

6680 PACHECO PASS
HOLLISTER, CALIFORNIA
95023

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July 7, 1982

Bureau of Alcohol, Tobacco and Firearms
Research and Regulations Branch
1200 Pennsylvania Avenue, NW
Washington, DC 20226

Attention: Mr. Steve Simon

Re: Application for viticultural area
Pacheco Pass, Hollister, California

Dear Sir:

This letter is a petition for the establishment of PACHECO PASS as an American viticultural area, in accordance with Title 27, Code of Federal Regulation, Chapter 1, Part 4, Labeling and, in particular, section 4.25 thereof.

1. THE NAME OF THE PROPOSED VITICULTURAL AREA IS LOCALLY AND/OR NATIONALLY KNOWN AS PACHECO PASS, (THE AREA SPECIFIED IN THE APPLICATION).

The Pacheco Pass area is located by the border of San Benito and Santa Clara Counties, California, about eight miles north of Hollister. The valley was inhabited by the Ausaymas Indians, belonging to the Central Coast tribe of the Olones. The Ausaymas Indians prospered under the abundance of wildlife and fresh water. The area was a portion of Rancho Pacheco, a land grant from the Mexican government to Don Francisco Pacheco in 1833. When the United States surveyed the area, the name "Pacheco Pass" continued to be associated with the property through their use in deeds and other pertinent legal documents. For example, California State Highway 152 is legally also known as "Pacheco Pass Highway". As is shown on the U.S.G.S. maps of the area the Pacheco Pass Highway constitutes the upper half of the western boundary of the proposed viticultural area. The boundary of the proposed area has been determined by the natural topography of this region. It is surrounded on three sides by steep, non-productive hills. The south end is bounded by alkali, non vine growing land. The proposed area is identified from another area along Pacheco Pass Highway that supports vine growing by the United States Postal Service. The proposed section is known as Pacheco Pass, Hollister, Calif.; the other section is known as Pacheco Pass, Gilroy, Calif.

2. HISTORICAL OR CURRENT EVIDENCE THAT THE BOUNDARIES OF THE VITI-

DRIED FRUIT SPECIALIST-WINE, FRUIT & CHEESE TASTING ROOMS-RESTAURANT-BURGER-MOTEL
TRAVEL PARK-COUNTRY STORE-MAIL ORDERS-FAMILY ENTERTAINMENT-COUNTRY AT ITS BEST

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CULTURAL AREA ARE AS SPECIFIED IN THE APPLICATION.

Applicant is currently growing and planting grapes in the proposed viticultural area. Applicant plans to construct another winery in the area for the purpose of making wine from the grapes grown in the proposed area. Applicant's intention is to sell wine under the Pacheco Pass appellation. Applicant's present Bonded premises number is #4529

There is historic evidence that Pacheco Pass was a vine-grape growing region. The area shares its rich history with Francisco Pacheco, who in the 1800's planted vineyards for his personal use. Don Pacheco's use of the unique micro-climate is recounted in Dr. Alfred Shumates book- "Francisco Pacheco of Pacheco Pass".

Later settlers continued this tradition. Antonio Felice, bonded winery #3850, owned and operated a winery with a 70,000 gallon capacity on Orchard Road between 1936 and 1952. Mr. Felice farmed 20 acres of vineyard. Other vineyards with planted acreage within the borders of the Pacheco Pass area between 1920 and 1980 include: Jim Hawkins - 18 acres, Mateo Romero - 20 acres, Mike Romero - 20 acres, Peter Felice - 30 acres, and Alfred Bonturi - 20 acres. Casa de Fruta is the only vineyard still in operation in the proposed viticultural area. There are no wineries operating at present. Economic conditions, phylloxera and owners death have caused the others to cease to exist. Outside the proposed area there is a vineyard located on the north side of Pacheco Pass Highway, near the Bloomfield road intersection, Gilroy, California.

Currently Casa de Fruta has vineyards on 17 acres and hopes to plant the balance of 600 acres from their own holdings. They have used the appellation "Pacheco Pass" since 1976 on their label to designate the specific grape-growing region and to better enable customers to make more informed choices in their purchasing practices.

3. EVIDENCE RELATING TO THE GEOGRAPHICAL FEATURES (CLIMATE, SOIL, ELEVATION, PHYSICAL FEATURES, ECT.) WHICH DISTINGUISH THE VITICULTURAL FEATURES OF THE PROPOSED FROM SURROUNDING AREAS.

The floor elevation of the proposed viticultural area varies from roughly 220 to 300 feet above sea level. Temperatures during the growing season are excellent, with warm days and cool nights. The basic features of Pacheco Pass distinguishing it from adjacent areas are the continuous and associated soil classifications, the unique micro-climate due to its location between the coast and the San Joaquin Valley, the surrounding hills ranging up to 1000 feet higher than the valley floor, and the separate water tables and drainage patterns. Thus, the Pacheco Pass area is uniquely separated from all surrounding areas.

The proposed viticultural area largely consists of deep alluvial soil of the Yolo and/or Sorento loam, from 10 to 50 feet deep. There are no

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viticultural areas nearby: the neighboring lands are afflicted with high-perched water tables and borron salts which affect the quality of water. In contrast, Pacheco Pass is free from adverse soil or climate conditions, having a very good water table and quality water from Pacheco River. Furthermore, we have higher rainfall than other areas including the Hollister basin, and enjoy moderate temperatures cooled by afternoon coastal breezes from Watsonville flowing through the Pacheco Pass towards the San Joaquin Valley.

Reference the U.S. Weather Bureau publication of May 1963 "Climate of San Benito County" which shows Hollister with an average annual rainfall of 13.15 inches and San Felipe / Bell Station (3 miles north east of the proposed viticultural area on Pacheco Pass Highway) of 17.13 inches.

Two publications by the U.S. Soil Conservation Department, "Soil Survey of San Benito County," November '69 and "Soil Survey of Eastern Santa Clara County", September '74 identifies the soil type in the area as Yolo or Sorento.

As can be seen by looking at a California State map, this is the only pass south of Highway 680 (Alamont Pass) and north of San Luis Obispo. Winds are predominately from the ocean (where it is cool) towards the heat of the San Joaquin Valley. Temperature in the San Joaquin Valley is 30° higher than at the ocean in Watsonville. The temperature difference creates a venturi effect and the air mass moves from the cold to the heat of the valley. The State of California has an expiremental electric generating wind turbine on top of the Pacheco Pass Highway due to the high winds in the area.

4. THE SPECIFIC BOUNDARIES OF THE VITICULTURAL AREA BASED ON FEATURES FOUND ON THE APPLICABLE U.S.G.S. MAP.

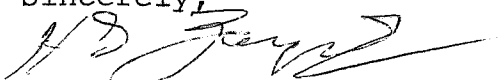
The exact area of the proposed viticultural area has been surveyed. A copy of the survey description and the geographical coordinates is attached. The area so described encompasses 2,750 acres and was part of Pacheco Ranch. 650 acres now belong to Casa de Fruta, and begin approximately 8 miles north of Hollister, California.

5. U.S.G.S. MAP

The appropriate U.S.G.S. quadrangles are enclosed and have been prominently marked with the surveyed boundaries for the proposed viticultural area. Also marked are other vineyards, both in and out of the proposed area.

Any written requests or inquiries may be sent to me at Casa de Fruta Headquarters, 6680 Pacheco Pass Hwy., Hollister, Calif. 95023. To expedite any such requests or inquiries, you may call me collect at [REDACTED]. Thank you for your prompt and expeditious handling of this application.

Sincerely,


 H. G. Zanger, Jr.

DUERR / ARCHITECT

EDWARD H. DUERR AIA

8010 WAYLAND LANE, GILROY, CALIF. 95020

The descriptive boundaries of the proposed viticultural area, using landmarks and points of reference on the U.S.G.S. map of the NE/4 Hollister 15' Quadrangle, designated as Three Sisters, CA, are as follows:

Starting at a point 20,400 ft. south of Latitude $37^{\circ}00'$, at the crossing of Pacheco Creek under state sign Route 156, known locally as San Felipe Road, thence northwesterly along Pacheco Creek to the intersection of said Creek and the imaginary straight line extension of Barnheisel Road, thence from this point in a straight line to the intersection of Route 156 and Barnheisel Road, thence northerly on Route 156 to the intersection with State Route 152, known as Pacheco Pass Highway, thence northerly along Route 152 to the 37 degree latitude line, thence due east along said line to land line R.5E./R.6E., thence due south on land line R.5E./R.6E. to a point 2300 feet past the intersection of said land line and Foothill Road, thence from this point directly back to the point of beginning along a line approximately $N 80^{\circ} W$.


EDWARD H. DUERR

For Casa de Fruta



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ALCOHOL 11% BY VOLUME

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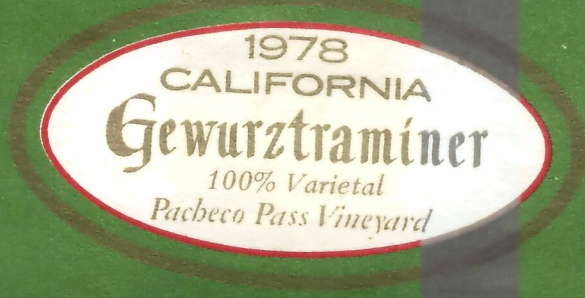
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