

THE CALIFORNIA WINE COMPANY

July 28, 1982

Director
Bureau of Alcohol, Tobacco and Firearms
P.O. Box 385
Washington, D. C. 20044-0385

Dear Sir,

Please accept this petition establishing Potter Valley as a viticultural area in Mendocino County, California.

This petition was developed after a meeting of a majority of the growers who own or operate vineyards within the proposed area. Present at the meeting were the following individuals:

John B. Merritt, Jr. (California Wine Company)
Jean-Marie Martin (California Wine Company)
John L. March (grower)
Bob Stephens (grower)
Larry Thornton (grower)
Garry Farnsworth (grower)
Mark Welch (grower)

Nearly all other growers in or near the proposed area were contacted and the committee is aware of no group or individual who is in opposition to the proposed boundaries of the Potter Valley Viticultural Area.

The name "Potter Valley" is in widespread local use and has been used on wine labels distributed on a national basis.

Specifically, Pacific Gas and Electric Company has maintained a facility in the area known as the "Potter Valley Powerhouse" with weather records dating back for at least 45 years. Maps published by the U.S. Department of the Interior identify the Potter Valley region and in fact a published map is entitled "the Potter Valley Quadrangle". While the boundaries of the proposed Potter Valley Viticultural area do not exactly coincide, the area is served by the "Potter Valley School District" and the "Potter Valley Fire District". The California Wine Company has distributed wine nationally under the name "Potter Valley".

The Potter Valley Viticultural area is surrounded by mountains on all sides rising over 600 feet in elevation from the valley floor. The floor of Potter Valley ranges in elevation from about 920' to 1020'. The proposed boundaries range into the mountainous areas surrounding the valley floor so as not to exclude small areas of tillable ground located in the surrounding hills. The rugged terrain of untillable ground in the surrounding mountains insures the separation of Potter Valley from other viticultural areas located within Mendocino County. The Eastern boundary has been set to correspond with the proposed Mendocino Viticultural Area.

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The soils of Potter Valley are primarily of the Cole, San Ysidro, Botella and Pinole series. The nearby "Redwood Valley" is different in that Redwood Valley contains considerable Noyo and Newton soil series. Enclosed please find a soils map published by the U. S. Department of Agriculture, Soil Conservation Service.

Mendocino County is fortunate to have an excellent publication on the climate of Mendocino County. The Climate of Mendocino County was prepared by the Farm and Home Advisors office, representing the University of California Cooperative Extension.

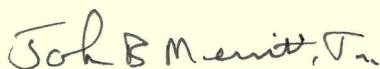
Potter Valley has a transitional climate which may be dominated at various times by the coastal influence of the Pacific Ocean or by interior continental air masses. Potter Valley is classified as a region III viticultural area. Enclosed please find a table showing various locations in Mendocino and the accumulated degree days for each.

The specific boundaries of the proposed Potter Valley viticultural area may be located as follows on the "Potter Valley" and "Ukiah" U. S. Department of Interior Geological survey 15 minute quadrangle maps:

The point of beginning is the intersection of T. 17N- T. 16N, Mount Diablo Meridian and the Mendocino-Lake County line; Going Northwest to the Northeastern corner of quadrant 4, T. 18N - T. 17N; West to the Northeast corner of quadrant 1; South to the Southwest corner of Quadrant 36; East to R12 W R11 W; South to Highway 20; East on Highway 20 to where Highway 20 passes from quadrant 20 to quadrant 21; Northeast, returning to the point of beginning.

Should any further information be required regarding this petition, please do not hesitate to contact me.

Sincerely,



John B. Merritt, Jr.

Attachments:

- Mendocino Precipitation Map
- Table of Accumulated Degree Days
- USGS Maps appropriately marked
- BATF "Potter Valley" label approval

POTTER VALLEY, MENDOCINO COUNTY, CA

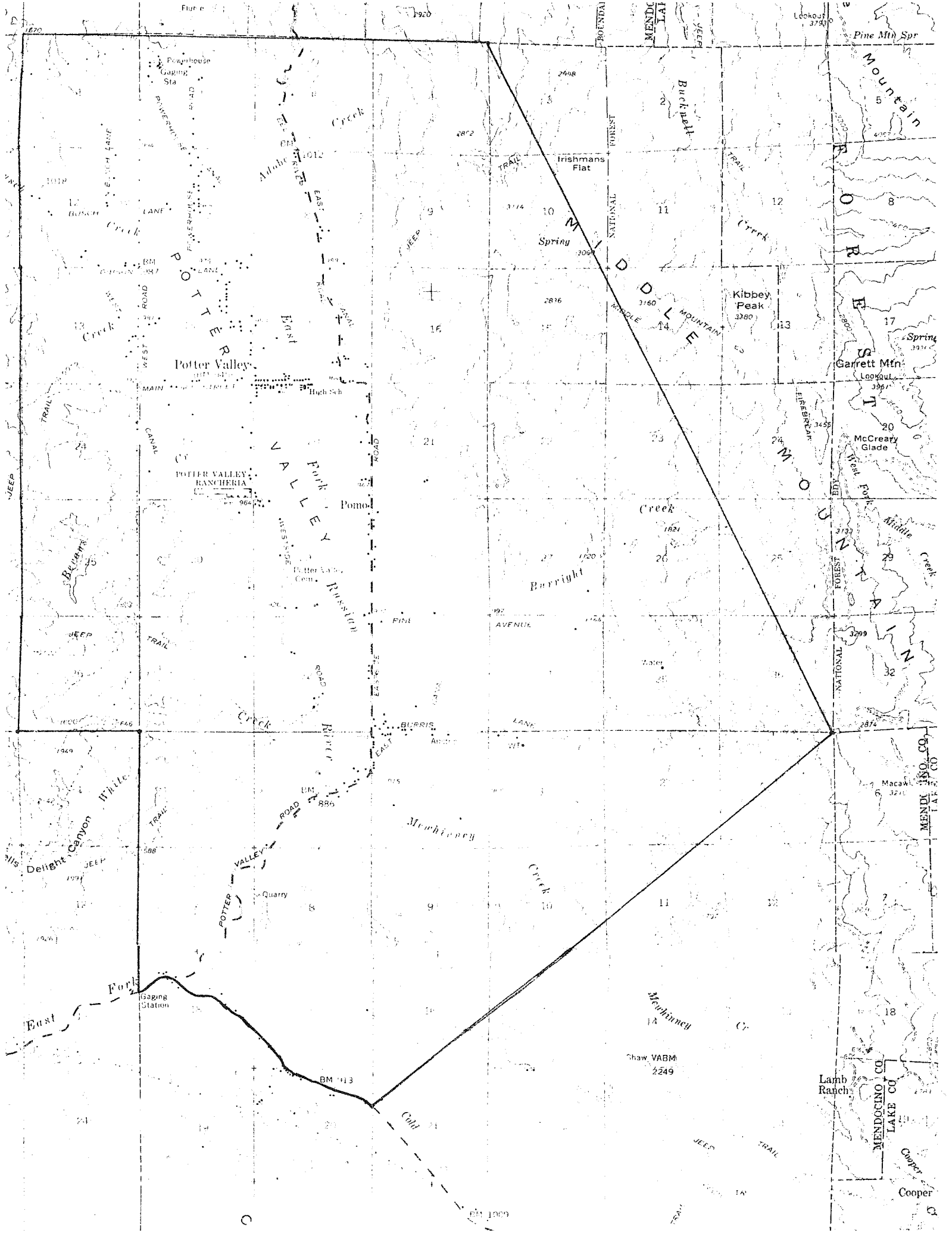
R. 12 W. | R. 11 W. (Joins sheet 17)





T. 16 N. | T. 17 N.

Land division corners are approximately positioned on this map
as shown on the 1965 aerial photography
This map is one of a set compiled in 1973 by the United States Department of Agriculture, Soil Conservation Service



Flur e

1920

Lockout 3790

Pine Mt Spr

Powerhouse Gaging Sta

2498

Irishmans Flat

MOUNTAIN

Potter Valley

MIDDLE MOUNTAIN

Kibbey Peak 3380

Garrett Mtn

POTTER VALLEY RANCHERIA

Potter Valley Rancheria

McCreary Glade

POTTER VALLEY ROAD

Burrigh

West Fork Middle Creek

Delight Canyon

POTTER VALLEY ROAD

Mechinny Creek

Macaw 3240

East Gaging Station

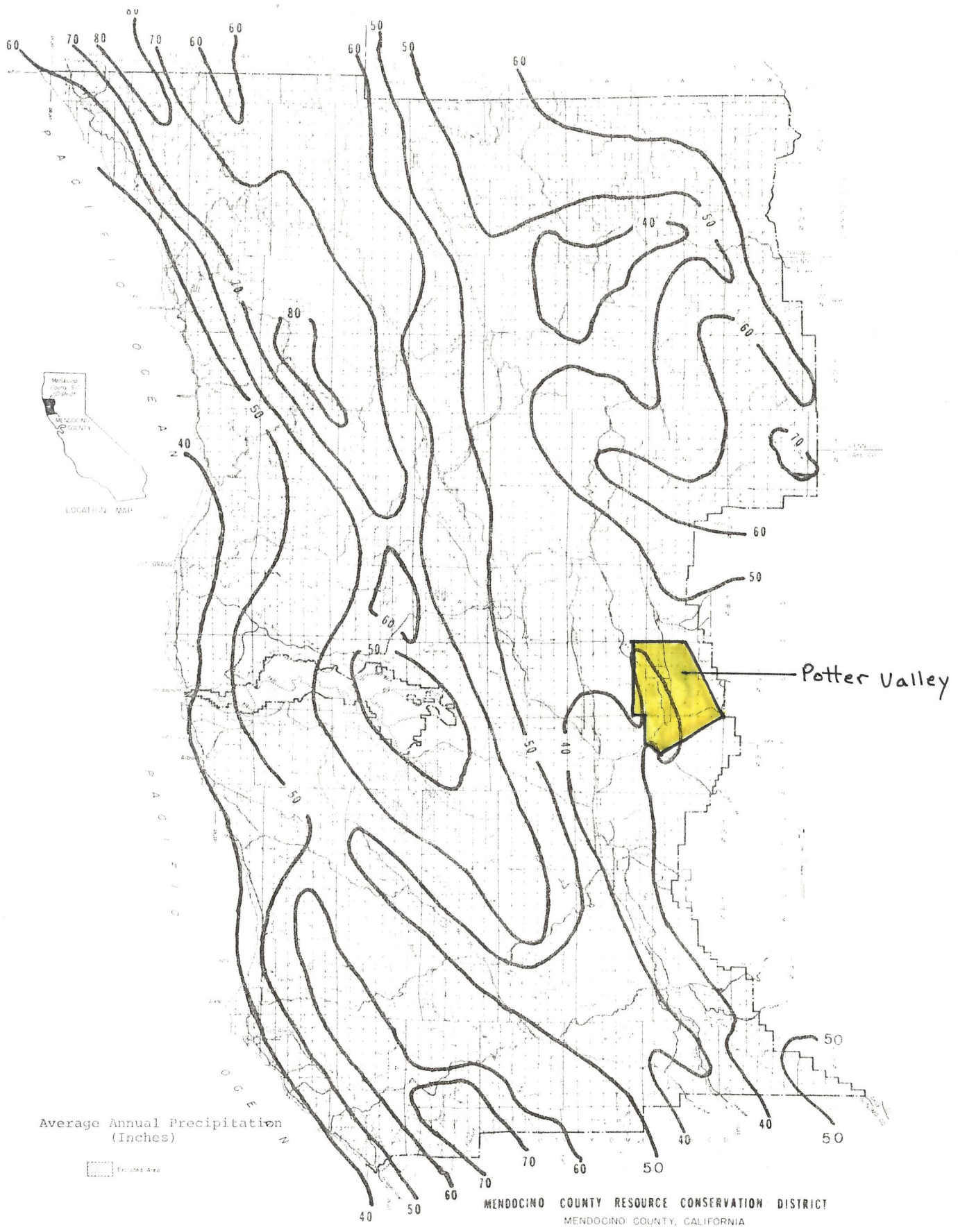
Chaw VABM 2249

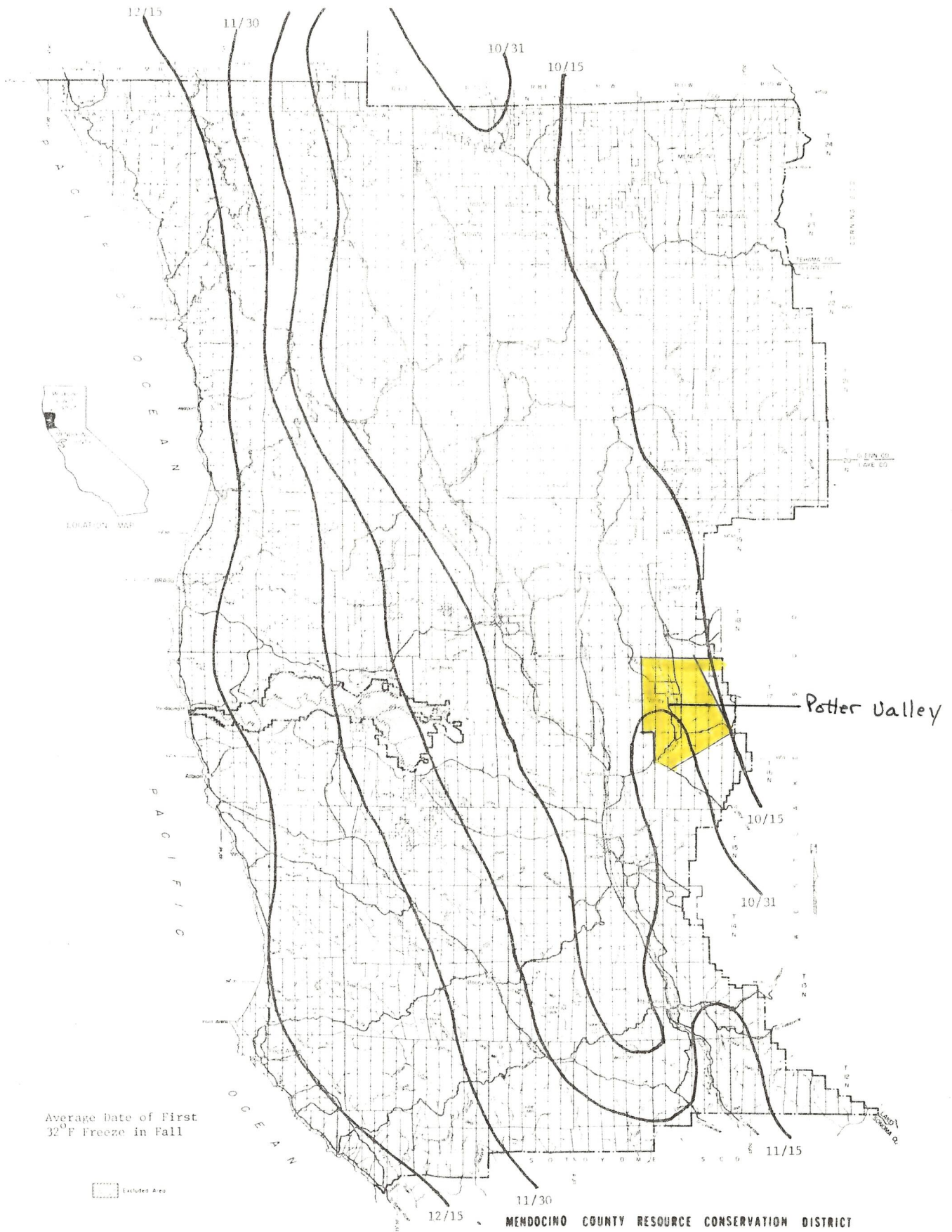
Lamb Ranch

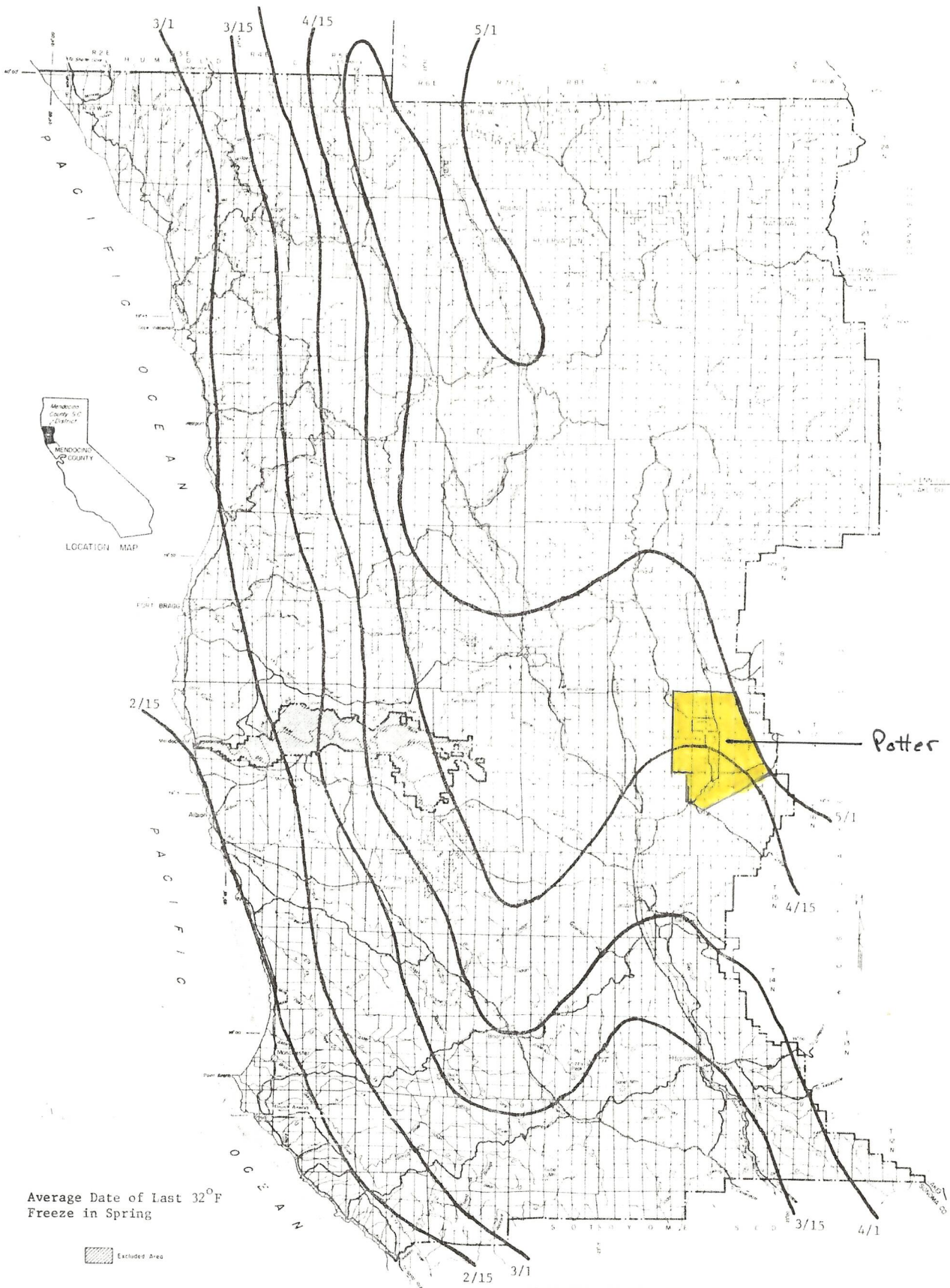
East

Cold

MENDOCINO CO. LAKE CO. COOPER







Patter Valley

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

(See Instruction and Conditions on Reverse)

PART I - APPLICATION

FOR ATF USE ONLY

DOCUMENT SERIAL NO.

CLASS AND TYPE CODE
8101

1. IDENTIFICATION

a. VENDOR CODE
0514

b. BRAND NAME
Dry
POTTER VALLEY JOHANNISBERG RIESLING

c. CLASS AND TYPE
D-14 WHIT VARIETIAL

d. FORMULA NUMBER(S) (If any)
NA

e. PLANT REG. NO. OR BASIC PERMIT NO.
Ca-W-630 CaBW 3998

2. APPLICANT'S SERIAL NO. (Required)
26

3. 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:

THE Calif. Wine Co., INC
155 CHERRY CREEK RD.
Cloverdale, Ca. 95125

4. STATE ANY WORDING, EXCEPT REQUIRED INDICIA ON CONTAINER, NOT SHOWN ON LABELS (Caps, celloseals, etc. If optional, so indicate)

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
3-6-81

6. SIGNATURE OF APPLICANT OR SIGNATURE AND TITLE OF AUTHORIZED AGENT
W. H. ... DIRECTOR

PART 2 - CERTIFICATE OF LABEL APPROVAL

THIS CERTIFICATE OF LABEL APPROVAL IS ISSUED SUBJECT TO THE FOLLOWING QUALIFICATIONS AND TO THE CONDITIONS ON THE REVERSE.

7. DATE ISSUED
MAY 19 1981

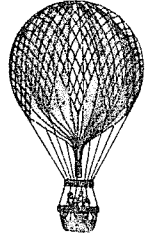
8. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS

FOR ATF USE ONLY

QUALIFICATIONS

AFFIX LABELS BELOW

SOLE AGENT *Dreyfus, Ashby & Co.* NEW YORK N.Y.



Potter Valley
1980
Mendocino
Dry Johannisberg Riesling

PRODUCED AND BOTTLED BY POTTER VALLEY VINEYARDS
CLOVERDALE, CALIFORNIA U.S.A., B.W. 3998, ALCOHOL 11.4% BY VOLUME