

# ALMADÉN VINEYARDS

1530 BLOSSOM HILL ROAD, SAN JOSE, CALIFORNIA 95118 (408) 269-1312

September 24, 1980

Mr. Richard Mascolo  
Chief of Research and Regulations Branch  
Bureau of Alcohol, Tobacco and Firearms  
Washington, D.C. 20226

Dear Sir:

SUBJECT: Petition for Establishment of PAICINES as a Viticultural Area

In conjunction with the provision of 27 CFR §4.25a(e)(2), Almadén Vineyards hereby petitions for the establishment of PAICINES as a viticultural area as detailed in the following paragraphs.

I. Evidence that the area is known

The area sought to be designated is located in unincorporated San Benito County, California. Paicines is named after the Paicines Indian tribe who lived in this area. The Paicines Grant was received in 1842 by Angel Castro and Jose Rodriguez, and the first vines were planted in the 1850's--about the same time as Cienega Valley. The Paicines area was openly roamed by the outlaw, Tiburcio Vasques, and the robbery and murders attributed to Vasques at Tres Pinos in 1872 (now Paicines) are an integral part of Paicines history. The Paicines area has provisions to serve as a fine grape growing region and has, for many years, provided a major supply of varietal grapes to the wineries for making Almadén's premium wines. Today that same grape growing region has been expanded by Almadén to about 4,500 acres consisting of approximately 17 different varieties of grapes. Almadén has documentation using Paicines on its labels dating back to 1959 (see attached Exhibit 1).

II. Boundries

The Paicines area is located about 17 miles north of Pinnacles National Monument and park. On the western side are the Cienega vineyards and the Gabilan mountain range which separates Paicines from San Lucas and King City. The San Luis Dam and Pacheco are on the northeast side, and New Idria and the Panoche Valley are on the eastern edge. The proposed viticultural area of Paicines, San Benito County, has been outlined in blue on the U.S.G.S. 7.5-minute series topographic maps attached as Exhibit 2. Almadén's vineyards are traced in yellow.

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The specific boundaries are as follows: Beginning at the North-western-most point of the proposed area at Township 14 South, Range 6 East, Section 3, North border; thence to Township 14 South, Range 6 East, Section 2, North border; thence to Township 14 South, Range 6 East, Section 1, North border; continuing south along Township 14 South, Range 6 East, Section 1, East border; thence north along Township 14 South, Range 7 East, Section 7, North border; thence south along Township 14 South, Range 7 East, Section 7, East border; continuing south along Township 14 South, Range 7 East, Section 18, East border; thence north along Township 14 South, Range 7 East, Section 20, North border; thence south to Township 14 South, Range 7 East, Section 20, East border; thence to Township 14 South, Range 7 East, Section 29, East border; thence to Township 14 South, Range 7 East, Section 32, East border; thence to Township 15 South, Range 7 East, Section 5, East border; thence to Township 15 South, Range 7 East, Section 8, East border; thence to Township 15 South, Range 7 East, Section 17, East border; to 36°37'30" and traveling West to Township 15 South, Range 7 East, Section 18, West border; thence north to Township 15 South, Range 7 East, Section 7, West border; thence west to Township 15 South, Range 6 East, Section 1, South border; thence to Township 15 South, Range 6 East, Section 1, West border; thence to 800-foot elevation and traveling North North-west to Township 15 South, Range 6 East, Section 35, South border; thence west on Township 14 South, Range 6 East, Section 35, West border; thence north on Township 14 South, Range 6 East, Section 34, East border; thence to Township 14 South, Range 6 East, Section 27, Northeast border; thence to Township 14 South, Range 6 East, Section 22, Northeast border; to the unimproved dirt road; progressing along unimproved dirt road to the intersection with the San Benito River; thence following San Benito River and meandering north to Township 14 South, Range 6 East, Section 4, Eastern border; thence continuing north to Point of Beginning.

### III. Geographical Features

Sea fossils are often found along the edge of the San Benito River which forms a portion of the western boundary of the proposed area and continues on through the vineyards. Elevation ranges from 500 ft. to 1,200 ft. above sea level, and Paicines takes advantage of the slight cooling afternoon breeze that comes in off the Monterey Valley. Annual rainfall is between 12 and 15 inches. During winter relative humidity is more than 50 percent most of the time. In spring relative humidity averages 60 to 75 percent at night and 40 to 50 percent during the day. Summers are quite dry; the average relative humidity in the daytime is about 20 to 25 percent. In fall readings of 45 to 60 percent are common at night, but during the day readings generally range from 30 to 50 percent. The 10-year average temperature is around 75° days. The warm days and cool evenings of this region create an ideal climate for the growing of grapes.

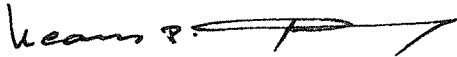
Mr. Richard Mascolo  
Petition for establishment of PAICINES as a viticultural area  
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The Paicines area is comprised of various soil associations including Sorrento, Mocho, Clear Lake, Willows, Rincon, Antioch, Diablo, Soper, San Benito and Linne. The various soils in this area are generally well drained, of various depths, and root zones are quite deep. There are some sandy alluvial fans and terrace escarpments with rapid runoff.

Coolness and variety hold a great deal of importance in the production of fine wines, and Paicines ranks among the best regions in both climate and soil which produces, over the years, these fine quality wines of distinct character. We, therefore, request that this region be readily identified.

Your efforts to institute proceedings to designate the area PAICINES in San Benito County as a viticultural area as proscribed within the meaning of 27 CFR §§4.25a(e)(2) are appreciated.

Respectfully submitted,



Klaus P. Mathes  
Vice President-Winemaster

KPM:bjo

APPROVED

LABEL APPROVAL

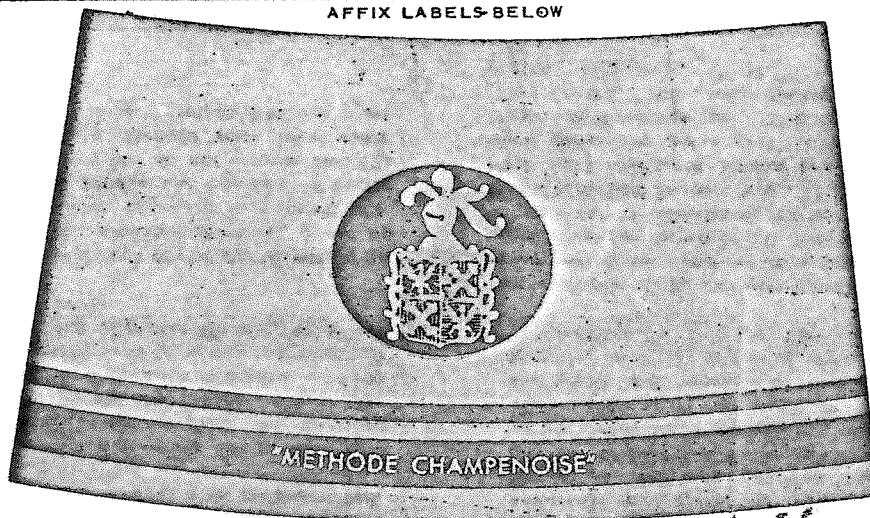
APP. SERIAL NO., IF ANY

FOR USE OF INTERNAL REVENUE SERVICE ONLY

REMARKS

THIS CERTIFICATE AUTHORIZES THE BOTTLING OF PRODUCTS MADE IN ACCORDANCE WITH FORMULA 13 APPROVED 9/12/52

AFFIX LABELS BELOW



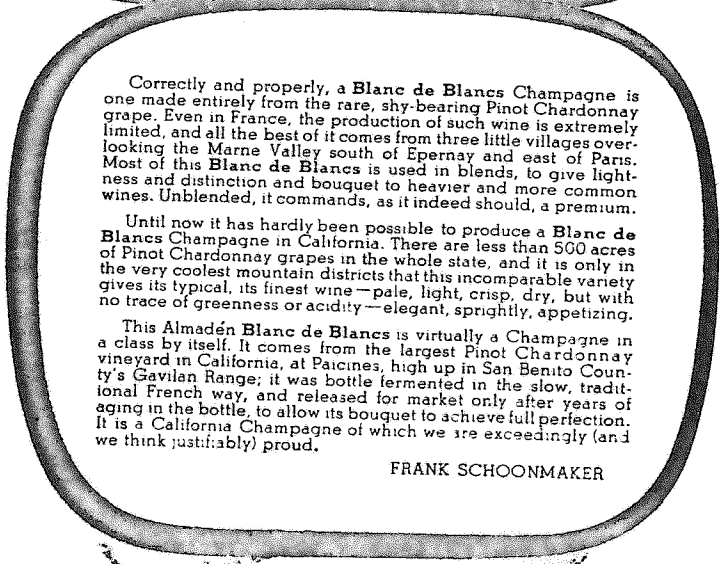
*Neck*



1959 CUVÉE

*Shoulder*

*Front*



*Back*

APPROVED

LABEL APPROVAL

APP. SERIAL NO., IF ANY

FOR USE OF INTERNAL REVENUE SERVICE ONLY

REMARKS

A STATEMENT OF NET CONTENTS MUST BE BLOWN OR BRANDED INTO BOTTLE OR CONTAINER.

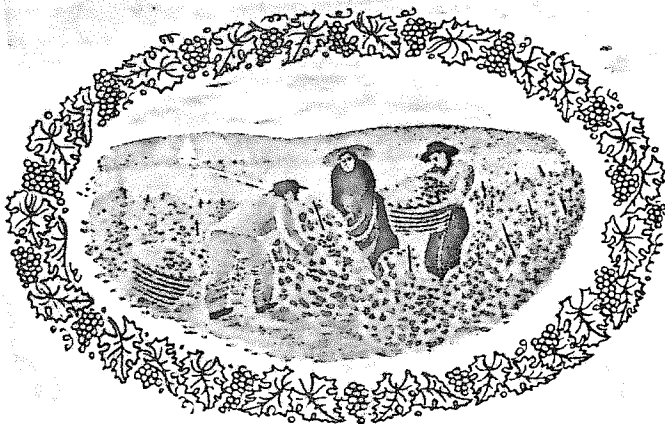
THIS CERTIFICATE IS OPERATIVE ONLY UNTIL MAY - 6 1965

AFFIX LABELS BELOW



*Neck*

*Vineyards Established 1852*



*Front*

**ALMADÉN**  
*California Mountain*

**CABERNET SAUVIGNON**

An extraordinary wine made from the great Cabernet Sauvignon red grape of Bordeaux, in this case grown in Almadén's Mountain Vineyards in San Benito County, California. The full characteristic flavor and bouquet are attributable to extra years of small oak cask and bottle aging.

ESTATE BOTTLED BY  
Almadén Vineyards, Los Gatos, California  
Alcohol 12½% by volume

APPROVED

LABEL APPROVAL

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FOR USE OF INTERNAL REVENUE SERVICE ONLY

REMARKS

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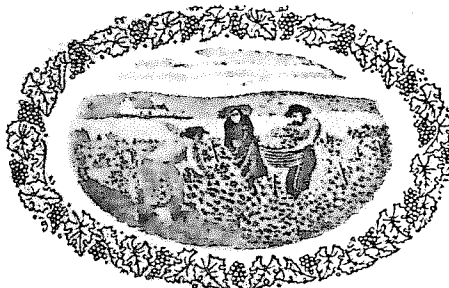
THIS CERTIFICATE IS OPERATIVE ONLY UNTIL MAY - 6 1965

AFFIX LABELS BELOW



*Neck*

*Vineyards Established 1852*



*Front*

**ALMADÉN**  
*California Mountain*  
**PINOT NOIR**

An extraordinary wine made from the great Pinot Noir red grape of Burgundy, in this case grown in Almadén's Mountain Vineyards in San Benito County, California. The full characteristic flavor and bouquet are attributable to extra years of small oak cask and bottle aging.

ESTATE BOTTLED BY  
Almadén Vineyards, Los Gatos, California  
Alcohol 12½% by volume

0-64

APPROVED

LABEL APPROVAL

APP. SERIAL NO., IF ANY

FOR USE OF INTERNAL REVENUE SERVICE ONLY

REMARKS

A STATEMENT OF NET CONTENTS MUST BE BLOWN OR BRANDED INTO BOTTLE OR CONTAINER.

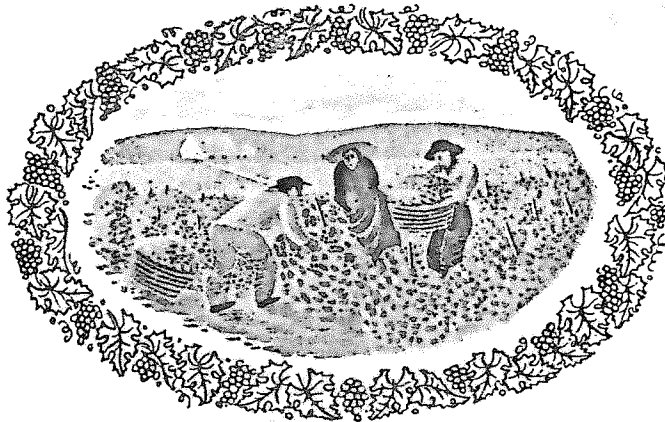
THIS CERTIFICATE IS OPERATIVE ONLY UNTIL MAY - 6 1965

AFFIX LABELS BELOW



*Heck*

*Vineyard's Established 1852*



*Front*

**ALMADÉN**

*California Mountain*

**JOHANNISBERG RIESLING**

An extraordinary wine made from the great Johannisberg Riesling white grape of the Rheingau, in this case grown in Almadén's Mountain Vineyards in San Benito County, California. The full characteristic flavor and bouquet are attributable to extra years of small oak cask and bottle aging.

ESTATE BOTTLED BY

Almadén Vineyards, Los Gatos, California

Alcohol 12½% by volume

o. 64

ROVED

LABEL APPROVAL

APP. SERIAL NO., IF ANY

FOR USE OF INTERNAL REVENUE SERVICE ONLY

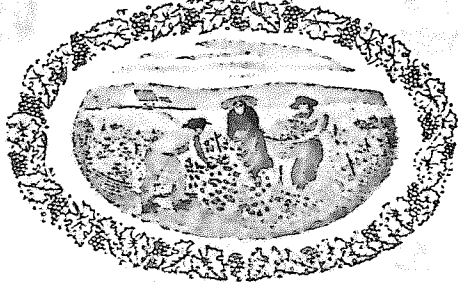
REMARKS

A STATEMENT OF NET CONTENTS MUST BE BLOWN  
OR BRANDED INTO BOTTLE OR CONTAINER.

AFFIX LABELS BELOW



*Vineyards Established 1852*



**ALMADÉN**  
*California Mountain*  
**PINOT NOIR**

An extraordinary wine made from the great Pinot Noir red grape of Burgundy, in this case grown in Almadén's Mountain Vineyards at Paicines, California.

ESTATE BOTTLED BY  
Almadén Vineyards, Los Gatos, California

Alcohol 12½% by volume

A-67



APPROVED

LABEL APPROVAL

APP. SERIAL NO., IF ANY

FOR USE OF INTERNAL REVENUE SERVICE ONLY

REMARKS

A STATEMENT OF NET CONTENTS MUST BE BLOWN OR BRANDED INTO BOTTLE OR CONTAINER.

AFFIX LABELS BELOW

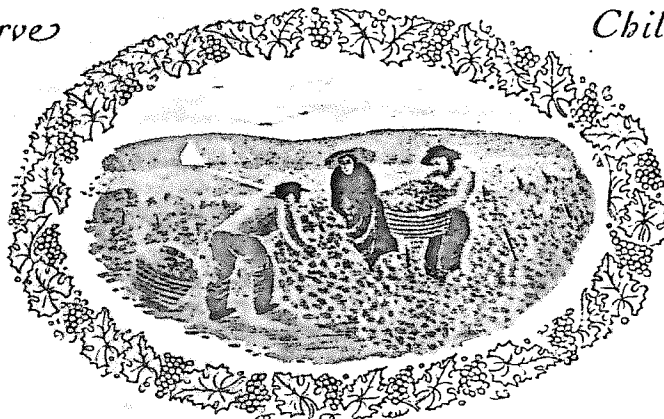


*Neck*

*Vineyards Established 1852*

*Serve*

*Chilled*



*Front*

**ALMADÉN**

*California Mountain*

**GRENACHE ROSÉ**

A fresh, appetizing fragrant rosé wine made from the famous Grenache grape of France in this case grown in Almadén's Mountain Vineyards in San Benito County, California

ESTATE BOTTLED BY

Almadén Vineyards, Los Gatos, California

Alcohol 12½% by volume

5-64

APPROVED

LABEL APPROVAL

APPLICANT'S SERIAL NO., (If any)

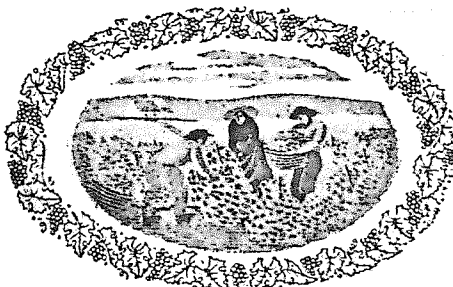
FOR USE OF INTERNAL REVENUE SERVICE ONLY

REMARKS

This certificate is operative only for the labeling of 5000 cases.

ATTACH LABELS BELOW

*Vineyards Established 1852*



**ALMADÉN**  
*California Mountain*  
**PINOT CHARDONNAY**

FRONT

An extraordinary wine made from the great Pinot Chardonnay white grape of Burgundy, in this case grown in Almadén's Mountain Vineyards at Paicines, California.

ESTATE BOTTLED BY  
Almadén Vineyards, Los Gatos, California  
Alcohol 12½% by volume



**PINOT CHARDONNAY**  
("Pea-no Shar-donn-ay")

BACK

Pinot Chardonnay is made from the grape responsible for all the great white French Burgundies, such as Montrachet, Chablis and Pouilly-Fuissé—as well as being an ingredient of Champagne. In California it produces a wine which, though often lighter in body and somewhat drier than its European counterparts, is noted for its remarkable finesse and individuality.

Like most of the world's finest wine grapes, the Pinot Chardonnay is difficult to grow and a small producer, rendering it one of the scarcest and most sought after of all California whites. Probably the most extensive plantings in the U.S. are to be found in the 4000-acre vineyards of Almadén in San Benito County, founded by two Frenchmen, Etienne Thee and Charles Lefranc, in 1852.

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NECK

APPLICATION FOR AND CERTIFICATION OF LABEL APPROVAL  
UNDER FEDERAL ALCOHOL ADMINISTRATION ACT

Part 1. APPLICATION

For IRS Use Only

UNIVERSAL NUMERIC CODE  
CLASS AND TYPE

8401

VENDOR

0120

1. IDENTIFICATION  
(a) BRAND NAME

ALMADEN

(b) CLASS AND TYPE

Blanc de Blancs Champagne

(c) PLANT REG. NO. OR BASIC PERMIT NO.

Calif. W-325

2. The following permittee applies for a certificate of label approval for an alcoholic beverage to be introduced into commerce in containers bearing the labels affixed below.

Almaden Vineyards, Inc.  
P. O. Box 906  
Los Gatos, California

3. STATE ANY WORDING, EXCEPT REQUIRED INDICIA ON CONTAINER, NOT SHOWN ON LABELS. (Caps, celloseals, etc.) IF OPTIONAL SO INDICATE.

4. APPLICANT'S SERIAL NO.  
(If any)

The applicant hereby declares, under the penalties of perjury, that to the best of his knowledge and belief all statements appearing in this application, including representations on labels and in supplementary documents, are true and correct, and truly and correctly represent the contents of the containers to which such labels will be applied.

5. DATE OF APPLICATION

JAN 26 1971

SIGNATURE OF APPLICANT OR SIGNATURE AND TITLE OF AUTHORIZED AGENT

*Kenneth Catudal*

Kenneth Catudal, Attorney-in-fact

Part 2. CERTIFICATE OF LABEL APPROVAL

This certificate of label approval is issued subject to the following qualifications and to the conditions on the back of this page.

JAN 28 1971

DIRECTOR, ALCOHOL TOBACCO AND FIREARMS DIVISION

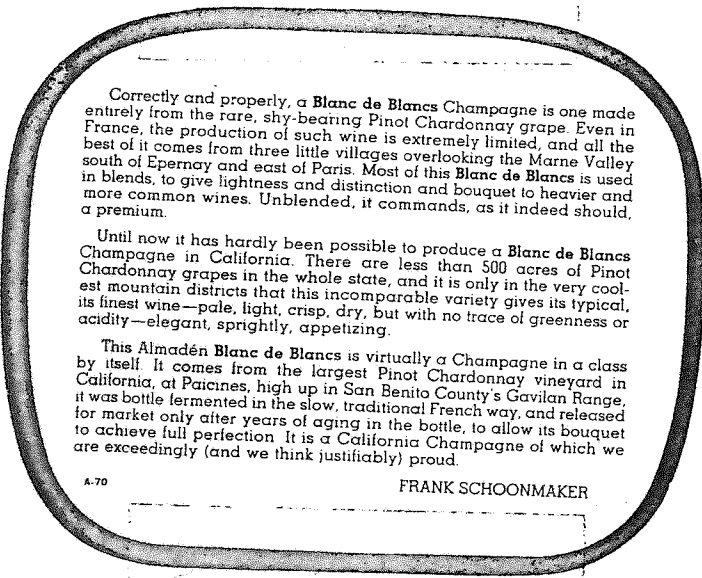
*W. H. ...*

For Use of Internal Revenue Service Only

QUALIFICATIONS

THIS CERTIFICATE AUTHORIZES THE BOTTLING OF PRODUCTS MADE IN ACCORDANCE WITH FORMULA 13 9-12-56

AFFIX LABELS BELOW



FRANK SCHOONMAKER

# ALMADÉN VINEYARDS

1530 BLOSSOM HILL ROAD, SAN JOSE, CALIFORNIA 95118 (408) 269-1312

KLAUS P. MATHES  
VICE PRESIDENT — WINEMASTER

January 13, 1981

Mr. William T. Drake  
Assistant Director (Regulatory Enforcement)  
Department of the Treasury  
Bureau of Alcohol, Tobacco and Firearms  
Washington, D.C. 20226

Dear Mr. Drake:

This memo is in response to your letter dated November 3, 1980 (R:R:RLW 5120) requesting more information regarding the petition by Almadén Vineyards for establishment of CIENEGA VALLEY and PAICINES viticultural areas.

Over the years, Almadén Vineyards kept the wines produced from the grapes harvested at Cienega Valley separate from wines we produced from the Paicines district because the quality of the produced wines from both locations is significantly different.

Geographical and vicitultural features of Cienega Valley versus the Paicines area are greatly different. Over the years Almadén Vineyards tried to discover the reason why the wines produced from the grapes harvested from each district are so distinctly different. Besides all statistical data, there are many obvious reasons that we believe have a definite influence on the quality and character of the wine.

- A. The Cienega Valley where the grapes are grown is located directly at the foot of the El Gavilan mountain range and northeast of the Salinas Valley. The Salinas Valley is known as a cooler area and is often blanketed with fog, and strongly influences the microclimate of the Cienega Valley by sending cooler air and fog into the Cienega grape growing region.
- B. The rainfall pattern at the El Gavilan mountain range differs greatly from the Paicines area. Due to the closeness of the Cienega Valley to the El Gavilan mountains, Cienega Valley often has rain whereas Paicines does not, thus creating different microclimatic conditions.

Mr. William Drake  
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January 13, 1981

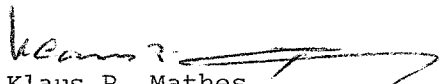
- C. The elevation of Cienega Valley, in average, is higher than Paicines.
- D. The Cienega Valley has more trees adjacent to the vineyard areas whereas Paicines has very few trees.

Both Paicines and the Cienega Valley areas are in a wind tunnel of cool ocean air flowing to the San Joaquin Valley. Due to the location of its east/west canyons, Cienega is protected, however, Paicines area is open to the direct influence of these winds. At night Paicines is more protected from the evening fog, whereas Cienega does not have this protection due to its location at the foot of the El Gavilan mountains. The fog burns off at the Cienega Valley early in the morning, but the Paicines area, on a real foggy day, holds the fog longer than the Cienega Valley.

In Almadén Vineyards view, the aforementioned facts greatly distinguish an immense difference in geographical features as well as microclimatic conditions between Cienega Valley and Paicines grape growing regions.

We trust this will help to substantiate separating the two grape growing regions, and will substantiate granting Almadén Vineyards request to establish Cienega Valley and Paicines as viticultural areas.

Yours very truly,



Klaus P. Mathes  
Vice President-Winemaster

KPM:bj0