of Gauer's new winery operation.

"Yeah, I put 2,000, 2,500 head o' cattle on here, and the more I put on, the more (money) I lost," Gauer affirmed. "An acre of this stuff would keep three cows alive, so I took this—damn range land and planted it in 1978 and now I get a million and a half for my grapes." He chuckled.

Gauer's vineyards are divided equally, half near the valley floor, the other half above the fog line at nearly 2,300 feet overlooking the Alexander Valley.

The upper vineyards, with views that would make a real estate developer drool, are those Gauer intends to focus on for his own wine. He'll continue to sell most of his grapes from lower-planted ranches.

Here, the soils change color, from grey to red clay, and the rocks and the slopes help create drainage that is the ideal condition for vineyard foreman Mike Abba.

"I'm so crazy about these vineyards, sometimes I come up here every day," said Gauer. "Marion thinks I'm nuts. She says, 'You just went up there yesterday,' and I tell her, 'I have to see what the vines are doing today.'"

Gauer's dreams of making a great wine from his own grapes have been bouncing around in his fertile brain for some time. But for the last few years he wasn't certain he even wanted to remain a resident of this

*See Berger, Page D16*

continued

## Berger

*Continued from Page D1*

idyllic spot, on top of which he and Marion own a very custom, 13,000 square foot home.

The ranch has been unofficially for sale (on and off say real estate people) for the last few years. But said John Mattern of Keegan and Coppin, "I don't think he really wants to sell."

"Every time he'd get an offer to sell, at his price, he'd reject it and raise the price," added Mattern, a vineyard land specialist. (Mattern said the price recently went from \$14 million to \$16 million.)

Gauer was asked if that was true. "Damn right," said Gauer. "Every time someone offers to buy it, I raise the price."

In June, Hemphill persuaded Gauer to buy the Vinwood Cellars facility in Geyserville, a custom crushing operation that can handle 200,000 cases of wine per year in its 40,000 square feet of interior space plus outdoor tank storage area.

Industry insiders say the shrewdest move the savvy Gauer ever made was hiring Hemphill.

"Allan was the brains behind St. Jean," said one Sonoma County winery owner. "Ed did the best thing he could have done by hiring him."

"We don't want to come out with just another Chardonnay or just another Cabernet," said Hemphill. "It has to be special."

"Hell, look at this area," Gauer said. "It is special. Even Bob Young is planting up here," he said, referring to his famous Alexander Valley neighbor.

The desire to make a wine as fast as possible, from the 1987 harvest, prompted Gauer to buy the Vinwood property, on the east side of Highway 101 near Chateau Souverain and just a few miles from his ranch.

We drove down off the mountain to visit Vinwood, and as we stood there inside the deserted building, Gauer looked around thoughtfully.

"Ya know, I had my dream, to build this place on top of the ranch, 20,000 feet up there, and Allan said it'd be two years before we ever got it built. Well, I haven't got the time. But this place, we'll make a profit from it this year, and we can get to crushing right away."

In a bit of irony, Gauer admitted that the day he decided to buy Vinwood and stay in the Alexander Valley to make wine, an offer came in — reportedly from the Far East

"We don't want  
to come out  
with just  
another  
Chardonnay"

ALLAN HEMPHILL

— to buy his entire ranch. It was a full-price offer: \$16 million, cash. Which was his price at the time.

"Not only that, but they even said I could take the 1987 crop, too, so it was really 17½ million."

The offer was rejected. He was asked why.

Gauer looked pensive for a second, then turning to the winery he said, "This'll keep me alive."

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## Haberdasher, manufacturer, rancher, winemaker & more

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### Too busy to retire

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The 6,000-acre Gauer Ranch is entered via a narrow paved road, which leads past several employees' houses to the top of a gently sloping hill overlooking the Alexander Valley from the east. The Gauer house, though shrouded with greenery and flanked by a four-car garage and an 80-foot swimming pool, blends into the hillside, barely visible from the road below. From his desk in his office at one end of the house, Mr. Gauer views a hallway buzzing with maids, visitors, and a stray granddaughter.

Ed Gauer's office reflects his past and present career. Framed commendations ("A good merchant", says one), press clips, and photos of chiefs - government, corporate and Republican - crowd the paneled walls. New issues of business journals and financial reports cover every table surface, and an elaborate saddle rides its permanent resting place by the couch.

Mr. Gauer, born in Danbury, Connecticut in 1903, started his career as a journeyman hatter, and sold hats to Canadian merchants as a teenager. He moved to Los Angeles in 1929, at age 26, to manage a Grodin's clothing store. Later, he managed and invested in various San Francisco clothing stores. In 1945, he bought Robert S. Atkins, which he merged with Roos Bros. in 1957. He built Roos-Atkins into a 51-store chain, with annual sales of more than \$60 million, before selling it in 1966 for \$16.5 million. He regrets that the chain eventually failed under its new owners. "I had trained a guy to take my place," he complains, "but they wanted someone else in."

Mr. Gauer owns Hybrinetics, a Santa Rosa firm which makes electronic switching devices and travel products such as outlet converters and steam pressers. One new product, described in this interview, promises a drinker-friendly way to sterilize water. Hybrinetics, in Industry West Business Park, employs 125 and has an annual sales volume of \$10 million.

For several years, Mr. Gauer has grown premium and bulk grapes on the hillsides of Gauer Ranch and on 400 acres of flatland near Healdsburg. He is especially interested in and proud of his hillside vineyards.

The vines, individually drip-irrigated, face  
(continued on page 14)

south and west, receiving sunlight all day long. The soil composition - red, black, and a mouse-colored soil similar to the calcaire found in Bordeaux - facilitates the unusually efficient drainage. The highest vineyard sits at 2,000 feet. But, instead of building wells and pumps all over the hill, Mr. Gauer pipes water down from his own springs, some 1,500 feet above. Chateau St. Jean and Chateau Souverain have won gold medals for wines made from the hillside grapes and labeled with Gauer Ranch designation.

Last summer, Ed Gauer purchased Vinwood Cellars in Geyserville, a custom-crushing and winemaking complex with 40,000 square feet of building, winemaking capacity of 200,000 cases, and cooerage of more than 600,000 gallons. Vinwood winemaker Bob Mueller joined Gauer Estate winemaking operations at the time of the purchase. Mr. Gauer expects to release the first Gauer Estate wines in 1989.

Mr. Gauer has been married 44 years to his wife, Marion, and has two children and two grandchildren.

- Maureen McDaniel

**SRBJ:** As a life-long merchant, how did you happen to get into the electronics business with Hybrinetics?

**EG:** I bought that in 1970. A friend of mine thought it was a hot idea, and got me to invest a little money in it. I asked them for the financial statement, and they said they didn't have enough money to get out a financial statement.

Well, I put the money up anyhow, and

... continued

have you got to go? And they said, "Oh, we could do it all for \$170,000." I said, "Are you sure? Because I want to give you half of it, but you've got to be sure. I don't want you to get \$170,000 and then keep dinging everybody around the neighborhood again." So they finally decided they'd need \$220,000 to finish it, and I said I'd give 'em half of that.

**SRBJ:** What other projects are you starting up?

**EG:** Starting up? I'm trying to wind 'em down.

**SRBJ:** That doesn't seem to be working. What about the bottled water project here on the ranch?

**EG:** That's a very interesting project. We have the most beautiful springs in the world here. There's nine springs about eight miles up there. We tied them all together and pipe down about 550 gallons a minute. It's quite an engineering job.

Todd Carter, a young man who used to work in food and beverage at the St. Francis Hotel, has the contract. It mostly goes to hotels and restaurants, and people who don't like carbonated water drink it. They're bottled under the label Serene Water Com-

went to Spain for some horseback riding. I'd told my accountant that while I was away over the next couple of months, to take a good look at it, pull the financial statements together and see what the possibilities were.

When I got back, the company was broke, even with my investment of a half

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*"He said, 'Take my word for it, everything's all right,' so I gave him a half million!"*

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million dollars. I was a little ashamed of myself for handling my business that way. I liked this guy and I had confidence in him. He said, 'Take my word for it, everything's all right,' so I gave him a half million!

**SRBJ:** How big was the business then?

**EG:** Nothing. It was in a garage down in San Leandro. After I'd been in Sonoma County for about five years, I decided to move the business up here in 1973. My accountant told me to forget it and take the write off. But I was so damned ashamed of myself that I decided to fight the thing out and see if I could make it go. We pulled the thing together and got it going, and now, we've got a good little business running down there, doing close to \$10 million in sales.

and I sent trucks all the way up here, on each side, which would go into our vineyards. Now, when you get horses up here, and one gets tangled up in a trellis and goes crazy, somebody's going to get hurt. Who's going to buy the insurance? They come up with these God-damned screwy ideas. I don't want people coming through my land getting hurt.

**SRBJ:** What are the three best decisions you ever made?

**EG:** I could name one and not get into any trouble, and that's marrying my wife in 1945. I had been running Hastings, but had quit my job when I proposed to her. She said she wouldn't marry anyone without a job. So I bought Robert S. Atkins and made myself president. Then I had a job.

I think moving up to Sonoma County was important; I don't think I'd be here today if I hadn't moved to Sonoma County. This has given me an opportunity to keep doing something.

I think the decision I made to never retire has been important, because it's kept me involved, kept me talking to people.

**SRBJ:** What about a recent big decision,

**SRBJ:** What does Hybrinetics make?

**EG:** We make a lot of electronic switching devices. Like a dimmer on the wall there [pointing]. It's the same idea, but with a motor; it will make a motor go slow or fast one notch at a time. It's full range, you don't have to take it 1,2,3,4,5.

We also make a lot of travel products like converters, so you can use the European and Japanese outlets. Then we've got this sort of steaming thing that you can steam the wrinkles out of your clothes.

We also just invented another new travel product. It throws out a kind of light that goes through water and purifies it. Say you go to Mexico, and you get water out of those taps that's not worth a damn. They have these pills you can drop in the water, but they make the water smell terrible. So now we've got this purifier and it works pretty good. The inventor just took it to a trade show, and it got a good reception. I think it will be a big success.

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*"I'm a conservative and I think we have too many liberals."*

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**SRBJ:** Where does Hybrinetics do its manufacturing?

**EG:** We do some of it Hong Kong, in Korea and Taiwan, but we own all the tooling for all of the products. We send it over there to get it done a little cheaper. You'd have to have awful low labor costs to do it here.

**SRBJ:** How involved are you with the daily operations of the company?

**EG:** I'm chairman of the board, and I keep in touch with what's going on. I get a phone call every morning at ten o'clock, to tell me how much business came in, and how much they shipped. It keeps me active, keeps me involved.

**SRBJ:** And now you're starting a new

continued ...



## Ed Gauer. . . (continued from page 14)

winery. Are you involved in the winemaking?

EG: No, I'm not. I know quite a bit about it, but I'm not involved in the winemaking. I drink a little wine, but I drink more Scotch than I do wine.

This was a cattle ranch, and I used to do a lot of horseback riding. I used to like to get out there and chase the cows around, until I got a little too old for that. On top of it, we weren't making any money; we were losing our fanny with the cattle. So, I started buying a few vineyards, and all of a sudden we've got 400 acres of vineyards.

I started the winery because I've got about 2,000 tons of grapes, and I had to go around with my hat in my hand to all the wineries to get somebody to buy them. I got sick of that, so I decided to build a winery and use them myself.

SRBJ: You've been selling some premium grapes to winemakers in Japan; how is that going?

EG: Allan Hemphill was approached on whether we could supply a Japanese group with grapes. But, they had to be picked just so; we had to use scissors instead of knives, and put them in boxes instead of a big bin. Then they had to be put in refrigerated trucks and taken down to a refrigerated boat and shipped to Japan, and they make the wine over there.

Here, we have to deliver the grapes to a winery the same day or they won't last. But evidently when they get them in a refrigerated boat, they're able to do all right with them.

SRBJ: You've just made a contribution of more than \$100,000 to the Healdsburg Museum; how did you get involved with that?

EG: They went around to get contributions. I've got an interest in history and museums, and I would like to see it finished. So when they came to me I said, "How far have you got to go?" And they said, "Oh, we

pany.

SRBJ: What do you think of the business climate in Sonoma County?

EG: I think the *business* climate is pretty good, but the *political* climate is not that great. There seems to be a non-growth idea; for example: all this argument about having an airport sufficient to take care of pretty reasonable travel. The supervisors can't agree on the damn thing, and that's not conducive to inviting people in who would like to do things, the entrepreneurs who would like to come in here and grow.

But I'm heavily invested in Sonoma

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*"I decided to fight the thing out and see if I could make it go...now, we're doing close to \$10 million in sales."*

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County. I've got this ranch, I've got the plant down in Santa Rosa, with about 125 people on the payroll, and we have a winery which has another 40 or 50 people. I'm heavily invested here, mostly because I love the climate and I personally love what I'm doing here. I love this ranch. I moved up here to retire, and I thought I'd probably last a few more years, but it seems to give me strength. I thought maybe I'd make it ten years, but I've been here about 20 years now.

SRBJ: Do you see any changes coming up in the political climate?

EG: Not much. I'm a conservative, and I think we have too many liberals.

We just battled with the county over their plan to have trails going through our ranch. So now they've got a new idea. There's a railroad track that goes right along the other side of the building. I have our land down south there, and they want to run a biking and horseback trail along the Northern Pacific tracks all the way up here, 20 feet

buying the winery?

EG: I think it was a good decision to buy the winery. There's no guarantee how long I'm going to live, I mean I could open the winery and die the next day. But I think that looking forward to new things keeps you alive.

Like this museum. Now, that is a goal: to finish it off by June. Something to keep going with, that's important. If I went over in the corner and sat down when I was 65 to wait for 85 to come, I don't think I would ever see 85.

SRBJ: There's a plaque on the wall close to your chair that reads, "Self discipline is the high road to success. Self-pity is a dead end. Quote by Ed Gauer, February 8, 1988."

EG: The family had that made for me. I had my [85th] birthday on the 8th of February. My granddaughter said, "Papa, did you ever make a quote? I have to write a paper on quotes, and I'd like to have one from you." Now, I've had discussions with all the kids about self-discipline. I think it's most important. I'm talking about disciplining yourself to not do bad things, to not loaf when you're supposed to be working, to discipline yourself to exercise or study when you're supposed to. You can enjoy your fun so much more if you have your work behind you.

I've been successful because, in my opinion, I've disciplined myself to stay with it and not give up in a hurry, and not say this can't be done. That's a different philosophy than a lot of people have.

SRBJ: What's your philosophy on giv-

ing advice?

EG: It's hard to advise somebody. Unless they're seeking advice, you're just sticking your nose in. Some people have come to me for advice, but they don't follow it anyhow.

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*"I've been successful because, in my opinion, I've disciplined myself to stay with it and not give up in a hurry, and not say this can't be done."*

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One friend of mine came to me for advice; I advised him what to do, and he said he'd do it. Six months later he came to me again, and I asked him if he did what I said, and he said, "Yeah, I tried it but it didn't work." He's now gone out of business, and it's a shame, because he had a great opportunity.

SRBJ: Do you think that he followed your advice?

EG: I know he didn't.

Life is a very funny thing. I was a drop out; I had a year and three months of high school. I could have complained and used the dropout idea as an excuse.

A lot of people are looking for excuses and reasons why they aren't successful and why they didn't do or couldn't do something, rather than finding a way to do it. I think there's *always* a way to do it.

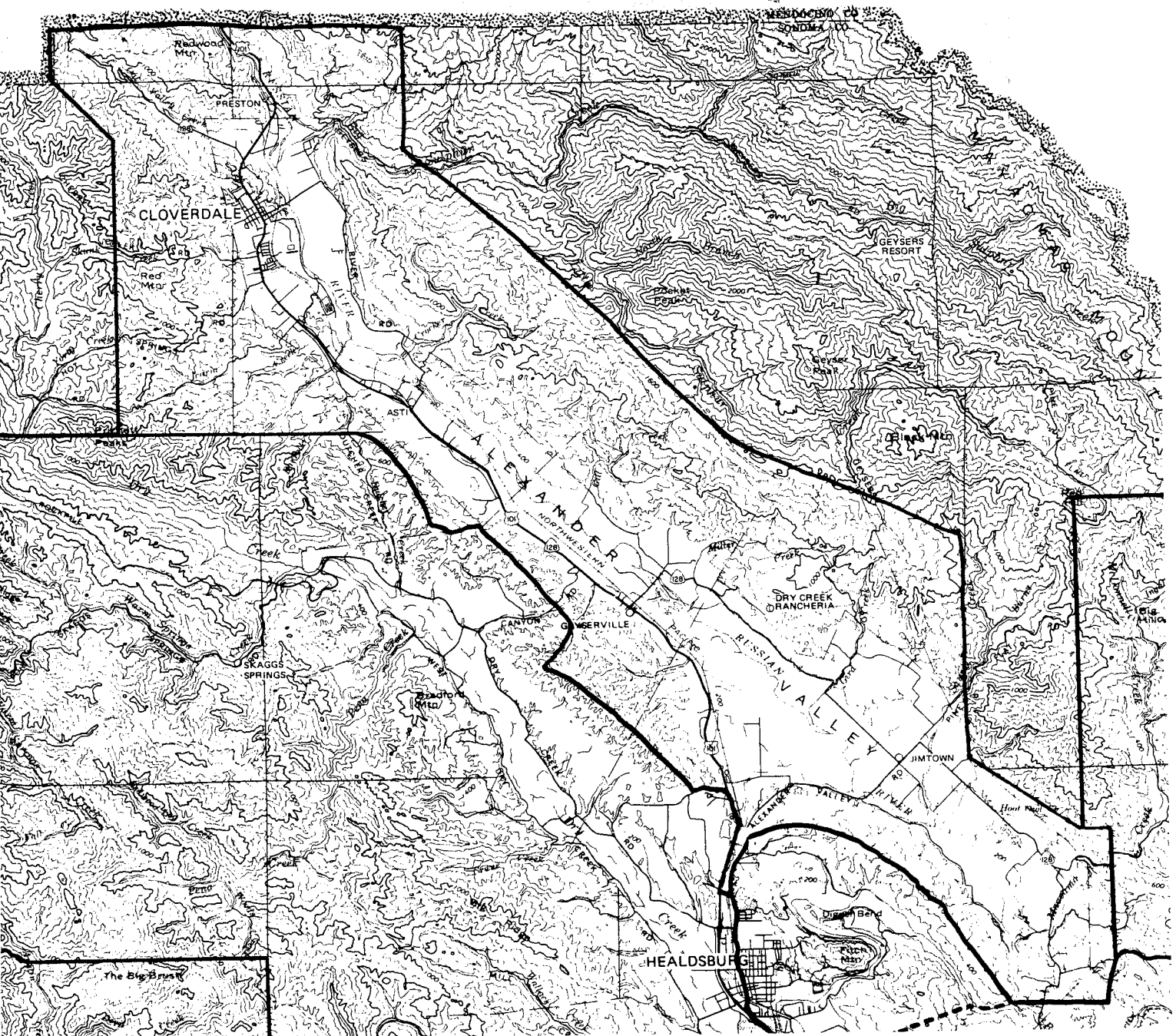
# ALEXANDER VALLEY

Historically, the Alexander Valley, part of the great Russian River Valley, has been rich in agriculture. The soil types generally are in the loam, gravelly loam and grav-

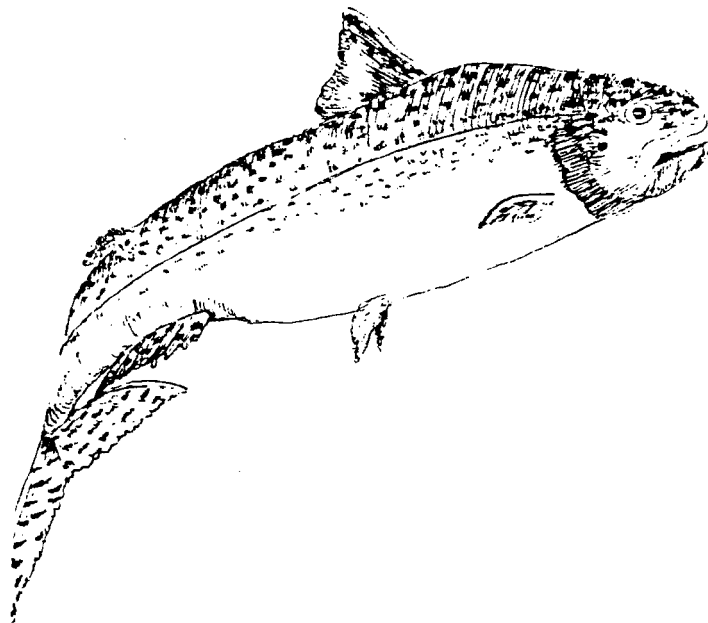
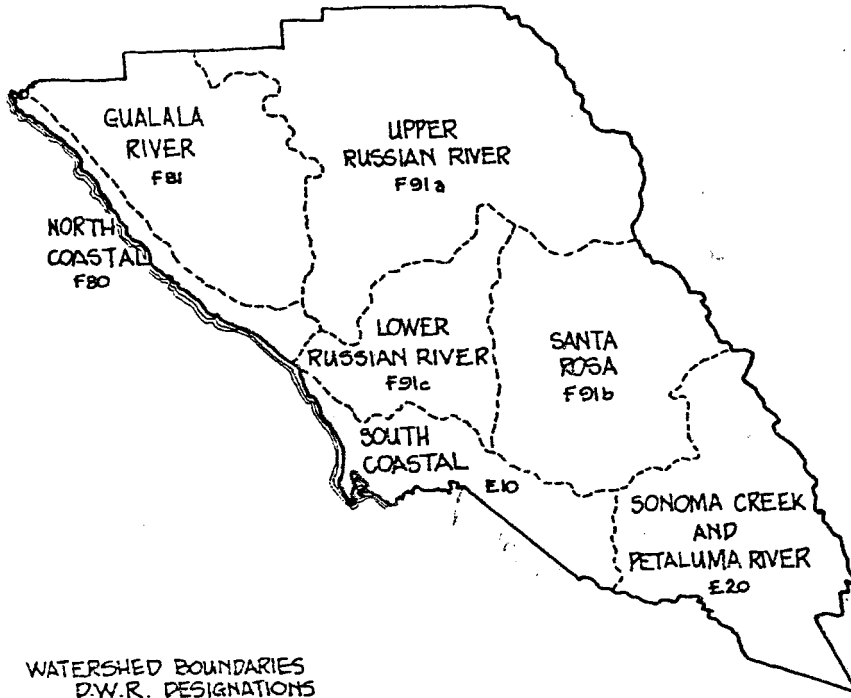
elly sandy loam category. The yields tend to be high and vines vigorous in the Alexander Valley. The change in elevation from the upper to the lower end of the Valley is only fifty feet.

Summer fog flows into the valley from the Santa Rosa Plain cooling the area. This cooling has a great effect on growing conditions within the Valley. The narrowing of the Valley at

either end helps to hold the fog in.



**PUBLIC SAFETY  
NATURAL AND HUMAN RESOURCE PRESERVATION  
MANAGED RESOURCE PRODUCTION**



## RIVERS AND STREAMS

Geological and climatological complexity has created a broad range of river and stream patterns that drain Sonoma County. Bedrock streams cut through mountainous areas joining rivers as they flow into alluvial valleys and estuarine channels near the bay or ocean.

There are three basic types of streams: Ephemeral streams drain only surface water runoff during the rainy season; intermittant streams drain surface water and discharge of high ground water levels, allowing flows into the drought season; and perennial streams drain surface water and have a permanent source of water from ground water discharge, allowing flows all year.

The local rainfall pattern causes a large variation in the seasonal runoff. Winter flows are high with many areas subject to flooding. Ground water levels during the drought season decline and streams have greatly reduced flows or dry up completely.

River and stream environments are called riparian habitats. These habitats concentrate many species of water-dependent plants and animals. Riparian habitats constitute an important basis of terrestrial and aquatic food webs.

Considerable recreation activity centers around rivers and streams. Many of the County's important archaeological sites are located near streams. Current uses include fishing, swimming, boating and nature study.

Rivers and streams are a source of water for municipal and agricultural use. Water is obtained by wells placed in stream beds, or is pumped directly from the stream.

The land area drained by a specific river or stream is called a watershed. Watersheds provide a framework by which hydrological data is collected and analyzed. Sonoma County is divided

continued

into five major watersheds by the State Department of Water Resources.

The largest watershed is the Russian River Basin which rises north in Mendocino County and enters a broad alluvial valley in Sonoma County. The major northerly tributaries of the river are Sulphur Creek, Maacama Creek, Dry Creek and Mark West Creek. The southern portion of the basin is drained by the Laguna de Santa Rosa, an extended, low-lying marshy channel in a broad flood plain. The Russian River cuts sharply west through the coastal mountains north of the Laguna. It is joined by other major tributaries, Green Valley Creek, Dutch Bill Creek, Austin Creek, and Willow Creek. The river becomes a broad esturine channel as it nears the Pacific Ocean.

The Gualala River Basin drains the rugged northwestern part of the County. The Gualala flows north along the trace of the San Andreas fault and enters the Pacific Ocean at the County's northern border.

Sonoma Creek and The Petaluma River Basins drain the southern part of the County into San Pablo Bay. The Sonoma Creek Basin drains the Southern Sonoma Valley. The Petaluma Valley River Basin includes the Petaluma Valley and the hills to the west along the County's southern border.

The North Coast is drained by numerous small streams which rise below the first easterly ridge and flow directly into the Pacific Ocean.

The South Coast is drained primarily by two streams, Salmon Creek, which enters the Pacific just north of Bodega Bay, and the Estero Americano, an estuary that defines the southwestern border of the County.

The hydrology map contains eight aspects of hydrographic information within Sonoma County. These aspects may affect the type, density, and areas of various land uses. The map indicates general boundaries and locations.

Perennial streams are rivers or streams which contain surface water flow throughout a normal year. The actual number of streams that contain surface water flow is a function of annual rainfall and the time of year. The perennial streams were transposed from United States Geological Survey (U.S.G.S.) quadrangle maps of Sonoma County.

100-Year Flood Plains are areas subject to extensive flooding once every 100 years. The areas within 100-year flood plains were transposed from a map compiled by the U.S.G.S. San Francisco Bay Region Environment and Resources Planning Study.

Aquifer recharge areas are areas of land where soil and bedrock conditions allow the infiltration of water into ground water aquifers at a rate greater than, or equal to .7 acre ft./day. Aquifer recharge areas were transposed from a map compiled by the California State Department of Water Resources.

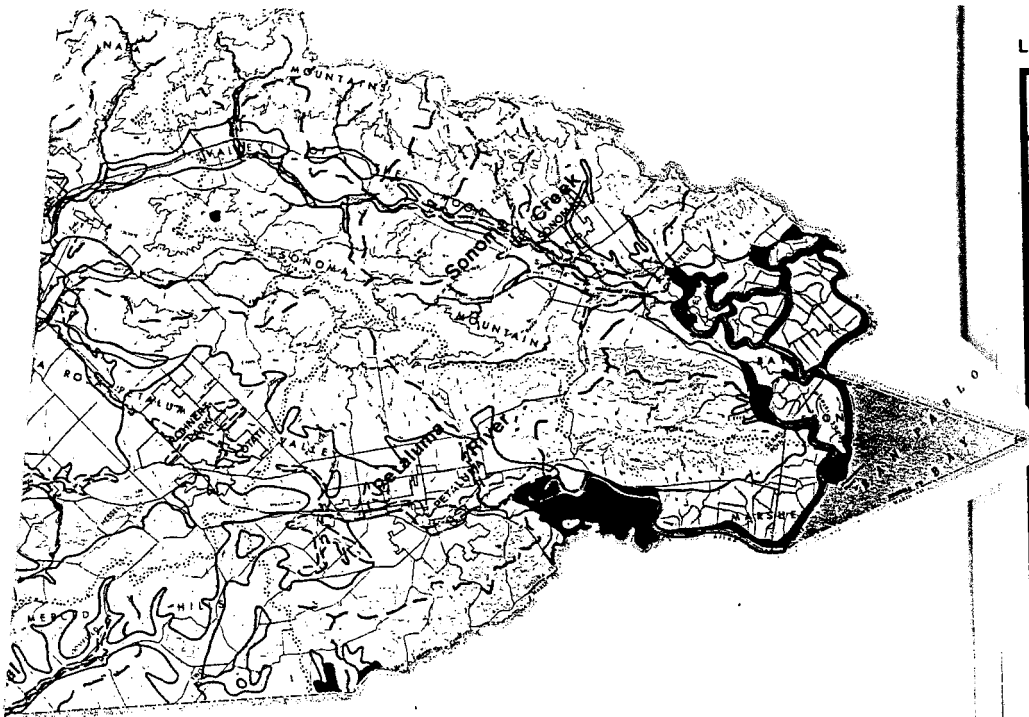
100-Year Flood Plains and Aquifer Recharge Areas indicates areas where recharge areas occur in flood plains.

Bays and Estuaries are sheltered bodies of water subject to tidal action. Bays and estuaries are biotically productive and sensitive to environmental degradation. The locations of bays and estuaries was transposed from U.S.G.S. 7-1/2 minute quadrangle maps of Sonoma County.









Wetlands are areas where significant fresh water or salt water marshes occur in Sonoma County. Marshes are hydrological phenomena because they are dependent on perennial supplies of water to maintain their unique plants and animal communities. The location of wetlands was transposed from a map compiled by the U.S.G.S. San Francisco Bay Region Environment and Resources Planning Study.

Major Watershed Boundaries indicate the watersheds of the County's rivers. Watersheds are the basic unit for the collection of hydrological data.

Minor Watershed Boundaries indicate the watersheds of the important tributaries to the rivers. The boundaries were determined from U.S.G.S. 7-1/2 minute quadrangle maps as a part of the Sonoma County base mapping program.



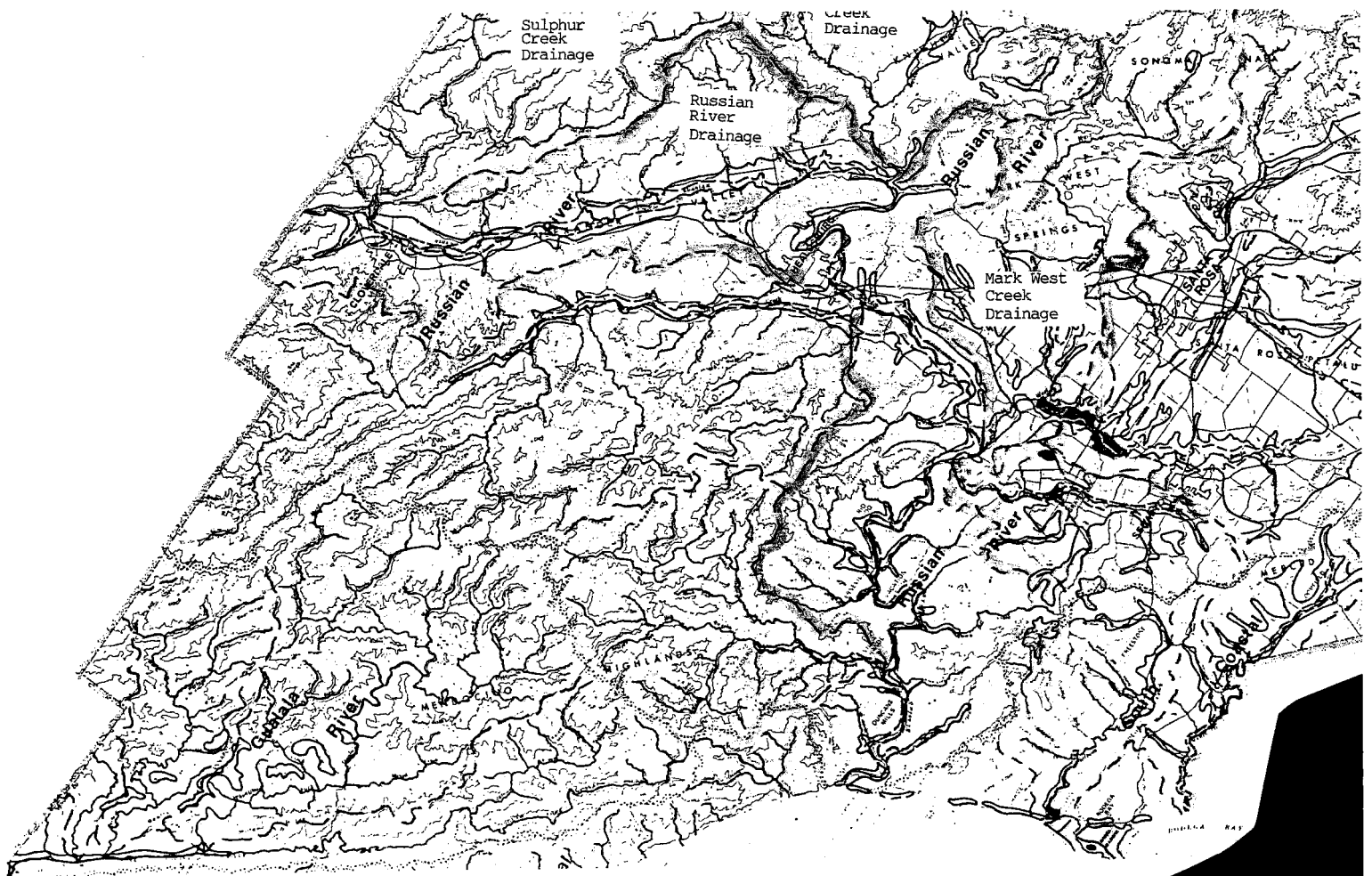
**LEGEND**

-  PERENNIAL STREAMS
-  100 YEAR FLOOD PLAIN
-  AQUIFER RECHARGE AREA
-  100 YEAR FLOOD PLAIN AND AQUIFER RECHARGE AREA
-  BAYS AND ESTUARIES
-  WETLAND
-  MAJOR WATERSHED BOUNDARIES
-  MINOR WATERSHED BOUNDARIES



**ENVIRONMENTAL  
RESOURCES  
MANAGEMENT**

SONOMA COUNTY GENERAL PLAN







## Redwood Empire Vineyard Management

August 23, 1988

Mr. David Brokaw  
Bureau of Alcohol, Tobacco & Firearms  
1200 Pennsylvania Avenue, NW  
Washington, DC 20226

Dear Mr. Brokaw:

I am a viticultural consultant and vineyard manager in Sonoma County, California. I have advised Mr. Ellis J. Alden on the establishment of vineyards on his ranch in the hills outside of Geyserville.

Mr. Alden and his ranch manager did some research into the exact boundaries of Alexander Valley and were satisfied that his vineyards were within the area. I had no better sources of information than the ones they consulted, so I did not doubt their determination. The ranch's location and the growing conditions observed there made it reasonable that they were correct.

The climate at the ranch is similar to the climate characteristic of Alexander Valley. I recommended that Mr. Alden plant Cabernet Sauvignon and Merlot, varieties which grow very well in the warm coastal climate of Alexander Valley. The soil in the upland valley on the ranch is alluvial in character due to the basin-like formation that allowed sediments from the surrounding hills to collect there over the centuries.

I understand that Mr. Alden received misinformation about the boundaries of Alexander Valley. It is my opinion that the ranch shares characteristics similar to other parts of Alexander Valley and should be included within the official appellation.

Sincerely,

Kevin Barr