



# RUTHERFORD VINTNERS

*Vintage Napa Valley Wines*

October 3, 1991

ATTENTION: NOTICE 729

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco and Firearms  
P. O. Box 50221  
Washington, D. C. 20091-0221

Dear Sir or Madam:

We are in receipt of your A.T.F. News Bulletin dated September 17, 1991, plus the Federal Register, Vol 56 and 180, dated September 17, 1991 of Proposed Rules and Prospective Hearing on the Rutherford, Rutherford Bench, Oakville, and Oakville Bench Viticultural Area and Appellation, in the Napa Valley. May we thank you for forwarding these to us.

By this letter we wish to be on record with the B.A.T.F. that we oppose any further division of the Napa Valley into small marketing appellations. Where will this stop? Can you not foresee that by following this trend you will receive more applications for dissecting the Napa Valley into small viticultural parcels, each application showing imaginary, unique attributes, soil, climate, rainfall, etc.

Who will decide and establish with "Solomon like" fairness which viticultural borders start and end. This, without creating antagonism and animosity between wineries and vineyards. Who is going to be in or out. With our present litigious tendencies there will be a bonanza for the legal profession.

Neither Rutherford nor Oakville are incorporated as a city, so there are no political borders. To my knowledge there is only a loose geographical area designated as Rutherford and Oakville which have a crossroad as the core.

Instead of being a happy viticultural and enological family under the name of Napa Valley we will become a divided, alienated group of wineries and wine grape growers.

It took years to establish the name of Napa Valley as a well respected viticultural area in the United States and the world, including France. This because we grow beautiful grapes and make world renowned wines by very dedicated people. Why chop

*P.O. Box 238, Rutherford, California 94573 (707) 963-4117  
1673 St. Helena Highway, Rutherford, Napa County, California*

B.A.T.F.

-2-

10/3/91

it up to gain a momentary marketing edge. Is it worth it?

I have personally participated in furthering the good name of Napa Valley for 37 years, a large part of my life.

As to the "Bench" for Rutherford and Oakville, this should be dismissed even without the benefit of a hearing. There is no such thing as a "Miraculous Bench" in either Rutherford or Oakville. This is someone using great imagination and turning "Dust" into "Bench." It all started many years ago, perhaps in the early 50's, when the renowned winemaker at Beaulieu Vineyard, Andre Tchelistcheff, to give their Cabernet Sauvignon, which is excellent, a special aura, said that good Cabernet Sauvignon needed Rutherford Dust. This has now become "Bench."

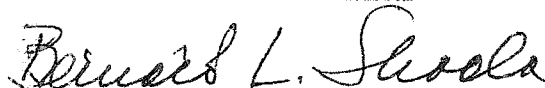
With the best soils, including Rutherford and Oakville, if the proper climatic conditions, such as sunshine, rainfall, cool nights, etc. are not present, they probably could not even grow good rutabagas.

Everyone knows that Napa Valley has three different climatic zones. It does not need to be subdivided further into small exclusive soil parcels within each zone.

Please help maintain the integrity of the NAPA VALLEY.

Respectfully,

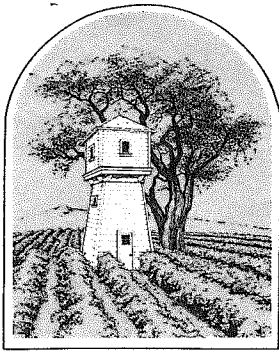
RUTHERFORD VINTNERS



Bernard L. Skoda  
President

BLS/es  
c.c. Robert White  
BATF, Wine & Beer  
Branch

2



## SILVER OAK CELLARS

P.O. BOX 414, OAKVILLE, CALIFORNIA 94562

(707) 944-8808 FAX (707) 944-2817

October 31, 1991

Chief, Wine and Beer Branch  
B.A.T.F.  
P.O. Box 385  
Washington, D.C. 20044-0385

ATTN: Notice No. 7284 "Oakville"

Dear Sir:

As a winery and vineyard owner in the Oakville area since 1972, I am writing to express my support for the Oakville Township appellation.

But I must strongly oppose the southwestern boundary which extends into an area which most locals have always considered to be Yountville. It is impossible for Yountville to be in the Oakville appellation if we are to continue this township subdivision of the Napa Valley.

I do not have the financial resources or the interest to hire the number of experts, such as the petitioners, so I will only challenge the boundary on your criteria of "historic or current evidence that the boundaries of the viticultural area are as specified in the petition." If you look at the geologic survey map, you will note first that Oakville is approximately north of Yountville. Also, an area called the "Yountville Hill" is between Yountville and Oakville. I have no quarrel with Rector Creek coming west from Silverado Trail being the southern boundary of Oakville. As you can see, it proceeds to the north of the Yountville Hill and, in my opinion, the line should continue more or less west until it reaches the 500' elevation of the hills which border the west side of the Napa Valley. Instead it drops drastically to the south or southwest and encompasses a large amount of land which traditionally has been considered Yountville, i.e. would the locals have named the Yountville Hill if they thought it was in Oakville? How can property to the south of it and between the Yountville Hill and Yountville be in Oakville?

CABERNET SAUVIGNON

Chief, Wine and Beer Branch  
October 31, 1991  
Page Two

If you question the neighbors in the proposed southwestern corner of the Oakville Township appellation, most of them will tell you that they live in Yountville. In addition there are two businesses in that area which always have considered themselves Yountville. Finally there are two bonded wineries using Yountville addresses approved by the BATF which would be incorporated into the Oakville appellation.

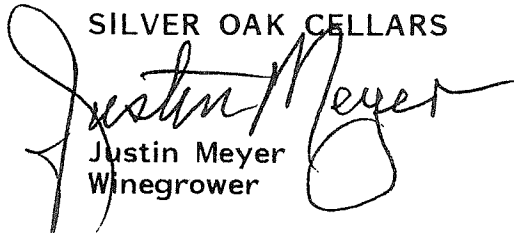
Even if the southwest corner of the proposed Oakville appellation satisfies all the other criteria of soil and climate, it fails miserably in the "historic or current evidence that the boundaries of the viticultural area are as specified in the petition." In my opinion, the geography has been stretched miserably for marketing rather than viticultural appellation reasons.

If we continue to let anyone into any appellation as long as they spend enough money to produce an impressive application, the process has failed.

I'm sure there will be others who will oppose the southwestern boundary and I would hope the amount of money we are able to spend and the thickness of the report we submit to you is not the only criteria as to whether applications will be accepted at face value.

Sincerely,

SILVER OAK CELLARS

A handwritten signature in black ink that reads "Justin Meyer". The signature is fluid and cursive, with a large initial "J" and a long, sweeping underline.

Justin Meyer  
Winegrower

JM:pt

ROUND POND, INC.

Robert I. MacDonnell  
President

November 1, 1991

Chief  
Wine and Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P. O. Box 385  
Washington, D. C. 20044-0385  
Attn: Notice #729 "Rutherford"

Re: The Rutherford and Oakville Appellation Committee Petition  
Dated March 1, 1986.

Dear Sir:

I am the owner of approximately 300 acres of wine grapes in the Rutherford area, virtually all of my winegrapes go to a Rutherford winery. I have read the above mentioned petition. My concerns are as follows:

- 1) This issue concerns the value of property and should not be promulgated by wineries who are searching for a way to differentiate their product.
- 2) Because so much value is at stake, all citizens whose properties are in the affected areas should be given a fair chance to comment in public.

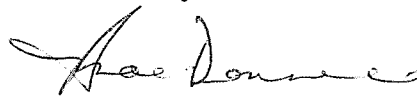
It is important that a winery marketing ploy should not affect the value of our property by assigning an artificial boundary or designation.

Page 2  
Chief, Wine and Bear Branch  
Bureau of Alcohol, Tobacco & Firearms  
November 1, 1991

Public comment will bring forward data that will clarify much of this argument.

I look forward to hearing from my fellow growers on this topic.

Sincerely,

A handwritten signature in cursive script, appearing to read "R. I. MacDonnell".

Robert I. MacDonnell

# Beckstoffer Vineyards

Post Office Drawer 990  
St. Helena, Napa Valley  
California 94574  
(707) 963-9471

W. ANDREW BECKSTOFFER  
President

November 1, 1991

Mr. Robert White  
Wine and Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
650 Massachusetts Ave., N.W.  
Washington, D.C. 20226

Dear Mr. White:

On October 11, 1990 I wrote to Mr. Busey about my concerns regarding the Rutherford/Oakville, Rutherford Bench/Oakville Bench viticultural area petitions. On October 25, 1990, you responded and we now have a copy of the September 17, 1991 Notice of Proposed Rulemaking. Thank you very much.

My purpose in this letter is to respond to Notice No. 729, Rutherford Viticultural Area. We own significant vineyard acreage in and around the proposed area. Our acreage is as follows:

<u>PARCEL NO.</u>	<u>ACREAGE</u>
030-200-072	70.59
030-200-068	51.18
030-200-067	40.14
030-200-070	40.00
030-200-071	44.63
030-280-026	26.59
030-050-021	8.04
030-050-029	71.69
030-070-012	33.56
027-570-005	2.61
027-570-006	2.44
027-570-007	7.36
09-670-002	<u>24.81</u>
	423.64 Acres

All of these parcels except 09-670-002 are located within the proposed boundaries of the Rutherford Viticultural Area. Parcel 09-670-002 is located to the north of the proposed viticultural area. It's inclusion will be discussed later in this letter. All of these properties are planted to vineyard. While the total vineyard acreage within the Rutherford Area is uncertain, I suspect that we represent approximately 10% of that total. We have owned portions of this property since 1973.

Our concerns regarding the proposed rulemaking are several:

1. There should be a public hearing regarding this matter held here in Napa County. The boundary lines between Rutherford and Oakville and Rutherford and the remainder of the county must, by the nature of the physical terrain and climatic patterns and the historical use of the grapes produced, be somewhat arbitrary. The Rutherford Appellation has significant value to the land holders included therein. Exclusion will bring depreciation of land values. All the property owners of this affected area, big and small, should be given truly adequate opportunity to comment. Publication of your Notice in the Federal Register does not adequately accomplish that. There is significant controversy here regarding these boundaries. Only a public hearing held here would adequately serve the needs of our community, the wine drinking consumer and the BATF.
2. The vineyards historically owned by Beaulieu Vineyard must be located in the Rutherford Area. (See map) As your Notice indicates, the wines which have historically defined the Rutherford Area for the consumer are those of Beaulieu and Inglenook. The two vineyards currently owned by Beaulieu and located south of the proposed Rutherford Area (see map) were purchased by the Beaulieu (de Latour) family in the 1930's and have produced the grapes from which the major Beaulieu wines have been made historically. Exclusion of these vineyards from the Rutherford Area defies reality, cheapens this entire process, and significantly affects the creditability of the viticultural area that is defined as Rutherford. Any rulemaking which defines the Rutherford Area must take into its boundaries the grapes from these historic Rutherford vineyards.



3. The proposed Rutherford boundaries do not include other vineyards that have historically produced "Rutherford" wines. As you state in your proposed Rulemaking, "It is also worth noting that there are three wineries whose brand names refer directly to Rutherford; Rutherford Hill, Rutherford Vintners and Round Hill Winery's Rutherford Ranch Brand." While you state that these wineries are located in the proposed Rutherford Viticultural Area, you miss a major point. The Appellation refers to where the grapes are grown not where the winery is located. The owner of Round Hill and their Rutherford Ranch brand is Ernie Van Asperen. The "Wulbern" ranch he refers to in the attached letter is Parcel No. 09-670-002 currently owned by us. The attached labels for Petite Sirah and Zinfandel are for wines produced 100% from grapes grown on this ranch. Historical precedent and use demand that this ranch be included in the Rutherford Viticultural Area. Further, we believe that grapes from vineyards located south of this property, north of the proposed northern boundary of the Rutherford Viticultural Area, west of Route 29 and east of the 500 ft. elevation contour have historically produced grapes for "Rutherford" wines. Additionally, there is no adequate support to evidence a soil or climatic change between the proposed northern boundary of the Rutherford area and the geological feature of Sulphur Creek. We will present additional evidence to support a Sulphur Creek boundary at the public hearing.
4. The Rutherford Bench Viticultural Area is totally inappropriate and ill defined. Since you have not proposed rulemaking on this area, I will not comment further except to say that such a proposal will engender major controversy.

Thank you very much for your careful consideration of the contents of this letter.

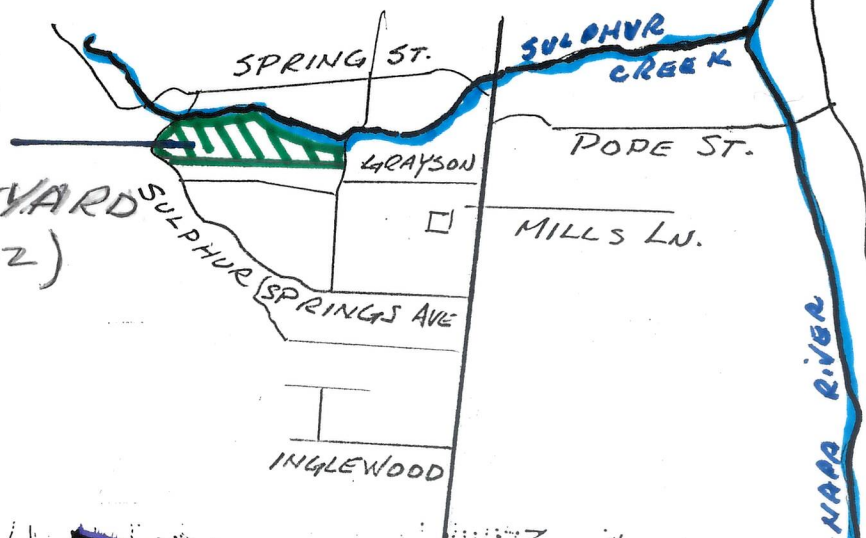
Sincerely,



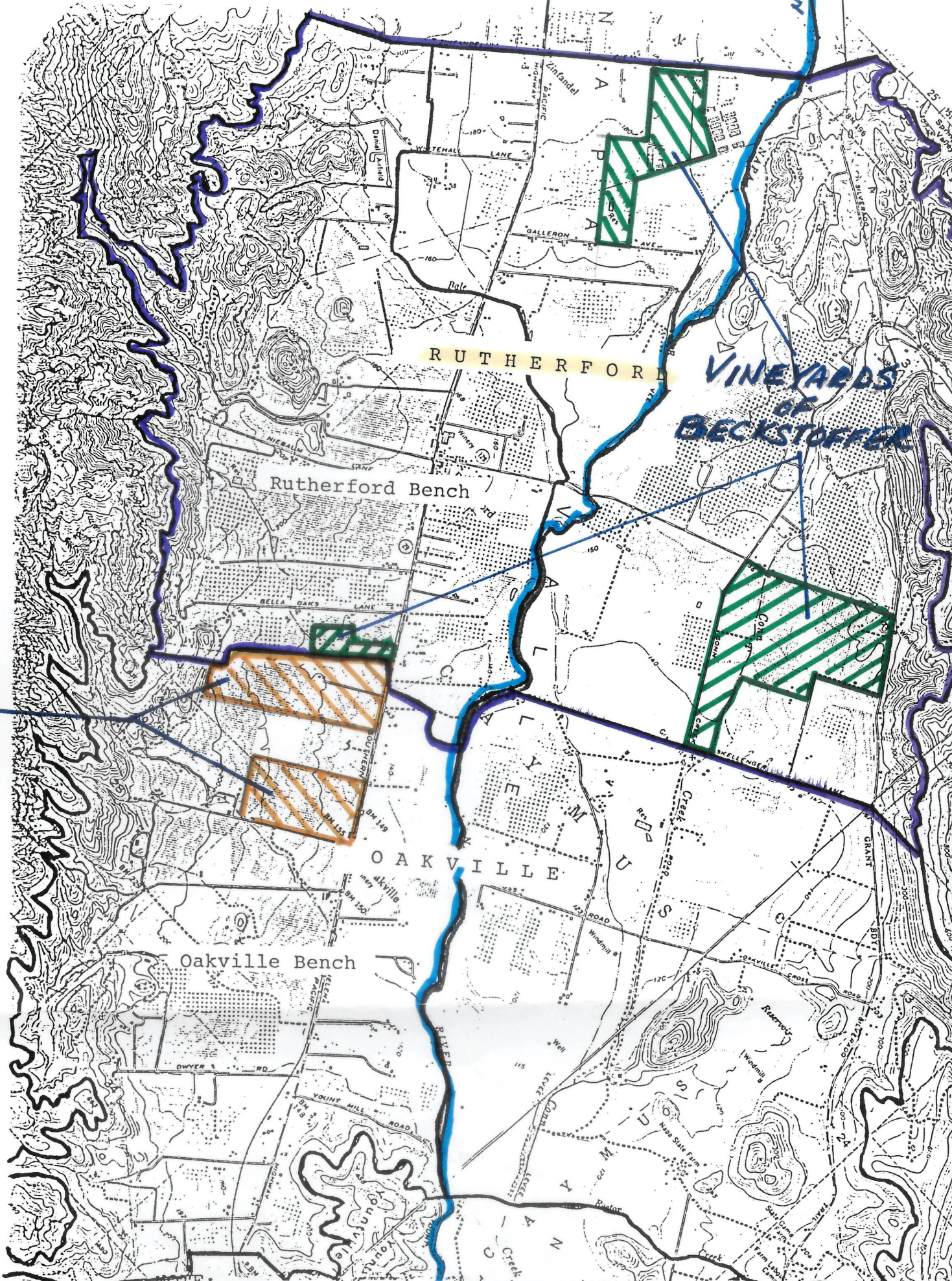
W. Andrew Beckstoffer

WAB:ow  
Enclosures

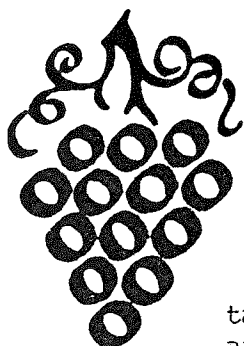
BECKSTOFFER  
 "RUTHERFORD  
 RANCH" VINEYARDS  
 (09-670-002)



HISTORIC VINEYARDS OF BEAULIEU



NOTE:  
 These boundaries have been reduced from U.S.G.S  
 7.5' quadrangle maps. The full-sized maps are  
 available for inspection, at your request.



JAN 17 1990

Jan. 14 1990

W. A. BECKSTOFFER

**ERNIE VAN ASPEREN**

Dear Andy: Sorry to be so slow in getting back to you, I had taken my notes to the winery -----but really don't have spare time around there now as V & I have taken a house in Palm Springs for two months ---rough!

"Wulbern" Ranch was purchased during the ~~latter part~~<sup>SPRING</sup> of 1971 The ranch had about 20 acres of vines Carignane, Zinfandel, Petite Sirah and Green Hungarian.

We replanted everything to Cabernet, except for a small lot of Zinfandel and one of Petite Sirah

Our planting was all done over the three years following purchase. One large block by river, we planted and lost 90% of the vines because of lack of dirt (all river rocks) next year went back in and put dirt into each hole --worked fine As you know these plants now look like small trees, with 6 In. trunks.

Most of the grapes went to Bob Mondavi, the Zin to Joe Phelps, some custom crushed at Rutherford Hill for our Ernie's wine ships and for our Rutherford Ranch label

Round Hill Winery started up in 1978 and we then worked some of the grapes into Round Hill on Lodi lane for the Rutherford Ranch brand. For many years everything going into Rutherford Ranch came from Wulbern ranch -- today we use a blend, with mostly all the Cabernet from this ranch.

Very little of these grapes went into Round Hill brand

Repeat --as long as I can remember 100% of our Cabernet, Zinfandel and Petite Sirah came from this ranch for our Rutherford Ranch brand -- for exact blends you are free to check with Mark, our winemaker for the exact blends.

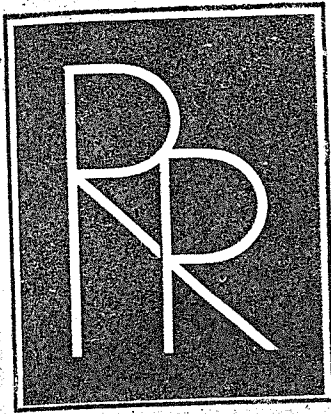
(Mark is very fond of these grapes)

Sales where nation wide.

You will have to see Lee Hodo for award records --- there are many!

Hope this does your job.

Regards, Ernie



Petite Sirah

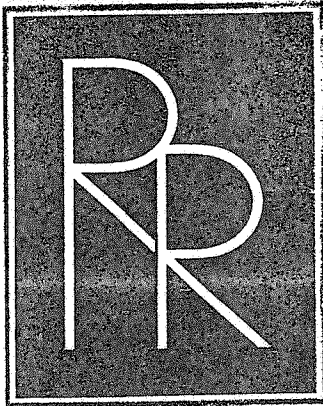
NAPA VALLEY

1983

BECKSTOFFER VINEYARD

Rutherford Ranch Brand

ALCOHOL 13.7% BY VOLUME  
PRODUCED & BOTTLED BY RUTHERFORD RANCH VINEYARDS  
ST. HELENA CALIFORNIA U.S.A.



Zinfandel

NAPA VALLEY

1983

BECKSTOFFER VINEYARD

Rutherford Ranch Brand

ALCOHOL 14.3% BY VOLUME  
PRODUCED & BOTTLED BY RUTHERFORD RANCH VINEYARDS  
ST. HELENA CALIFORNIA U.S.A.



January 25, 1990

JAN 26 1990  
W. A. BECKSTOFFER

W. Andrew Beckstoffer  
Beckstoffer Vineyards  
P.O. Box 990  
St. Helena, CA 94574

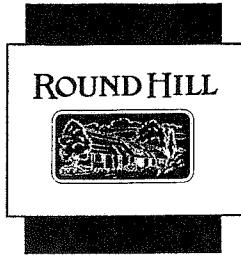
Dear Mr. Beckstoffer:

In response to your letter I have compiled all of the awards for Rutherford Ranch Cabernet, going back to 1978.

If there is any other information that you would like, please call or write anytime.

Yours very truly,

  
Shelly Hickox



RUTHERFORD RANCH CABERNET AWARDS

1978 Cabernet

Steward's Award, San Diego National Wine Comp.

1979 Cabernet

Director's Award, San Diego National Wine Comp.

1980 Cabernet

Silver Medal, San Francisco Fair Wine Competition

1981 Cabernet

Bronze Medal, San Diego National Wine Competition

1982 Cabernet

Gold Medal, American Wine Competition  
Gold Medal, Riverside Farmer's Fair  
Bronze Medal, San Jose Mercury News  
Bronze Medal, San Diego National Wine Competition  
Bronze Medal, Atlanta International Wine Fest.  
Bronze Medal, San Francisco Fair  
#84, Wine Spectator

1983 Cabernet

Gold Medal, Eastern International Wine Comp.  
Silver Medal, Riverside Farmer's Fair  
Bronze Medal, Dallas Morning News Wine Competition  
Bronze Medal, Hilton Head Spring Wine Fest.  
Bronze Medal, 11th Annual Mercury News Awards

1984 Cabernet

Gold Medal, Dallas Morning News Wine Comp.  
Gold Medal, National Orange Show  
Silver Medal, Orange County Fair  
Silver Medal, Atlanta International Wine Fest.  
Silver Medal, Los Angeles County Fair  
Bronze Medal, San Francisco National Wine Comp.  
Bronze Medal, Reno Wine Competition  
#85, Wine Spectator

(This wine also placed #3 out of all Cabernets entered into competitions in 1989)

# California GRAPEVINE

Vol. 15, No. 4

August-September 1989



## 1989 WINE COMPETITION RESULTS The Top Performing Wines

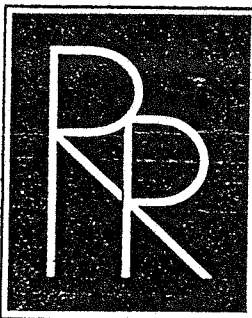
**T**HIS UPDATE REPORT summarizes the top medal-winning wines from seven major wine competitions held so far this year. Using weighting factors of 5 points for a gold medal, 3 points for a silver medal, and 1 point for a bronze medal, we've ranked the top performing wines. Only wines having ten or more points are listed.

## The Top Performing Wines

### CABERNET SAUVIGNON

	PRICE	DA	NO	SD	RI	WC	SF	OC	PTS
1986 Robert Keenan Napa Valley	18.00	G	S	S	B	G	S	B	21
1985 Clos Du Val Napa Valley	16.00	B	S	G	S		G		17
1984 Rutherford Ranch Brand Napa Valley	12.50	G	G	B		B	B	S	16
1986 A. Rafanelli Dry Creek Valley	9.75			G		G	S		13
1983 Adelaida Paso Robles	12.50	B		B	G		S	S	13
1986 J. Lohr California	7.00		G	S	G				13
1984 Beringer Private Reserve, Napa Valley	24.00	B	S	S	G				12
1985 Carol's Vineyard Reserve, Napa Valley	15.00	B			G	G			11
1986 Castoro Cellars Paso Robles	8.50	S	G			B	B	B	11
1986 Gan Eden Alexander Valley	18.00			G		G		B	11
1986 Hanna Sonoma County	16.00		S	S	S		B	B	11
1985 Kendall-Jackson Cardinale, California	45.00	G			B			G	11
1985 Silverado Vineyards Napa Valley	12.50		S		S		G		11
1986 Sterling Vineyards Napa Valley	12.95	S		B		B	B	G	11
1985 Clos Du Bois Briarcrest Vyrd, Alexander Valley	16.00	G		S	B	B			10
1986 Clos Du Bois Alexander Valley	11.00			G	G				10
1984 Estrella River Winery Paso Robles	9.00	S		B	G		B		10
1985 Gundlach-Bundschu Rhinefarm Vyrds, Sonoma Valley	12.00		B		S		G	B	10
1985 Richardson Vineyards Sonoma Valley	12.00						G	G	10
1984 Rodney Strong Alexander's Crown, Alex. Valley	15.00			S	B		G	B	10
1986 Stratford California	11.00			S	S		S	B	10
1986 Whitehall Lane Napa Valley	16.00	S	B	B	G				10

1984 Rutherford Ranch Brand 12.50 | G | G | B | B | S | 16  
Napa Valley

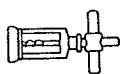


Cabernet Sauvignon  
NAPA VALLEY  
1984

**Rutherford Ranch Brand**

ALCOHOL 14.2% BY VOLUME  
PRODUCED & BOTTLED BY RUTHERFORD RANCH VINEYARDS  
ST. HELENA, CALIFORNIA U.S.A. CONTAINS SULFITES

Robert M. Parker, Jr.'s



# The WINE ADVOCATE.

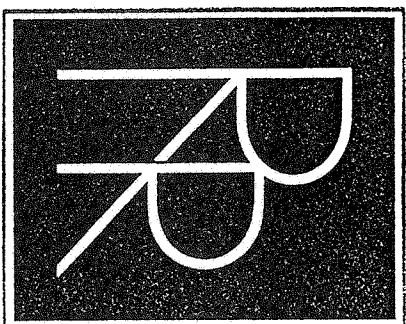
NAPA

Excellent Value.

1984 CABERNET SAUVIGNON

This wine may well be one of the best values for high quality Cabernet on the market. It has big, fleshy, robust flavors that are in balance despite a good dosage of alcohol. The bouquet is highly scented with the smell of blackcurrants and spicy oak, and the wine has an opulently long, rich finish. It should be drunk over the next 4-5 years.

RUTHERFORD RANCH



## Cabernet Sauvignon

NAPA VALLEY

1984

### TOP CABERNET AND MERLOT VALUES

- 1984 ARCADIA
- 1987 BV "BEAUTOUR"
- 1985 BERINGER "KNIGHT'S VALLEY"
- 1986 BERINGER "KNIGHT'S VALLEY"
- 1985 COLUMBIA CREST
- 1985 COLUMBIA CREST MERLOT
- 1986 DRY CREEK
- 1985 FRANCISCAN "ESTATE"
- N.V. LIBERTY SCHOOL "LOT 18"
- 1986 J. LOHR
- 1985 J.W. MORRIS
- 1984 PARDUCCI
- 1984 RUTHERFORD RANCH
- 1985 STE. MICHELLE

## Rutherford Ranch Brand

ALCOHOL 14.2% BY VOLUME  
PRODUCED & BOTTLED BY RUTHERFORD RANCH VINEYARDS  
ST. HELENA, CALIFORNIA U.S.A. CONTAINS SULFITES

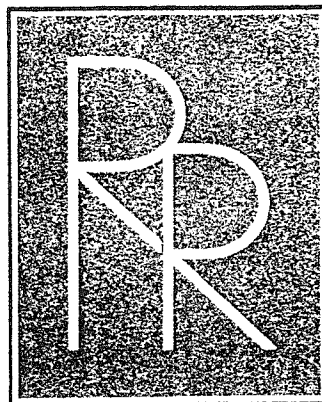


# THE WINE SPECTATOR

B U Y I N G G U I D E

DEC. 31, 1987

PULL-OUT SECTION



Cabernet Sauvignon

83

**RUTHERFORD RANCH  
BRAND**

**Cabernet Sauvignon Napa  
Valley 1983**

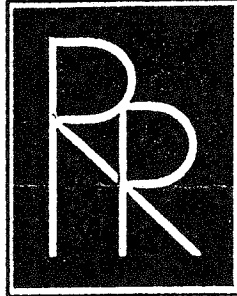
**Rutherford Ranch Brand**

Big, ripe and full-bodied, with currant, blackberry and tobacco flavors, a powerful structure and a healthy dose of tannin.

JUNE 13, 1987



# THE WINE SPECTATOR



Cabernet Sauvignon

NAPA VALLEY  
1982

**Rutherford Ranch Brand**

ALCOHOL 13.0% BY VOLUME  
PRODUCED & BOTTLED BY RUTHERFORD RANCH VINEYARDS  
ST. HELENA, CALIFORNIA U.S.A.

## RUTHERFORD RANCH BRAND

Cabernet Sauvignon Napa Valley  
1982

**84** Ripe plum and cedar  
aromas, rich and  
chewy with sweet  
plum flavors and lots of extract.  
Finishes with tart cherry and a  
slight stemmy quality and  
intense but soft tannins.



RICHARD C. SLADE

CONSULTING GROUNDWATER GEOLOGIST

LETTER-REPORT  
HYDROGEOLOGIC EVALUATION OF  
ST. HELENA-RUTHERFORD AREA

for

Mr. Roy Harris of  
Beckstoffer Vineyards

December 5, 1991  
Our Job No. S9038

MAIN OFFICE: 4950 BELLAIRE AVENUE,  
BRANCH OFFICE: 176 MAIN ST., SUITE B,

NORTH HOLLYWOOD, CALIFORNIA 91607  
ST. HELENA, NAPA VALLEY, CALIFORNIA 94574

TELEPHONE: (818) 506-0418  
TELEPHONE: (707) 963-3914

## I. INTRODUCTION

The subject area is centered approximately 15 miles northwest of the City of Napa, California and situated roughly between the communities of St. Helena and Rutherford. Figure 1 - Location Map - illustrates the regional location of the area in which this study was conducted (1). The boundaries of the area of special interest (the project site) are generally located between Zinfandel Lane on the southeast, Sulphur Creek on the northwest, St. Helena Highway (Route 29) on the east, and the local mountains bordering Napa Valley on the west. Figure 2 - Site Boundary Area Map - illustrates the geographic location of this project site.

Elevations within the subject area range from approximately 159 feet above sea level (asl) near Bale Slough to 2,729 ft asl at Bald Mountain, which is located approximately 3 miles southeast of the site (2). Local relief, from Bale Slough to Bald Mountain is approximately 2,570 feet. The entire westerly portion of the subject area is bounded by rugged mountainous terrain, with steeply incised canyons (2).

## II. CLIMATE

Generally, the northern Napa Valley region is characterized by warm, dry summers and cool, moist winters with most precipitation occurring during the winter and spring months (3). Based on data for the years 1948 through 1988 for a rainfall station located in Calistoga, annual precipitation has varied between 12.43 inches to 75.38 inches (4). Average annual precipitation for this period was reported as 23.89 inches. Mean annual temperatures vary between 10°F to 115°F; the average is 60°F (4). Generally, these climatic and rainfall values characterize the local conditions in the areas adjacent to and surrounding St. Helena.

## III. DRAINAGE CHARACTERISTICS

Figure 3 - Tributary Watershed Map - illustrates the locations of watershed drainage pathways in the area. The major drainage for Napa Valley is the Napa River located approximately 1 mile to the east of the study area. This river flows southeasterly along the eastern boundary of Napa Valley in the region. Two intermediate drainages, tributary to the Napa River, drain the mountains along the western portion of Napa Valley. Sulphur Creek, forming the northwest boundary of the site, flows easterly into the subject area, turning to the northeast as it enters Napa

Valley and eventually joining the Napa River. Bale Slough, located approximately 1 mile southeast of the site, is formed by the confluence of three minor streams draining the highland area adjacent to and south of the southwestern corner boundary of the site. These three streams join at Highway 29 and then flow east, also eventually joining the Napa River, southeast of the site.

Examination of Figure 3 shows that currently streams draining into the northern portion of the site are derived from highland areas located directly west of the site, along Sulphur Canyon. In addition, streams originating in the Heath Canyon area drain to the northeast, entering the Napa Valley at the mouth of Sulphur Canyon and, eventually, merging with Sulphur Creek. Further, the surface topography of Napa Valley in this area of the site shows that alluvial fans emanating from the mouth of Sulphur Canyon generally spread southeastward across the site toward the Napa River. The gradient of the topography across the site is approximately 52 ft/mile, from Sulphur Creek to Zinfandel (see Figure 3). It appears that the majority of sediments currently entering Napa Valley in this portion of the site derive their origins from highland areas along Sulphur and Heath Canyons.

As mentioned previously, three streams form the drainage system contributing to Bale Slough. These streams originate in highland terrain adjacent to and south of the southwestern corner boundary of the site. The northernmost of these three streams enters the site near the mouth of Sulphur Canyon and abruptly turns southeastward, flowing along the eastern boundary of the highland terrain, eventually merging with the other streams at Route 29. The second stream forming the system flows northeastward entering the valley near Daniel Airfield (see Figure 3) and turning southeastward to also eventually merge. The remaining stream enters the valley at the mouth of Bear Canyon (not shown on the figure), located directly south of the site. Bear Canyon drainage originates on the south side of the drainage divide east of Bald Mountain (see Figure 3). Streams in this canyon generally drain terrain similar in character to that drained by the other two streams.

#### IV. GEOLOGIC CHARACTERISTICS

Figure 4 - Geologic Map - illustrates the distribution of rocks and their specific physical characteristics in the subject area. Geologic rock units in the mountainous (source) areas south and west of the subject area consist of rocks known as the Franciscan assemblage. These rocks are Jurassic to Cretaceous in geologic age, and are generally of marine origin. The western

Napa Valley area is composed of the erosional products of these rocks (sediments), derived by decomposition, erosion, and subsequent transport by streams during the Quaternary geologic time period. Streams are the geologic agent by which sediments are transported and either homogenized or concentrated in areas into which the streams drain. Where streams exit canyon areas and enter the valley, transported sediments are deposited in generally conically-shaped topographic forms called alluvial fans. The sediments comprising these alluvial fans are likely to reflect the general mineralogic composition of the region from which they were derived. Therefore, a series of alluvial fans in a valley may or may not be distinct from one another, depending upon a number of factors such as the area of the watershed the stream(s) drain, the relative degree of slope of the topography, and the degree of homogeneity or inhomogeneity of rocks in the source terrain.

Information obtained from Fox and others (5) illustrate the regional distribution of the rock units, ranging from geologically youngest (Quaternary System) to geologically oldest (Jurassic-Cretaceous System) as follows (see Figure 4):

Quaternary System:

Alluvial fan deposits (map symbol Qyf), grade headward to terrace deposits incised in older alluvial fan deposits and consist of moderately-sorted, fine sand and silt with gravel. These units generally comprise the youngest sediments, deposited by recent streams, such as Sulphur Creek and the Napa River. These units generally occur in isolated surface stringers and along recent streams in the subject area (see Figure 4).

Fluvial (stream) deposits at the outer edge of younger alluvial fans (map symbol Qyfo) are characterized by fine, but variable, grain sizes composed largely of fine sand, silt, and silty clay. These are also contained within the subject area and represent a period of earlier deposition by recent streams (see Figure 4).

Alluvial fan deposits bordering uplands (Qof) are composed largely of deeply-weathered, poorly-sorted coarse sand and gravel. These deposits are located largely along the valley bordering the highland areas in the subject area (see Figure 4).

Tertiary System:

Sonoma Volcanics:

Rhyolitic flows (map symbol Tsr) locally contain intercalated rhyolitic tuff and generally border the highlands along the west side of the Napa Valley in the subject area (see Figure 4).

Perlitic rhyolite (map symbol Tsrp) include volcanic flows and plugs. In the subject area, this unit is located on the east side of Napa Valley and, thus, does not influence the site.

Andesitic to basaltic flows (map symbol Tsa) occur in an isolated area southwest of Rutherford near the subject area.

Pumicitic ash-low tuffs (map symbol Tst) occur in areas located northwestward of the site and north of Sulphur Creek.

Unconsolidated interbedded and intertonguing tuffaceous sand, silt, volcanic gravel, bedded tuff, clay, and diatomite (map symbol Tss) occur northwest of and northeast of the site, on the east side of Napa Valley, and do not directly influence the composition of sediments at the site.

Jurassic-Cretaceous System:

The Franciscan Assemblage:

Sheared shale and sandstone (map symbol KJfs) contain generally resistant masses of chert, "high-grade" metamorphic rock, variably shattered sandstone and greenstones, and meta-greenstones. These rocks occur along the entire southwestern boundary of the subject area forming the local mountains (see Figure 4)

Serpentinite (map symbol KJsp), including relatively fresh, ultramafic masses, occurs as lenses, sheets, and irregularly shaped masses, largely within and along boundaries of KJfs. In the subject area, extensive serpentinite bodies occur primarily in the highland area directly southwest of Zinfandel (see Figure 4).

The Knoxville Formation:

Massive clayey siltstone (map symbol Jk) may occur in an isolated area directly southwest of Bale Slough.

## V. GEOLOGIC HISTORY

The geologic history of the Napa-Sonoma area has been examined by Kunkel and Upson (5). Their analysis is summarized below for the area, especially with regard to the depositional history of Quaternary geologic age sediments along the western slope of Napa Valley in the subject area.

Generally, following uplift, folding, and faulting (which continued through the present) of the Franciscan rocks and Knoxville Formation, the Sonoma Volcanics were emplaced. This period of mountain building activity, resulting in the Coast Ranges, occurred from the Miocene through the Pliocene geologic time periods. In the early Pliocene geologic age, the Sonoma Volcanics were emplaced by extrusive volcanism throughout the region. Continuing folding and faulting of these rocks resulted in the formation of anticlinal and synclinal structures which comprise local mountains and valleys such as Howell Mountain, and the current Napa and Sonoma Valleys. In the Late Pliocene to early Pleistocene geologic time period, alluvial mud, sand, and gravel, comprised largely of volcanic debris from the Sonoma Volcanics, were deposited. These sediments are assigned to the Huichica and Glen Ellen formations, which do not outcrop in the subject area.

In middle to late Pleistocene geologic age, deposition of sediments assigned to the Huichica and Glen Ellen formations ceased, due to renewed uplift of the area, and erosion of recent material commenced, resulting in the present configuration of alluvial fans and terraces within the Napa Valley and the project site.

Older alluvium (map symbol Qof) was subsequently deposited, resulting in sediments that now border the highland areas (see Figure 4). Generally these older alluvial deposits consist of reddish-brown, cross-bedded, poorly-sorted clay and silt, and lenses of sand and gravel. These deposits are moderately consolidated, and contain largely andesitic sand and gravel derived from the Sonoma Volcanics. However, it is reported (5) that some pebbles of Franciscan chert and seams of black, manganese-coated, andesitic sand are present in this older alluvium.

Generally, the younger alluvium (represented by the map symbols Qyf and Qyfo) was deposited over the older alluvium (Qof). These alluvial sediments comprise the floodplain, alluvial-fan, and salt-marsh deposits of the Napa River and its major tributaries. Kunkel and Upson (5) indicate that in the subject area, the alluvial fan of Sulphur Creek is well-developed, rests on and partly conceals the older alluvium, and has a widespread



areal extent (see Figure 4). As shown in the figure, alluvial fans emanating from Sulphur Creek are derived from lithologies that are, generally, Franciscan in nature.

## VI. FIELD RECONNAISSANCE

A site reconnaissance to obtain general data on topography and geomorphology was conducted on November 20, 1991. During this site reconnaissance, the following observations were recorded:

- The project site is located along the base of the local mountains and appears to have the same general elevations, and the general land slope gradient is to the east, toward the Napa River.
- Alluvial fans emanating from the local mountains are gently sloping and appear to exhibit deposition in an easterly to southeasterly pattern across the project site.
- Examination of the alluvial sediments revealed that rocks in the highland areas to the west are the predominant source for the alluvium.
- The project site, and the remaining valley fill deposits to the north, east and south, all lie within a common groundwater reservoir known as the Napa Valley Groundwater Basin.

## VII. SUMMARY AND CONCLUSIONS

The following points summarize the salient features of climate, topography, and geology of the site, in relation to the surrounding area encompassing St. Helena and Rutherford:

- 1) The general climatic conditions, including annual rainfall and seasonal temperatures, appear to be very similar throughout the site and study area.
- 2) The topography is similar from St. Helena to Rutherford; mountains form highland areas to the west, while gently sloping alluvial sediments and fans form the valley floor from the

northwest to the southeast along the southwestern side of the Napa Valley (and including the project site). Land surface gradients are also very similar across the project site.

- 3) Alluvial fans comprise the predominant topographic landform along the southwestern border of the Napa Valley, between St. Helena to Rutherford. These fans form by deposition from streams emanating from highland areas to the west of the entire project site.
- 4) The predominant type of source rock material comprising the alluvial fans along the southwestern border of the Napa Valley are rhyolite and andesite of the Sonoma Volcanics and also shale, sandstone, greenstone, and serpentinite of the Franciscan assemblage.
- 5) Sulphur Creek drainage is the major influence on alluvial sediments across the entire site. The predominant mineralogic composition of alluvial fans underlying the site appears to be derived from Franciscan assemblage shale, sandstone, and greenstone bodies, along with Sonoma Volcanics.
- 6) The major influence on alluvial sediments in the Bale Slough area, adjacent to and north of Rutherford appears to be streams draining largely Franciscan assemblage serpentinitic rocks, located in a highland area southwest of Zinfandel Lane. Alluvial sediments in the Bale Slough area appear to be composed largely of material derived from this serpentinitic rock.
- 7) The entire project site and other alluviated areas to the north, east, and south all lie within the Napa Valley Groundwater Basin.

Generally, climatic, topographic, and geologic characteristics across the study area, from St. Helena to Rutherford, are similar. The alluvial sediments along the southwestern border of the Napa Valley in this area and emanating from the mountains to the west, are generally composed of material consisting of Sonoma Volcanics and Franciscan assemblage rocks. There appear to be some differences in the mineralogic composition of alluvial

Hydrogeologic Evaluation, St. Helena-Rutherford Area  
Beckstoffer Vineyards



sediments in the area of Bale Slough compared to the region north of Zinfandel Lane and extending to Sulphur Creek.

CITED REFERENCES

- 1) Montgomery, J.M., 1991, Water Resource Study for the Napa County Region: Unpublished report prepared for Napa County Flood Control and Water Conservation District.
- 2) U.S. Geological Survey, 1951, Rutherford 7½-minute Topographic Quadrangle Map.
- 3) Faye, R.E., 1973, Ground-Water Hydrology of Northern Napa Valley, California. U.S. Geological Survey Water Resources Investigations 13-73.
- 4) Slade, R.C., 1991, File data on Rainfall at Calistoga, 1949 to 1988.
- 5) Kunkel, F., and Upson, J.E., 1960, Geology and Ground Water in Napa and Sonoma Valleys, Napa and Sonoma Counties, California. U.S. Geological Survey Water Supply Paper 1495.
- 5) Fox, K.F., Jr., Sims, J.D., Bartow, J.A., and Helley, E.J., 1973, Preliminary Geologic Map of Eastern Sonoma County and Western Napa County California, U.S. Geological Survey Map MF-483.

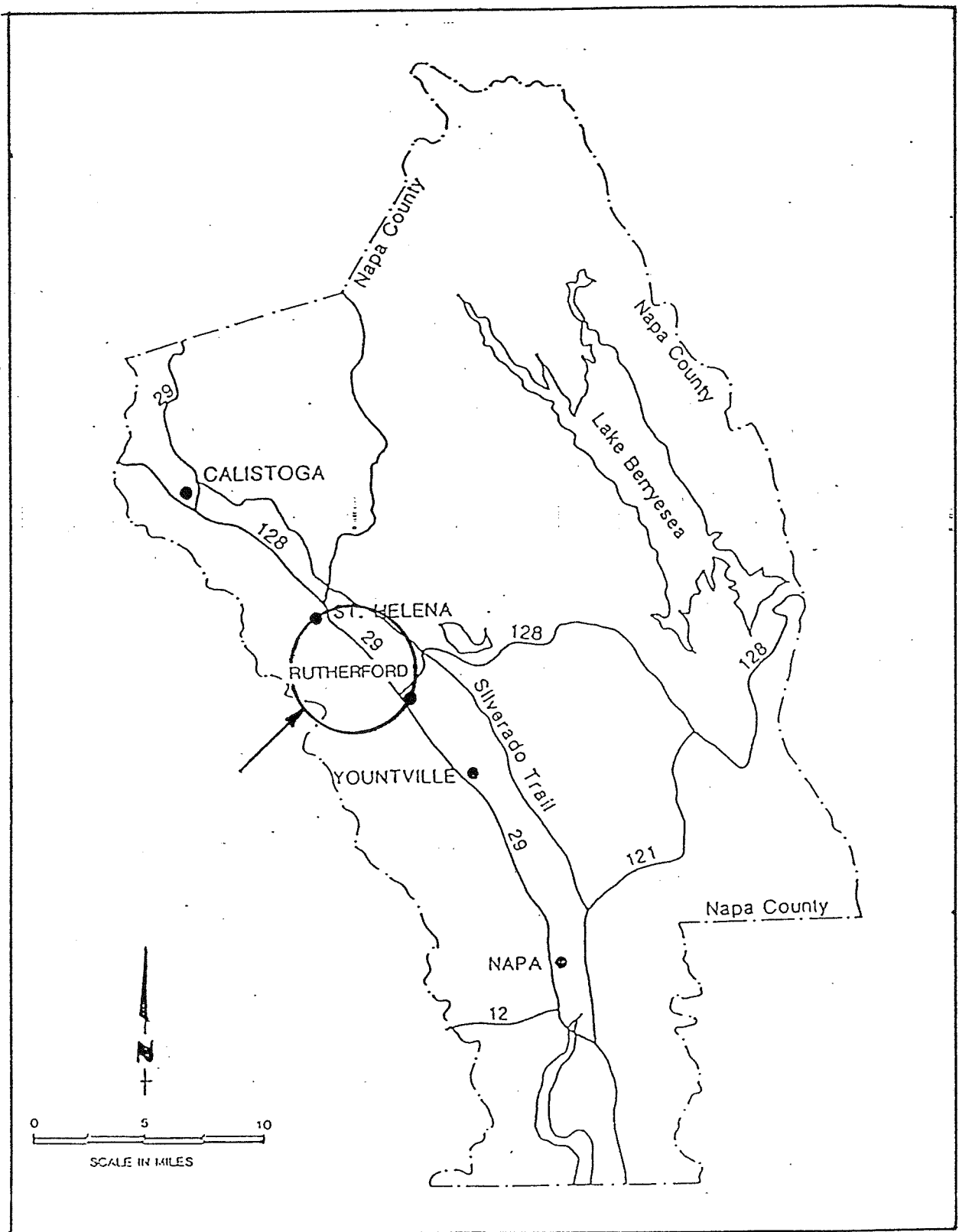


Figure 1 - Location Map of Study Area

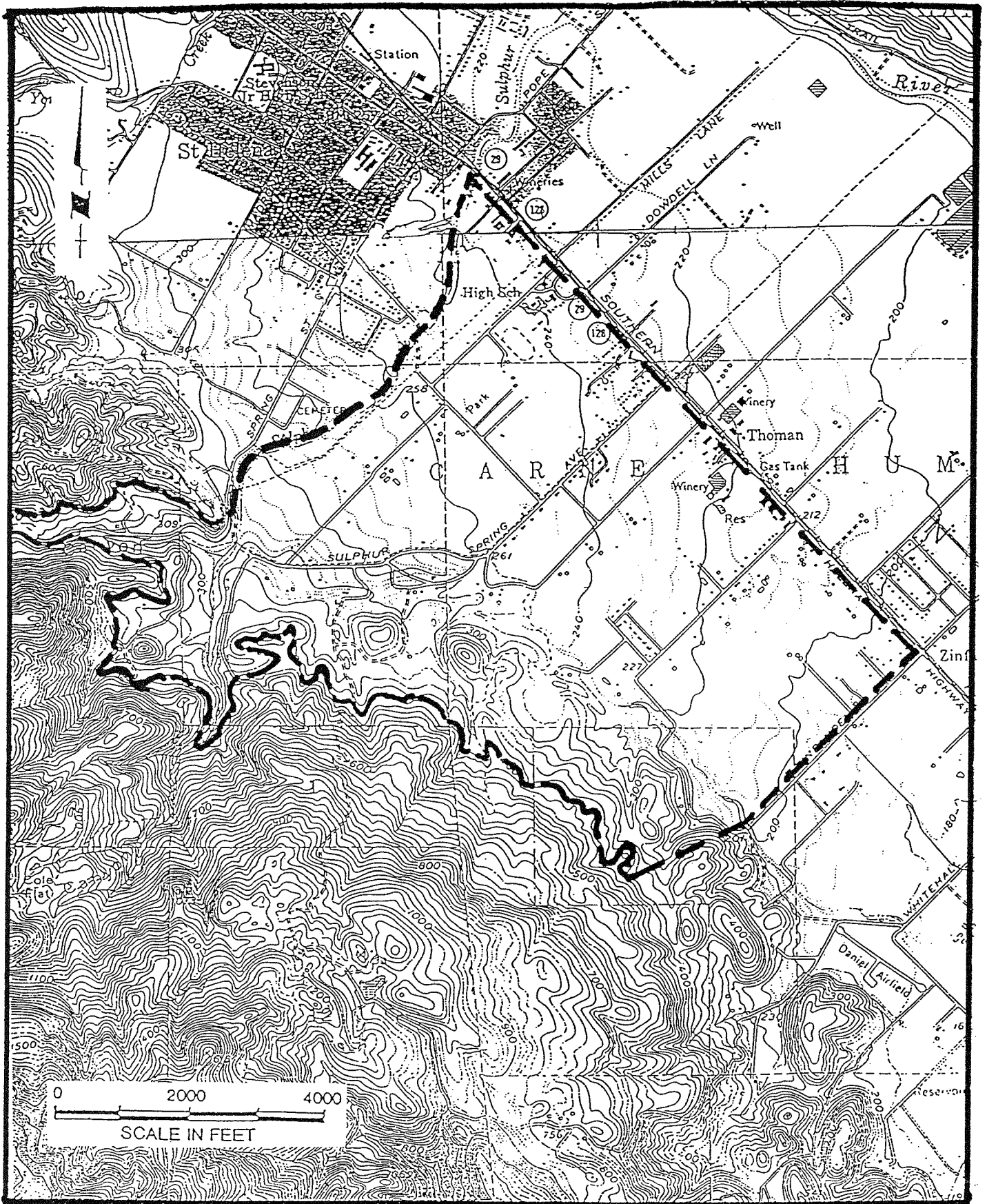
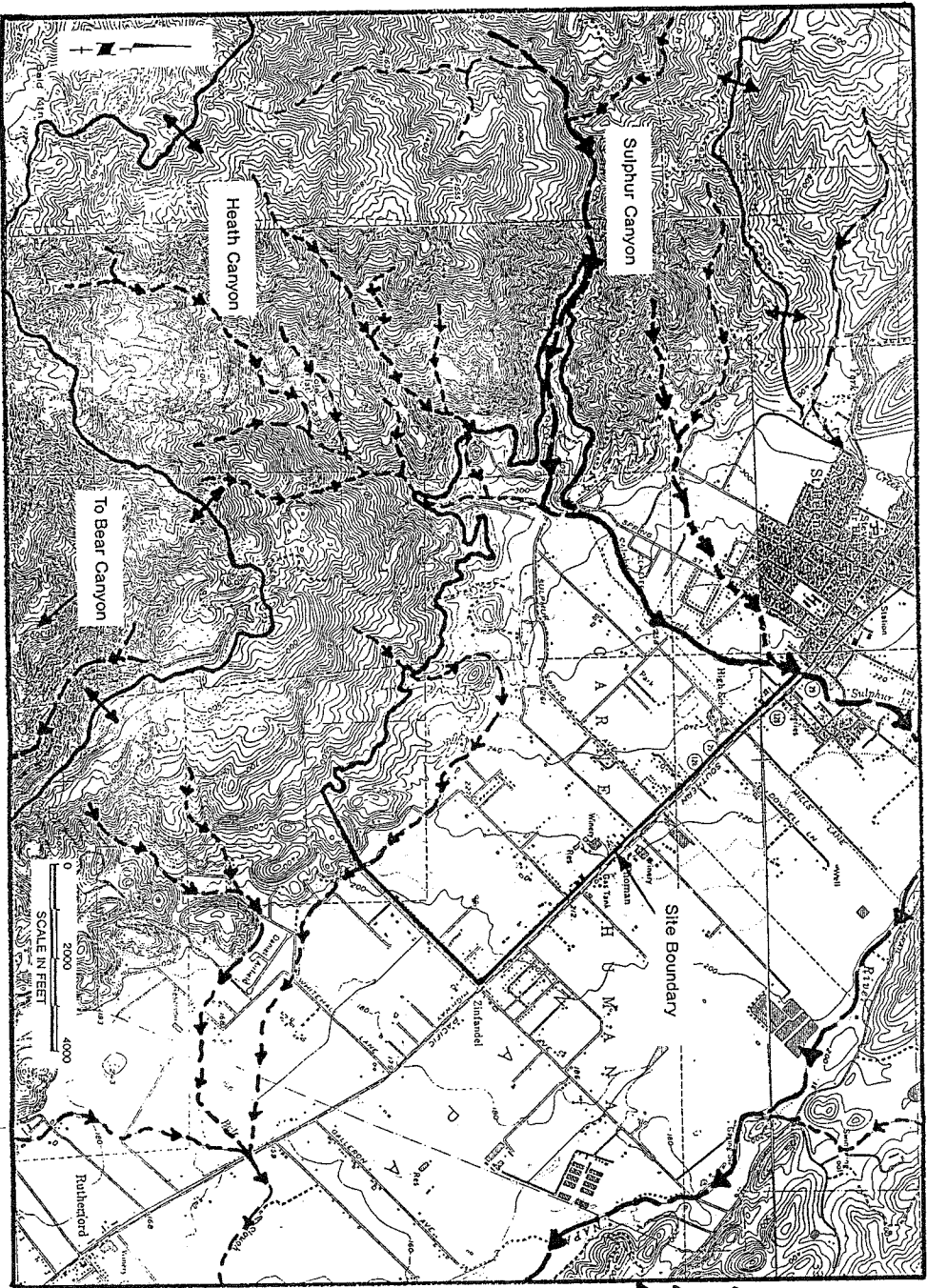


Figure 2

Site Boundary Area Map

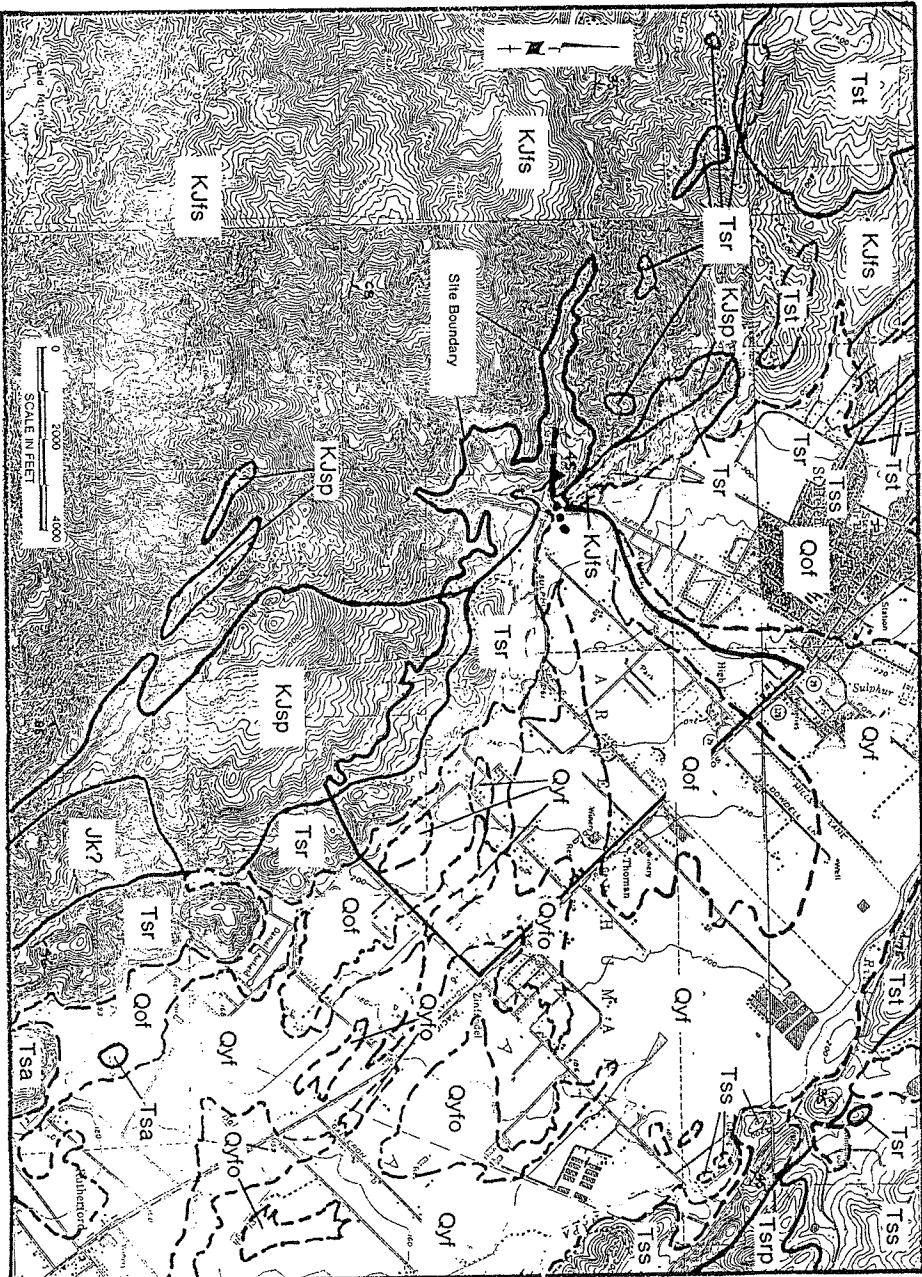


**LEGEND**

- Major Drainage Pathways
- Tributary or Stream Drainage Pathway
- Drainage Divide. Arrows show direction of stream runoff

**Figure 3**  
**Tributary Watershed Map**

Job S9038 December 1991



From Fox and others, 1973

- LEGEND**
- Quaternary System**
- oof: recent alluvial fan deposits.
  - oofc: fluvial deposits at the outer edge of younger alluvial fans (oof).
  - oofv: alluvial fan deposits bordering uplands.
  - unconformity-
- Tertiary System**
- Sierra Volcanics**
- tsr: basaltic flows, locally containing intercalated rhyolitic tuff.
  - tsrp: perlitic rhyolite, includes flows and plugs.
  - tsst: andesite to basaltic flows.
  - tsstf: andesitic ash-flow tuff.
  - tsstc: unconsolidated interbedded and intertonguing volcanic sand, silt, volcanic gravel, bedded tuff, clay, and stratiolite.
  - unconformity-
- Jurassic-Cretaceous System**
- Franciscan Assemblage**
- kfs: Shaded shale and sandstone that contain generally resistant masses of chert, rhyolite, and mafic and greenstone, with greenstone.
  - ksp: serpentinite, including relatively fresh, ultramafic masses.
  - ksf: massive clayey siltstone.
- Map Symbols**
- : Geologic contact, definitely located.
  - - - : Geologic contact, approximately located.
  - 45°: Fault, showing direction and angle of dip, boxed where concealed, dashed where approximate or uncertain.
  - 95°: direction of bedding and dip.

Figure 4  
Geologic Map

Job S9038 December 1991



ALFRED S. WILSEY

San Francisco, California 94119-3532

Telephone

November 6, 1991

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco and Firearms  
650 Massachusetts Ave., N.W.  
Washington, D.C. 20226

Re: The Oakville Viticultural Area  
(89F-92P)  
The Rutherford Viticultural Area  
(89F-90P)

Dear Sir:

I am the owner of Assessors parcel 030-140-014, consisting of 260.18 acres of vineyard, located from a point of intersection of Skellinger Lane and Conn Creek Road, from thence west to the centerline of the Napa River, thence north along the river about 1500 feet and then east to Conn Creek Road and then south to the point of beginning. This property is on part of the boundary between the proposed Oakville and Rutherford appellations and is included in Rutherford. I believe that this is where it belongs.

I have no objections to the proposed boundaries because of my lack of knowledge as to exactly how they were established.

I strongly object to the establishment of sub appellations in both Rutherford and Oakville such as are mentioned in the Federal Register of September 17, 1991, on page 47047. To me this infers that one is superior and the other inferior and this would lead to a perception of different land values with the same area on even contiguous properties. This is capricious and arbitrary, particularly when land across the Napa River, in the same geological and climatic condition carries different designations.

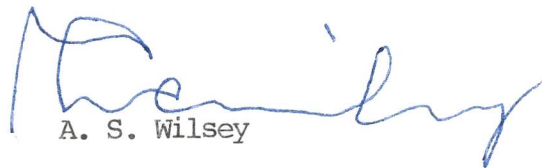
I have just very recently become aware that this matter was under your consideration and have just this week received material which enables me to write this letter. I am sure that this is also the case with many of the other vineyard owners in both Oakville and Rutherford.

November 6, 1991  
Bureau of Alcohol, Tobacco and Firearms

I respectfully request that public hearings with due notice to all property owners be held where this subject can be completely discussed in an open and public forum.

Thank you for your consideration.

Very truly yours,

  
A. S. Wilsey

/pb

November 6, 1991

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

ATTN: Notice #729 "Rutherford"

Re: The Rutherford and Oakville Appellation Committee Petition  
Dated March 1, 1986

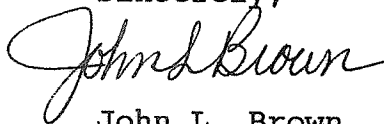
Dear Sir:

I am the owner of a 24 acre parcel on 1156 Ponti Lane, Rutherford, California. I have reviewed the referenced petition and have several serious concerns. They include:

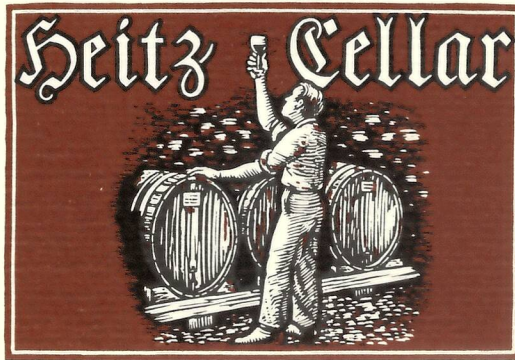
1. There should be a public hearing in Napa Valley on this petition before a decision is made. All property owners and citizens should be given the opportunity to comment on such an important and potentially costly issue.
2. The proposed boundaries have no historical creditability and appear to be the result of wine marketing decisions rather than anything geographical or viticultural. The Rutherford Bench and Oakville Bench Viticultural Areas make even less historical sense and appear to be solely a marketing ploy.
3. The creation of these appellation areas may create artificially high land values for the petitioners at the expense of their neighbors.

I appreciate your consideration of these comments and look forward to having the opportunity of having the petition thoroughly discussed by all property owners, wineries, growers and concerned citizens at a public hearing!

Sincerely,



John L. Brown



⑦

## HEITZ WINE CELLARS

500 TAPLIN ROAD  
ZIP CODE 94574

ST. HELENA, CALIF.

TELEPHONE: 707 963-3542  
FAX: 707 963-7454

November 7, 1991

Thomas B. Busey, Chief Wine and Beer Branch  
Bureau of Alcohol Tobacco and Firearms  
1200 Pennsylvania Avenue, Room 2633  
Washington, DC 20226

Dear Mr. Busey:

I am enclosing copies of our past correspondence with regard to the proposed Rutherford appellation for your convenience.

Again, let me repeat that I feel that we are unjustly excluded from the Rutherford appellation because of the arbitrary decision to lower the elevation to the 380 contour which happens to correspond to our property line, whereas elsewhere it follows the 500 foot contour.

Spring Valley is an interesting valley in that it drains both to the north along Taplin Road to the Napa River and in part to the south through our neighbor's property which is part of the Rutherford appellation. Therefore, Spring Valley is not so much a separate entity but rather a logical extension of the Rutherford appellation as proposed. Our neighbor's soils are very similar to ours because over the centuries erosion from our property has deposited soils on theirs. Also, I refer you to the soils map of Napa County issued in 1978 by the United States Department of Agriculture Soil Conservation Service, numbers 27 and 24 which shows that we share soils 139, 155, 140, and 141 with our immediate neighbors as well as other neighbors who are included in the Rutherford appellation.

As far as climate, I would again state that a barbed wire fence is not a climatic barrier and that is what separates us from our neighbors who are in the Rutherford appellation.

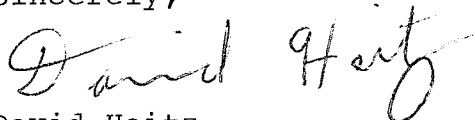
I have no historical documentation showing our property belongs to the Rutherford area. In addition, I have read the petitions and find no historical documents which support the inclusion of our neighbors either and they are included. We own 17 acres of vineyards on the south side of Zinfandel Lane and have no historical evidence of its belonging to the Rutherford appellation, but it is included in that appellation.

Page 2.

We "Heitz Wine Cellars" were once partners in a group, Zinfandel Associates, who owned both the 17 acres of vineyards south of Zinfandel Lane which we purchased, and a larger vineyard directly across Zinfandel Lane to the north. And, I can tell you for all practical purposes these two properties produced identical wines. I bring this up to show you the complete arbitrary and unfair nature of the boundaries of this appellation. I would urge you to include us in the appellation and not to exclude us on some arbitrary basis. Please see my letter dated September 26, 1990, outlining what we feel would be appropriate boundaries.

I would urge you not to make your final decision on the Rutherford/Oakville appellation without first holding public hearings so that the truth would have a better chance to come to the full public view.

Sincerely,

A handwritten signature in cursive script that reads "David Heitz". The signature is written in dark ink and is positioned above the typed name.

David Heitz  
Heitz Wine Cellars

## HEITZ WINE CELLARS

500 TAPLIN ROAD  
ZIP CODE 94574



ST. HELENÄ, CALIF.

TELEPHONE: 707 963-3542  
FAX: 707 963-7454

September 26, 1990

Mr. Robert White  
Bureau of Alcohol Tobacco and Firearms  
1200 Pennsylvania Avenue, Room 2633  
Washington, D.C. 20226

Dear Mr. White:

We feel that the proposed boundries for the Rutherford appellation area are somewhat unfair. The boundries for the Rutherford area in general, in the hillside area, are at the 500 foot elevation. However, for us (Heitz Cellars) there seems to be an exception. Starting on page 26, No.6, the last paragraph on the page states:

- (6) Continue northeasterly along Zinfandel Lane approximately 2.75 miles to the intersection of that road and Silverado Trail, then northeasterly along the continuation of that road to the 380-foot contour.

And continuing on page 27, the first and second paragraph states:

- (7) Follow the 380-foot contour southeasterly through Section 33 to the western border of Section 34, T.8N., R.5W, then follow that section line north to the 500-foot elevation.
- (8) Follow the 500-foot contour southeasterly to the western border of Section 2, T.7N., R.5W, then south along that section line past Conn Creek to its intersection with the 500-foot contour northwest of the unnamed 832-foot peak.

Our property is in section 33. If the 500 foot elevation is appropriate for our neighbors, why is it not appropriate for us? We think it would be more consistent if the boundries followed North along the Silverado Trail to the 32 section line where it intersects the Silverado Trail, then follow it to the 500-foot contour on the eastern side of Spring Valley, then followed that 500-foot contour in a southeasterly direction as stated in the rest of the boundry definition.

We would appreciate your consideration and comments in regards to the above proposal.

Sincerely,

David Heitz  
Heitz Wine Cellars

DH/bd



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

OCT 9 1990

C:R:W:RLW  
5120

Mr. David Heintz  
Heitz Wine Cellars  
500 Taplin Road  
St. Helena, California 94574

Dear Mr. Heintz:

This is in response to your letter dated September 26, 1990, concerning the petition for the Rutherford viticultural area.

You state that a portion of the eastern boundary in the hillside area is unfair because it stops at the 380-foot contour line rather than extending up to the 500-foot contour line, as does most of the eastern boundary of the Rutherford area.

You state that your property is excluded if the boundary stops at the 380-foot contour line but that your property would be included if the boundary extends up into the hills to the 500-foot contour line as you propose in your letter.

Please be advised that before we can take further action on your request, we will need a United States Geological Survey (U.S.G.S.) map of the new area, 7.5 minute series, with your proposed boundaries prominently marked. We will also need a detailed description of how you wish the petitioner's original boundaries to be amended. In addition, we will need information concerning climate, temperature, rainfall, soil, elevation, etc., which will support your conclusion that the area in question is essentially the same as the rest of the Rutherford area.

We will also need evidence that the area in question has historically been known as the Rutherford area or has historically been considered a part of the Rutherford area. This evidence should include publications, such as newspaper articles, magazine articles, books, etc., which will support your position that the area is part of the Rutherford area.

You can submit the requested information either now or wait until the comment period of the notice of proposed rulemaking on the Rutherford viticultural area, once it is published in the Federal Register. You will have 60 days

## HEITZ WINE CELLARS

500 TAPLIN ROAD  
ZIP CODE 94574



ST. HELENA, CALIF.

TELEPHONE: 707 963-3542  
FAX: 707 963-7454

January 15, 1991

Mr. Robert White  
Bureau of Alcohol, Tobacco and Firearms  
1200 Pennsylvania Avenue, Room 2633  
Washington, D.C. 20226

Dear Mr. White:

I have enclosed the 7.5 minute series map that you requested in your letter dated October 9, 1990. Sorry it has taken me so long to reply, but I became very involved with the crush and never got back to the project.

As far as how we would like the petitioner's original boundaries amended, I believe the last paragraph of my letter dated September 26, 1990, should do this. I have enclosed a copy of that letter for your review.

Now as far as climate, temperature, and rainfall are concerned, we are only separated from our neighbor by a bobbed-wire fence. Obviously, this does not change the climate, rainfall, temperature, or soils between us. Therefore, we should be included with our neighbors.

In regards to the history, there is no historical significance to our fence line and I would say to you that if history applies to our neighbors to be in the Rutherford area than that same history should apply to us. As far as the history, I would suggest that you refer to their applications for it, as it is equally valid for us as it is for them.

I trust the above answers the questions you posed in your letter dated October 9, 1990.

Sincerely,

David Heitz  
Heitz Wine Cellars





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

FEB 11 1991

C:R:W:RLW  
5120

Mr. David Heitz  
Heitz Wine Cellars  
500 Taplin Road  
St. Helena, California 94574

Dear Mr. Heitz:

This is in response to your letter dated January 15, 1991, in which you responded to our letter of October 9, 1990, concerning the proposed establishment of the Rutherford viticultural area.

You submitted a map of the area you want included in the proposed Rutherford viticultural area but you did not submit any supporting documentation which indicates that the area in question has historically been considered a part of the Rutherford area.

You question why the petitioners used the 500-foot elevation line as their boundary up to a certain point but then used some other boundary which excludes the area you want included in the Rutherford area. The petitioners used the 500-foot elevation line because they felt this was the proper elevation that should be used in the Rutherford area to delineate a valley from a mountain. Since the Rutherford area is located on the floor of the Napa Valley, the petitioners felt that the boundaries should not extend higher than the 500-foot elevation line in the mountainous area immediately to the east of the Napa Valley floor in the Rutherford area.

However, the petitioners used boundaries lower than the 500-foot elevation line in the area in question because if they had used the same 500-foot elevation line in this area, it would have resulted in the inclusion of a separate valley (Spring Valley) in the Rutherford area. Obviously, the petitioners feel that the Spring Valley area is neither geologically a part of the Rutherford area nor historically considered to be a part of the Rutherford area. Consequently, the petitioners did not include this area in their petition for a Rutherford viticultural area.

Mr. David Heitz

The petitioners also presented evidence that the Rutherford area should not extend further north than Zinfandel Lane. The evidence presented suggests that anything immediately north of Zinfandel Lane is considered to be part of the St. Helena area. Since most of the area in question appears to be northeast of Zinfandel Lane, we need written evidence which indicates that this area is part of the Rutherford area rather than the St. Helena area.

In addition, we need written evidence that the area in question has historically been considered a part of the Rutherford area. We also need written evidence that indicates that the area in question has the same type of soil, climate, rainfall, etc., as the Rutherford area.

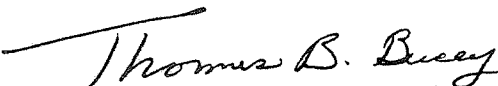
Unless you can provide us with at least some written documentation to support your position, we cannot take further action on your request.

We are going to continue to process the original petition for the Rutherford viticultural area. Consequently, it is possible that we will publish a notice of proposed rulemaking (NPRM) on the Rutherford area prior to the time we receive your written documentation in support of your position. If this turns out to be the case, you will still be able to submit evidence in support of your position during the 60-day comment period of the Rutherford NPRM.

If we receive your additional information prior to the close of the comment period, we will thoroughly analyze such data and take it into consideration prior to making a final decision concerning the proper boundary for the Rutherford area.

If you have any questions or wish to discuss this matter further, please contact Robert White at (202) 566-7626.

Sincerely yours,

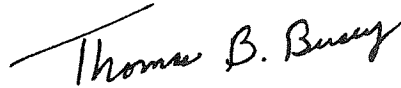
  
Thomas B. Busey  
Chief, Wine and Beer Branch

Mr. David Heintz

from the date of publication of the notice to submit your comments. We will ensure that you receive a copy of the notice once it is published.

If you have any questions or wish to discuss this matter further, please contact Robert White at (202) 566-7626.

Sincerely yours,

A handwritten signature in cursive script that reads "Thomas B. Busey". The signature is written in dark ink and is positioned above the typed name.

Thomas B. Busey  
Chief, Wine and Beer Branch

# GIRARD



W I N E R Y

November 4, 1991

Chief, Wine and Beer Branch  
B.A.T.F.  
PO Box 385  
Washington, D.C. 20044-0385

Subj: Notice No. 728 "Oakville"

Dear Sir,

As a vineyard owner in Oakville for seventeen years, I support the proposed Oakville township appellation. I cannot, however accept the southern boundary of this appellation which includes much of what we all know is Yountville, and has always been Yountville.

The Oakville/Yountville border has always been known to be Dwyer Road to highway 29 then Yount Mill Road to Rector Creek. Everybody knows this who lives here, you need just ask a few locals.

Unfortunately, a few monied people owning vineyards in Yountville consider it more prestigious to say that they are in Oakville. They also realize that this will allow them to raise grape prices. And so an otherwise meaningful boundary has been stretched like a rubberband to accommodate their desires.

1) Exhibit A is a map of the appellation as proposed. Although this area is rather sparce of businesses, I have indicated the position of them.

2) Exhibit B is the business card of the S. Claus gift shop located on exhibit A as number 1. As you can see, they consider themselves clearly in Yountville. This location has supported a business for over fifteen years and has always been Yountville. Take a minute to call Linda Greene, the owner to confirm this.

3) Exhibit C is a business card from Mustards Grill, located on exhibit A by number 2. Although they omitted the township from their card, you may contact Michael, the manager who will confirm that the restaurant is indeed in Yountville, and has been, under this name and others for eleven years.

Robert -

8

- 4) Exhibit D is a brochure from Cosentino Winery, located by number 3 on Exhibit A. It indicates on the cover and in the text that they are clearly in Yountville. Exhibit E is a photo of the Cosentino sign proudly proclaiming their location.
- 5) Exhibit F is a business card from Oleander House B&B, located by number 4 on exhibit A. This card also clearly indicates that this business is in Yountville.
- 6) Exhibit G is a map indicating where the petitioners would like you to place the southern boundary of Oakville and the dotted line is where us old timers know it has always been.

These businesses have always been located in Yountville. How then can the southern boundary of Oakville extend one mile **SOUTH** of them? How can Oakville extend **SOUTH** of both Yount Mill Road and the Yountville Hills? What will happen to the credibility of the BATF if they take what has always been known as Yountville and decree it Oakville?

You have the difficult task of defining appellations. And whenever appellations are concerned, greed can take over and some landowners seeking an opportunity to prosper from altering an historic boundary will try to fool you into deviating from what the locals have always known are the boundaries of townships.

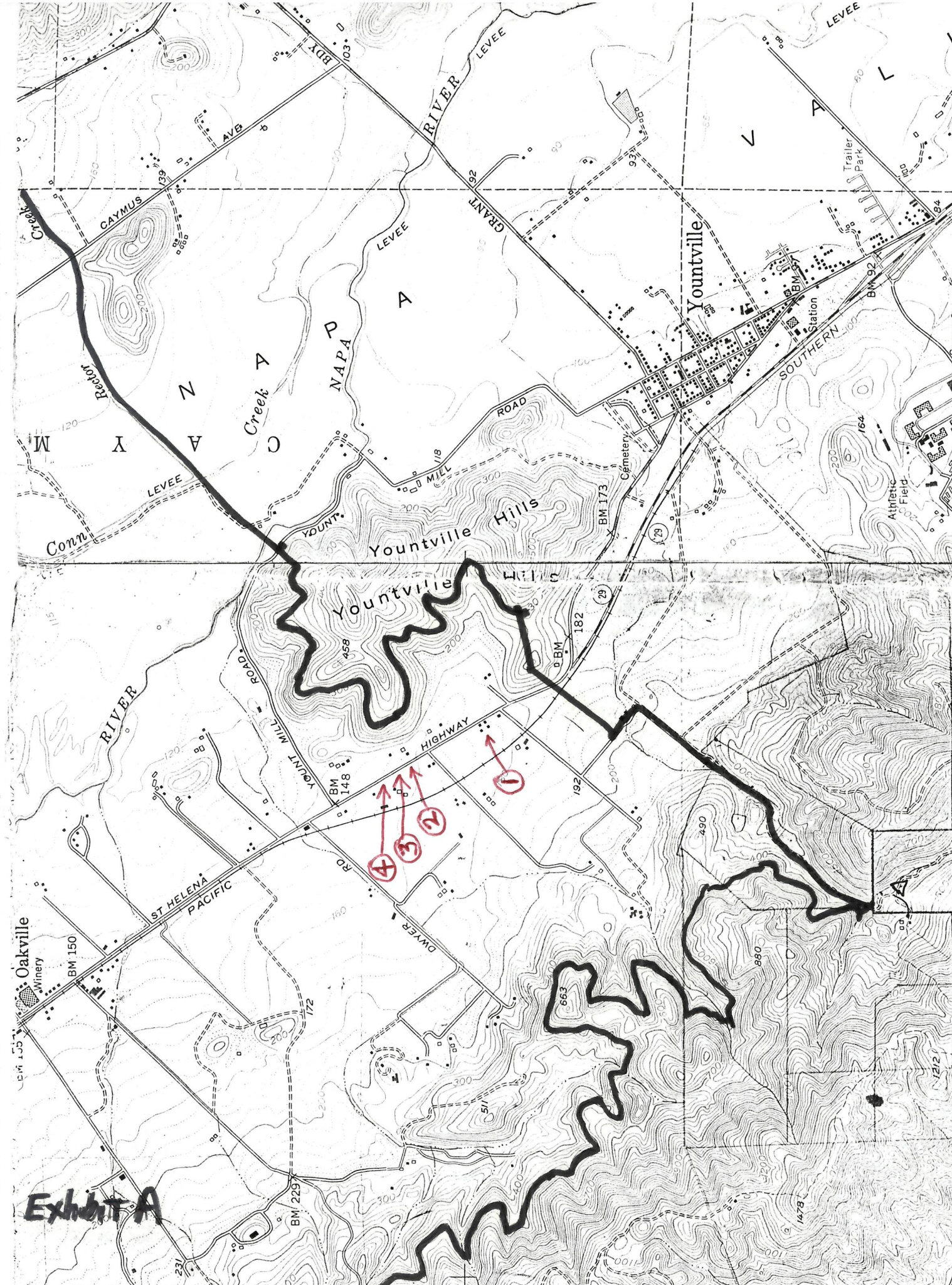
Should you accept the boundaries as proposed, you will be invalidating the entire AVA process and sending landowners the message that by spending money on hired consultants and compiling impressive amounts of paper that they can dupe the BATF into approving ludicrous boundaries that the landowners will profit from.

Since your decision will impact the credibility of the BATF, I urge you to contact the business owners above or the vintners or growers in the area. Send out a questionnaire asking them where the Oakville/Yountville boundary is and you will get the real historic boundary that we, the landowners in the Napa Valley recognize.

Best regards,



Stephen A. Girard  
President



**Exhibit A**



7331 St. Helena Hwy. Yountville, CA 94599  
(707) 944-XMAS

LINDA GREENE  
Owner

EDY ALLEN  
Manager

Exhibit B

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7300 ST. HELENA HWY.  
NAPA VALLEY, CA 94558  
707 • 041 • 9424

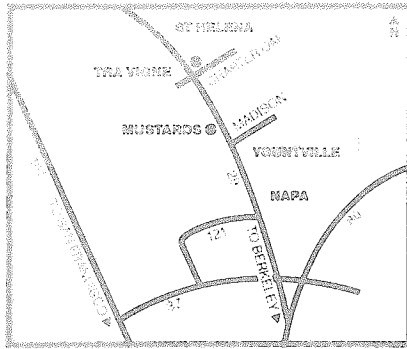


Exhibit C



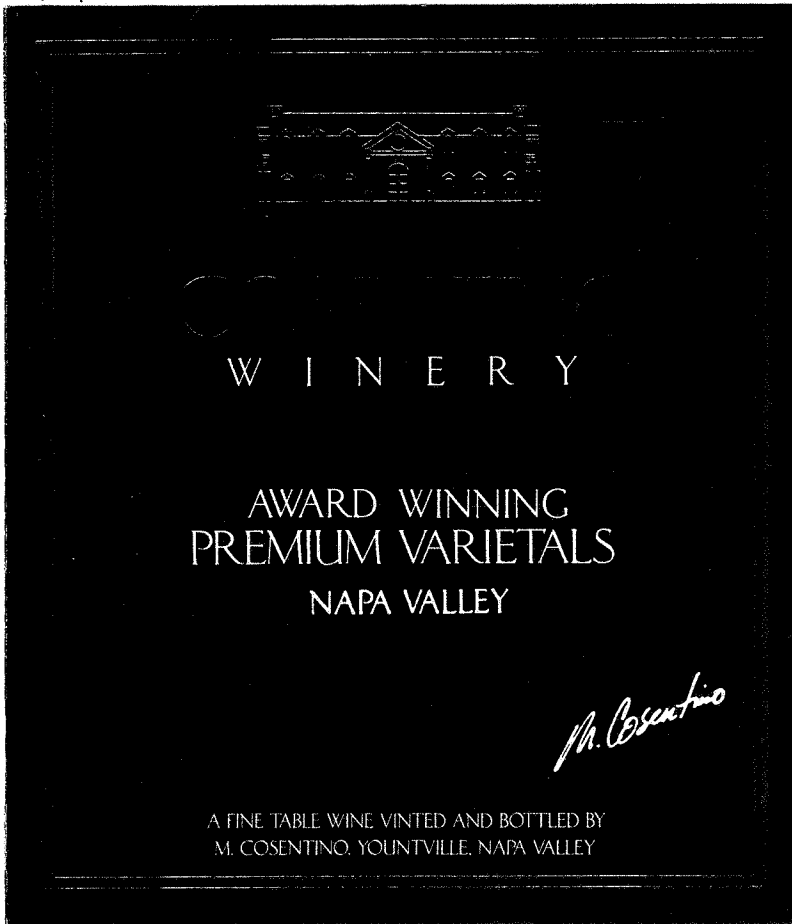


Exhibit D

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## COSENTINO WINERY

The move from Modesto to Yountville was completed in the Spring of 1990 after five years in development. Cosentino, the first winery on Highway 29 North of Yountville, is located in the heart of the Napa Valley and surrounded by the most famous vineyards in California.

Cosentino Wines are carefully crafted using chosen fruit from California's best vineyards. It is the winery's belief that balance and true varietal character provide wines of timeless distinction, elegance and breeding.

The majority of grapes used today come from the Napa Valley with selected lots from Sonoma County.

In ten vintages of production, Cosentino wines have won nearly 400 medals including over 20 "Best of Show", "Best of Class", "Best American", and "Best of California" for its Cabernet Sauvignon, Merlot, Cabernet Franc, Meritage, and Chardonnay.

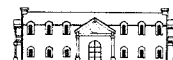
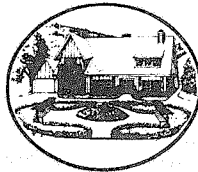




Exhibit E



OLEANDER HOUSE  
Bed & Breakfast Inn

7433 St. Helena Hwy.  
Yountville, CA 94599

John & Louise Packard  
(707)944-8315

Exhibit F

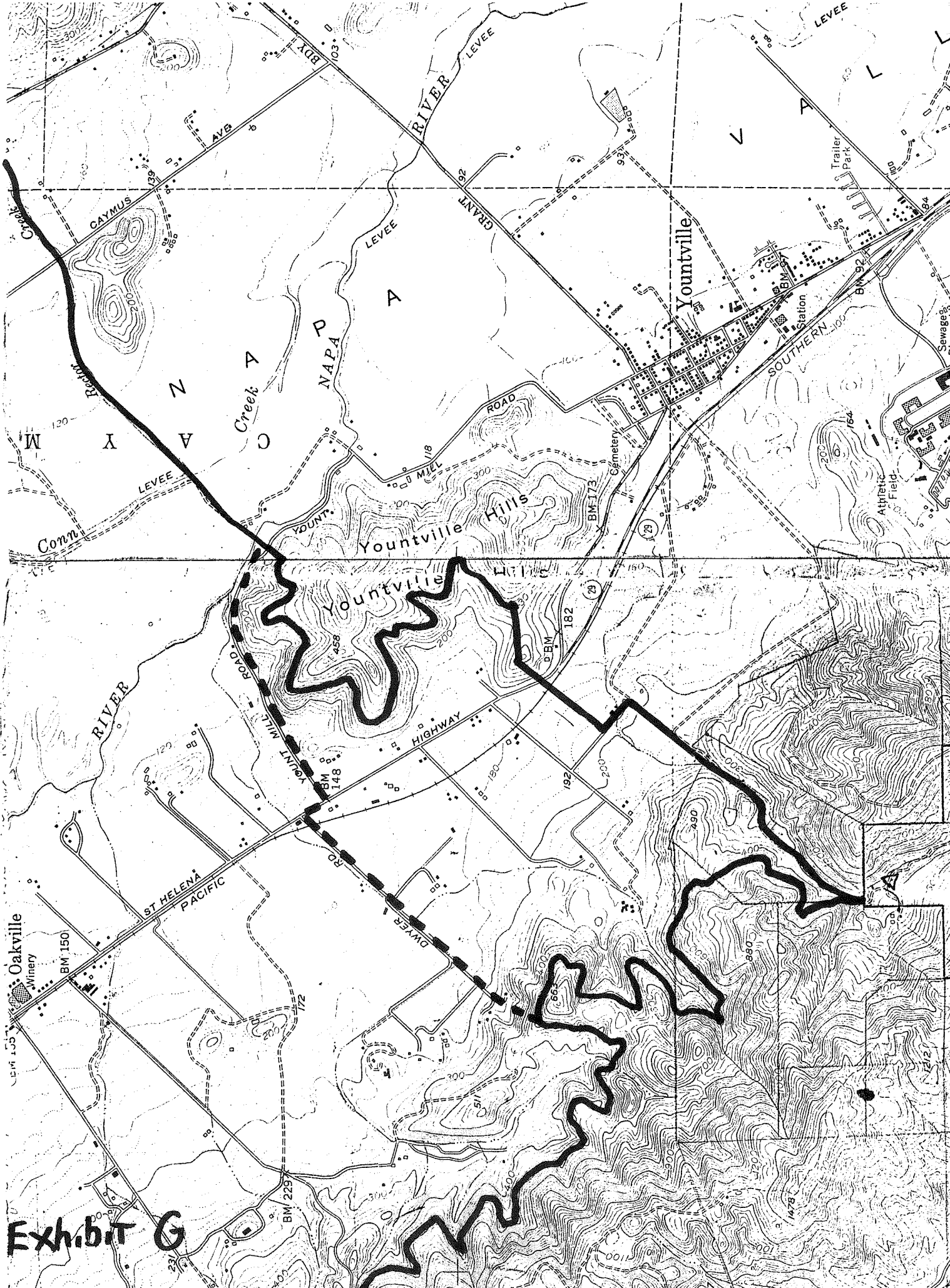


Exhibit G

# UCC VINEYARDS GROUP

November 13, 1991

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P.O. Box 50221  
Washington, D.C. 20091-0221  
(Attn: Notice No. 729)

RE: The Rutherford Viticultural Area

Gentlemen:

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For all of the foregoing reasons, we respectfully request that the northern boundary of the proposed Rutherford Viticultural Area be the southerly city limits line of St. Helena.

Respectfully submitted,

UCC VINEYARDS GROUP

*412*

David I. Freed, President

PROPERTY OWNED  
(address or APN)

ACRES

030-260-005	13.07 ac
030-260-004	34.29 ac
030-240-180	42.60 ac
030-250-019	52.63 ac
030-260-030	15.40 ac

AND CO-ENDORSED BY THE FOLLOWING:  
(Please sign and print your name as above)

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November 13, 1991

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030-260-030 15.40 ac

AND CO-ENDORSED BY THE FOLLOWING:  
(Please sign and print your name as above)

*John P. Grech*  
John P. Grech

*027-120-022-00 10 acres*

*Nancy Grech*  
Nancy Grech

*(as above)*

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030-260-030 15.40 ac

AND CO-ENDORSED BY THE FOLLOWING:  
(Please sign and print your name as above)

*A. Bernard McPartay*  
A. BERNARD MCPARTAY  
1577 INGLEWOOD AVE.  
ST. HELENA, CA 94574

APN 027-120-024 (7.75AC.)

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# UCC VINEYARDS GROUP

November 13, 1991

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P.O. Box 50221  
Washington, D.C. 20091-0221  
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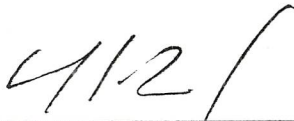
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UCC VINEYARDS GROUP



David I. Freed, President

PROPERTY OWNED  
(address or APN)

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030-260-030	15.40 ac

AND CO-ENDORSED BY THE FOLLOWING:  
(Please sign and print your name as above)



DEAN R. POLLARD  
1860 W. ZINFANDEL LANE  
ST. HELENA, CALIFORNIA 94574

1860 W. ZINFANDEL LANE

1860 W. ZINFANDEL LANE 17.45 ac

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13

# UCC VINEYARDS GROUP

November 13, 1991

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P.O. Box 50221  
Washington, D.C. 20091-0221  
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*412*

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030-260-030	15.40 ac

AND CO-ENDORSED BY THE FOLLOWING:  
(Please sign and print your name as above)

*Joe V. Criscione*  
\_\_\_\_\_  
JOE V. CRISCIONE

27-120-34      8.5 ac.

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# UCC VINEYARDS GROUP

November 13, 1991

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P.O. Box 50221  
Washington, D.C. 20091-0221  
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AND CO-ENDORSED BY THE FOLLOWING:  
(Please sign and print your name as above)

*Anne R. Moorhead 14 Nov '91*  
Anne R. Moorhead

*A.P.N. 027-120-026 27.24A.*

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11/14

# Napa Valley Grape Growers Association



"Napa Valley . . . the premier winegrowing region of the world."

15

November 33, 1991

Chief Wine and Beer Branch  
Bureau of Alcohol, Tobacco and Firearms  
P.O. Box 50221  
Washington, DC 20091-0221

Dear Sirs,

We are concerned with the activity in the Napa Valley to establish additional viticultural areas without public hearings, the most recent being the "Oakville" proposal.

Representing the independent winegrape growers of Napa County, our organization believes the grape and wine community should be given the opportunity to air its concerns at a public hearing. This is the only way BATF can fully expect to understand the impacts and concerns surrounding the creation of another viticultural area.

We ask that you hold a public hearing for the "Oakville" proposal and any future proposals for the establishment of viticultural areas within our valley. Thank you.

Sincerely,

Robert Lee Hudson  
President



# UCC VINEYARDS GROUP

November 13, 1991

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
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Washington, D.C. 20091-0221  
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We wish to comment upon the geographical boundaries of the proposed Rutherford Viticultural Area. Specifically, we question the logic of establishing the northern boundary of the proposed area along Zinfandel Lane (Sec. 9.133 (c)(7)). Because the village of Rutherford is not an incorporated township, there are no municipal boundaries on which to rely in delimiting this area (Historical/Current Evidence of Boundaries 56 FR 47044 page 3). We would suggest that a more logical northern boundary is the southern city limits line of St. Helena.

The petition of the Rutherford and Oakville Appellation Committee dated March 8, 1989 (herein "Petition") suggests "...that community names and areas - - Calistoga, St. Helena, Rutherford, Oakville, Yountville and Napa - - should be used for the basic north-south valley divisions. These areas would be contiguous, non-overlapping and would cover the entire floor of the Napa Valley...These community names...have been used historically to divide Napa Valley into viticultural districts...Although the communities of Napa, Yountville, St. Helena and Calistoga have official limits, whereas Rutherford and Oakville do not..." (Petition, page 6)

The Petition notes "Lying between the incorporated town of Yountville to the south and the city of St. Helena to the north, Oakville and Rutherford define the unincorporated area in between." (Petition, page 10) It would seem that the best evidence of the boundary between the city of St. Helena to the north and the unincorporated area of Rutherford to the south is the southern city limits line of St. Helena.

The Petition concludes "The purpose of ATF's viticultural area program is to inform consumers about the origin of grapes from which a particular wine derives. In order to achieve this

goal, viticultural area names must be accurate, recognizable and informative, and boundaries must be consistent with these names and have geographic and viticultural significance." (Petition, page 36) To arbitrarily set the northern boundary of the proposed Rutherford area at Zinfandel Lane is to create a "no-man's land" north of Zinfandel Lane and south of the city limits of St. Helena which can only lead to confusion on the part of consumers.

For all of the foregoing reasons, we respectfully request that the northern boundary of the proposed Rutherford Viticultural Area be the southerly city limits line of St. Helena.

Respectfully submitted,

UCC VINEYARDS GROUP

412 /  
 David I. Freed, President

<u>PROPERTY OWNED</u> (address or APN)	<u>ACRES</u>
030-260-005	13.07 ac
030-260-004	34.29 ac
030-240-180	42.60 ac
030-250-019	52.63 ac
030-260-030	15.40 ac

AND CO-ENDORSED BY THE FOLLOWING:  
 (Please sign and print your name as above)

David Sattui, CEO

DARYN SATTUI

Tom C. Davies, Pres.

TOM C. DAVIES

\_\_\_\_\_

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# Beaulieu Vineyard

ESTATE BOTTLED NAPA VALLEY WINES • ESTABLISHED 1900  
GEORGES DE LATOUR, FOUNDER  
VINEYARDS AND WINERY • RUTHERFORD, NAPA COUNTY, CALIFORNIA 94573 •

November 15, 1991

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco, and Firearms  
Post Office Box 50221  
Washington, DC 20091-0221  
Attention: Notice Number 729

Re: Notice of Proposed Rulemaking (No. 729)  
Rutherford Viticultural Area (89F-90P)

Dear Sir:

This letter is written in response to the request for comments regarding the Notice of Proposed Rulemaking (Notice No. 729) regarding the Rutherford Viticultural Area (89F-90P).

Beaulieu Vineyard requests consideration of the following two issues:

- a) Given the importance of the proposed viticultural area to the Napa Valley, we request that a public hearing be held to review this application, and that such public hearing be held in the Napa Valley.
- b) The proposed viticultural area (see Exhibit I) does not include the Beaulieu Vineyard properties No. 2 and No. 4 (see Exhibit II) which have historically been associated with Beaulieu Vineyard and its Cabernet Sauvignon wines, and which have contributed greatly to the development and consumer recognition of the Rutherford name.

Because of the historical significance of these two properties to Beaulieu Vineyard, the important role these two properties have played in the development of the Rutherford name to the wine consumer, the economic importance of the viticultural area to the Beaulieu Vineyard Rutherford Cabernet Sauvignon and the geographic location of the two properties, we therefore request incorporation of the two Beaulieu Vineyard properties into the Rutherford Viticultural Area, and consideration of the following two options:

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco, and Firearms  
November 15, 1991  
Page Two

- (i) The creation of an overlapping viticultural area to permit the two Beaulieu Vineyard properties presently included in the proposed Oakville Viticultural Area to be included in the Rutherford Viticultural Area (BATF has established a similar precedent in other areas),  
or
- (ii) The grandfathering of the two Beaulieu Vineyard properties into the Rutherford Viticultural Area. This latter option would not detract from the township approach adopted by the petitioners, while permitting Beaulieu Vineyard to continue to produce its wines, from the same vineyard locations, as it has done for almost 91 years.

Background:

Beaulieu Vineyard is located within the proposed Rutherford viticultural area. The winery was established in 1900, by a Frenchman, Georges de Latour, who had a desire to produce world class Cabernet Sauvignon wines in California. He located the winery in the Rutherford area of Napa Valley, and named his estate and winery, Beaulieu, which means "Beautiful Place" in his native French language.

Georges de Latour purchased four vineyard properties in the central part of the Napa Valley during the early days of the winery between 1900 and 1940.

Beaulieu Vineyard No. 1, 132 Acres, ca. 1900  
Beaulieu Vineyard No. 2, 146 Acres, 1907  
Beaulieu Vineyard No. 3, 198 Acres, 1920 - 1930's  
Beaulieu Vineyard No. 4, 90 Acres, 1943

These properties have always been an important part of the Beaulieu Vineyard Cabernet Sauvignon program. Much of the rootstock retail operation Georges de Latour established at the turn of the century was located on Beaulieu Vineyard No. 4. In addition, in 1980 Beaulieu Vineyard established a Cabernet Sauvignon grapevine clone trial at Beaulieu Vineyard No. 4 -- this trial was established with the express purpose of providing Beaulieu Vineyard with Cabernet Sauvignon information for the Beaulieu Vineyard Rutherford Cabernet Sauvignon.

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The property known as Beaulieu Vineyard No. 3, was subsequently sold in the early 1970's, although the grapes have remained under long-term contract to Beaulieu Vineyard, and remain an important part of the Beaulieu Vineyard Cabernet Sauvignon wines.

The proposed Rutherford Viticultural Area contains approximately 6,650 acres. Within this area, Beaulieu Vineyard owns, leases, or purchases under long-term contract grapes from 1,394 acres, or 20.9% of the proposed total viticultural area (see Exhibit III). This makes Beaulieu Vineyard one of the major winegrowers in the proposed viticultural area, and explains the role Beaulieu Vineyard has played in the development of the Rutherford name among wine consumers.

On December 17, 1979, Beaulieu Vineyard was granted a Certificate of Label Approval for a Cabernet Sauvignon wine called Rutherford Cabernet Sauvignon, covering the 1977 vintage. This wine has been produced under this name from 1977 until 1989, thirteen vintages released to the consumer. Prior to 1977, this wine was sold as Beaulieu Vineyard Cabernet Sauvignon, and has been produced since approximately the 1920's. Along with the Georges de Latour Private Reserve Cabernet Sauvignon, the BV Rutherford Cabernet Sauvignon has become known as one of the benchmark Napa Valley Cabernet's, with much of its style attributable to the vineyard location in Rutherford.

The name "*Rutherford*", and its association with Napa Valley Cabernet Sauvignon, can be closely associated with Beaulieu Vineyard. In the 1930's, Andre Tchelitscheff described what he called the "*Rutherford dust*" in the taste of Beaulieu Cabernet Sauvignon's (see Exhibit IV). A recent article in the Napa Register describes Tchelitscheff's boundaries of Rutherford to include the properties known as Beaulieu Vineyard No. 2 and Beaulieu Vineyard No. 4 (see Exhibit V). In addition, several wine journalists have described the Rutherford/Rutherford Bench Viticultural Area as including the two Beaulieu Vineyard properties (see Exhibit VI).

Beaulieu Vineyard has been producing Cabernet Sauvignon wines from grapes grown in the central area of the Napa Valley for many decades. Historical winery records indicate that on December 3, 1933, the San Francisco Chronicle advertised a selection of Beaulieu Vineyard wines that included a Cabernet Sauvignon. In October 1990, the winery celebrated the release of the 50th vintage of the Georges de Latour Private Reserve Cabernet Sauvignon; a wine produced from grapes grown in the area considered by Beaulieu Vineyard to be the Rutherford Viticultural Area.

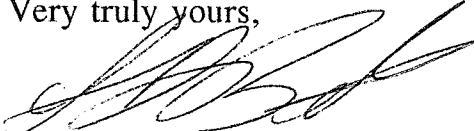
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Page Four

The importance of the Rutherford Viticultural Area to Beaulieu Vineyard from both a historic, as well as economic standpoint, is substantial. Beaulieu Vineyard, its wines, its viticulturists, and its winemakers, have done much to create the historical significance, and consumer recognition of the name Rutherford. This name is now proposed as a viticultural area name that excludes two of the vineyards that participated in the development, and historic significance, of the name, and the viticultural area.

I will be pleased to provide you with any additional information you may require as you consider this request.

Thank you for your attention and consideration.

Very truly yours,



Anthony A. Bell  
Vice President/General Manager  
Beaulieu Vineyard

AAB:cas

Attachments

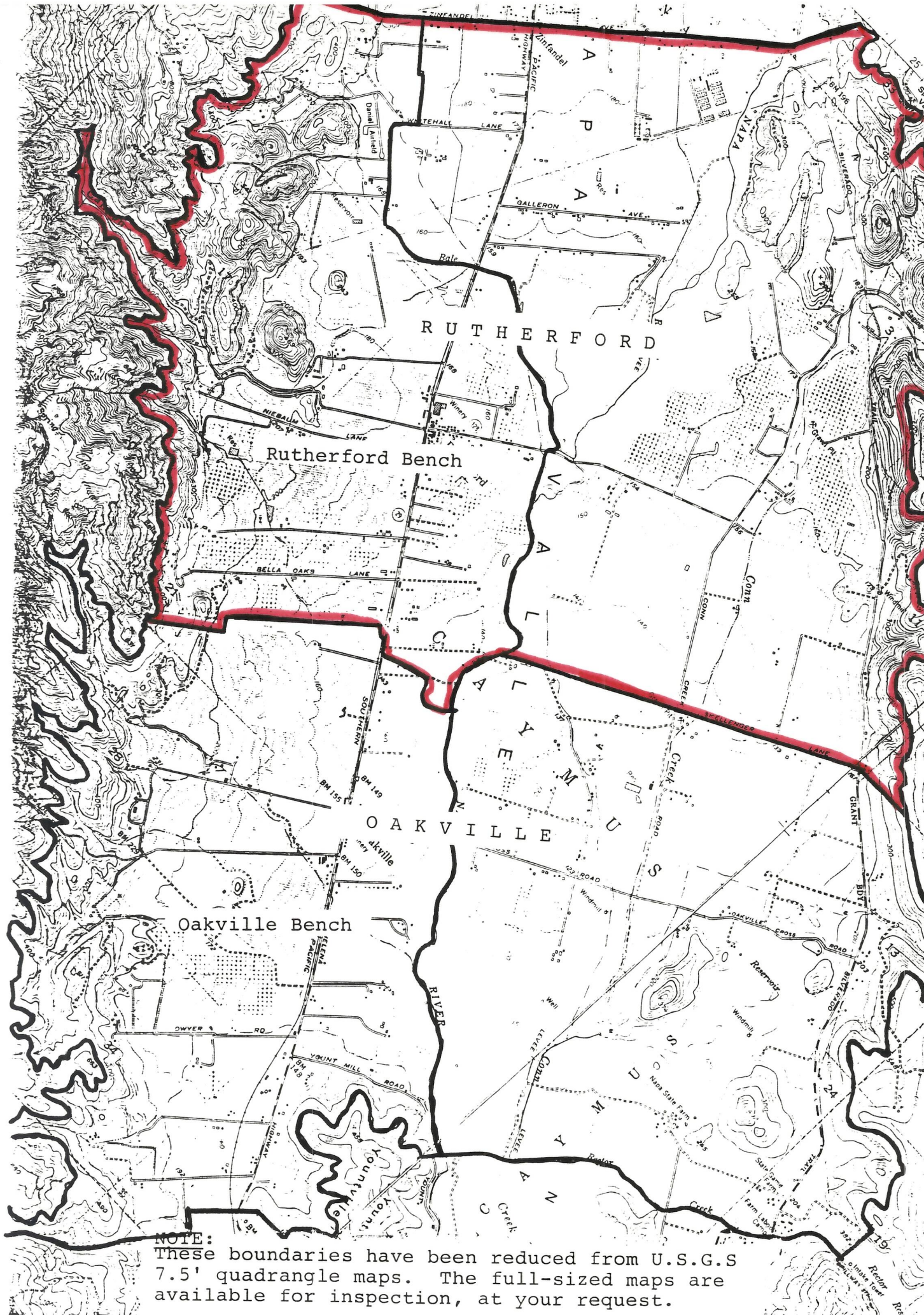
cc: Richard L. Maher  
David J. Scott  
Richard E. Walton  
William B. Wathen



**EXHIBIT I**

**RUTHERFORD VITICULTURAL AREA**

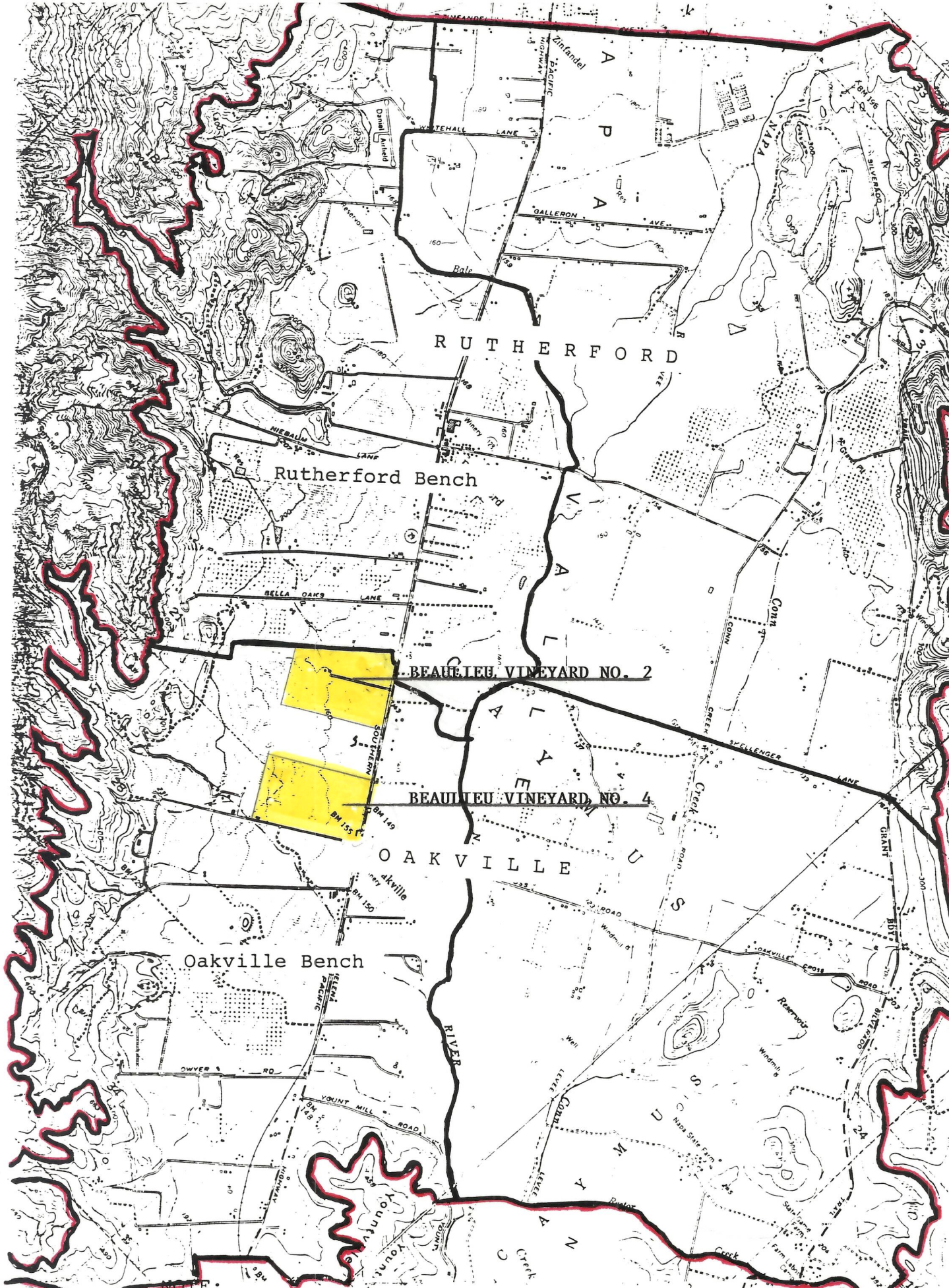
**AS PROPOSED BY NOTICE NO. 729**



**NOTE:** These boundaries have been reduced from U.S.G.S 7.5' quadrangle maps. The full-sized maps are available for inspection, at your request.

**EXHIBIT II**

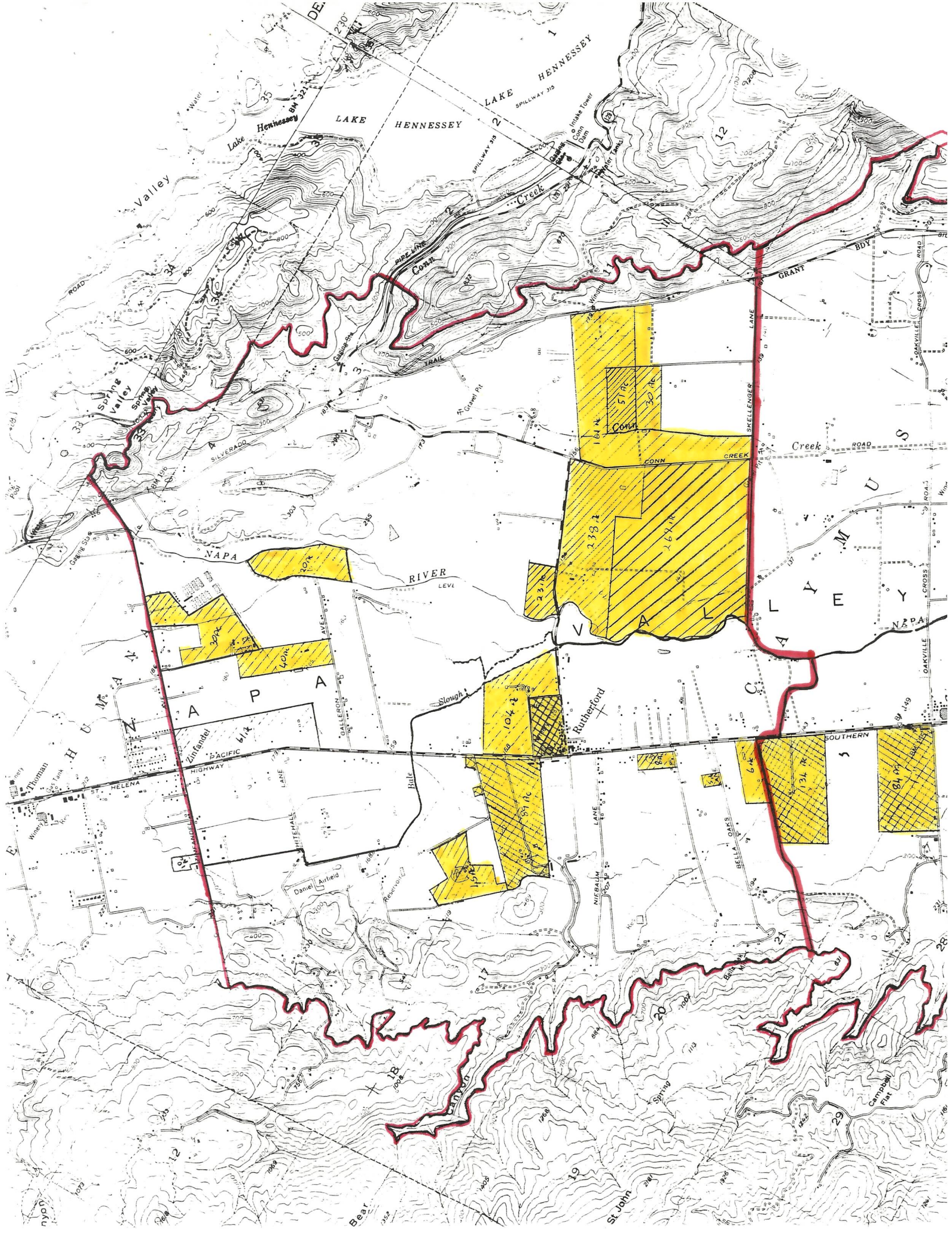
**LOCATION MAP OF BEAULIEU VINEYARD NO.2 AND BEAULIEU  
VINEYARD NO. 4 IN RELATION TO THE SOUTHERLY BOUNDARY OF THE  
PROPOSED RUTHERFORD VITICULTURAL AREA**



NOTE:  
These boundaries have been reduced from U.S.G.S  
7.5' quadrangle maps. The full-sized maps are  
available for inspection, at your request.

**EXHIBIT III**

**LOCATION OF BEAULIEU VINEYARD GRAPE SOURCES WITHIN THE  
PROPOSED RUTHERFORD VITICULTURAL AREA**





**EXHIBIT IV**





MAY 26 1993

Wine  
BY FRANK J. PRIAL

# NAPA'S BENCH MARKS

**P**AUILLAC, CHATEAUNEUF-du-Pape, Vosne-Romanée and the Rutherford Bench.

The Rutherford Bench?

Yes, the Rutherford Bench, in California, boasts one of the more exceptional concentrations of great wine producers in the world. Pauillac has Lafite-Rothschild, Mouton-Rothschild, Latour, Pichon-Lalande and Lynch-Bages, to name a few; Vosne-Romanée has Romanée-Conti, Romanée-Saint-Vivant, La Tâche and Richebourg; Chateaneuf-du-Pape has Beaucastel, Rayas — but you get the point. These are towns or communes that produce very few, if any, common wines.

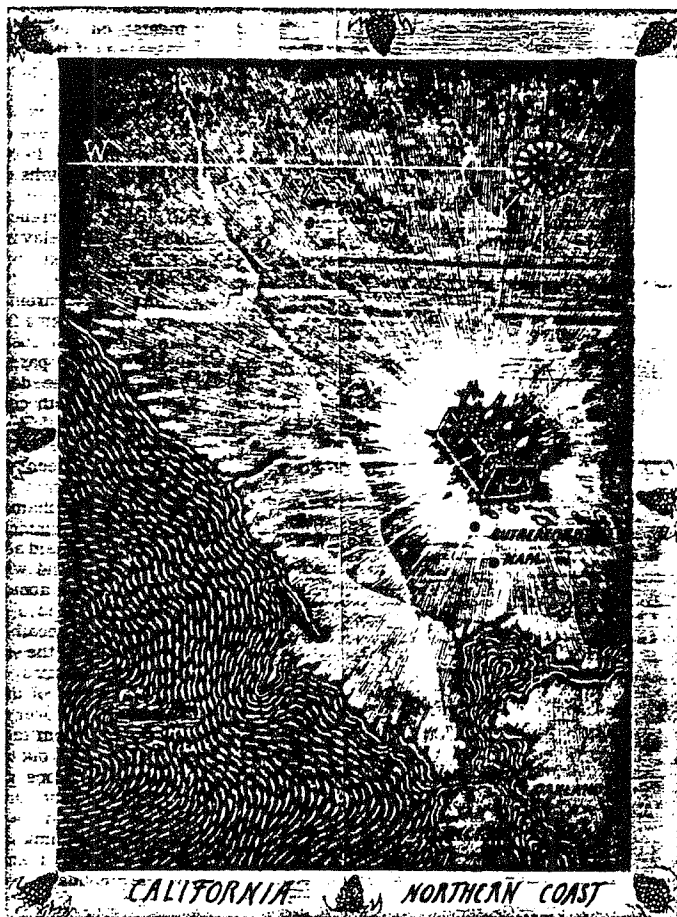
The Rutherford Bench is a stretch of the Napa Valley, about three miles long, ranging north from Oakville along the west side of Route 29 to Rutherford. Among the wineries to be found in that rather small tract of real estate are Beaulieu, Inglenook, Niebaum-Coppola, Grgich-Hills, Far Niente and Vichon; vineyard properties include the renowned Martha's Vineyard and Bella Oaks Vineyard, whose grapes are used by Heitz Cellars, the Bosche Vineyard, which supplies Freemark Abbey, and parcels owned by the Robert Mondavi, Pine Ridge and Joseph Phelps wineries.

Route 29 informally denotes the western boundary of the vine-covered flatlands that make up the bulk of the Napa Valley. The vineyards to the west of the highway lie on a gentle incline leading up toward the Mayacamas Mountains, which loom a mile or two away.

There is little question that the soils here are special; they rest on a gravelly bed deposited by an old stream, providing excellent drainage. But whether there is any geologically identifiable "bench" — a terrace formed along the bank of a river or stream — is arguable. "The only bench around here," a skeptical grower once said, "is the one sitting out in front of the Oakville Grocery."

Back in the 1930's, Beaulieu Vineyard's enologist, Andre Tchelistcheff, described what he called "Rutherford dust" in the taste of Beaulieu's top-of-the-line Private Reserve cabernet sauvignon. But even Tchelistcheff, now 89 years old, cannot recall where the term "bench" came from. It seems to have simply been around for a long time.

Whether the bench is real or imagined, most of the wineries that believe themselves to be sitting



PETER SIS

on it want the land to be formally recognized by the Federal Government. For almost two decades, the Government has been busy designating viticultural areas around the country, based principally on geography, climate and historical precedent.

The Napa Valley was one of the earliest American Viticultural Areas, or A.V.A.'s. Some A.V.A.'s fall within larger regions. The Stags Leap district, for example, lies entirely within the Napa Valley A.V.A. Proponents of the Rutherford Bench seek this same status. In fact, they have proposed two subregions: Rutherford and the even more exclusive Rutherford Bench.

Some neighbors of the Rutherford Bench properties see "Rutherford" as a put-down that would make them second-tier wineries. Many of them — Caymus, Silver Oak, Cakebread and Raymond, among others — are easily as prestigious as the wineries on the so-called bench. At Franciscan

Vineyards, which is also beyond the pale — on the other side of the highway, that is — the winery's president, Agustin Huneeus, took a more lighthearted approach. He had a huge wooden bench placed in front of his winery and called it — what else? — his Rutherford Bench.

In fact, the Government, specifically the Bureau of Alcohol, Tobacco and Firearms, is considering proposals that would create even more A.V.A.'s in the Napa Valley, including two adjoining Rutherford and Rutherford Bench to the south. They would be Oakville and Oakville Bench, and would pick up some of the wineries and vineyards now loosely associated with the Rutherford region. Among the strongest advocates of this further Balkanization of the valley are the Mondavis, who own the Robert Mondavi and Vichon wineries, both in what would become the Oakville Bench. Again, wineries entitled only to the Oakville name claim they would be relegated to second-class status.

And, in fact, the creation of ever-more exclusive viticultural regions is more of a marketing tool than anything else. An A.V.A. designation carries with it no requirements as to the types of grapes that must be grown or the style of wine to be made from them, as do appellations in Europe. Before a Bordeaux can use the Pauillac appellation, it must adhere to a list of stringent regulations meant to control not only its authenticity but its quality.

The best that can be said about American viticultural regions is that they represent — some would say at long last — a recognition that the vineyards, and particularly the soil, are important to good wine. Once, climate and technical skill in winery were considered the essentials of California wine-making.

In France, the viticultural areas have evolved over centuries. A Gevrey-Chambertin is not the same as an Aloxe-Corton, made only a few miles away, any more than a Saint-Julien is like a Margaux from a vineyard three miles distant. Presumably, American viticultural areas will one day develop their own characteristics, their own styles.

Until then, with few exceptions, A.V.A.'s will be more important for what they imply than what they deliver. "Napa Valley" on a label indicates that the wine comes from a superior wine-making region; it doesn't guarantee that the wine is any good. ■

**EXHIBIT V**

# wine country DATELINE

## Local Les Amis du Vin chapter reactivated

By L. PIERCE CARSON  
Register Staff Writer

Wine buffs can take heart in the news that the Napa Valley chapter of Les Amis du Vin has been reactivated.

A few members of the local wine industry prevailed upon Bruce Scotland and Bill Craig, respective manager and assistant manager of St. Helena Wine Merchants, to breathe life into the once active wine appreciation organization.

With a flair generally reserved for local wine events, Les Amis du Vin kicked off the year's series of wine tastings this past Tuesday night with a comparison of Rutherford bench cabernet sauvignon bottlings from the 1982 harvest.

The local Les Amis du Vin chapter has been inactive for about four years, notes Scotland, and he and a number of friends felt it was time to revitalize it.

Scotland points out there aren't many public wine tastings here, despite the fact that this is the nation's premier viticultural area. Most wine events are geared toward industry members.

"There's really very little for anyone who has found a new interest in wine — people who may have just moved in the area, for example," he remarked the other evening. "This will fill that niche."

Whether or not the local winetasters' group will continue under the aegis of Les Amis du Vin remains to be seen.

tion "took a hike" and Les Amis du Vin is struggling at the moment just to keep its nose out of the lees.

"We'll clone ourselves to whatever group emerges from the ashes," Scotland added.

Annual membership in the local Les Amis du Vin chapter is \$30. Anyone interested in joining the group can contact Bruce or Bill at St. Helena Wine Merchants, 699 St. Helena Highway, St. Helena 94574. Their phone number is 963-7888.

Craig conducted the Rutherford bench cabernet sauvignon tasting the other evening at the Oakville Garden restaurant. He said the group plans to have six public tastings per year, with the next one planned for April 15.

Special guest for the first event was the dean of California winemakers, Andre Tchelistcheff, winemaker at Beaulieu Vineyard from 1937 to 1973.

"Wine is a beverage of pleasure," Tchelistcheff said at the outset, "rather than one for competition."

Although the approximate 30 individuals present were about to taste and rank seven individual bottlings, Tchelistcheff wanted to point out the event should be one of enjoyment rather than one designed to ascertain which wine would be ranked as crowd favorite.

When Tchelistcheff came to California in the '30s, there were but 120 acres planted to cabernet sauvignon, he pointed out. Half of that acreage

was in the Napa Valley, planted by both Inglenook and Beaulieu.

He defined Rutherford cabernets as those coming from vineyards within the boundaries of Zinfandel Lane on the north, Yountville on the south, Mount St. John on the west and the Napa River on the east — although some vineyards east of the river contain that demarcation's characteristics.

There is both special bouquet and taste in bottlings of grapes harvested from vineyards west of Highway 29, he continued. Tchelistcheff and Dr. Maynard Amerine, former head of UC Davis enology department, labeled this unique common denominator "Rutherford dust." It is that special quality of cherries, plums, steeliness, tannin, et al. that gives these wines their unique character.

Rutherford bench wines have a "strong spine," Tchelistcheff noted. Wines from this area have the longest life in the bottle, he added.

Winemakers have been playing games with cabernet sauvignon wines since his arrival here over four decades ago, Tchelistcheff said.

"But wines are produced in the vineyard, not at the winery. If you don't pay attention to quality in the vineyard, no matter how much you try to patch things up in the winery, you'll never have a great wine."

The seven '82 cabernets tasted the other evening were Inglenook Vineyards Reserve Cask, Beaulieu Vine-

yards Private Reserve-George de Latour, Caymus Vineyards, Pine Ridge Rutherford Cuvee, Luper Reserve (Bouchaine Vineyards), Far Niente Winery and Heitz Wine Cellars Martha's Vineyard.

All were curious to hear what Tchelistcheff had to say about the wines offered for this blind tasting. For example, Tchelistcheff selected the Pine Ridge as his favorite. He felt it was the most harmonious of the lot, although it lacked "velvet."

Of his second and third choices, he commented "this is the dust." The Luper was Tchelistcheff's second choice, while Inglenook was his third. Commenting on the Inglenook, he praised its "complete harmony — this is beautiful, a well-presented nose, although the tannins are a little rough."

Of the Beaulieu, Tchelistcheff said "this is an oldtimer's presentation. This is the way I used to make wines. Although there is a definite market for this wine, I find it too aggressive — half a bottle would put

me under the table."

Nevertheless, it was the Beaulieu that took first place in Tuesday night's tasting, with Caymus, Inglenook and Pine Ridge following in relatively close order.

Scotland said the tastings will move from restaurant to restaurant.

On Tuesday, Oakville Garden chef Steve Taub served up a variety of exquisite terrines and pates, cheeses, escargots in puff pastry and a fiendishly addictive chocolate confection that disappeared within minutes. \*\*\*\*\*

A food and wine experience is planned Sunday at 5 at Joseph Matthews Sherry Oven restaurant, pairing the wines of Bruce Rogers with the cuisine of Staffan Terje.

Courses include a lobster/salmon terrine, smoked duck breast, sautéed sea bass with leeks, rack of lamb with rosemary/mustard and chocolate terrine with raspberry sauce.

Tariff for the special event is \$55. For reservations, phone 226-3777.

**EXHIBIT VI**

# The Rutherford Bench

Hugh Johnson, *The World Atlas of Wine*, p. 253.

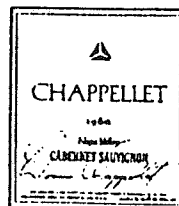
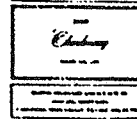
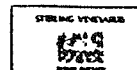
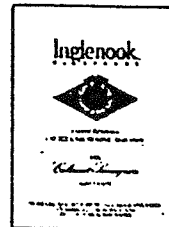
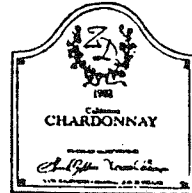
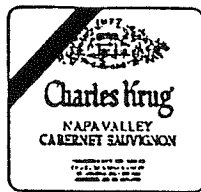
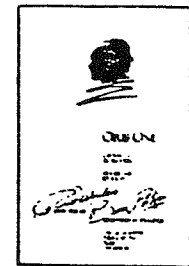
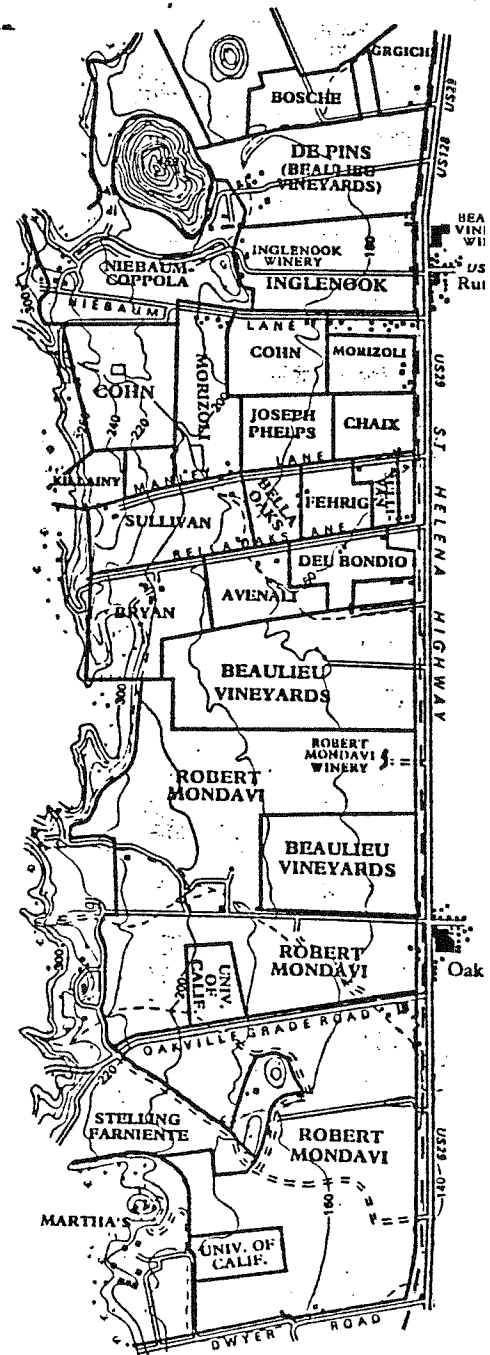
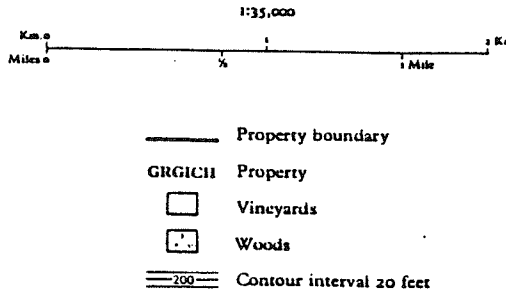
If there is a golden slope in California, one particular locality where wine of a recognizable type and often marvellous quality has been made since records start, it is the gentle foothill slope known as the Rutherford Bench, a length of gritty loam variously defined as starting just north of the village of Rutherford in the Napa Valley, and running south to just beyond Oakville, or going on farther south nearly to Yountville.

The 'Bench' is planted with a very high proportion of Cabernet Sauvignon, vines that have produced most of the long-term classics of Napa winemaking. The famous Inglenooks of John Daniel in the 1940s and 50s, the Georges de Latour Private Reserve of Beaulieu Vineyards in the 1940s, 50s and 60s, Heitz Martha's Vineyard from 1966 on and more recently his Bella Oaks, Cesare Mondavi Selection Cabernet from Charles Krug, Cabernet Bosche from Freemark Abbey, Robert Mondavi Reserve Cabernet from the late 1960s and, since 1979, his Opus One, produced in collaboration with Baron Philippe de Rothschild, all these famous wines were made of grapes grown in this stretch of dirt. Different as their styles of winemaking may have been, they have set a certain standard and evoked in those who have known them the pleasure of recognition. 'Rutherford dust' is one term sometimes used to try to pinpoint a characteristic taste they often share. Allspice is a more precise reference point.

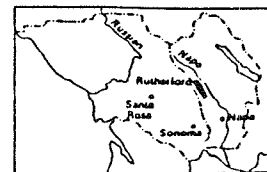
Why this midpoint in the valley should be so ideal is a matter for debate. Efficient soil drainage is certainly a factor. Another is probably the generally northeastern exposure of the gentle slopes, which therefore catch the earliest morning sun in summer. Their soils warm up rapidly, then lose the direct rays of the sun in the afternoon when it is often hottest. As the shadow of the western hills falls over their vines, with soil and air both very warm, they enjoy a long, slow period of cooling. Grapes on an eastern slope ripen more slowly and later. Other things being equal, these are factors that enhance flavour and aromas in the fruit.

Just south of the Bench on Route 29 at Yountville the valley floor is considerably narrowed by two major outcropping eminences. It seems at least possible that these affect the flow of cool air northwards from the Bay. Tucked in under the south flank of one of them, the Yountville Hills, is a famous part of the old Inglenook property that now produces Dominus, the Napa creation of Christian Moueix, the director of Pétrus in Pomerol. Tucked behind the other, on the eastern side, is an area with the name of Stag's Leap (for the cliff edge above it). Stag's Leap Wine Cellars and the neighbouring Clos du Val are both famous for Cabernets in a more delicate style than those of the Rutherford Bench. Both have outstanding winemakers. Time will tell how much is the man, how much the vineyard.

The Napa Valley built its great modern reputation principally on the powerful Cabernet grown in its hillside and benchland soils. Examples here are from the Rutherford Bench and vineyards in the hills (e.g. Chappellet) around. Napa Chardonnays are usually impressively rich, dense, textured wines.



Land ownership in the 'Bench' is fragmented between a score of proprietors, several of them independent growers. On the map above, owners' names appear in red.



## A-BUYER'S GUIDE

# WINE AND SPIRITS

BY ANTHONY DIAS BLUE

## Cabernets of the Rutherford Bench

OVER THE PAST 20 YEARS, the American wine industry has shown astonishing growth. And although still in its infancy compared to its grown-up siblings in Europe, the U.S. wine business is fast becoming one of the most important of its kind in the world.

Remarkable advances have taken place on the technological side of things; domestic winemaking techniques are state of the art. Steady progress is also being made in viticulture, especially when it comes to matching varieties to the best soils.

In the more than one hundred years since the first plantings, after much trial and lots of errors, domestic growers are discovering where certain grape varieties thrive. And nowhere is this process further along than in California's celebrated Napa Valley.

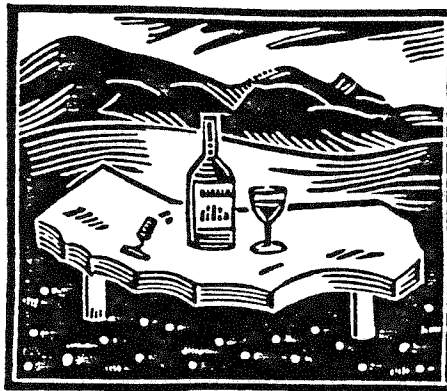
Much of the fame of this great growing area can be attributed to the Cabernet Sauvignon produced around the town of Rutherford, in the central part of the valley. In this spot, a sea of grapevines surges across a gradually sloping "bench," or former river floodplain, that drops out of the mountains separating Napa from Sonoma to the west. It rolls all the way to the Napa River, a medium-size waterway flowing north to south. This small vineyard area has become renowned as the Rutherford Bench.

What makes the Cabernets of the Rutherford Bench so exceptional is their superb balance and texture. The best of them show bright and intense fruit, crisp acidity and deep flavors. Very Bordeaux-like in style, these wines generally age magnificently, gaining elegance and complexity.

The serious propagation of Cabernet Sauvignon in this region can be traced back to Captain Gustave Ferdinand Niebaum, a rich fur trader who founded the Inglenook Vineyard in 1879. He loved Bordeaux wines and decided to plant the Cabernet variety in his new holdings. His decision was an extremely propitious one: Within a

few years Inglenook wines were winning medals in Paris in competitions against Europe's best.

Ever since Captain Niebaum's inadvertent discovery of Cabernet's suitability to the loamy and well drained soil of the Rutherford Bench, much of the stretch between Yountville in the south and St. Helena in the north has been planted to Cabernet, Merlot and other Bordeaux varieties. But surprisingly enough, there is still substantial acreage of other types.



Here is where the California wine industry shows its youth and inexperience. In among the Cabernet and Merlot are spreads of Chardonnay, Sauvignon Blanc, Sémillon and, incredibly enough, Chenin Blanc. It is baffling to me how such superb soil could be wasted on such a minor variety, especially considering that Rutherford Bench vineyard land currently brings \$35,000 an acre.

I am certain that as time goes by, inappropriate acreage will shrink as more and more growers convert their plots to Cabernet. Like the Médoc in Bordeaux, the Rutherford Bench will undoubtedly evolve into a region devoted almost exclusively to Cabernet, Merlot and red blending grapes.

There does seem to be some confusion, however, as to the exact boundaries of the region. Does it encompass a tight little area between Dwyer Lane and Zinfandel Lane, or is it a larger stretch, starting at Yountville and extending into the outskirts of St. Helena? More important, does it end at

Highway 29, Napa's main north-south artery, or does it extend across to the east side of the road and as far as the river? Naturally, the answers to these questions carry potentially profound political and economic ramifications. All these issues will be resolved eventually when the appellation is officially delineated by the government. That process is in the works, but no decision is expected for about five years. Until then, the boundaries are open to interpretation.

Because great wines are made throughout the area, I favor a broader definition. Even so, it still turns out to be tiny—smaller even than the diminutive Burgundy region of France. In its broadest definition, the Rutherford Bench runs about six miles north to south and two miles east to west.

Within this bloc there are a number of wineries, most of which have established preeminent reputations for Cabernet Sauvignon. In addition, there are wineries located in other parts of the Napa Valley that own or control important Rutherford vineyards.

Here are the most important wineries making Cabernets from Rutherford Bench grapes. These are the names to look for as you browse in your local wine shop or liquor store.

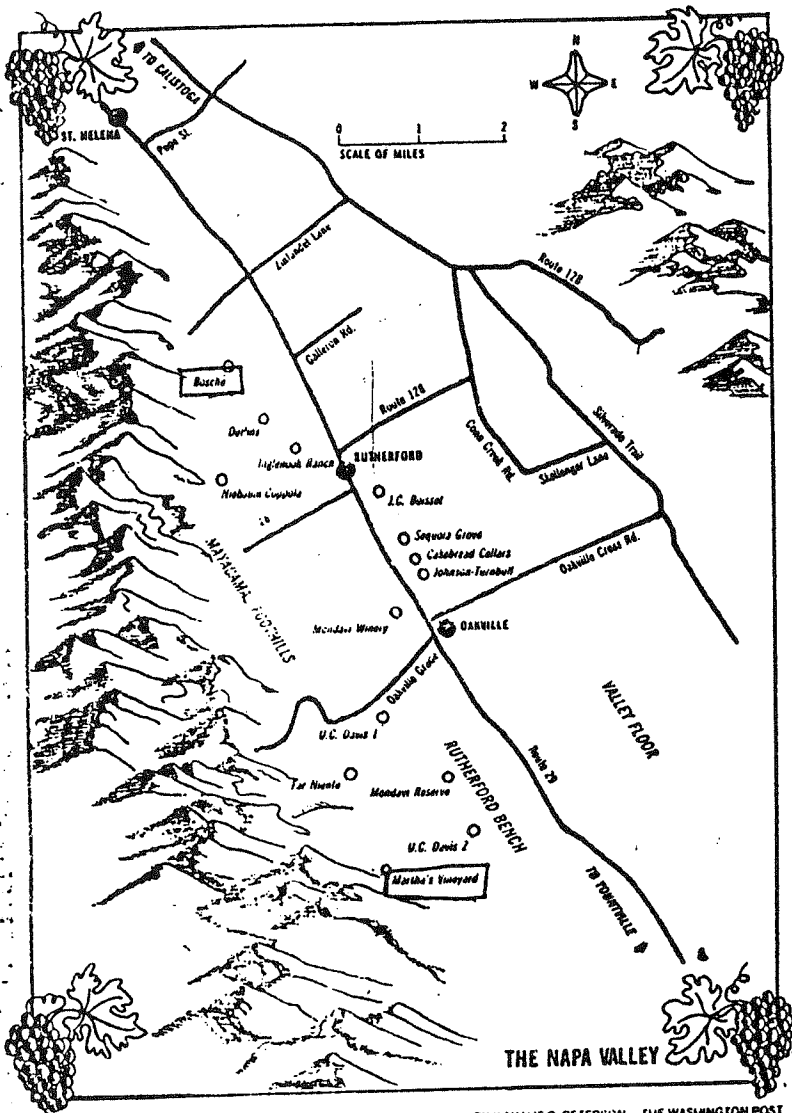
Beaulieu Vineyard. "BV" has been making great Cabernet Sauvignon on the Rutherford Bench since 1900. In 1938 owner Georges de Latour hired Russian-born winemaker André Tchelistcheff, who produced a succession of brilliant reserve wines from grapes grown in a key vineyard that is still owned by de Latour's descendants. Beaulieu's Private Reserve is still one of Napa's best Cabernets. Across Highway 29, BV controls another large Cabernet Sauvignon vineyard. Just south on the highway are three more important BV vineyards. Beaulieu and neighbor Inglenook are now owned by Grand Metropolitan, a large English hotel, restaurant, wine and spirits conglomerate.

Cakebread Cellars. The Cakebreads have owned this 35-acre plot since 1973. They recently purchased an additional 25 acres adjacent to the winery. Plantings are split between Cabernet Sauvignon and Sauvignon Blanc. They also own another vineyard on the west side of the highway.

Dominus Estate. This winery's grapes come from Napanook, the southernmost vineyard in the Rutherford region, just before Yountville. Wine is being made under the watchful eye of Christian Moueix, scion of the famous Bordeaux firm that controls Château Petrus and many other important properties in France.

WINE

# Tasting Along Rutherford Bench



BY RONALIE C. PETERSON—THE WASHINGTON POST

WINE

## Bench Mark Cabernets

By Ben Giliberti  
Special to The Washington Post

■ Dust is flying once again in Ruther-

This year, with the dollar/franc equation more in their favor, the Golden State's vintners are hoping for a rediscovery of the distinctive flavors of America's own great cabernets.

The term "Rutherford dust" was coined by the legendary winemaker André Tchelistcheff, the architect of the great Beaulieu Georges de Latour Private Reserve cabernets, to characterize the spicy, minty and eucalyptus-like flavors and aromas of the cabernets produced on what may be America's most distinguished vineyard area, the Rutherford Bench.

...-mile stretch of gravelly loam in the heart of Napa. With every step along Highway 29, Napa's famous tourist wine road that separates the Bench from the rest of the valley floor, one seems to come upon another member of California's cabernet aristocracy: Beaulieu George de Latour Private Reserve, Robert Mondavi Reserve, Heitz Martha's Vineyard, Freemark Abbey Bosché, the Inglenook Reserve Cask Cabernets and, most recently, Rubicon, from the Niebaum-Coppola vineyard.

But forget the names. What's special there is the soil. Much, indeed, too much, California wine is not vineyard designated. Such wines can be excellent, but will always lack the extra dimension, the sense of place, of wines from specific *terroirs*. The Bench's magnificent profusion of superb cabernets from vineyards in close quarters provides an opportunity that is all too rare among California wines, the chance to explore the interplay of soil and winemaking in determining the ultimate style and quality of a wine. One could hardly imagine a better way to study this venerable matter than to undertake a tasting tour of this unique strip of vineyards. The tasting notes pertain to the current releases of each wine, and the prices are approximate.

We begin with what is perhaps the most famous single American vineyard, Martha's Vineyard, which hugs the foothills of the Mayacamas Mountains, far back from the wine road. The crusty Joe Heitz has made the wine here since 1966, and the Heitz 1981 Martha's Vineyard (\$35) displays every bit of the famous, some might say notorious, Martha's Vineyard eucalyptus and mint bouquet. Very ripe and loaded with tannin, this is one to lay down.

Martha's gnarled old cabernet vines came initially from cuttings from two tiny experimental plots superbly positioned between Martha's and the nearby Robert Mondavi Reserve vineyards. The two experimental plots (which belong to the University of,

California-Davis wine school) supplied the grapes for the still unreleased 1984 Long Cabernet Sauvignon (\$30; only 185 cases produced) that made its dramatic debut at the first annual California-Washington, D.C., futures barrel tasting last June. Then, though still young, raw, and opaque, it was perhaps among the two or three finest wines at the tasting.

The 1984 Long would surely have overwhelmed the just released 1982 Robert Mondavi Reserve (\$20-\$25) had the latter been represented at the futures tasting. But perhaps that's unfair. Vintages matter as much as soil, and the Mondavi, lighter than usual and a bit short in the finish, seemed to show the effects of the heavy rains that pelted Rutherford at harvest in '82. Wet conditions would

# UCC VINEYARDS GROUP

November 13, 1991

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P.O. Box 50221  
Washington, D.C. 20091-0221  
(Attn: Notice No. 729)

RE: The Rutherford Viticultural Area

Gentlemen:

We wish to comment upon the geographical boundaries of the proposed Rutherford Viticultural Area. Specifically, we question the logic of establishing the northern boundary of the proposed area along Zinfandel Lane (Sec. 9.133 (c)(7)). Because the village of Rutherford is not an incorporated township, there are no municipal boundaries on which to rely in delimiting this area (Historical/Current Evidence of Boundaries 56 FR 47044 page 3). We would suggest that a more logical northern boundary is the southern city limits line of St. Helena.

The petition of the Rutherford and Oakville Appellation Committee dated March 8, 1989 (herein "Petition") suggests "...that community names and areas - - Calistoga, St. Helena, Rutherford, Oakville, Yountville and Napa - - should be used for the basic north-south valley divisions. These areas would be contiguous, non-overlapping and would cover the entire floor of the Napa Valley...These community names...have been used historically to divide Napa Valley into viticultural districts...Although the communities of Napa, Yountville, St. Helena and Calistoga have official limits, whereas Rutherford and Oakville do not..." (Petition, page 6)

The Petition notes "Lying between the incorporated town of Yountville to the south and the city of St. Helena to the north, Oakville and Rutherford define the unincorporated area in between." (Petition, page 10) It would seem that the best evidence of the boundary between the city of St. Helena to the north and the unincorporated area of Rutherford to the south is the southern city limits line of St. Helena.

The Petition concludes "The purpose of ATF's viticultural area program is to inform consumers about the origin of grapes from which a particular wine derives. In order to achieve this



goal, viticultural area names must be accurate, recognizable and informative, and boundaries must be consistent with these names and have geographic and viticultural significance." (Petition, page 36) To arbitrarily set the northern boundary of the proposed Rutherford area at Zinfandel Lane is to create a "no-man's land" north of Zinfandel Lane and south of the city limits of St. Helena which can only lead to confusion on the part of consumers.

For all of the foregoing reasons, we respectfully request that the northern boundary of the proposed Rutherford Viticultural Area be the southerly city limits line of St. Helena.

Respectfully submitted,

UCC VINEYARDS GROUP

412  
 David I. Freed, President

PROPERTY OWNED  
 (address or APN)

ACRES

030-260-005 13.07 ac  
 030-260-004 34.29 ac

030-240-180 42.60 ac  
 030-250-019 52.63 ac  
 030-260-030 15.40 ac

AND CO-ENDORSED BY THE FOLLOWING:  
 (Please sign and print your name as above)

Diane Morris Heldfond  
 DIANE MORRIS HELDFOND

27-120-11  
10.97 acres at purchase date

\_\_\_\_\_  
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 \_\_\_\_\_

\_\_\_\_\_  
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 \_\_\_\_\_

①

R. White

# PINE RIDGE

May 5, 1992

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P.O. Box 50221  
Washington, DC 20091-0221

Attn: Notice N0738

Dear Sir:

I am responding to notice number 738 and your request for comments. While I am responding for Pine Ridge Winery, please be advised that I have discussed the matter with Bertha Fahrig, our landlord for the property that Pine Ridge Winery leases on Manley Lane, and she concurs totally with this letter. Further, my wife, Nancy, and I are the individual owners of property within the proposed Rutherford Appellation and we also concur with this response. I make this distinction because we are not the majority equity owners of Pine Ridge Winery, and we would respond if Pine Ridge Winery was not doing so on our behalf.

Pine Ridge owns parcel 31-050-35, located on the Silverado Trail. It is the second parcel south of Skellenger Lane and borders the Swanson property.

Pine Ridge Winery leases parcel 27-250-01 and has a life estate with the landlord. This parcel is located between Manley Lane and Bella Oaks Lane. We have all viticultural rights to the property.

Nancy F. and R. Gary Andrus owns parcel 27-160-36, located at 1885 Cabernet Lane and the parcel runs between Cabernet Lane and Whitehall Lane.

Pine Ridge Winery leases via estate grape leases the McCrohan parcel 27-160-35, located at 1871 Cabernet Lane and the Malcherek parcel 27-160-34, located at 1863 Cabernet Lane.

Since 1978 Pine Ridge Winery has bottled a Cabernet Sauvignon with Rutherford on the label. We sell in 50 states and 14 foreign countries. The wine has received much acclaim. Enclosed note the James Laube book "California's Great Cabernets". Pine Ridge was a

founder of the Stags Leap District appellation. Pine Ridge Winery and I personally understand the unique requirements of historical and viticultural uniqueness required to establish viticultural areas.

We concur with the rule proposed. While one of our vineyards may not be in the Rutherford appellation, we believe in the boundaries as submitted.

Further, as to the questions listed in your request for response we answer the questions as follows:

1. As proposed.
2. They should not be modified.
3. None. I believe that historical data supports only Zinfandel as the northern boundary. This was documented in the submittal.
4. No opinion.
5. I believe that the historical northern boundary of Yountville is Yount Mill Road and Dwyer Road. I do not think it should be extended.
6. Probably, but Pine Ridge Winery does not have the resources to contribute data other than that included in the petition.
7. None known to Pine Ridge or the included interested parties.
8. No. None of which I am aware.
9. Pine Ridge Winery is located out of the Oakville and Rutherford areas and consider the boundaries historical as proposed.
10. See the enclosed Pine Ridge label identification and brochure.

Bureau of Alcohol, Tobacco and Firearms  
May 5, 1992  
Page 3

11. Unknown to us.

I appreciate your soliciting comments. I am available for an interview, should you desire.

Very truly yours,

A handwritten signature in black ink, appearing to read "R. Gary Andrus". The signature is fluid and cursive, with a long horizontal stroke at the end.

R. Gary Andrus  
Managing Partner

# California's Great Cabernets

*The Wine Spectator's  
Ultimate Guide for Consumers,  
Collectors and Investors*

*By James Laube*

*Author of California's Great Cabernets*

# PINE RIDGE WINERY

Andrus Reserve, Rutherford, Napa Valley  
Pine Ridge Stags Leap Vineyard, Stags Leap, Napa Valley  
Rutherford Cuvée, Rutherford, Napa Valley  
Diamond Mountain, Diamond Mountain, Napa Valley

## CLASSIFICATION:

*Andrus Reserve: SECOND GROWTH*  
*Pine Ridge Stags Leap Vineyard: THIRD GROWTH*  
*Rutherford Cuvée: THIRD GROWTH*  
*Diamond Mountain: Not rated*

## COLLECTIBILITY RATING:

*Andrus Reserve: AA*  
*Pine Ridge Stags Leap Vineyard: A*  
*Rutherford Cuvée: Not rated*  
*Diamond Mountain: Not rated*

## BEST VINTAGES:

*Andrus Reserve: 1986, 1985, 1984, 1983, 1980*  
*Pine Ridge Stags Leap Vineyard: 1986, 1985, 1984, 1982, 1981*  
*Rutherford Cuvée: 1986, 1985, 1984, 1982, 1980, 1978*  
*Diamond Mountain: 1986*

With four separate, superb bottlings of Napa Valley Cabernet, Pine Ridge Winery is a study of how winemaking style interacts with the soil and climate. In 1978, winemaker Gary Andrus produced his first Cabernet, bottled under the Rutherford District designation (later renamed Rutherford Cuvée) from Rutherford grapes. This wine has the personality of the Rutherford area — rich, ripe, mature and complex — with a broad array of chocolate, cherry, currant, herb and tea notes, fine, firm tannins and excellent aging potential. The Pine Ridge Rutherford is more polished than Caymus, yet not as intense as Inglenook.

In 1980 Pine Ridge added an Andrus Reserve bottling from Andrus' home property on the west side of Highway 29 in Rutherford near Zinfandel Lane. The wines from this small parcel are clearly richer and more dramatic than the Rutherford Cuvée bottlings, with extremely deep, smooth, explosive fruit. In 1981 Pine Ridge began bottling a Pine Ridge Stags Leap Vineyard Cabernet from the winery's 17-acre vineyard in Stags Leap District, a wine that tends to be more supple and fleshy in texture and less tannic than the Rutherford bottling, with more cedar

## AT A GLANCE

PINE RIDGE WINERY  
P.O. Box 2508  
Yountville, CA 94599  
(707) 253-7500

Owners: The Andrus family  
Winemaker: Gary Andrus (11 years)

Founded: 1978

First Cabernet vintage: 1978  
Andrus Reserve: 1980  
Pine Ridge Stags Leap Vineyard: 1981  
Rutherford Cuvée: 1978  
Diamond Mountain: 1986

Cabernet production: 12,000 cases  
Andrus Reserve: 1,000 cases (in some vintages)  
Pine Ridge Stags Leap Vineyard: 1,800 cases  
Rutherford Cuvée: 9,000 cases  
Diamond Mountain: 500 cases

Cabernet acres owned: 107  
Andrus Reserve: 14  
Pine Ridge Stags Leap Vineyard: 17  
Rutherford Cuvée: 66  
Diamond Mountain: 10

Average age of vines: 8 years  
Andrus Reserve: 14 years  
Pine Ridge Stags Leap Vineyard: 9 years  
Rutherford Cuvée: 6 years  
Diamond Mountain: 10 years

*continued on next page*

continued from page 293

**Vineyard makeup:** Cabernet Sauvignon (53%), Merlot (29%), Cabernet Franc (11%), Petit Verdot (4%), Malbec (3%)  
**Andrus Reserve:** Cabernet Sauvignon (71%), Cabernet Franc (21%), Merlot (8%)  
**Pine Ridge Stags Leap Vineyard:** Cabernet Sauvignon (100%)  
**Rutherford Cuvée:** Cabernet Sauvignon (53%), Merlot (39%), Cabernet Franc (5%), Malbec (3%)  
**Diamond Mountain:** Cabernet Sauvignon (100%)

**Average wine makeup:**  
**Andrus Reserve:** Cabernet Sauvignon (84%), Merlot (8%), Cabernet Franc (6%), Malbec (2%)  
**Pine Ridge Stags Leap Vineyard:** Cabernet Sauvignon (95%), Cabernet Franc (5%)  
**Rutherford Cuvée:** Cabernet Sauvignon (85%), Merlot (8%), Cabernet Franc (7%)  
**Diamond Mountain:** Cabernet Sauvignon (100%)

**Time in oak:**  
**Andrus Reserve:** 18 months  
**Pine Ridge Stags Leap Vineyard:** 16 months  
**Rutherford Cuvée:** 20 months  
**Diamond Mountain:** 18 months

**Type of oak:**  
**Andrus Reserve:** French (Nevers)  
**Pine Ridge Stags Leap Vineyard:** French (Nevers)  
**Rutherford Cuvée:** French (Nevers, Allier)  
**Diamond Mountain:** French (Allier)

and cherry flavors and occasionally an earthier quality. Finally in 1986 a Diamond Mountain Cabernet was added to the lineup, and it bears the mountain-grown trademark of austerity, firm tannins and lean, concentrated fruit.

Despite their different locations and microclimates, the Pine Ridge Cabernets share a common thread of understated elegance and rich complexities, which is a tribute to Andrus' winemaking skills. The Pine Ridge wines are never excessive or overdone. Rather they are complex and harmonious, beautifully balanced, emphasizing subtlety and finesse over sheer strength and power. More importantly, the wines are also consistently excellent from year to year. The four Cabernets are made essentially the same way, with small portions of Merlot, Cabernet Franc, Petit Verdot and Malbec added for texture and flavor complexity; Andrus is an unabashed admirer of Bordeaux-style blends and vinification techniques.

Of the four Cabernets, the Andrus Reserve is the most dramatic and collectible, with its bold, intense, concentrated yet supple flavors. It is also the most expensive at \$40 a bottle and up and is only produced when Andrus believes the fruit is of superior quality. It is made in limited quantities of no more than 1,000 cases. The best vintages have been the 1980, 1984, 1985 and 1986; no 1981 or 1982 was produced. The Rutherford Cuvée is the largest bottling with 9,000 cases, and it has been excellent in 1978, 1980, 1982, 1984, 1985 and 1986. The best Pine Ridge Stags Leap Vineyard bottlings have been 1981, 1982, 1984, 1985 and 1986. About 1,800 cases are produced annually. The Diamond Mountain vineyard, formerly held by Roddis Vineyard, near Diamond Creek Vineyards, was purchased in 1989 and has the smallest production with 450 cases.

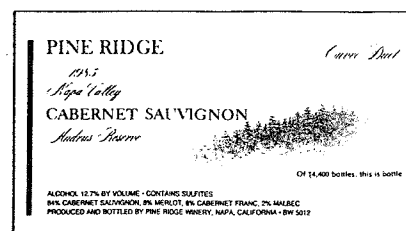
## TASTING NOTES

### PINE RIDGE WINERY, Andrus Reserve, Rutherford, Napa Valley

**1986 PINE RIDGE WINERY ANDRUS RESERVE:** A beautifully crafted Andrus Reserve, this wine combines gentle intensity with richness and authority. The supple currant, cassis, toast, anise and mint flavors are framed by toasty oak and firm, structured tannins. Exquisite balance. Drink 1995-2002. 749 cases produced. Release: \$40. Current: \$40. **92**

**1985 PINE RIDGE WINERY ANDRUS RESERVE CUVÉE DUET:** A silky smooth, elegant and delicate 1985 that has rich, sharply defined cherry, currant, vanilla and anise flavors that are complex, long and fully integrated with the tannins, finishing with hints of herb and tea. Has added value as a collectible; made in conjunction with Château Lynch-Bages. A planned joint-venture wine never materialized, however. This is an orphan. Drink 1994-2002. 1,136 cases produced. Release: \$40. Current: \$45. **92**

**1984 PINE RIDGE WINERY ANDRUS RESERVE:** This is an effusively fruity, seductively rich and concentrated wine packed with currant, anise, plum and cherry flavors that are impeccably balanced, finishing with firm, gentle tannins and a long, complex, elegant finish. Drink 1995-2010. 280 cases produced. Release: \$37. Current: \$40. 93



## PINE RIDGE WINERY, Pine Ridge Stags Leap Vineyard, Napa Valley

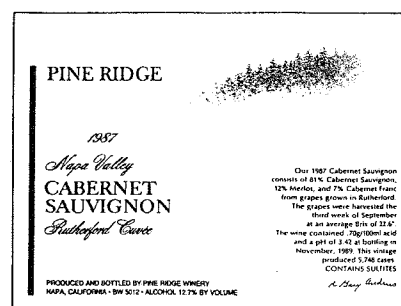
**1986 PINE RIDGE WINERY PINE RIDGE STAGS LEAP VINEYARD:** Another fine effort from this vineyard, the 1986 falls between the high-extract 1984 bottling and the refined elegance of the 1985. The 1986 is rich and concentrated, with black cherry and currant flavors flanked by toasty oak, elegant and structured, with plenty of flavor on the after-taste. Should age well. Drink 1995-2005. 1,775 cases produced. Not Released. 91

**1985 PINE RIDGE WINERY PINE RIDGE STAGS LEAP VINEYARD:** As excellent as the 1984 is, the 1985 surpasses it in quality. It's sleeker and more elegant, and while lacking the thick extract of the 1984, the flavors are true, pretty Cabernet, with black cherry, currant and spice nuances. It offers a measure of complexity and finesse that makes it the best Stags Leap bottling yet from Pine Ridge. Drink 1994-2010. 1,756 cases produced. Release: \$26. Current: \$26. 94

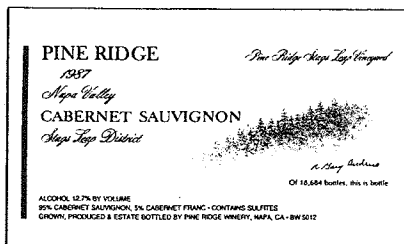
**1984 PINE RIDGE WINERY PINE RIDGE STAGS LEAP VINEYARD:** This is a thick, massive, effusively fruity 1984, loaded with black cherry, plum, currant, spice and toasty oak flavors, flanked by rich, thick, soft tannins that should ensure very good aging. It's fleshy enough to approach now, but its best years lie ahead. Drink 1995-2008. 1,652 cases produced. Release: \$25. Current: \$35. 93

## PINE RIDGE WINERY, Rutherford Cuvée, Rutherford, Napa Valley

**1986 PINE RIDGE WINERY RUTHERFORD CUVÉE:** This wine continues to improve. From the barrel it was raw and not showing much fruit, but it is beginning to take shape and should be outstanding. It's loaded with rich, ripe plum, spice, tar and floral aromas that are complex and integrated, and the finish is long, full and deep. Drink 1995-2003. 7,437 cases produced. Release: \$16. Current: \$16. 90







**1985 PINE RIDGE WINERY RUTHERFORD CUVÉE:** A magnificent 1985 that is as elegant and refined as the 1984 is sumptuous. This wine has beautifully defined, rich black cherry, cassis, plum and oak flavors with a silky, sleek texture and a long, lingering finish. Impeccably well balanced. Drink 1994-2004. 8,668 cases produced. Release: \$16. Current: \$16. **93**

**1984 PINE RIDGE WINERY RUTHERFORD CUVÉE:** This wine has consistently shown explosive fruit that is rich and concentrated, packed with currant, black cherry, spice, plum, vanilla and oak flavors that gracefully unfold on the palate. The supple texture makes it beguiling now, but the tannins, despite their soft, smooth appearance, are very firm and promise a long life. Drink 1992-2000. 7,128 cases produced. Release: \$14. Current: \$16. **90**

## PINE RIDGE WINERY, Diamond Mountain Vineyard, Napa Valley

**1986 PINE RIDGE WINERY DIAMOND MOUNTAIN VINEYARD:** First Diamond Mountain bottling by Pine Ridge from the former Roddis Vineyard property near Diamond Creek Vineyard. This is a high-extract, firmly tannic wine, more typical of mountain-grown Cabernets than of Pine Ridge's Napa Valley floor bottlings. There's a shade more leanness, concentration and tightly wound fruit that's beautifully focused. A wine that will require patience. Drink 1995-2004. 450 cases produced. Release: \$30. Current: \$30. **91**



## CHAPTER IV

# A CLASSIFICATION: RANKING THE CABERNETS

**I**n creating a California Cabernet Classification, my principal consideration was overall quality and consistency of quality over time. The rankings have nothing to do with price or reputation, but are based on more than 5,000 tasting notes, including a comprehensive review within the past year.

Not all classifications are created equal. The most famous classification is the 1855 classification of the Médoc, in which 61 great Bordeaux châteaux were ranked in five tiers, first through fifth growths. The principal criteria in this ranking were prices paid for the château's wines and the château's reputation for quality.

For all its validity then, the 1855 classification is now outdated. The classification's greatest use is as a historical document. It is still widely respected by the Bordeaux wine trade and many connoisseurs. Many of the top-rated châteaux have maintained their reputations, particularly the first and second growths, but many have declined in quality.

Most California vintners resist the idea of a classification of California Cabernets or any other wines. Their concern relates to both the youth of the industry and the rigid nature of the 1855 classification of the Médoc and the influence it has maintained on prices. Winemakers' egos are also involved. No one wants to have his wine regarded as anything less than first class, or have his wine locked into a fixed classification.

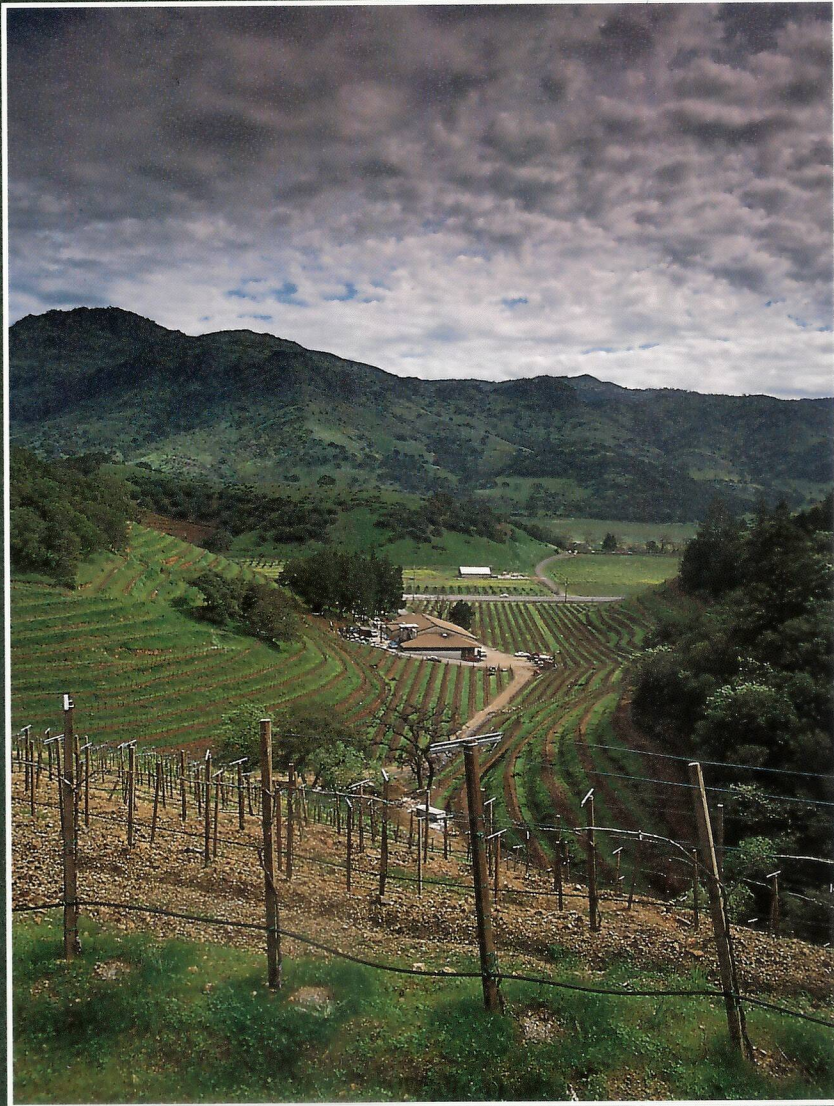
It is doubtful that a classification of California Cabernet will ever be undertaken by the California wine industry. Whatever classifications do arise will probably come from the ranks of professional wine critics and historians who have spent the time tasting and analyzing the quality of the wines over a period of years, or have compiled information on the

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wines based on retail prices, auction prices, appreciation in value or other criteria.

My purpose in creating this California Cabernet classification is twofold. First, I hope to put the top California Cabernets from 1933 to 1986 in historical perspective, as the 1855 classification of the Médoc did in its time. Second, I have tried to sort out for consumers the quality of the wines and how they rank. My classification, which follows, utilizes the French language of first through fifth growths because it is common among wine connoisseurs. While I do believe there is a quality distinction between a first and a fifth growth, a fifth growth Cabernet is not a fifth-rate wine. All the wines that are included in this book were chosen because of their high level of quality. If a California Cabernet is not included in this book, it is simply because, in my opinion, it is not up to the minimum standard of quality that has been established.

This classification is not intended to last forever. A re-evaluation periodically is most appropriate. The classification is of individual wines, not wineries or estates, and is based on criteria that include: producer and overall quality, track record for excellence and longevity, and history of vineyard and winemaker (for more on the criteria, see "How the Wines Were Chosen" in the previous section, entitled "How to Use This Book"). Wineries that have one or more wines, such as Caymus and Caymus Special Selection and Clos Du Val and Clos Du Val Reserve, may be ranked differently. Finally, not every single wine in the book is classified according to quality. If a wine is not produced on a regular basis, it may or may not be included. For more detailed information on the specific producers and wines, along with a discussion of why they are classified as they are, refer to the winery profiles and tasting notes in Chapter VI.



## PINE RIDGE WINERY

*In the heart of the Stags Leap District,  
Napa Valley, California*

2

# Guenoc Winery

P.O. Box 1146  
21000 Butts Canyon Road  
Middletown, California 95461  
Telephone: 707-997-2385  
Facsimile: 707-967-3351  
Telex: 5106007065  
Photo: LILLIE LANSTRY



April 8, 1992

Robert White  
Wine and Beer Branch, BATF  
650 Massachusetts Ave., N.W.  
Washington D.C. 20001

Dear Mr. White,

I am writing to you with regard to notice #729 concerning the Rutherford viticultural area.

Guenoc Winery has purchased Cabernet Sauvignon yearly beginning with the harvest of 1987 from Beckstoffer's parcel #09-670-002. Currently this is north of the proposed boundary of the Rutherford viticultural area and is located at the end of Sulfur Springs Road. I believe Mr. Beckstoffer wrote a letter to you in November 1991 which probably goes into more details regarding this particular parcel.

As Guenoc has purchased Cabernet from several areas of the North Coast in search of particular characters specifically suited to our products, we are in a position to compare and contrast the characteristics of many vineyard locations. The Cabernet which we purchase from what we refer to as Beckstoffer IV (parcel #09-670-002) is unique and has characters which exemplify the Rutherford Bench more clearly than some other vineyards now included in the proposed Rutherford Viticultural area from which we have made wine. In describing the characters of our Beckstoffer Reserve Cabernet Sauvignon, we've included Rutherford Bench as a descriptor which explains this unique and intense set of characteristics to our consumers.

With these considerations in mind, I would like to support Andrew Beckstoffer's request to include this vineyard in the "Rutherford Bench".

Sincerely,

*[Handwritten signature]* for Orville Magoon

Orville Magoon  
Proprietor,  
Guenoc Winery

xc: AB  
OTM



18 June 1992

Chief, Wine & Beer Branch  
BATF  
P O Box 50221  
Washington DC 20091-0221

**ATTN: Notice #738 Notice of Proposed Amendments to Regulations in 27 CFR Part 9, #728: Proposal to Establish OAKVILLE, CA Viticultural Area**

Dear Sir;

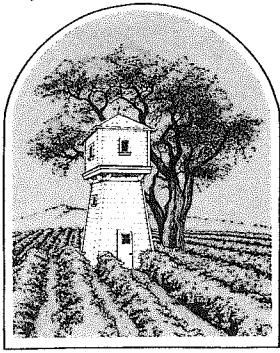
This letter is to oppose any change in the previously established southern boundary of the Oakville, CA Viticultural Area.

Swanson Vineyards owns its principal vineyard, a 100-acre ranch, on Oakville Cross Road plus two other vineyards in the Oakville area; one a 60-acre ranch on the Silverado Trail located adjacent to and immediately north of Girard Vineyards. The other, a 40-acre ranch located south of Dwyer Road and north of the previously proposed boundary of the Oakville Viticultural area, was purchased last summer for \$1.6 million. All of our estate wines are produced from grapes grown in this area and are promoted to the trade as being from the Oakville Viticultural area. Any change which would put our latest vineyard acquisition outside the district would seriously injure the promotional value of that property. This ranch was purchased, in part, upon reliance on the originally proposed boundaries for the Oakville district.

Consequently, I respectfully ask that you deny the requested amendment to the original boundaries for the Oakville Viticultural Area.

Very truly yours,

W. Clarke Swanson, Jr.  
Proprietor



## SILVER OAK CELLARS

P.O. BOX 414, OAKVILLE, CALIFORNIA 94562

(707) 944-8808

FAX (707) 944-2817

June 18, 1992

Chief, Wine and Beer Division  
Bureau of Alcohol, Tobacco and Firearms  
P.O. Box 50221  
Washington, D.C. 20091-0221

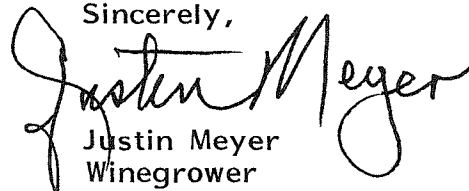
Subject: Notice No. 738

Dear Sirs:

We object to the southern boundary of the proposed Oakville appellation. We have always considered the division between Oakville and Yountville to be from the east Rector Creek, continuing westerly along Yount Mill Road to Dwyer Road and along Dwyer Road to some point on the western hills. We certainly do not consider areas to the south, such as Mustards Grill, the S Claus shop, the Yountville hills and south of the Yountville hills to be Oakville ...otherwise they would be the Oakville hills.

Approval of the Oakville southern boundary as proposed will render the appellation less meaningful and will erode confidence in the BATF's ability to define appellations based on their own criteria: viticultural distinctiveness and historical acceptability.

Sincerely,



Justin Meyer  
Winegrower

JM:pt

CABERNET SAUVIGNON

K. White

5

**Thomas W. Moore**



St. Helena, Ca. 94574

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco, and Firearms  
P.O.Box 50221  
Washington, DC 20091-0221

Re: Notice Number 729  
Notice of Proposed Rule making (#729)  
Rutherford Viticultural Area (89F-90P)

You are conducting hearings and are about to make a decision on the boundaries of the Rutherford Viticultural Area. As a grape grower for 20 years, I strongly support the creation of viticultural appellations. The Rutherford appellation is a most important one. I am not in the area but I have sold my grapes to Beaulieu Winery for 11 years. I have studied the proposed boundaries.

It is essential that the southern boundary between Rutherford and Oakville include ranches #2 and #4 which are owned and operated by Beaulieu. To do otherwise will lead to confusion and be a disservice to this outstanding winery and its program of producing and selling the best Cabernet Sauvignon in California. For years these two vineyards have been associated with the production of Rutherford Cabernet. The entire appellation program is to judicially and fairly designate areas that will be of assistance in marketing, but primarily to assist the public in selecting wines which carry a label of integrity. To leave the boundaries without including these two vineyards would be a public disservice. Your decision should first be made for the public interest and the integrity of your decision must include these two vineyards.

Sincerely yours,

Thomas W. Moore  
Grape Grower  
Retired President of ABC-tv Network



*6/2/79*

CHIEF, WINE AND BEER BRANCH  
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
POST OFFICE BOX 50221  
WASHINGTON, DC 20091-0221

ATTENTION: NOTICE NUMBER 729

RE: NOTICE OF PROPOSED RULEMAKING (NUMBER 729)  
RUTHERFORD VITICULTURAL AREA (89F-90P)

DEAR SIR:

THIS LETTER IS WRITTEN IN RESPONSE TO THE REQUEST FOR COMMENTS REGARDING THE NOTICE OF PROPOSED RULEMAKING (NOTICE NO. 729), REGARDING THE RUTHERFORD VITICULTURAL AREA (89F-90P).

I HAVE BEEN A BEAULIEU VINEYARD GRAPE GROWER FOR MANY YEARS. THIS LETTER IS WRITTEN TO EXPRESS MY CONCERN ABOUT THE LOCATION OF THE SOUTHERN MOST BOUNDARY BETWEEN RUTHERFORD AND OAKVILLE. IT APPEARS TO ME THAT THE BEAULIEU VINEYARD RANCHES NUMBER 2 AND NUMBER 4, WHICH HAVE BEEN HISTORICALLY ASSOCIATED WITH THE BEAULIEU VINEYARD RUTHERFORD CABERNET SAUVIGNON, ARE NOT INCLUDED IN THE PROPOSED RUTHERFORD APPELLATION.

THE BEAULIEU VINEYARD CABERNET SAUVIGNON PROGRAM, AND IN PARTICULAR THE BEAULIEU VINEYARD RUTHERFORD CABERNET SAUVIGNON, HAVE FOR MANY YEARS PROMOTED BOTH THE VITICULTURAL APPELLATION, AND NAPA VALLEY CABERNET SAUVIGNON.

I AM AWARE THAT BEAULIEU VINEYARD HAS CONTACTED THE BUREAU WITH REGARD TO THE LOCATION OF THE SOUTHERN BOUNDARY LINE. I SUPPORT THIS REQUEST AND AM WRITING THIS LETTER TO ASK THAT YOU CONSIDER THEIR REQUEST FAVORABLY.

VERY TRULY YOURS



TOM P. TRIPODES  
TRIPODES VINEYARDS  
PARCEL NO. 0021 352 001  
CONSISTING OF 25 ACRES



7

DALLA VALLE  
VINEYARDS

June 24, 1992

Chief, Wine and Beer Division  
Bureau of Alcohol, Tobacco and Firearms  
P.O.Box 50221  
Washington, D.C.  
20091-0221

SUBJECT: NOTICE NO. 738

Dear Sirs,

We object to the southern boundary of the proposed Oakville appellation. We have always considered the division between Oakville and Yountville to be from the east Rector Creek, continuing westerly along Yount Mill Road to Dwyer Road and along Dwyer Road to some point on the western hills. We certainly do not consider areas to the south such as Mustards Grill, the S Claus shop, the Yountville hills and south of the Yountville hills to be Oakville... otherwise they would be the Oakville hills.

Approval of the Oakville southern boundary as proposed will render the appellation less meaningful and will erode confidence in the BATF's ability to define appellations based on their own criteria: viticultural distinctiveness and historical acceptability.

Sincerely,

Gustav Dalla Valle

nm/GDV

MRS. C. FRED HOLMES, JR.

OAKVILLE, CALIFORNIA 94562

June 24, 1992

Chief, Wine & Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P.O. Box 50221  
Washington, D.C. 20091-0221

(Attention: Notice 738)

Reference: Rutherford & Oakville Viticultural Areas, notice 738

Dear Sirs,

Since early 1958 when we purchased the 100 acres known as the Dewyer property we have considered ourselves in the Oakville area. This is located immediately south

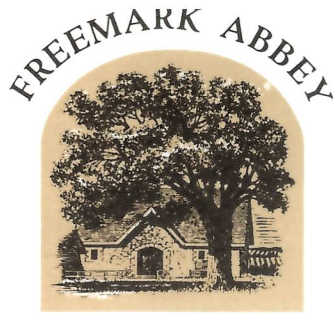
of the western extension of Dewyer Road.

The Oakville area probably extends half way north to the town of Rutherford and south to the southern base of the Yountville hill where there appears to be a climatic combination.

There are Dewyer papers that show Oakville as this location, <sup>and</sup> which go to the last century.

Sincerely yours,

Biana Holmes



9

June 24, 1992

Chief, Wine and Beer Division  
Bureau of Alcohol, Tobacco and Firearms  
P.O. Box 50221  
Washington, D.C. 20091-0221

Subject: Notice No.738

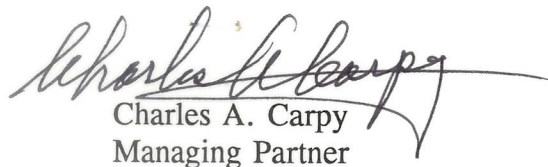
Dear Sirs:

We at Freemark Abbey object to the southern boundary of the proposed Oakville appellation. We have always considered the division between Oakville and Yountville to be from the east Rector Creek, continuing westerly along Yount Mill Road to Dwyer Road and along Dwyer Road to some point on the western hills. We certainly do not consider areas to the south such as Mustards Grill, the S Claus shop, the Yountville hills and south of the Yountville hills to Oakville...otherwise they would be the Oakville hills.

Approval of the Oakville southern boundary as proposed will render the appellation less meaningful and will erode confidence in the BATF's ability to define appellations based on their own criteria: Viticultural distinctiveness and historical acceptability.

In addition we understand there has been some advocates for pushing the upvalley boundary past Zinfandel Lane. We strongly oppose that effort as well. Anything upvalley of Zinfandel Lane is and has historically been in the sphere of influence of St. Helena, the next logical appellation upvalley from Rutherford.

Sincerely,

  
Charles A. Carpy  
Managing Partner

N A P A V A L L E Y W I N E S

PO. BOX 410 HIGHWAY 29 AT LODI LANE ST. HELENA, CALIFORNIA 94574 707 963 9694 FAX 707 963 0554

10

# MARKHAM

VINEYARDS

June 26, 1992

Chief, Wine and Beer Division  
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
Post Office Box 50221  
Washington, D.C. 20091-0221

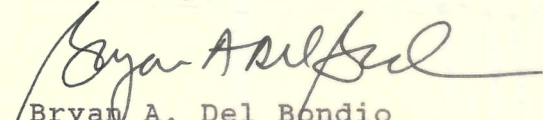
Subject: Notice No. 738

Dear Sirs:

I am writing this letter to express my objection to the southern boundary of the proposed Oakville Appellation. I have always considered the division between Oakville and Yountville to be from the east Rector Creek, continuing westerly along Yount Mill Road to Dwyer Road and along Dwyer Road to some point on the western hills. I certainly do not consider areas to the south such as Mustards Grill, the S Claus shop, the Yountville hills and south of the Yountville hills to be Oakville...otherwise they would have been called the Oakville hills.

Approval of the Oakville southern boundary as proposed will render the appellation less meaningful and will erode confidence in the BATF's ability to define appellations based on their own criteria: viticultural distinctiveness and historical acceptability.

Sincerely,

  
Bryan A. Del Bondio  
President



R. white



(11)

June 26, 1992

Chief, Wine and Beer Division  
Bureau of Alcohol, Tobacco and Firearms  
P. O. Box 50221  
Washington, D.C.  
20091-0221

Subject: Notice No. 738

Dear Sirs:

We object to the southern boundary of the proposed Oakville appellation. We have always considered the division between Oakville and Yountville to be from the east Rector Creek, continuing westerly along Yount Mill Road to Dwyer Road and along Dwyer Road to some point on the western hills. We certainly do not consider areas to the south such as Mustards Grill, the S Claus shop, the Yountville hills and south of the Yountville hills to be Oakville... otherwise they would be the Oakville hills.

Approval of the Oakville southern boundary as proposed will render the appellation less meaningful and will erode confidence in the BATF's ability to define appellations based on their own criteria: viticultural distinctiveness and historical acceptability. It was already bad enough with the approval of the northern boundary of the Stags Leap District. What makes an area viticulturally distinctive is the combination of soil and climate, not the convenience of an existing highway.

Very sincerely yours,

Bernard M. Portet  
President

BMP:smh

CLOS DU VAL WINE CO., LTD.

5330 SILVERADO TRAIL ◊ P.O. BOX 4350 ◊ NAPA, CALIFORNIA 94558 ◊ PHONE 707-252-6711 ◊ TELEX 984659 (CLOSDUVAL) ◊ FAX 707-252-6125

(12)

June 8, 1992

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco and Firearms  
Box 50221  
Washington, DC 20091-0221

RE: Rutherford and Oakville Viticultural Areas  
Notice 738

To whom it may concern:

We consider the southwest boundary of the Oakville Viticultural Area as proposed to be appropriate. In response to your request for written comments, we submit the following, separately numbered and with factual basis. We shall be very pleased to elaborate on any of these points should you so request.

1. When we first bought our property over thirty years ago, we used the Oakville Post Office.

2. Our vineyard, situated on an alluvial fan, seems by geography and geology to be the natural southern boundary of the Oakville viticultural area as originally planned.

3. For over thirty years, our grape crop has been delivered to Robert Mondavi, originally at Krug Vineyard, and then to his present location in Oakville when he moved there.

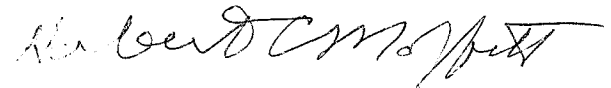
4. Our vineyard, located opposite the Yountville Hills, is at the southern end of a natural change in climate. Often at 7 or 8 a.m. fog will have cleared over our vineyard and areas to the north but still be present south of the Yountville Hills which, together with our alluvial fan, make a natural gateway for fog.

5. It is also important to note that adjacent to our vineyards on the south is a natural drainage divide which provides a very natural geological delineation of the boundary.

The 200 acres we sold to Girard some six or seven years ago are above the contour line proposed for the Oakville viticultural area and are therefore not included in the proposed appellation.

We hope you will approve the Oakville viticultural area as originally submitted.

Sincerely,

A handwritten signature in cursive script, appearing to read "Herbert C. Moffitt".

HERBERT C. MOFFITT

HCM/krq

Dr. Herbert C. Moffitt

San Francisco, CA 94111  
(405) 771-7339



13

June 25, 1992

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco and Firearms  
Box 50221  
Washington, DC 20091-0221

RE: Notice 728 "Oakville"

To whom it may concern:

I strongly support the Oakville-Rutherford boundaries as proposed.

I am a second generation farmer at this location which is approximately 1/4 mile from the southern boundary of the proposed Oakville appellation. I have lived here since the 1930s. Never during this time have I heard Dwyer Road (Lane) discussed as being a boundary between Yountville and Oakville.

In the past grapes from our ranch have been sold to Beaulieu and Vichon, which is located in Oakville. In order to determine if there had indeed been a perception of Dwyer Road as the boundary, I have had discussions with Mr. Arthur Schmidt, who has lived adjacent to us since the early 1900s. Mr. Schmidt informs me that he has no knowledge of Dwyer Road ever having been known as the boundary between Oakville and Yountville.

Sincerely

*Joe Taddei*  
JOE TADDEI

# VINE HILL RANCH

14

June 25, 1992

Chief , Wine and Beer Branch,  
Bureau of Alcohol, Tobacco and Firearms  
Box 50221  
Washington, DC 20091-0221

To whom it may concern:

I am writing this letter in support of the proposed boundaries of the Oakville and Rutherford agricultural areas generally, but I would more specifically like to address the southern boundary in proximity to which I reside and farm.

My family and I have grown grapes in this area for over 35 years and never in this time have we ever heard of Dwyer Road (Lane) as being a boundary between Oakville and Yountville. As part of my property adjoins Dwyer Road, I think I would be aware if such a distinction ever has existed in the minds of most of the citizens of this community.

Historically, our grapes have been sold to such wineries as Beaulieu, and Robert Mondavi Winery in Oakville. None have ever been sold south of the Oakville area. In the time that I have been farming here I have observed no distinctions in soil types or climate between vineyards on the south side of Dwyer Road and the north side of Dwyer Road. As explained in the report issued proposing the boundaries, very distinctive alluvial fans provide identical soil types and the climate is identical. As the report indicates, there is a very major change in soil types south of my property which is clearly defined by a drainage divide providing a distinctive break in the flow of water to the south on the south side and to the north on the north side. The hills near the town of Yountville provide a very effective barrier for some of the cold air coming from the San Pablo

Page 2

Bay area to the south and this is quite obvious when there is fog in our valley as it can very often be seen south of the hills with clear weather to the north. This can afford as much as a 5 degree difference in temperature between the north and south areas.

In summary, my observations are in agreement with the conclusions of the report in that the historical boundaries, the geography and soil types, and the climate are all properly defined. I sincerely hope that you will adopt the boundaries as proposed.

Sincerely,

A handwritten signature in cursive script that reads "Rawson Kelham". The signature is written in dark ink and has a long, sweeping tail that extends to the right.

RAWSON KELHAM

RK/krq

CHAPPELLET



VINEYARD

15

June 26, 1992

Chief, Wine and Beer Division  
Bureau of Alcohol, Tobacco and Firearms  
P. O. Box 50221  
Washington, D. C. 20091-0221

Subject: Notice Number 738

Dear Sirs:

We object to the southern boundary of the proposed Oakville appellation. We have always considered the division between Oakville and Yountville to be from the east Rector Creek, continuing westerly along Yount Mill Road to Dwyer Road and along Dwyer Road to some point on the western hills. We certainly DO NOT consider areas to the south such as Mustards Grill, the S Claus shop the Yountville hills and south of the Yountville hills to be Oakville...otherwise they would be Oakville hills.

Approval of the Oakville southern boundary as proposed will render the appellation less meaningful and will erode confidence in the BATF's ability to define appellations based on their own criteria: viticultural distinctiveness and historical acceptability.

Sincerely,

Donn Chappellet

Chief, Wine and Beer Division  
Bureau of Alcohol, Tobacco and Firearms  
P.O. Box 50221  
Washington, D.C.  
20091-0221

Subject: Notice No. 738

Dear Sirs:

We object to the southern boundary of the proposed Oakville appellation. We have always considered the division between Oakville and Yountville to be from the east Rector Creek, continuing westerly along Yount Mill Road to Dwyer Road and along Dwyer Road to some point on the western hills. We certainly do not consider areas to the south such as Mustards Grill, the S Claus shop, the Yountville hills and south of the Yountville hills to be Oakville... otherwise they would be the Oakville hills.

Approval of the Oakville southern boundary as proposed will render the appellation less meaningful and will erode confidence in the BATF's ability to define appellations based on their own criteria: viticultural distinctiveness and historical acceptability.

Sincerely,

*ROBERT PECOTA*

*Robert Pecota Winery P.O. Box 303 Calistoga, Calif. 94515 707/942-6625*

June 29, 1992

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco and Firearms  
P. O. Box 50221  
Washington, DC 20091-0221

RE: Oakville/Rutherford Boundary  
Notice 728

Gentlemen:

I am writing this letter to support the proposed boundaries of the Oakville and Rutherford viticultural areas. I am a second generation Napa resident and for approximately 30 years have been managing the farming of Vine Hill Ranch, Martha's Vineyard, Kelham Vineyard, and Moffitt Vineyards. In this capacity I would like to state that I have found a great commonality of soil type and climate conditions in all of these properties. The grapes from all of these ranches are sold to the north in the Oakville and Rutherford areas and none move south into the Yountville and Napa region.

It has come to my attention that there are some who suggest that the dividing line between Yountville and Oakville should be at Dwyer Lane and I can find absolutely no justification for such a decision. As previously indicated, I have been intimately associated with this area for approximately 50 years and have farmed these properties for 30 years. During this period I have never heard any mention of this being a dividing line, and in my own opinion this should be close to where the proposed boundary has been set.

In addition to the soil and climate changes which occur at the proposed boundary, historical evidence points to its correctness. The school district going back many years split between Yountville and Oakville, not at Dwyer Lane, but well south of it towards the

Page 2

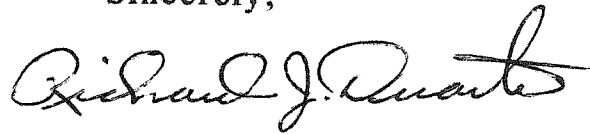
boundary. At that time there was a public school on the Oakville Grade near what is now Pomettas and families north of that line sent their children to Oakville and south of it sent their children to Yountville. When that school was subsequently closed, families north of the line sent their children to St. Helena and families south of the line sent their children to Napa. Never was Dwyer Lane considered a boundary in setting school districts.

It is also important to note that the residents south of Dwyer Lane to almost the proposed boundary have their polling place in Oakville, not in Yountville. Again, Dwyer Lane has never been a factor.

While Post Office boxes are an unreliable guide as an individual may have his Post Office box wherever he may choose to pay the fee, I believe that many of the ranches and individuals south of Dwyer Lane use either Oakville or Napa addresses.

It seems to me that all of the historical, geographical and climate conditions are met by adopting the proposed boundaries. I sincerely hope that they will be adopted as submitted.

Sincerely,

A handwritten signature in cursive script that reads "Richard J. Duarte". The signature is written in dark ink and is positioned above the printed name.

RICHARD DUARTE

(P)



# Joseph Phelps Vineyards

June 29, 1992

Chief, Wine & Beer Division  
Bureau of Alcohol, Tobacco & Firearms  
P.O. Box 50221  
Washington, D.C. 20091-0221

RE: Notice #738

Dear Sirs:

We object to the southern boundary of the proposed Oakville appellation. We have always considered the division between Oakville and Yountville to be from the east Rector Creek, continuing westerly along Yount Mill Road to Dwyer Road and along Dwyer Road to some point on the western hills. We certainly do not consider areas to the south such as Mustard's Grill, the S. Claus shop, the Yountville hills and south of the Yountville hills to be Oakville - otherwise they would be the Oakville hills.

Approval of the Oakville southern boundary as proposed will render the appellation less meaningful and will erode confidence in the BATF's ability to define appellations based on their own criteria: viticultural distinctiveness and historical acceptability.

Sincerely,

Craig Williams

CW/cy





ROBERT PEPI WINERY

Junw 29, 1992

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco and Firearms  
P.O. Box 50221  
Washington, DC 20091-0221

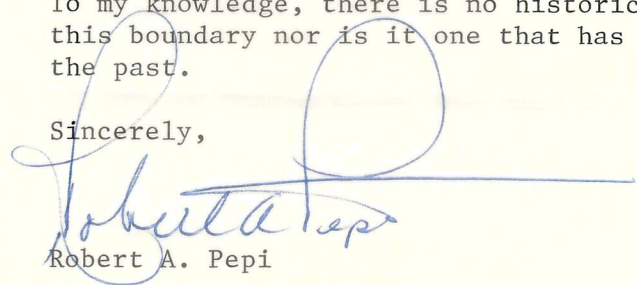
RE: Oakville Boundaries - Notice 728

Gentlemen:

This letter is being written in support of the boundaries as proposed. One of the criteria for which you seek information concerns the buyer of grapes grown in proximity to the S. W. boundary. I would like to inform you that since 1981, all of the Robert Pepi Cabernet Sauvignon has been produced from grapes supplied by Vine Hill Ranch, which is close to the southern boundary as proposed. The wines from these grapes have received great notoriety nationally and since our winery is located in Oakville, I am sure the perception has generally been that the grapes are grown in Oakville.

It is my understanding that there is an effort to establish Dwyer Lane as a boundary between Oakville and Yountville. To my knowledge, there is no historical credibility for this boundary nor is it one that has gained recognition in the past.

Sincerely,

  
Robert A. Pepi

"STAGS' LEAP"



June 30, 1992

Chief, Wine and Beer Division  
Bureau of Alcohol, Tobacco and Firearms  
P.O. Box 50221  
Washington, D.C.  
20091-0221

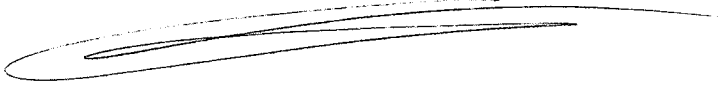
Subject: Notice No. 738

Dear Sirs:

We object to the southern boundary of the proposed Oakville appellation. We have always considered the division between Oakville and Yountville to be from the east Rector Creek, continuing westerly along Yount Mill Road to Dwyer Road and along Dwyer Road to some point on the western hills. We certainly do not consider areas to the south such as Mustards Grill, the S. Claus shop, the Yountville hills and south of the Yountville hills to be Oakville...otherwise they would be the Oakville hills.

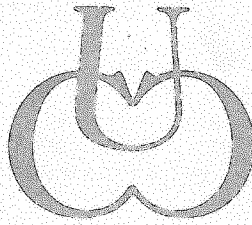
Approval of the Oakville southern boundary as proposed will render the appellation less meaningful and will erode confidence in the BATF's ability to define appellations based on their own criteria: viticultural distinctiveness and historical acceptability.

Sincerely,



Carl K. Doumani  
STAGS' LEAP WINERY

CKD/cw



(21)

## UCC VINEYARDS GROUP

July 2, 1992

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P. O. Box 50221  
Washington, D.C. 20091-0221

ATTN: Notice No 738


RE: The Rutherford Viticultural Area

Gentlemen:

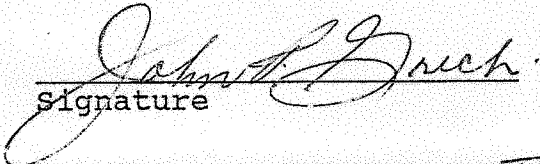
We wish to again comment upon the geographical boundaries of the proposed Rutherford Viticultural Area. Specifically, we question the logic of establishing the northern boundary of the proposed area along Zinfandel Lane (Sec. 9.133(c)(7)). Because the village of Rutherford is not an incorporated township, there are no municipal boundaries on which to rely on delimiting this area (Historical/Current Evidence of Boundaries 56 FR 47044 page 3). We would again suggest that a more logical northern boundary is the southern city limits line of St. Helena or the southerly boundary of Sulphur Creek as it runs from the 500 ft. contour line on the eastern side of the Mayacamas Mountain range and as far east as the westerly bank of the Napa River.

We believe that utilizing Zinfandel Lane as the northern boundary of the proposed Rutherford area is not substantiated by any natural phenomena. There is no difference in the soils to the north versus the south of Zinfandel Lane, nor is there any difference in the basic geologic history of the area. Clearly there are no significant temperature variations moving up-valley (northerly) at the Zinfandel Lane latitude. There has also been substantial history of the grapes from vineyards north of Zinfandel Lane being utilized in bottlings bearing the Rutherford appellation of origin.

For all of the foregoing reasons, we again respectfully request that the northern boundary of the proposed Rutherford Viticultural area be the southern city limits line of St. Helena or the southerly boundary of Sulphur Creek as specified above.

Respectfully submitted,	Property Owned (address or APN)	Acres
 David I. Freed, President	030-260-005 030-260-004 030-240-180 030-250-019 030-260-030	13.07 ac 34.29 ac 42.60 ac 52.63 ac 15.40 ac

AND CO-ENDORSED BY THE FOLLOWING:

  
signature

Printed Name: John P. Grech.  
Address: 239 Verano Dr.  
Daly City, Ca. 94015  
Property Owned: 1709 Inglenood Ave.  
St. Helena. Ca.  
APN 027-120-022 (10 acres)

Chief, Wine and Beer Division  
Bureau of Alcohol, Tobacco and Firearms  
P.O. Box 50221  
Washington, D.C.  
20091-0221

Subject: Notice No. 738

Dear Sirs:

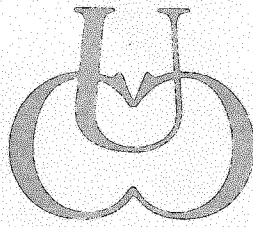
We object to the southern boundary of the proposed Oakville appellation. We have always considered the division between Oakville and Yountville to be from the east Rector Creek, continuing westerly along Yount Mill Road to Dwyer Road and along Dwyer Road to some point on the western hills. We certainly do not consider areas to the south such as Mustards Grill, the S Claus shop, the Yountville hills and south of the Yountville hills to be Oakville... otherwise they would be the Oakville hills.

Approval of the Oakville southern boundary as proposed will render the appellation less meaningful and will erode confidence in the BATF's ability to define appellations based on their own criteria: viticultural distinctiveness and historical acceptability.

Sincerely,

*Virginia Van Asperen  
Round Hill Winery  
Rutherford, California*

*Actually, I don't agree with even the  
Oakville Appellation. I'm not convinced  
we need more appellations*



# UCC VINEYARDS GROUP

July 2, 1992

Chief. Wine and Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P. O. Box 50221  
Washington, D.C. 20091-0221

ATTN: Notice No 738

RE: The Rutherford Viticultural Area

Gentlemen:

We wish to again comment upon the geographical boundaries of the proposed Rutherford Viticultural Area. Specifically, we question the logic of establishing the northern boundary of the proposed area along Zinfandel Lane (Sec. 9.133(c)(7)). Because the village of Rutherford is not an incorporated township, there are no municipal boundaries on which to rely on delimiting this area (Historical/Current Evidence of Boundaries 56 FR 47044 page 3). We would again suggest that a more logical northern boundary is the southern city limits line of St. Helena or the southerly boundary of Sulphur Creek as it runs from the 500 ft. contour line on the eastern side of the Mayacamas Mountain range and as far east as the westerly bank of the Napa River.


We believe that utilizing Zinfandel Lane as the northern boundary of the proposed Rutherford area is not substantiated by any natural phenomena. There is no difference in the soils to the north versus the south of Zinfandel Lane, nor is there any difference in the basic geologic history of the area. Clearly there are no significant temperature variations moving up-valley (northerly) at the Zinfandel Lane latitude. There has also been substantial history of the grapes from vineyards north of Zinfandel Lane being utilized in bottlings bearing the Rutherford appellation of origin.

For all of the foregoing reasons, we again respectfully request that the northern boundary of the proposed Rutherford Viticultural area be the southern city limits line of St. Helena or the southerly boundary of Sulphur Creek as specified above.

Respectfully submitted,

Property Owned  
(address or APN)

Acres

  
\_\_\_\_\_  
David I. Freed, President

030-260-005	13.07 ac
030-260-004	34.29 ac
030-240-180	42.60 ac
030-250-019	52.63 ac
030-260-030	15.40 ac

AND CO-ENDORSED BY THE FOLLOWING:

\_\_\_\_\_  
Signature

Printed Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Property Owned: \_\_\_\_\_

24



# SEQUOIA GROVE

V I N E Y A R D S

8338 St. Helena Highway Napa, California 94558  
707/944-2945 Fax 707/963-9411 Telex 650 353 8328

7/2/92

Chief, Wine and Beer Division  
Bureau of Alcohol, Tobacco and Firearms  
P.O. Box 50221  
Washington, D.C.  
20091-0221

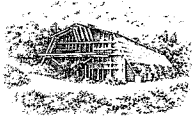
Subject: Notice No. 738

Dear Sirs:

We object to the southern boundary of the proposed Oakville appellation. We have always considered the division between Oakville and Yountville to be from the east Rector Creek, continuing westerly along Yount Mill Road to Dwyer Road and along Dwyer Road to some point on the western hills. We certainly do not consider areas to the south such as Mustards Grill, the S Claus shop, the Yountville hills and south of the Yountville hills to be Oakville... otherwise they would be the Oakville hills.

Approval of the Oakville southern boundary as proposed will render the appellation less meaningful and will erode confidence in the BATF's ability to define appellations based on their own criteria: viticultural distinctiveness and historical acceptability.





# RUTHERFORD HILL

FINE NAPA VALLEY WINES  
P.O. BOX 410, ST. HELENA, CALIFORNIA 94574

25

June 30, 1992

Chief, Wine and Beer Division  
Bureau of Alcohol, Tobacco and Firearms  
P.O. Box 50221  
Washington, D.C. 20091-0221

Re: Notice No. 738

Dear Sirs:

We object to the southern boundary of the proposed Oakville appellation.

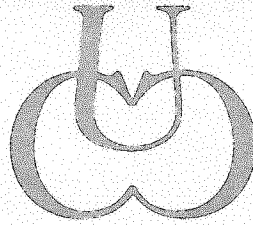
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Very truly yours,

Stephen T. Buehl  
General Counsel





26

## UCC VINEYARDS GROUP

July 2, 1992

Chief. Wine and Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P. O. Box 50221  
Washington, D.C. 20091-0221

ATTN: Notice No 738


RE: The Rutherford Viticultural Area

Gentlemen:

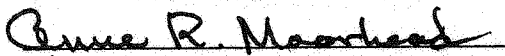
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	030-260-005	13.07 ac
David I. Freed, President	030-260-004	34.29 ac
	030-240-180	42.60 ac
	030-250-019	52.63 ac
	030-260-030	15.40 ac

AND CO-ENDORSED BY THE FOLLOWING:

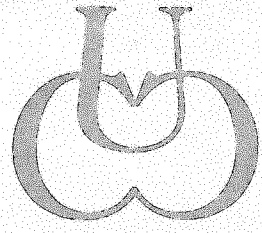
  
Signature

Printed Name: Anne R. Moorhead, Trustee, Anne R. Moorhead 1990 Trust

Address: 

St. Helena, CA 94574

Property Owned: 027-120-026 27.24 A. 7.15 A. in vineyard



# UCC VINEYARDS GROUP

July 2, 1992

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P. O. Box 50221  
Washington, D.C. 20091-0221

ATTN: Notice No 738


RE: The Rutherford Viticultural Area

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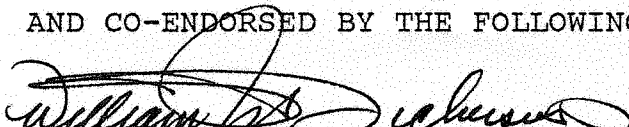
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David I. Freed, President	030-260-004	34.29 ac
	030-240-180	42.60 ac
	030-250-019	52.63 ac
	030-260-030	15.40 ac

AND CO-ENDORSED BY THE FOLLOWING:

  
Signature

Printed Name:

WILLIAM J. DICKERSON, MD.

Address:

KENTFIELD, CA 94904

Property Owned:

027-160-052-000

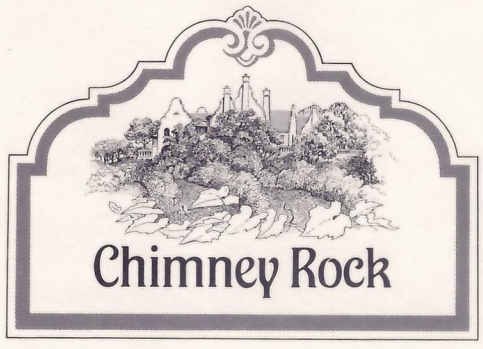
10.50 ac.

027-160-053-000

10.50 ac.

(28)

7/7/92



Chief, Wine and Beer Division  
 Bureau of Alcohol, Tobacco and Firearms  
 P.O. Box 50221  
 Washington, D.C.  
 20091-0221

Subject: Notice No. 738

Dear Sirs:

We object to the southern boundary of the proposed Oakville appellation. We have always considered the division between Oakville and Yountville to be from the east Rector Creek, continuing westerly along Yount Mill Road to Dwyer Road and along Dwyer Road to some point on the western hills. We certainly do not consider areas to the south such as Mustards Grill, the S Claus shop, the Yountville hills and south of the Yountville hills to be Oakville... otherwise they would be the Oakville hills.

Approval of the Oakville southern boundary as proposed will render the appellation less meaningful and will erode confidence in the BATF's ability to define appellations based on their own criteria: viticultural distinctiveness and historical acceptability.

Sincerely,

Gordon C. Anderson  
[Redacted]  
St. Helena, California 94574

July 9, 1992

Chief Wine Bureau Branch  
Bureau of Tobacco and Firearms  
P.O. Box 50221  
Washington, DC 20091-0221

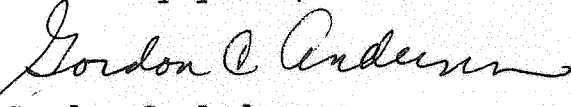
Re: Notice 738  
Oakville/Rutherford Proposed Viticultural Areas

Dear Sirs:

I'm writing you with respect to the proposed boundaries for the Oakville and Rutherford Viticultural Areas. I have been a grape farmer and wine producer in the Rutherford area for some 10 years and have always considered my properties as being part of the Rutherford area because of it's geographical location, historical relationship with the town of Rutherford, current post office box location in Rutherford, similar soils and climatic conditions as those in Rutherford.

I believe that an arbitrary line of 500 feet in elevation does not adequately take into consideration our property, which consists of vineyards and agricultural land between 800 feet and 1200 feet in elevation. In as much as the difference between the arbitrary 500 foot elevation and my property is less than 200 to 300 yards, I believe that the oversight of not including the area south of Lake Hennessey known as Prichard Hill would be an extreme oversight. The vineyards of my neighbors such as Chappellet, Harrison, Taylor, Long and Anderson, as well as that of Oakville Ranch are all vineyards that I believe should be included within this geographical area. To exclude them would be completely arbitrary and inappropriate.

Should you require any additional information regarding this, please feel free to contact me.

Sincerely yours,  
  
Gordon C. Anderson

THE LAW FIRM OF

*Douglas A. Long*

ATTORNEYS AT LAW

A PROFESSIONAL LAW CORPORATION

DOUGLAS A. LONG  
JENNIFER S. SHANNON  
PAUL A. NEUMILLER  
PAUL JAMISON DOHRING

1244 SPRING STREET  
ST. HELENA, NAPA VALLEY, CALIFORNIA 94574

TELEPHONE (707) 963-4824  
FACSIMILE (707) 963-5735

July 9, 1992

Chief Wine Bureau Branch  
Bureau of Tobacco and Firearms  
P.O. Box 50221  
Washington, DC 20091-0221

Re: Notice 738  
Oakville/Rutherford Proposed Viticultural Areas

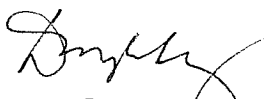
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Should you require any additional information regarding this, please feel free to contact me.

Sincerely yours,



Douglas A. Long  
Attorney at Law



# VINE HILL RANCH

R. White

(31)

June 25, 1992

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco, and Firearms  
P. O. Box 50221  
Washington, D.C. 20091-0221

RE: Oakville Boundary Notice 728

To whom it may concern:

This letter is written in support of the proposed boundaries of the Oakville and Rutherford viticultural areas. The writer is a member of the committee organized to develop the proposed boundaries and is convinced that the task was approached in a professional and objective manner and that this report should stand as submitted.

In discussions of these boundaries, those property owners directly impacted withdrew from the deliberations in order to assure that subjective concerns would not enter into decisions. As an indication of this it should be noted that all of the lands of one committee member on the southern boundary were excluded from the final proposal and the majority of the lands of another member on the northern boundary were likewise excluded.

The following comments are submitted in response to your specific request. The numbers refer to the paragraphs as delineated in your notice of April 22, 1992.

## 1. Historical and Current Boundaries:

The boundaries as proposed are well supported by all of the historical evidence submitted. The following is offered for your consideration.

a. School Districts - Historically the demarcation line between the Oakville School District and the Yountville School

District was well south of Dwyer Lane in proximity to the proposed boundary. In the early 1900s there was a school in Oakville on Oakville grade in proximity to what is now the Pometta property attended by students north of the line with those south of the line going to Yountville. The Oakville School was subsequently closed and students north of the line attended St. Helena schools and those south of the line went to Yountville and Napa. It should be noted that Dwyer Lane was never considered as a boundary in the eyes of the school districts.

b. Polling Places -- The individuals on the southern boundary have their polling place in either Oakville or Rutherford, not in Yountville. Again, Dwyer Lane has had no historical significance in the determination of where individuals vote.

c. Post Office Box Addresses -- This is not a reliable guide as individuals and businesses may receive their mail wherever they may choose following the payment of a fee. (Please see letter attached from former postal worker, Josephine Taddei)

Unfortunately, some rather misleading information has been presented to the Bureau in a letter from Mr. Stephen Girard, dated November 4, 1991 (copy enclosed). I feel that the issues raised by Mr. Girard must be dealt with in the order presented. Since considerable weight seems to be placed on Post Office box location, I am enclosing a copy of a letter from Mrs. Josephine Taddei, former postal employee. This letter should shed some light on this matter.

Statement: *"Unfortunately, a few monied people owning vineyards in Yountville consider it more prestigious to say that they are in Oakville. They also realize that this will allow them to raise grape prices. And so an otherwise meaningful boundary has been stretched like a rubberband to accommodate their desires."*

Comments: It must be presumed that Mr. Girard is referring to the growers between Dwyer Road and the proposed southern boundary. The identities of these growers are as follows: Mrs. C. Fred Holmes, resident since early 1950s and a Robert Mondavi Oakville grower; Rawson Kelham and Robert Phillips, residents since 1955 and co-owners of Vine Hill Ranch, and Robert Mondavi growers as well as for

other Oakville wineries; Ren Harris, second generation grower; Joe Taddei, resident since 1933 and Vichon/ Oakville grower; Herbert Moffitt, resident since 1956 and Robert Mondavi, grower; Clarke Swanson recently purchased land from Arthur Schmidt with grapes supplied to Swanson Winery/Oakville.

Mr. Girard's statement questioning the integrity of these most respected growers is reprehensible and completely out of order.

Statement: *"Exhibit B is the business card of the S. Claus gift shop located on exhibit A as number 1. As you can see, they consider themselves clearly in Yountville. This location has supported a business for over fifteen years and has always been Yountville. Take a minute to call Linda Greene, the owner to confirm this."*

Comments: This business specializes in selling Christmas ornaments to the tourist trade. It is obviously to their best business interest to associate themselves with the commerce of Yountville rather than Oakville which has minimal commerce. It should be noted that mail is not received in Yountville but is delivered to their mailbox from Napa. Please note enclosed letter from former postal service employee.

Statement: *"Exhibit C is a business card from Mustards Grill, located on exhibit A by number 2. Although they omitted the township from their card, you may contact Michael, the manager who will confirm that the restaurant has indeed (been) in Yountville, and has been, under this name and others for eleven years."*

Comment: Michael Ouellotte, the manager, has been contacted and denied the claim for association with Yountville. Mail is not received in Yountville but received in their mail box from Napa. Please see comment from the former postal service employee.

Statement: *"Exhibit D is a brochure from Cosentino Winery, located by number 3 on Exhibit A. It indicates on the cover and in the text that they are clearly in Yountville. Exhibit E is a photo of the Cosentino sign proudly proclaiming their location."*

Comment: As an owner resides in Yountville, it is quite logical that for convenience purpose he would receive his mail in Yountville.

Statement: *"Exhibit F is a business card from Oleander House B&B, located by number 4 on exhibit A. This card also clearly indicates that this business is in Yountville."*

Comment: Again, this is a commercial business catering to the tourist trade. It is in their best interest to associate themselves with Yountville rather than Oakville.

Statement: *"Exhibit G is a map indicating where the petitioners would like you to place the southern boundary of Oakville and the dotted line is where us old timers know it has always been. "*

Comment: This is an unfounded statement. There is no evidence that locals have ever considered Dwyer Road as the boundary. While the writer attempts to represent himself as an "old timer," he indeed is the "newcomer" as may be seen from the previous biographies.

It should be further noted that Mrs. C. Fred Holmes (grower) , Mr. Clarke Swanson (grower) and Mr. Ren Harris (grower) all have Oakville Post Office addresses. This was also the case for Herbert Moffitt who recently changed to Yountville in order that he could pick up his mail while doing additional shopping.

The writer apologizes for taking the space to rebut Mr. Girard's statements but it was felt that this should be done to try and set the record straight.

## 2. **BATF Paragraph 5 -- Geographical, Climate and Historical Evidence:**

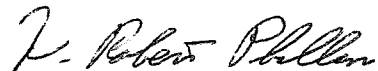
The writer knows of no geographical, climate or historical factors to support the Dwyer Road boundary.

3. BATF Paragraph II -- Grapes Marketed as Oakville:

As indicated previously the large majority of the grapes from the area of the proposed southern boundary are sold to Oakville wineries. The grapes from our property, 1/4 miles from the S.W. boundary have achieved national recognition as being the source of all of Robert Pepi Winery's Vine Hill Cabernet Sauvignon. The Robert Pepi Winery is located in Oakville. Additional grapes are sold to the Robert Mondavi Winery in Oakville.

This letter is written with the sincere hope that all of the boundary areas will be accepted as proposed. A great deal of time and effort was spent on the professional proposal, the conclusions of which could give a solid start to an organized approach to appellations in the Napa Valley.

Sincerely,



W. ROBERT PHILLIPS

WRP/krq

June 25, 1992

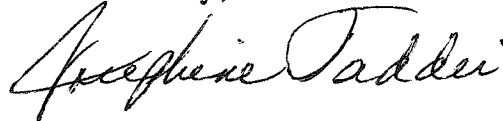
Chief, Beer and Wine Branch  
Bureau of Alcohol, Tobacco and Firearms  
Box 50221  
Washington, DC 20091-0221

To whom it may concern:

As a retired postal employee, I would like to comment on the availability of postal services to those of us residing in the area which is normally served by the Napa Post Office. Some of my neighbors receive their mail at the Yountville Post Office while others in this area receive their mail at the Oakville Post Office. Any resident may receive his mail at Oakville, Rutherford, Yountville or any other post office by simply renting a post office box. For this reason, it is quite obvious that a post office box listing does not necessarily mean that an individual or business resides in that location.

Other neighbors receive their mail in a mail box and all of this mail is delivered from Napa. This is done as a matter of convenience but does not indicate that the individual lives in the City of Napa. In view of this, it would seem to be a mistake to use post office boxes as a guide as to where individual or business may reside.

Sincerely,



JOSEPHINE TADDEI

# GIRARD



WINERY

Robert -

?

BOB DEPT.

November 4, 1991

Chief, Wine and Beer Branch  
B.A.T.F.  
PO Box 385  
Washington, D.C. 20044-0385

Subj: Notice No. 728 "Oakville"

Dear Sir,

As a vineyard owner in Oakville for seventeen years, I support the proposed Oakville township appellation. I cannot, however accept the southern boundary of this appellation which includes much of what we all know is Yountville, and has always been Yountville.

The Oakville/Yountville border has always been known to be Dwyer Road to highway 29 then Yount Mill Road to Rector Creek. Everybody knows this who lives here, you need just ask a few locals.

① Unfortunately, a few monied people owning vineyards in Yountville consider it more prestigious to say that they are in Oakville. They also realize that this will allow them to raise grape prices. And so an otherwise meaningful boundary has been stretched like a rubberband to accommodate their desires.

1) Exhibit A is a map of the appellation as proposed. Although this area is rather sparse of businesses, I have indicated the position of them.

② 2) Exhibit B is the business card of the S. Claus gift shop located on exhibit A as number 1. As you can see, they consider themselves clearly in Yountville. This location has supported a business for over fifteen years and has always been Yountville. Take a minute to call Linda Greene, the owner to confirm this. *NO PO BOX - 562130 NAD*

③ 3) Exhibit C is a business card from Mustards Grill, located on exhibit A by number 2. Although they omitted the township from their card, you may contact Michael, the manager who will confirm that the restaurant is indeed in Yountville, and has been, under this name and others for eleven years.

*DELINO FILED NAD.*

*MITCH COSENTINO  
LIVES IN YOUNTVILLE*

- ④ 4) Exhibit D is a brochure from Cosentino Winery, located by number 3 on Exhibit A. It indicates on the cover and in the text that they are clearly in Yountville. Exhibit E is a photo of the Cosentino sign proudly proclaiming their location.
- ⑤ 5) Exhibit F is a business card from Oleander House B&B, located by number 4 on exhibit A. This card also clearly indicates that this business is in Yountville. *PO YOUNT*
- ⑥ 6) Exhibit G is a map indicating where the petitioners would like you to place the southern boundary of Oakville and the dotted line is where us old timers know it has always been.

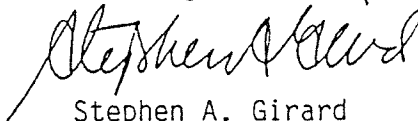
These businesses have always been located in Yountville. How then can the southern boundary of Oakville extend one mile SOUTH of them? How can Oakville extend SOUTH of both Yount Mill Road and the Yountville Hills? What will happen to the credibility of the BATF if they take what has always been known as Yountville and decree it Oakville?

You have the difficult task of defining appellations. And whenever appellations are concerned, greed can take over and some landowners seeking an opportunity to prosper from altering an historic boundary will try to fool you into deviating from what the locals have always known are the boundaries of townships.

Should you accept the boundaries as proposed, you will be invalidating the entire AVA process and sending landowners the message that by spending money on hired consultants and compiling impressive amounts of paper that they can dupe the BATF into approving ludicrous boundaries that the landowners will profit from.

Since your decision will impact the credibility of the BATF, I urge you to contact the business owners above or the vintners or growers in the area. Send out a questionnaire asking them where the Oakville/Yountville boundary is and you will get the real historic boundary that we, the landowners in the Napa Valley recognize.

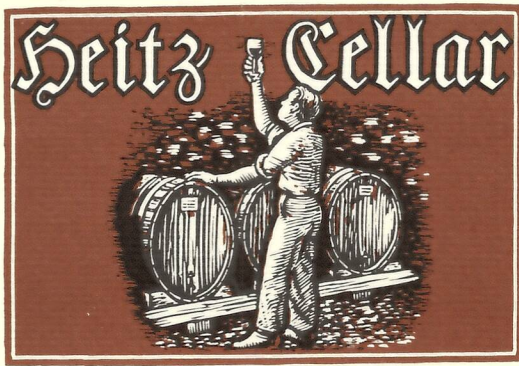
Best regards,



Stephen A. Girard  
President



32



HEITZ WINE CELLARS

500 TAPLIN ROAD

ST. HELENA, CALIF.

TELEPHONE: 707 963-3542  
ZIP CODE 94574

July 8, 1992

Robert White, Chief Wine and Beer Branch  
Bureau of Alcohol Tobacco and Firearms  
1200 Pennsylvania Avenue, Room 2633  
Washington, D.C. 20226

Dear Mr. White:

This letter is in response to the proposed Oakville and Rutherford appellations. Again, I would urge you if you wish to continue towards the approval of these petitions in one form or another, that you hold public hearings here in the Napa Valley.

These appellations will have far reaching future implications for the grape growers and wine producers in the valley because of the real or perceived quality differences of the grapes and wines grown and produced in these areas. A decision of this magnitude with its potential for divisiveness, and increases or decreases in relative property values, can only be fairly evaluated through the public hearing process with proper public notice given to the wineries and land owners, as well as the general public.

I stand by my letters of September 26, 1990, January 16, 1991, and November 7, 1991. I am enclosing copies of these letters for your review. Again I believe that our Taplin Ranch was arbitrarily excluded from the Rutherford appellation and I further believe that we have just as much right to be included as our neighbors, for reasons as stated in my previous letters, so I will not repeat them here.

Thank you for sending me the comments you have received on the Rutherford and Oakville appellations. I found the letter from Beckstoffer Vineyards most interesting. He is quite right that the soils and climate do not change as you cross Zinfandel Lane. Please refer to the soils survey of Napa County by the U.S. Department of Agriculture Soil Conservation Service. If you except his northern boundary as Sulfur Creek (a natural geographic feature!) then it would only be fair and reasonable to follow Sulfer Creek to the Napa River (another geographic feature), then follow the Napa River to its intersection with Zinfandel Lane, then follow Zinfandel Lane to the Silverado Trail (the petitioner's line), then extending it along that line to the 500 foot contour line, then follow that line southeasterly till it joins the petitioner's line, then continue

as their description states (enclosed is a map with a red line for the proposed new boundaries). This would be consistent with the 500 foot contour line used elsewhere in their petition.

In further support of Mr. Beckstoffer's position, the city of St. Helena has never taken a position on appellations, and I dare ever will. We are a city providing services to our citizens and that is all. We are not in the grape and winemaking businesses. The city of St. Helena and other cities can expand their boundaries and sphere of influences can change. Therefore, boundaries as proposed by the petitioners are based on that which is fluid. I know somewhat of what I speak, since I serve on the St. Helena City Council.

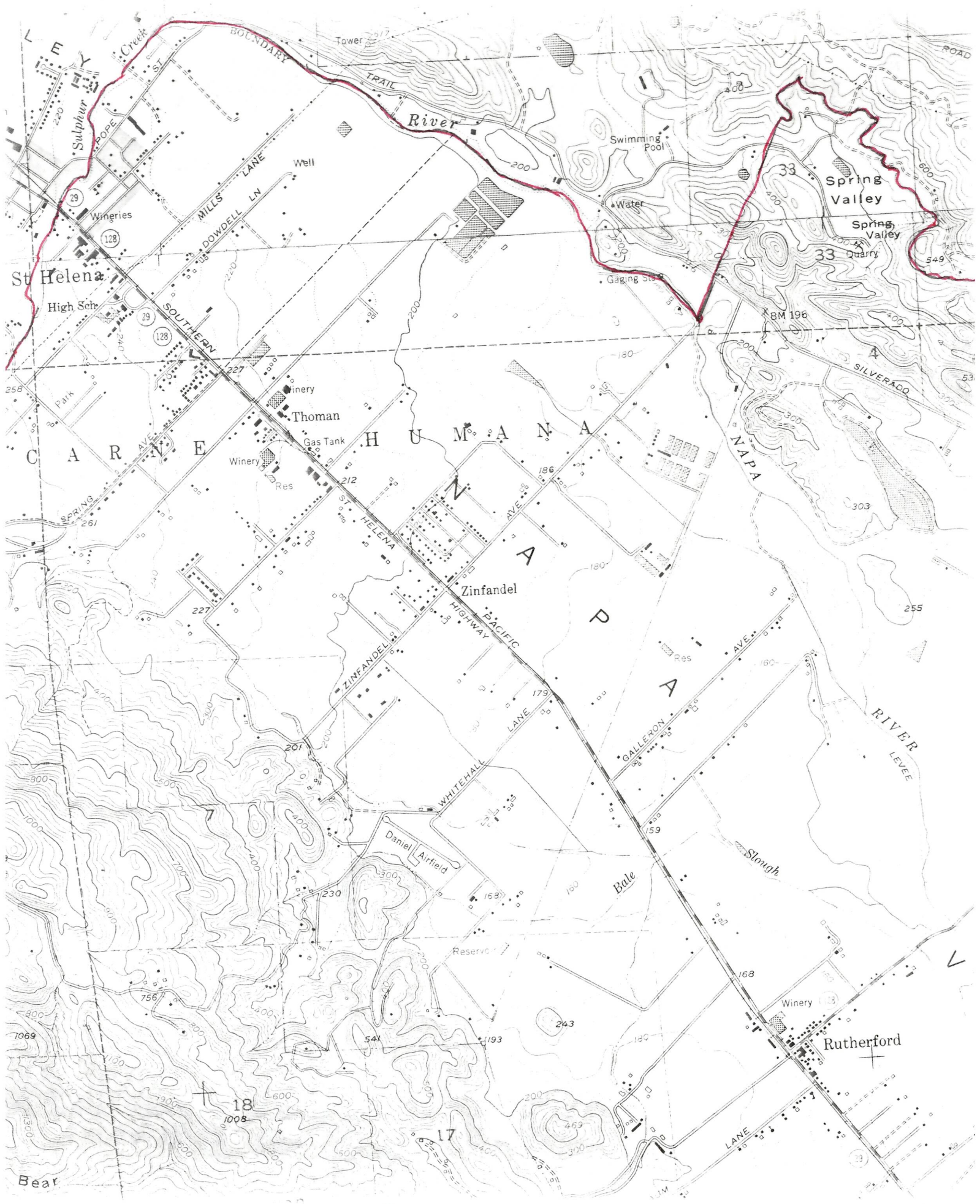
To answer your questions No. 11, Vol 57, No. 78. Over the years, we at Heitz Cellars have used grapes from quite a number of vineyards located in the Rutherford and Oakville areas, and we have never referred to these vineyards as in a Rutherford or Oakville area, on our label, or in our advertising, but have always referred to them as Napa Valley grapes and wines.

I look forward to hearing from you in regards to the comments and suggestions outlined in this letter.

Sincerely,

A handwritten signature in cursive script that reads "David Heitz". The signature is written in dark ink and is positioned below the typed name.

David Heitz  
Heitz Wine Cellars



St Helena

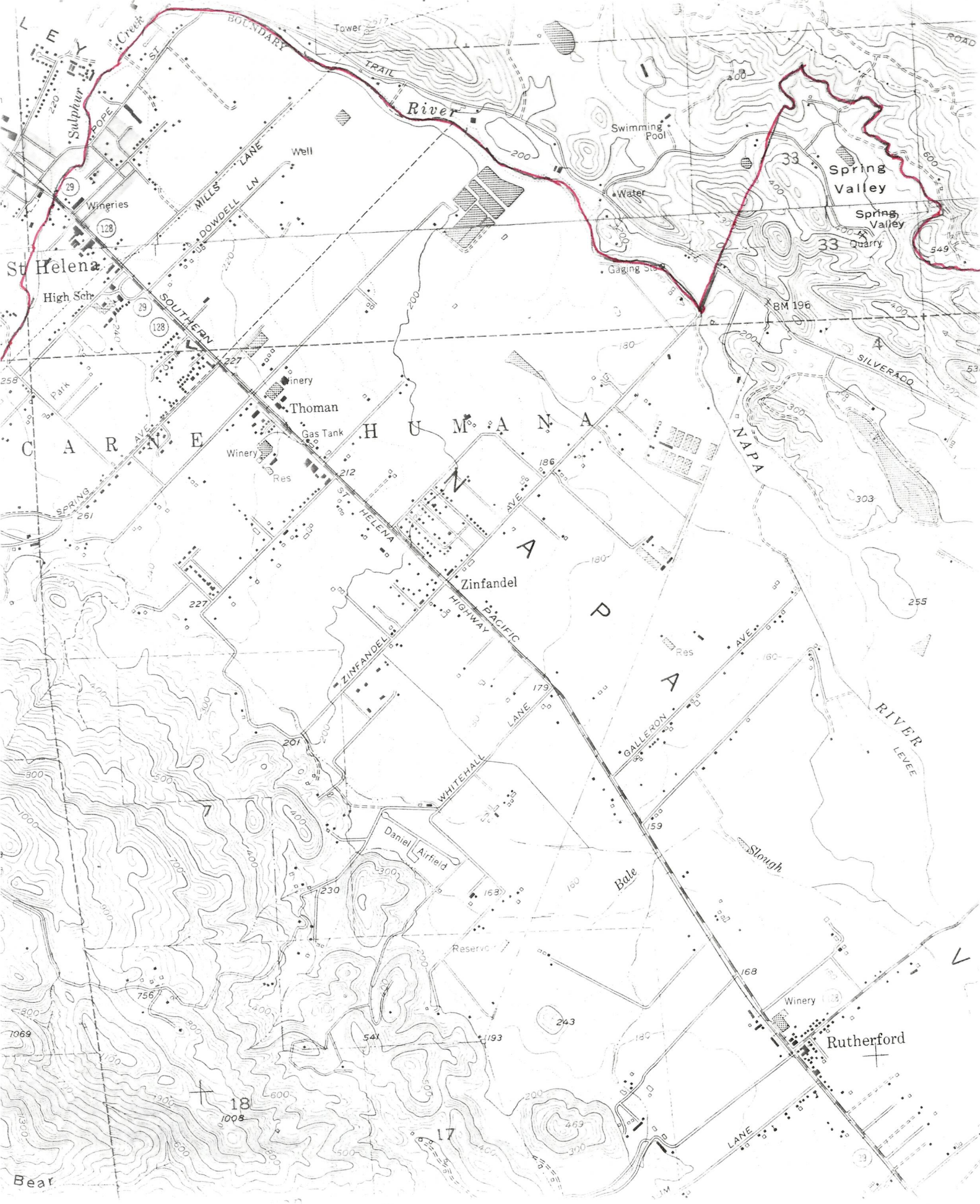
Spring Valley

HUMANANA

Zinfandel

Rutherford

Bear



St Helena

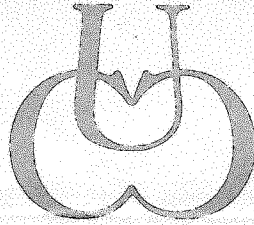
Spring Valley

HUMANANA

Zinfandel

Rutherford

Bear



# UCC VINEYARDS GROUP

July 2, 1992

Chief. Wine and Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P. O. Box 50221  
Washington, D.C. 20091-0221

ATTN: Notice No 738

RE: The Rutherford Viticultural Area

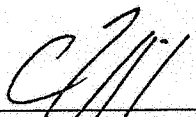
Gentlemen:

We wish to again comment upon the geographical boundaries of the proposed Rutherford Viticultural Area. Specifically, we question the logic of establishing the northern boundary of the proposed area along Zinfandel Lane (Sec. 9.133(c)(7). Because the village of Rutherford is not an incorporated township, there are no municipal boundaries on which to rely on delimiting this area (Historical/Current Evidence of Boundaries 56 FR 47044 page 3). We would again suggest that a more logical northern boundary is the southern city limits line of St. Helena or the southerly boundary of Sulphur Creek as it runs from the 500 ft. contour line on the eastern side of the Mayacamas Mountain range and as far east as the westerly bank of the Napa River.

We believe that utilizing Zinfandel Lane as the northern boundary of the proposed Rutherford area is not substantiated by any natural phenomena. There is no difference in the soils to the north versus the south of Zinfandel Lane, nor is there any difference in the basic geologic history of the area. Clearly there are no significant temperature variations moving up-valley (northerly) at the Zinfandel Lane latitude. There has also been substantial history of the grapes from vineyards north of Zinfandel Lane being utilized in bottlings bearing the Rutherford appellation of origin.

For all of the foregoing reasons, we again respectfully request that the northern boundary of the proposed Rutherford Viticultural area be the southern city limits line of St. Helena or the southerly boundary of Sulphur Creek as specified above.

Respectfully submitted,


  
\_\_\_\_\_  
David I. Freed, President

Property Owned  
(address or APN)

Acres

030-260-005	13.07 ac
030-260-004	34.29 ac
030-240-180	42.60 ac
030-250-019	52.63 ac
030-260-030	15.40 ac

AND CO-ENDORSED BY THE FOLLOWING:

  
\_\_\_\_\_  
Signature

Printed Name:

JOE V. CRISCIONE

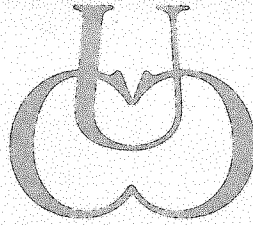
Address:

1500 INGLEDWOOD

ST. HELENA, CA. 94574

Property Owned:

8.5. AC.



(34)

## UCC VINEYARDS GROUP

July 2, 1992

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P. O. Box 50221  
Washington, D.C. 20091-0221

ATTN: Notice No 738

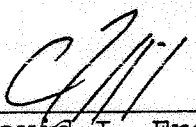
RE: The Rutherford Viticultural Area

Gentlemen:

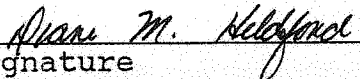
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We believe that utilizing Zinfandel Lane as the northern boundary of the proposed Rutherford area is not substantiated by any natural phenomena. There is no difference in the soils to the north versus the south of Zinfandel Lane, nor is there any difference in the basic geologic history of the area. Clearly there are no significant temperature variations moving up-valley (northerly) at the Zinfandel Lane latitude. There has also been substantial history of the grapes from vineyards north of Zinfandel Lane being utilized in bottlings bearing the Rutherford appellation of origin.

For all of the foregoing reasons, we again respectfully request that the northern boundary of the proposed Rutherford Viticultural area be the southern city limits line of St. Helena or the southerly boundary of Sulphur Creek as specified above.

Respectfully submitted,	Property Owned (address or APN)	Acres
 _____	030-260-005	13.07 ac
David I. Freed, President	030-260-004	34.29 ac
	030-240-180	42.60 ac
	030-250-019	52.63 ac
	030-260-030	15.40 ac

AND CO-ENDORSED BY THE FOLLOWING:

  
\_\_\_\_\_  
Signature

Printed Name: DIANE HELDFOND

Address: 1777 Sycamore Ave  
St. Helena

Property Owned: \_\_\_\_\_

July 16, 1992

Chief  
Wine & Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P. O. Box 50221  
Washington, D.C. 20091-0221

ATTN: Notice No. 738

Dear Sir:

The undersigned is the owner of Parcel No. AP 027 160-001-000 located in Napa County north of Zinfandel Lane, east of the 500 ft. contour line on the west and west of Route 29. Our property is planted to winegrape vineyards.

We wish to support the petition of Beckstoffer Vineyards (July 17, 1992) to extend the Northern Boundary of the Rutherford Viticulture Area to Sulphur Creek. We have always considered our grapes and growing area to be part of the Rutherford Bench Area.

Sincerely,





July 16, 1992

Chief  
Wine & Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P. O. Box 50221  
Washington, D.C. 20091-0221

ATTN: Notice No. 738

Dear Sir:

The undersigned is the owner of Parcel No. AP 027 120-026-000 located in Napa County north of Zinfandel Lane, east of the 500 ft. contour line on the west and west of Route 29. Our property is planted to winegrape vineyards.

We wish to support the petition of Beckstoffer Vineyards (July 17, 1992) to extend the Northern Boundary of the Rutherford Viticulture Area to Sulphur Creek. We have always considered our grapes and growing area to be part of the Rutherford Bench Area.

Sincerely,

Anne R. Moorhead

The Rutherford Bench is a natural physical feature on the west side of the Napa Valley, tapering to an end as it meets Sulphur Creek. Zinfandel Lane is an arbitrary man-made road, and to use it as a boundary is simply stupid.

A.R.M.

July 16, 1992

Chief  
Wine & Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P. O. Box 50221  
Washington, D.C. 20091-0221

ATTN: Notice No. 738

Dear Sir:

The undersigned is the owner of Parcel No. AP 009 362-015-000 located in Napa County north of Zinfandel Lane, east of the 500 ft. contour line on the west and west of Route 29. Our property is planted to winegrape vineyards.

We wish to support the petition of Beckstoffer Vineyards (July 17, 1992) to extend the Northern Boundary of the Rutherford Viticulture Area to Sulphur Creek. We have always considered our grapes and growing area to be part of the Rutherford Bench Area.

Sincerely,

*R. R. Pardini*



*Calistoga CA 94515*

Start  
here

July 16, 1992

Chief  
Wine & Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P. O. Box 50221  
Washington, D.C. 20091-0221

ATTN: Notice No. 738

Dear Sir:

The undersigned is the owner of Parcel No. AP 009 350-047-000 located in Napa County north of Zinfandel Lane, east of the 500 ft. contour line on the west and west of Route 29. Our property is planted to winegrape vineyards.

We wish to support the petition of Beckstoffer Vineyards (July 17, 1992) to extend the Northern Boundary of the Rutherford Viticulture Area to Sulphur Creek. We have always considered our grapes and growing area to be part of the Rutherford Bench Area.

Sincerely,

Edward J. Salvestrini  
Richard J. Salvestrini  
SALVESTRINI VINEYARD



ST. HELENA, CA. 94574

# HAYNE RANCH

39

1832 Sulphur Springs Avenue • St. Helena, California 94574 • 707-963-5180

July 16, 1992

Chief  
Wine & Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P. O. Box 50221  
Washington, D.C. 20091-0221

ATTN: Notice No. 738

Dear Sir:

The undersigned is the owner of Parcel No. AP 009 350-046-000 located in Napa County north of Zinfandel Lane, east of the 500 ft. contour line on the west and west of Route 29. Our property is planted to winegrape vineyards.

We wish to support the petition of Beckstoffer Vineyards (July 17, 1992) to extend the Northern Boundary of the Rutherford Viticulture Area to Sulphur Creek. We have always considered our grapes and growing area to be part of the Rutherford Bench Area.

Sincerely,



# Beckstoffer Vineyards

Post Office Drawer 990  
St. Helena, Napa Valley  
California 94574  
(707) 963-9471

W. ANDREW BECKSTOFFER  
President

July 13, 1992

Chief  
Wine and Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P. O. Box 50221  
Washington, D. C. 20091-0221

ATTN: Notice No. 738

Dear Sir:

On October 11, 1990 and again on November 1, 1991, I wrote to Messrs. Busey and Robert White regarding NOTICE NO. 729, Rutherford Viticulture Area. Please review and incorporate those comments with this letter which will serve to support and amplify those comments and my petition.

- I. The far reaching importance of this proposed rule making demands that a public hearing be held here in Napa County. No other procedure can adequately serve the needs of the wine consumer for controversial Controlled Appellations. You seek to define the grape producing activities of many small grapegrowers NOT define the location of major wineries. Only a public hearing in the local area can adequately do this. Reg.# 27CFR Part 4 Paragraph 4.85(c) requires a winery to state their post office address on wine labels. Viticultural area designations are not involved in this regulation. The fact that a winery has historically used a town name pursuant to Reg.# 27CFR Part 4 neither defines that viticultural area nor gives that winery special status in defining the viticultural area which may take the name of a township or municipality. I am sure you are aware that wineries in Sonoma County produce wines from the viticultural area Napa Valley and vice versa. Only a public hearing can give adequate opportunity to the local small grapegrower who is critical to this process.

II. THE NORTHERN BOUNDARY OF THE RUTHERFORD VITICULTURAL AREA MUST BE EXTENDED TO SULPHUR CREEK.

A. The proposed boundary at Zinfandel Lane presents no distinguishable geographical features.

1. Geologic Features

Enclosed herewith please find a study prepared by RICHARD C. SLADE, Consulting Geologist. This study compares the geological features of the area north of Zinfandel Lane to the area south of Zinfandel Lane. It analyzes climate, drainage characteristics, geologic characteristics and geologic history to state its summary and conclusions:

- a) The general climatic conditions, including annual rainfall and seasonal temperatures, appear to be very similar throughout the site and study area.
- b) The topography is similar from St. Helena to Rutherford; mountains form highland areas to the west, while gently sloping alluvial sediments and fans form the Valley floor from the northwest to the southeast along the southwestern side of the Napa Valley (and including the project site). Land surface gradients are also very similar across the project site.
- c) Alluvial fans comprise the predominant topographic landform along the southwestern border of the Napa Valley, between St. Helena to Rutherford. These fans form by deposition from streams emanating from highland areas to the west of the entire project site.
- d. The predominant type of source rock material comprising the alluvial fans along the southwestern border of the Napa Valley are rhyolite and andesite of the Sonoma Volcanics and also shale, sandstone, greenstone, and serpentinite of the Franciscan assemblage.

- e. Sulphur Creek drainage is the major influence on alluvial sediments across the entire site. The predominant mineralogic composition of alluvial fans underlying the site appears to be derived from Franciscan assemblage shale, sandstone, and greenstone bodies, along with Sonoma Volcanics.
- f. The major influence on alluvial sediments in the Bale Slough area, adjacent to and north of Rutherford appears to be streams draining largely Franciscan assemblage serpentinitic rocks, located in a highland area southwest of Zinfandel Lane. Alluvial sediments in the Bale Slough area appear to be composed largely of material derived from this serpentinitic rock.
- g. The entire project site and other alluviated areas to the north, east, and south all lie within the Napa Valley Groundwater Basin.

The geologic map is presented on the enclosed large mapping of the area. This map and Dr. Slades' study show clearly that the Zinfandel Lane boundary has no distinguishable geographic features in the Quarternary, Tertiary or Jurassic-Cretaceous Systems.

## 2. Soils

This mapping shows clearly that the Zinfandel Lane boundary has no distinguishable soil boundaries. Pleasanton loam (170), Cortina very gravelly loam (124) and Riverwash (174) soils either cross the Zinfandel Lane or are found throughout the petitioner's proposed Rutherford area and the extension we propose.

## 3. Rainfall

The attached mapping reference: 1971 VSGS Basic Data Contribution 32: Napa County Flood Control and Water Conservation District, Isohyetae May 1975 shows clearly that no distinguishable rainfall boundaries occur at Zinfandel Lane.

4. HEAT SUMMATION

The attached mapping reference Cooperative Extension University of California, Napa Valley, shows no distinguishable heat summation boundary occurring at Zinfandel Lane.

B. Given that Zinfandel Lane presents no delimited grapegrowing region distinguishable by geographical features, the Northern boundary of the Rutherford Viticultural Area should be set at the first distinguishable geographical feature, Sulphur Creek, north of the primary Rutherford Area.

1. The area north of Zinfandel Lane to Sulphur Creek is similar from a geologic, soil, rainfall and heat summation point of view to the area south of Zinfandel Lane.
2. The political subdivision boundaries of the City of St. Helena are not relevant to Controlled Appellations. The boundaries of the City of St. Helena are not fixed in time. There is currently a controversy which would extend the St. Helena boundaries southward but separate that new area from the current City limits with a small strip of County land. How could BATF distinguish that annexation or future unanticipated City boundary movements.

C. Grapes grown in the area south of Sulphur Creek and north of Zinfandel Lane have produced wines which have been marketed as Rutherford.

1. January 14, 1990 letter - Ernie Van Asperen, owner of Round Hill and Rutherford Ranch wineries and supporting labels and awards. The Rutherford Ranch grapes were grown on our parcel 09-670-002 located south of Sulphur Creek and north of Zinfandel Lane.
2. April 8, 1992 letter to BATF from Orville Magoon, proprietor, Guenoc Winery. These grapes are grown in the same vineyard.
3. Beaulieu Vineyard will submit a letter evidencing their purchase of grapes from this vineyard and their belief that the grapes are of Rutherford character.



- D. The setting of Sulphur Creek at the Northern boundary of the Rutherford Viticultural Area has broad support among the vineyard owners in the area between Zinfandel Lane and Sulphur Creek. BATF has and will continue to receive letters of support from other vineyardists in the subject area.
- E. The Western boundary of the Rutherford Viticultural Area should be the extension of the 500 ft. contour proposed by the petitioner. This is a reasonably distinguishing geographic feature.
- F. The Eastern boundary of the Rutherford Viticultural Area, North of Zinfandel Lane should be the Napa River. The River is a strong and distinguishable geographic feature which is approached directly by its tributary, Sulphur Creek.
- G. We would further support the eastward extension of Zinfandel Lane to the 500' contour line to include the land of Heitz Vineyards.

III. THE VINEYARDS HISTORICALLY OWNED BY BEAULIEU VINEYARD MUST BE LOCATED IN THE RUTHERFORD AREA. As the enclosed maps show, there is no Soils, Rainfall or Heat Summation integrity to the Oakville/Rutherford boundary line drawn North of Beaulieu Vineyard No. 2 as the petitioner's request. Georges de Latour, the founder of Beaulieu Vineyard, purchased Vineyard No. 2 in 1904 and Vineyard No. 4 in 1937 long before now existing wineries were even thought of. Wineries located in the Post Office area of the town of Oakville are required by Reg.#27CFR Part 4, Paragraph 4.85(c), Form of Address, to state Oakville as their location. This has nothing to do with viticultural area and has never been presented to the consumer as such. As your Reg. #27 CFR Part 4, Paragraph 4.6 dictates, political subdivision boundaries have no bearing in determining boundaries of CONTROLLED APPELLATIONS. The historical knowledge of the wine drinking consumer and the long history of Beaulieu Vineyard wines defining the Rutherford characteristics by using grapes produced from these vineyards does have significant bearing, however. The integrity of the Rutherford Viticultural Area, of which I am perhaps the largest single vineyard owner, demand that these two vineyards be included in the Rutherford Area and excluded from the Oakville Area.

IV. RUTHERFORD BENCH

I propose that the entire area delimited by the petitioner and extended by the proposal contained herein be named "Rutherford Bench." As is the case with Appellation of Origin, however, the winery should not be required to put the word "Bench" on the wine label. (The word "County" is not required on Appellation of Origin labeling.)

There are no distinguishing geographic features or historical precedence that distinguishes the petitioned Rutherford Bench Area from the Rutherford Area. Only political gerrymandering and bureaucratic administration could set such a line and unleash the furor and legal actions which would accompany it. By taking this action now the BATF could avoid an inappropriate and unreasonable action in the future when it does decide to consider the petitionee's initial request for Bench designations.

I will await your advice as to the setting of the public hearing and your advice as to my request to make a statement at that hearing.

Sincerely,



W. Andrew Beckstooffer

WAB:ow



41

# LOUIS M MARTINI

July 13, 1992

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco and Firearms  
P.O. Box 50221  
Washington D.C., 20081-0221

re: ATF Notice # 57 FR 14681

I am writing this letter in support of a ruling to establish Zinfandel Lane south of the town of St. Helena as the northern boundary of the Rutherford Appellation for wine grapes in the Napa Valley of California.

We do not have vineyards directly affected by this ruling, but I am a locally born citizen and feel the Zinfandel Lane boundary to be more correct with relation to our understanding of the viticultural areas. Any area larger than this such as the suggested Sulphur Creek boundary in St. Helena I feel reflects marketing interests of the parties involved and not the technical accuracy of the grape growing appellation.

It was pointed out to me that this change was being considered without the benefit of public hearing. I would like to encourage the BATF to use public hearings in all such cases concerning local appellations in order that accuracy concerns can be aired.

Thank you.

Sincerely,

LOUIS M. MARTINI

  
Carolyn A. Martini  
President

*Louis M Martini*

July 16, 1992

Chief  
Wine & Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P. O. Box 50221  
Washington, D.C. 20091-0221

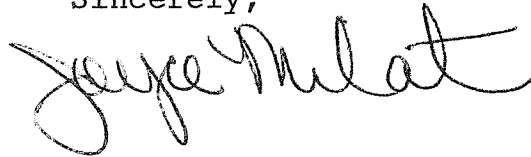
ATTN: Notice No. 738

Dear Sir:

The undersigned is the owner of Parcel No. AP 027 160-002-000 located in Napa County north of Zinfandel Lane, east of the 500 ft. contour line on the west and west of Route 29. Our property is planted to winegrape vineyards.

We wish to support the petition of Beckstoffer Vineyards (July 17, 1992) to extend the Northern Boundary of the Rutherford Viticulture Area to Sulphur Creek. We have always considered our grapes and growing area to be part of the Rutherford Bench Area.

Sincerely,





# Wine World Estates

2000 Main Street (Box 111) • St. Helena, CA 94574 • (707) 963-7115

July 10, 1992

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco and Firearms  
P. O. Box 50221  
Washington, D. C. 90081-0221

Dear Sirs:

This letter is in response to the two proposed viticultural areas of Oakville and Rutherford, located in the Napa Valley (ATF Notice, 57 F.R. 14681).

We, at Beringer Vineyards, believe there is a preponderance of evidence both viticulturally and historically to support the two proposed appellations within the Napa Valley and that they are, in fact, distinct from the surrounding vineyards. We have vineyards in the districts of "Napa," "Yountville," "Oakville," and "St. Helena" and believe the sites all produce wines distinctly different due to the terroir of each site. However, where the boundaries are placed will require major study and documentation.

First, we have concerns about the southern boundary of the proposed Oakville appellation, including what everyone in the Napa Valley has always considered, historically, a part of Yountville. We believe the southern Oakville boundary would be more appropriate at Yount Mill and Dwyer Roads.

We are most concerned about maintaining the northwestern Rutherford boundary at the line as proposed by the Rutherford petition. We are diametrically opposed to any suggestions that the northern boundary be moved further northwest than the proposed Zinfandel Lane. We are aware of a proposal to move the boundary to Sulphur Springs Creek. This boundary would place the Rutherford viticultural area within the city limits of St. Helena. The original petition relied on the community names to avoid possible consumer confusion. We submit that allowing a town name Rutherford to dissect the city limits of St. Helena is totally inappropriate and would definitely be confusing. Further, the use of Rutherford past the proposed boundary of Zinfandel Lane cannot be historically substantiated.

ATF has long taken the position that substantial historical evidence must be shown to support the area of a proposed viticultural area, especially when a name is proposed for an area outside its historical context:

Mr. Busey states in a February 11, 1991 letter to David Heitz that "in addition, we need written evidence that the area in question has historically been considered a part of the Rutherford area."

Mr. Busey states in a letter to Mr. Fletcher, dated September 6, 1991 (related to a proposed Santa Barbara Coast Appellation) as follows: "as Mr. Browkaw pointed out Santa Barbara Coast is in San Luis Obispo County. Since the proposed name is Santa Barbara Coast, the name evidence, both locally and/or nationally, showing that the area is known by that name must be substantial."

We believe there is no evidence to support a Sulphur Springs Creek line, or any other line north of Zinfandel Lane.

There is a preponderance of evidence that clearly demarks this area as being historically part of St. Helena. The St. Helena city limits would be compromised (map attached). Hundreds of homes and businesses with St. Helena addresses are located in this area, along with the St. Helena High School and a number of wineries with St. Helena addresses.

The climatic conditions of St. Helena are somewhat different when compared to Rutherford and Oakville. It is generally warmer during the summer months in St. Helena compared to Rutherford. The original petition recorded the following:

Yountville	2695 degree days	II
Oakville	3039 degree days	III
Rutherford	3389 degree days	III
St. Helena	3575 degree days	IV

The temperature differences are a gradient from Napa to Calistoga and we believe the proposed Zinfandel Lane line is an appropriate split between the cooler Rutherford and the warmer St. Helena.

The elevation of St. Helena is between 240 and 300 feet on average, while the Rutherford average is between 140 to 180 feet. This small difference in elevation causes an earlier degradation of fog and higher solar radiation occurs. The Zinfandel Lane elevation is a good approximate break between these elevation differences.

We see no strong viticultural evidence which would justify changing the northern boundary of Rutherford, as proposed in the original petition. The Zinfandel Lane line as a common boundary between the two communities is non-controversial with the several wineries and growers with whom I have spoken. In the strongest terms, please do not consider moving the northern boundary. If you do consider moving this boundary, we request a local public hearing where detailed testimony may be given.

My background for your review is as follows:

Bachelor of Science in Viticulture  
M. S. in Plant Science  
I have farmed in the Napa Valley since 1971.

I worked for Napa Valley Vineyard Company, where I was responsible for Beaulieu, Inglenook and other vineyards located near the towns of Rutherford and Oakville. In 1979, I was employed by Beringer, who also has vineyards in the vicinity of the proposed appellations.

This issue is extremely important to the long-term goal of establishing Viticultural Appellations within Napa Valley, which the public may rely on in discerning a given wine. Please give every consideration to a local public hearing if substantial changes to the original petitions are to be entertained. I would be happy to testify should a public hearing be granted.

Very truly yours,

*Robert E. Steinhauer*  
*eyes*

Robert E. Steinhauer  
Senior Vice President  
Vineyards Operations

RES:es

Enclosure

44

July 16, 1992

Chief  
Wine & Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P. O. Box 50221  
Washington, D.C. 20091-0221

ATTN: Notice No. 738

Dear Sir:

The undersigned is the owner of Parcel No. AP 027 100-005-000 located in Napa County north of Zinfandel Lane, east of the 500 ft. contour line on the west and west of Route 29. Our property is planted to winegrape vineyards.

We wish to support the petition of Beckstoffer Vineyards (July 17, 1992) to extend the Northern Boundary of the Rutherford Viticulture Area to Sulphur Creek. We have always considered our grapes and growing area to be part of the Rutherford Bench Area.

Sincerely,





45

July 16, 1992

Chief  
Wine & Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P. O. Box 50221  
Washington, D.C. 20091-0221

ATTN: Notice No. 738

Dear Sir:

The undersigned is the owner of Parcel No. AP 009 350-040-000 located in Napa County north of Zinfandel Lane, east of the 500 ft. contour line on the west and west of Route 29. Our property is planted to winegrape vineyards.

We wish to support the petition of Beckstoffer Vineyards (July 17, 1992) to extend the Northern Boundary of the Rutherford Viticulture Area to Sulphur Creek. We have always considered our grapes and growing area to be part of the Rutherford Bench Area.

Sincerely,



ALBERT BUTALA

July 16, 1992

Chief  
Wine & Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P. O. Box 50221  
Washington, D.C. 20091-0221

ATTN: Notice No. 738

Dear Sir:

The undersigned is the owner of Parcel No. AP 009 350-039-000 located in Napa County north of Zinfandel Lane, east of the 500 ft. contour line on the west and west of Route 29. Our property is planted to winegrape vineyards.

We wish to support the petition of Beckstoffer Vineyards (July 17, 1992) to extend the Northern Boundary of the Rutherford Viticulture Area to Sulphur Creek. We have always considered our grapes and growing area to be part of the Rutherford Bench Area.

Sincerely,

*Albert Frank Butala*

ALBERT-FRANK BUTALA



*Beaulieu Vineyard*

July 17, 1992

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco, and Firearms  
Post Office Box 50221  
Washington, DC 20091-0221

Attention: Notice Number 729

RE: Notice of Proposed Rulemaking (Number 729)  
Rutherford Viticultural Area (89F-90P)

Dear Sir:

This letter is in response to the request for comments regarding Notice of Proposed Rulemaking (Notice No. 729) regarding the Rutherford Viticultural Area (89F-90P).

Beaulieu Vineyard has previously submitted comments during the earlier public comment period (letter dated November 15, 1991, attached).

As stated in earlier communications with the Bureau, the proposed viticultural area does not include the Beaulieu Vineyard properties No.2 and No.4 which have historically been associated with Beaulieu Vineyard. These two vineyard properties have contributed greatly to production of our Cabernet Sauvignon wines. Beaulieu Vineyard is generally regarded by the industry and the wine press to produce benchmark Napa Valley Cabernet Sauvignons', and the two vineyard properties have played an important role in the establishment of this reputation.

For the following reasons, we request again incorporation of the two Beaulieu Vineyard properties into the Rutherford Viticultural Area:

- 1) The proposed Rutherford Viticultural Area contains approximately 6,650 acres. Within this area, Beaulieu Vineyard owns, leases, or purchases under long-term contract grapes from 1,394 acres, or 20.9% of the proposed total viticultural area. This makes Beaulieu Vineyard one of the major winegrowers in the proposed viticultural area, and reinforces the role Beaulieu Vineyard has played in the development of the Rutherford name among American wine consumers.
- 2) Attached to this letter is an exhibit detailing the geologic, soil, rainfall, and heat summation characteristics of the area under discussion. The information indicates little difference between the geographic and micro-climatic conditions experienced between Beaulieu Vineyard No.2 and Beaulieu Vineyard No.4; and between these two vineyard properties and the proposed Rutherford Viticultural Area.





Chief, Wine, and Beer Branch  
Bureau of Alcohol, Tobacco, and Firearms  
July 17, 1992  
Page Two

- 3) Beaulieu Vineyard has been producing wines from grapes grown in these two vineyards since 1943 -- 49 vintages. In our practical winemaking experience, we have found greater differences to exist between those vineyards located West of Highway 29 and to the Napa River (all within the proposed Rutherford Appellation Area), than exists between the Beaulieu Vineyard No.2 and No.4 vineyard properties, or between these two properties and the proposed Rutherford Viticultural Area.

The differences between Beaulieu Vineyard No.2 and No.4, or between these two properties and the proposed Rutherford Viticultural Area, are more attributable to viticultural practices (irrigation, training, clones, rootstock, etc.) than unique micro-climatic differences.

The vineyard located directly north of Beaulieu Vineyard No.2, and located on the southern-most boundary of the currently proposed Rutherford Appellation has been a Beaulieu Vineyard grape contract for 6 years. Our experience has indicated no unique micro-climatic differences between this vineyard and Beaulieu Vineyard No.2 and No.4; nor have we seen any difference in wine style or wine quality.

- 4) Attached to this letter, is a petition signed by 56 grape growers, vineyard managers, and interested parties, in the Napa Valley, supporting the Beaulieu Vineyard position as stated in both Beaulieu Vineyard comment letters submitted to the Bureau. Napa Valley industry statistics generally calculate approximately 33,000 acres of plantable vineyard land in the Napa Valley. The attached petition represents 3,668 acres (11.1%) of gross vineyard acreage in the Napa Valley.
- 5) The Beaulieu Vineyard Cabernet Sauvignon is an important wine type amongst the wines produced in the Napa Valley, and produced by Beaulieu Vineyard.

On December 17, 1979, Beaulieu Vineyard was granted a Certificate of Label Approval for a Cabernet Sauvignon wine called Rutherford Cabernet Sauvignon, covering the 1977 vintage. This wine has been produced under this name from 1977 until 1990, fourteen vintages released to the consumer. Prior to 1977, this wine was sold as Beaulieu Vineyard Cabernet Sauvignon, and has been produced since approximately the 1920's. Along with the Georges de Latour Private Reserve Cabernet Sauvignon, the BV Rutherford Cabernet Sauvignon has become known as one of the benchmark Napa Valley Cabernet's, with much of its style attributable to the vineyard location in Rutherford.

Exclusion of the two vineyard properties could impact the growth, development, and profitability of Beaulieu Vineyard. In addition, the grower community within the Napa Valley could be negatively impacted. Many of the grapes used for this wine are purchased from growers under long-term contract to Beaulieu Vineyard. By excluding



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Bureau of Alcohol, Tobacco, and Firearms  
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our own grown grapes and requiring the winery to purchase additional vineyard land within the Rutherford Area, or to purchase additional grapes at high grape prices, will negatively impact the winery and place Beaulieu Vineyard at a competitive disadvantage in the marketplace.

The importance of the Rutherford Viticultural Area to Beaulieu Vineyard from both a historic, as well as economic standpoint, is substantial. Beaulieu Vineyard, its wines, its viticulturists, and its winemakers have done much to create the historical significance, and consumer recognition of the name Rutherford.

The regulatory requirements for the establishment of viticultural areas include evidence that the name of the proposed viticultural area is locally or nationally known; historical or current evidence supporting the proposed boundaries of the viticultural area; evidence that the geographical features (climate, elevation, soil, physical features, etc.) of the proposed viticultural area distinguish it viticulturally from surrounding areas; and specific boundaries of the proposed area, are based on features found on maps of the United States Geological Survey ("U.S.G.S."). We believe that in the key areas of historical significance, geographically recognizable boundaries, and viticultural/climate/geologic attributes, Beaulieu Vineyard No.2 and No.4 qualify for inclusion in the Rutherford Viticultural Area.

Beaulieu Vineyard has 90 years of experience producing wines grown from grapes in the Rutherford area. Our wines have indicated a thorough understanding of the area and our technical winemaking experience indicates that no viticultural, climatic, or geological differences exist, sufficient to exclude our two properties. While we do not question the expert data submitted in the original petition, one could argue the application of such data to the previous establishment of boundaries. It is not our intention to dissect this data as we do not feel it is in the best interests of our local community and industry. Most importantly, ninety (90) years of winemaking within the area have shown no difference in wines produced from the vineyards under question with regard to the appellation boundaries that can be attributed to viticultural appellation.

We request that Beaulieu Vineyard No.2 and No.4 be included in the proposed Rutherford Viticultural Area.

We propose that the Southern boundary line of the Rutherford Appellation Viticultural Area be adjusted as follows:

Commencing at the extreme Southwest corner of the proposed appellation Southerly boundary: follow the 500 foot contour line in a generally Southerly direction to its point of intersection with an unnamed creek flowing in a generally Easterly direction, to its point of intersection with Walnut Lane, thence East along Walnut Lane to Highway 29 thence North on Highway 29 to



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Bureau of Alcohol, Tobacco, and Firearms  
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the unnamed stream flowing in a general Northwesterly direction from State Highway 29 East to the Napa River. (This unnamed stream being part of the original Southerly boundary in the original petition submitted).

Given the importance of the proposed viticultural area to the Napa Valley, we request that a public hearing be held to review this application, and that such public hearing be held in the Napa Valley.

We will be pleased to provide you with any additional information you may require as you consider this request and the Rutherford Viticultural Area.

Thank you for your attention and consideration.

Very truly yours,

Anthony A. Bell  
Vice President/General Manager

AAB:cas

Attachments

cc: Richard L. Maher  
David Scott  
Richard Walton  
Bill Wathen

# *Beaulieu Vineyard*

ESTATE BOTTLED NAPA VALLEY WINES • ESTABLISHED 1900  
GEORGES DE LATOUR, FOUNDER  
VINEYARDS AND WINERY • RUTHERFORD, NAPA COUNTY, CALIFORNIA 94573 •

November 15, 1991

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco, and Firearms  
Post Office Box 50221  
Washington, DC 20091-0221  
Attention: Notice Number 729

Re: Notice of Proposed Rulemaking (No. 729)  
Rutherford Viticultural Area (89F-90P)

Dear Sir:

This letter is written in response to the request for comments regarding the Notice of Proposed Rulemaking (Notice No. 729) regarding the Rutherford Viticultural Area (89F-90P).

Beaulieu Vineyard requests consideration of the following two issues:

- a) Given the importance of the proposed viticultural area to the Napa Valley, we request that a public hearing be held to review this application, and that such public hearing be held in the Napa Valley.
- b) The proposed viticultural area (see Exhibit I) does not include the Beaulieu Vineyard properties No. 2 and No. 4 (see Exhibit II) which have historically been associated with Beaulieu Vineyard and its Cabernet Sauvignon wines, and which have contributed greatly to the development and consumer recognition of the Rutherford name.

Because of the historical significance of these two properties to Beaulieu Vineyard, the important role these two properties have played in the development of the Rutherford name to the wine consumer, the economic importance of the viticultural area to the Beaulieu Vineyard Rutherford Cabernet Sauvignon and the geographic location of the two properties, we therefore request incorporation of the two Beaulieu Vineyard properties into the Rutherford Viticultural Area, and consideration of the following two options:

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Bureau of Alcohol, Tobacco, and Firearms  
November 15, 1991  
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- (i) The creation of an overlapping viticultural area to permit the two Beaulieu Vineyard properties presently included in the proposed Oakville Viticultural Area to be included in the Rutherford Viticultural Area (BATF has established a similar precedent in other areas),  
or
- (ii) The grandfathering of the two Beaulieu Vineyard properties into the Rutherford Viticultural Area. This latter option would not detract from the township approach adopted by the petitioners, while permitting Beaulieu Vineyard to continue to produce its wines, from the same vineyard locations, as it has done for almost 91 years.

**Background:**

Beaulieu Vineyard is located within the proposed Rutherford viticultural area. The winery was established in 1900, by a Frenchman, Georges de Latour, who had a desire to produce world class Cabernet Sauvignon wines in California. He located the winery in the Rutherford area of Napa Valley, and named his estate and winery, Beaulieu, which means "Beautiful Place" in his native French language.

Georges de Latour purchased four vineyard properties in the central part of the Napa Valley during the early days of the winery between 1900 and 1940.

Beaulieu Vineyard No. 1, 132 Acres, ca. 1900  
Beaulieu Vineyard No. 2, 146 Acres, 1907  
Beaulieu Vineyard No. 3, 198 Acres, 1920 - 1930's  
Beaulieu Vineyard No. 4, 90 Acres, 1943

These properties have always been an important part of the Beaulieu Vineyard Cabernet Sauvignon program. Much of the rootstock retail operation Georges de Latour established at the turn of the century was located on Beaulieu Vineyard No. 4. In addition, in 1980 Beaulieu Vineyard established a Cabernet Sauvignon grapevine clone trial at Beaulieu Vineyard No. 4 -- this trial was established with the express purpose of providing Beaulieu Vineyard with Cabernet Sauvignon information for the Beaulieu Vineyard Rutherford Cabernet Sauvignon.



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Bureau of Alcohol, Tobacco, and Firearms  
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The property known as Beaulieu Vineyard No. 3, was subsequently sold in the early 1970's, although the grapes have remained under long-term contract to Beaulieu Vineyard, and remain an important part of the Beaulieu Vineyard Cabernet Sauvignon wines.

The proposed Rutherford Viticultural Area contains approximately 6,650 acres. Within this area, Beaulieu Vineyard owns, leases, or purchases under long-term contract grapes from 1,394 acres, or 20.9% of the proposed total viticultural area (see Exhibit III). This makes Beaulieu Vineyard one of the major winegrowers in the proposed viticultural area, and explains the role Beaulieu Vineyard has played in the development of the Rutherford name among wine consumers.

On December 17, 1979, Beaulieu Vineyard was granted a Certificate of Label Approval for a Cabernet Sauvignon wine called Rutherford Cabernet Sauvignon, covering the 1977 vintage. This wine has been produced under this name from 1977 until 1989, thirteen vintages released to the consumer. Prior to 1977, this wine was sold as Beaulieu Vineyard Cabernet Sauvignon, and has been produced since approximately the 1920's. Along with the Georges de Latour Private Reserve Cabernet Sauvignon, the BV Rutherford Cabernet Sauvignon has become known as one of the benchmark Napa Valley Cabernet's, with much of its style attributable to the vineyard location in Rutherford.

The name "*Rutherford*", and its association with Napa Valley Cabernet Sauvignon, can be closely associated with Beaulieu Vineyard. In the 1930's, Andre Tchelitscheff described what he called the "*Rutherford dust*" in the taste of Beaulieu Cabernet Sauvignon's (see Exhibit IV). A recent article in the Napa Register describes Tchelitscheff's boundaries of Rutherford to include the properties known as Beaulieu Vineyard No. 2 and Beaulieu Vineyard No. 4 (see Exhibit V). In addition, several wine journalists have described the Rutherford/Rutherford Bench Viticultural Area as including the two Beaulieu Vineyard properties (see Exhibit VI).

Beaulieu Vineyard has been producing Cabernet Sauvignon wines from grapes grown in the central area of the Napa Valley for many decades. Historical winery records indicate that on December 3, 1933, the San Francisco Chronicle advertised a selection of Beaulieu Vineyard wines that included a Cabernet Sauvignon. In October 1990, the winery celebrated the release of the 50th vintage of the Georges de Latour Private Reserve Cabernet Sauvignon; a wine produced from grapes grown in the area considered by Beaulieu Vineyard to be the Rutherford Viticultural Area.

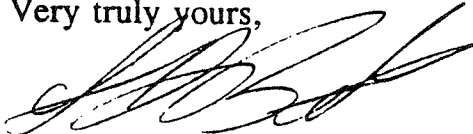
Chief, Wine and Beer Branch  
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The importance of the Rutherford Viticultural Area to Beaulieu Vineyard from both a historic, as well as economic standpoint, is substantial. Beaulieu Vineyard, its wines, its viticulturists, and its winemakers, have done much to create the historical significance, and consumer recognition of the name Rutherford. This name is now proposed as a viticultural area name that excludes two of the vineyards that participated in the development, and historic significance, of the name, and the viticultural area.

I will be pleased to provide you with any additional information you may require as you consider this request.

Thank you for your attention and consideration.

Very truly yours,



Anthony A. Bell  
Vice President/General Manager  
Beaulieu Vineyard

AAB:cas

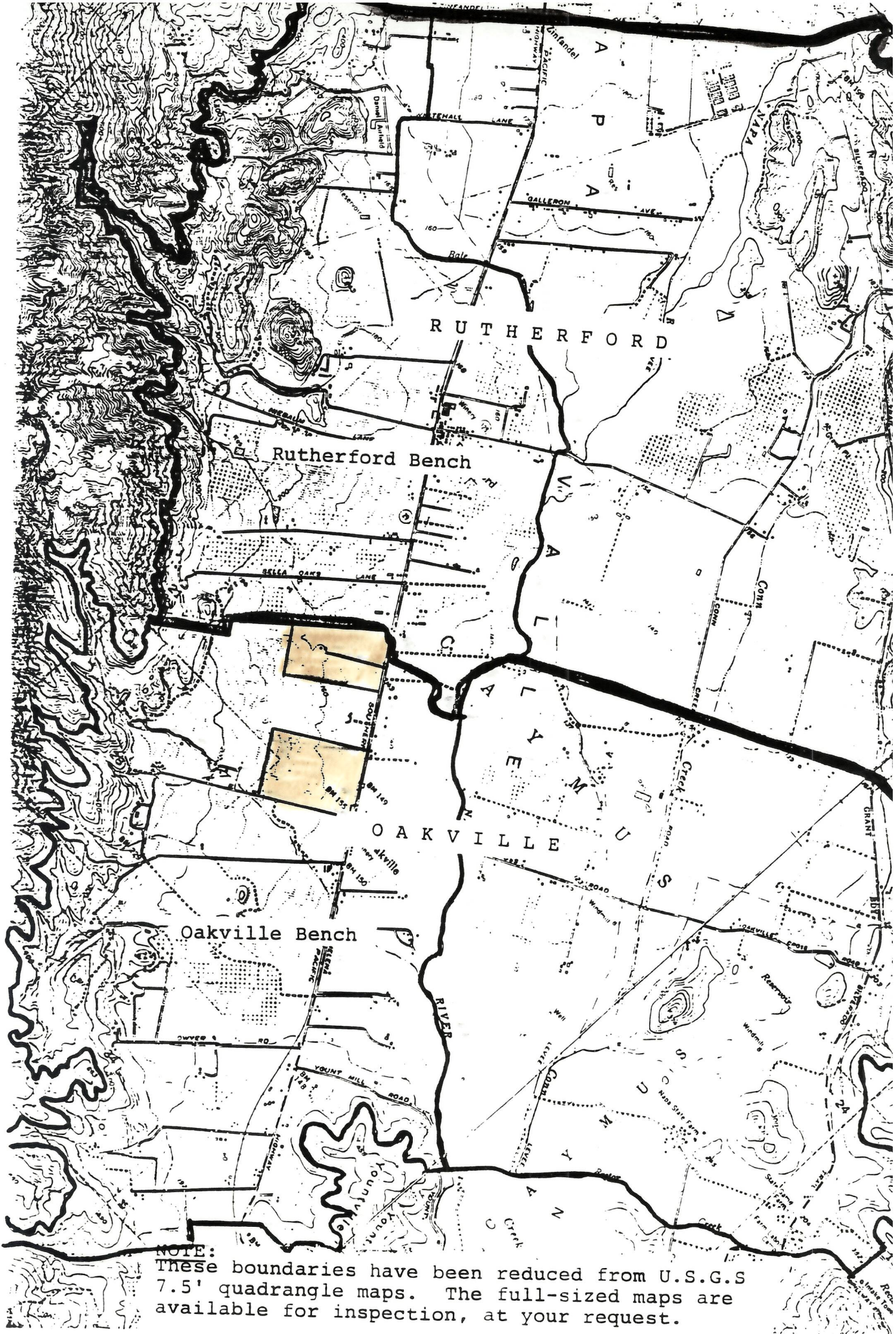
Attachments

cc: Richard L. Maher  
David J. Scott  
Richard E. Walton  
William B. Wathen

**EXHIBIT I**

**RUTHERFORD VITICULTURAL AREA**

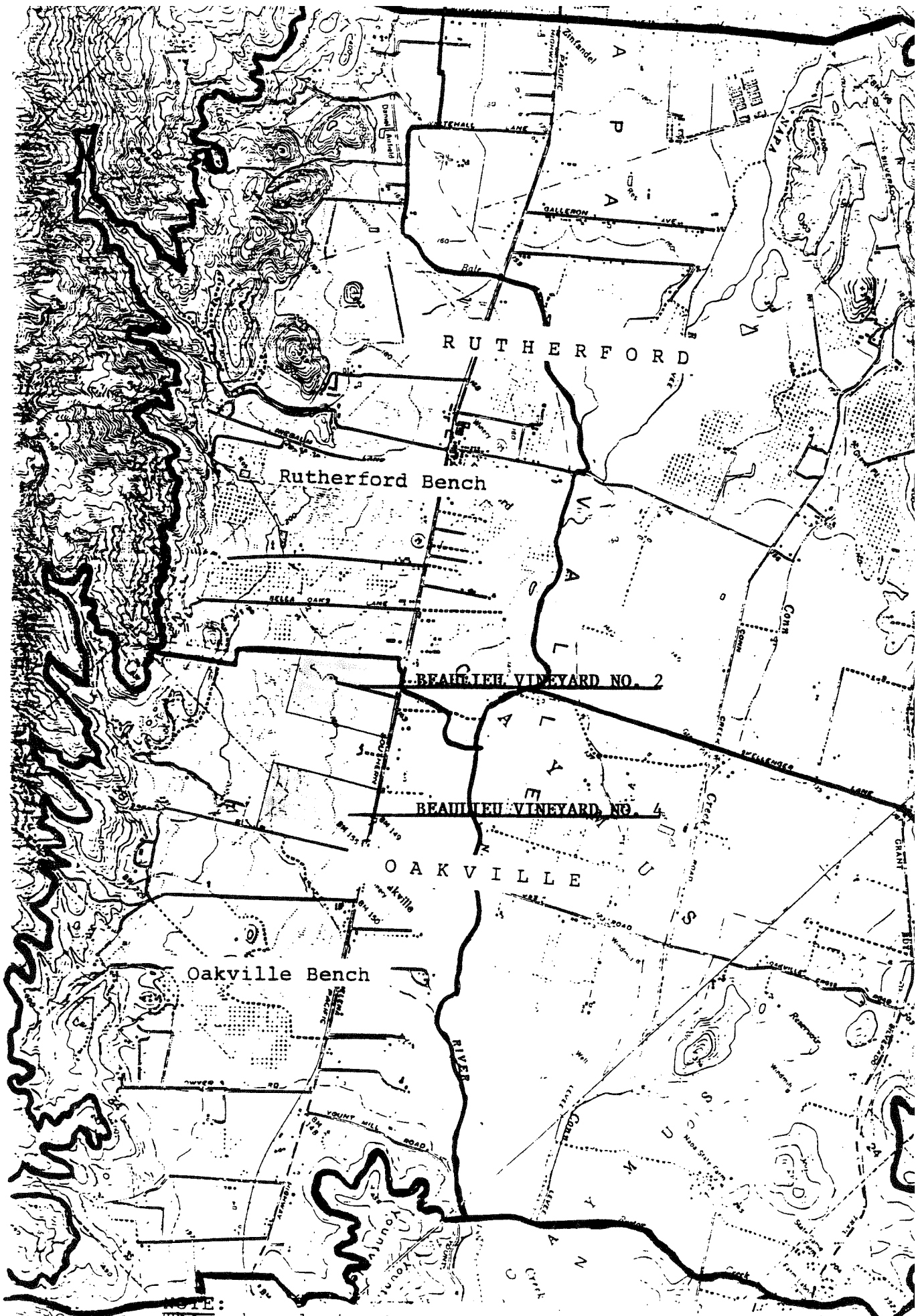
**AS PROPOSED BY NOTICE NO. 729**



NOTE:  
These boundaries have been reduced from U.S.G.S  
7.5' quadrangle maps. The full-sized maps are  
available for inspection, at your request.

**EXHIBIT II**

**LOCATION MAP OF BEAULIEU VINEYARD NO.2 AND BEAULIEU  
VINEYARD NO. 4 IN RELATION TO THE SOUTHERLY BOUNDARY OF THE  
PROPOSED RUTHERFORD VITICULTURAL AREA**



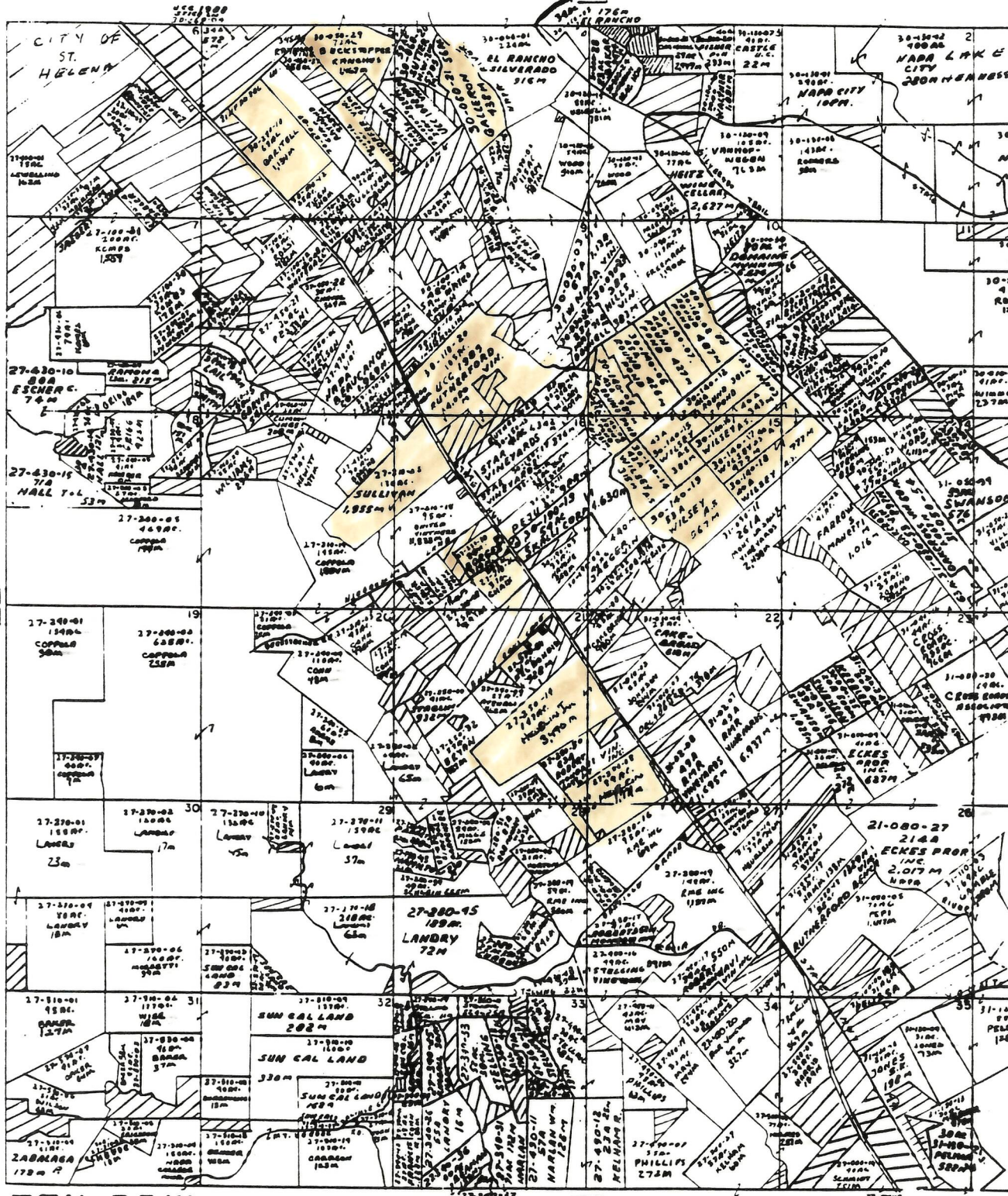
NOTE:  
These boundaries have been reduced from U.S.G.S  
7.5' quadrangle maps. The full-sized maps are  
available for inspection, at your request.

**EXHIBIT III**

**LOCATION OF BEAULIEU VINEYARD GRAPE SOURCES WITHIN THE  
PROPOSED RUTHERFORD VITICULTURAL AREA**







T7N R5W

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**EXHIBIT IV**



MAY 26 1990

Wine  
BY FRANK J. PRIAL

# NAPA'S BENCH MARKS

**P**AUILLAC, CHATEAUNEUF-du-Pape, Vosne-Romanee and the Rutherford Bench. The Rutherford Bench? Yes, the Rutherford Bench, in California, boasts one of the more exceptional concentrations of great wine producers in the world. Pauillac has Lafite-Rothschild, Mouton-Rothschild, Latour, Pichon-Lalande and Lynch-Bages, to name a few; Vosne-Romanee has Romanee-Conti, Romanee-Saint-Vivant, La Tache and Richebourg; Chateaneuf-du-Pape has Beaucastel, Rayas — but you get the point. These are towns or communes that produce very few, if any, common wines.

The Rutherford Bench is a stretch of the Napa Valley, about three miles long, ranging north from Oakville along the west side of Route 29 to Rutherford. Among the wineries to be found in that rather small tract of real estate are Beaulieu, Inglenook, Niebaum-Coppola, Grgich-Hills, Far Niente and Vichon; vineyard properties include the renowned Martha's Vineyard and Bella Oaks Vineyard, whose grapes are used by Heitz Cellars, the Bosche Vineyard, which supplies Freemark Abbey, and parcels owned by the Robert Mondavi, Pine Ridge and Joseph Phelps wineries.

Route 29 informally denotes the western boundary of the vine-covered flatlands that make up the bulk of the Napa Valley. The vineyards to the west of the highway lie on a gentle incline leading up toward the Mayacamas Mountains, which loom a mile or two away.

There is little question that the soils here are special; they rest on a gravelly bed deposited by an old stream, providing excellent drainage. But whether there is any geologically identifiable "bench" — a terrace formed along the bank of a river or stream — is arguable. "The only bench around here," a skeptical grower once said, "is the one sitting out in front of the Oakville Grocery."

Back in the 1930's, Beaulieu Vineyard's enologist, Andre Tchelistcheff, described what he called "Rutherford dust" in the taste of Beaulieu's top-of-the-line Private Reserve cabernet sauvignon. But even Tchelistcheff, now 89 years old, cannot recall where the term "bench" came from. It seems to have simply been around for a long time.

Whether the bench is real or imagined, most of the wineries that believe themselves to be sitting



PETER SIO

on it want the land to be formally recognized by the Federal Government. For almost two decades, the Government has been busy designating viticultural areas around the country, based principally on geography, climate and historical precedent.

The Napa Valley was one of the earliest American Viticultural Areas, or A.V.A.'s. Some A.V.A.'s fall within larger regions. The Stags Leap district, for example, lies entirely within the Napa Valley A.V.A. Proponents of the Rutherford Bench seek this same status. In fact, they have proposed two subregions: Rutherford and the even more exclusive Rutherford Bench.

Some neighbors of the Rutherford Bench properties see "Rutherford" as a put-down that would make them second-tier wineries. Many of them — Caymus, Silver Oak, Cakebread and Raymond, among others — are easily as prestigious as the wineries on the so-called bench. At Franciscan

Vineyards, which is also beyond pale — on the other side of the line, that is — the winery's president, Agustin Huneeus, took a lighthearted approach. He has a huge wooden bench placed in front of his winery and called it — "Rutherford Bench" — his Rutherford Bench.

In fact, the Government, specifically the Bureau of Alcohol, Tobacco and Firearms, is considering proposals that would create even more A.V.A.'s in the Napa Valley, including two adjoining Rutherford Bench to the south. One would be Oakville and Oak Ridge Bench, and would pick up some of the wineries and vineyards loosely associated with the Rutherford region. Among the strong advocates of this further balkanization of the valley are the Mondavi family, who own the Robert Mondavi, Vichon wineries, both in what would become the Oakville Bench. Agustin Huneeus, who claims the name, would be relegated to second-class status.

And, in fact, the creator of the Rutherford Bench is more of a marketing strategy than anything else. An A.V.A. designation carries with it no requirements as to the types of grapes that must be grown or the style of wine that must be made from them, as do appellations in Europe. Before a Bordeaux wine can use the Pauillac appellation, it must adhere to a list of stringent regulations meant to control not only its authenticity but its quality.

The best that can be said about American viticultural regions is that they represent — so to speak — a recognition that the vineyards, and particularly the soil, are important to good wine. Once, climate and technical skill were considered the essentials of California wine-making.

In France, the viticultural areas have evolved over centuries. A Gevrey-Chambertin is not the same as an Aloxe-Corton, made only a few miles away, any more than a Saint-Julien is like a Margaux from a vineyard three miles distant. Presumably, American viticultural areas will one day develop their own characteristics, their own styles.

Until then, with few exceptions, A.V.A.'s will be more important for what they imply than what they deliver. "Napa Valley" on a label indicates that the wine comes from a superior wine-making region, but it doesn't guarantee that the wine is any good. ■

**EXHIBIT V**

# wine country

## DATELINE

### Local Les Amis du Vin chapter reactivated

By L. PIERCE CARSON  
Register Staff Writer

Wine buffs can take heart in the news that the Napa Valley chapter of Les Amis du Vin has been reactivated.

A few members of the local wine industry prevailed upon Bruce Scotland and Bill Craig, respective manager and assistant manager of St. Helena Wine Merchants, to breathe life into the once active wine appreciation organization.

With a flair generally reserved for local wine events, Les Amis du Vin kicked off the year's series of wine tastings this past Tuesday night with a comparison of Rutherford bench cabernet sauvignon bottlings from the 1982 harvest.

The local Les Amis du Vin chapter has been inactive for about four years, notes Scotland, and he and a number of friends felt it was time to revitalize it.

Scotland points out there aren't many public wine tastings here, despite the fact that this is the nation's premier viticultural area. Most wine events are geared toward industry members.

"There's really very little for anyone who has found a new interest in wine — people who may have just moved in the area, for example," he remarked the other evening. "This will fill that niche."

Whether or not the local winetasters' group will continue under the

tion "took a hike" and Les Amis du Vin is struggling at the moment just to keep its nose out of the lees.

"We'll clone ourselves to whatever group emerges from the ashes," Scotland added.

Annual membership in the local Les Amis du Vin chapter is \$25. Anyone interested in joining the group can contact Bruce or Bill at St. Helena Wine Merchants, 699 St. Helena Highway, St. Helena 94574. Their phone number is 963-7888.

Craig conducted the Rutherford bench cabernet sauvignon tasting the other evening at the Oakville Garden restaurant. He said the group plans to have six public tastings per year, with the next one planned for April 15.

Special guest for the first event was the dean of California winemakers, Andre Tchelistcheff, winemaker at Beaulieu Vineyard from 1937 to 1973.

"Wine is a beverage of pleasure," Tchelistcheff said at the outset, "rather than one for competition."

Although the approximate 30 individuals present were about to taste and rank seven individual bottlings, Tchelistcheff wanted to point out the event should be one of enjoyment rather than one designed to ascertain which wine would be ranked as crowd favorite.

When Tchelistcheff came to California in the '30s, there were but 120

was in the Napa Valley, planted by both Inglenook and Beaulieu.

He defined Rutherford cabernets as those coming from vineyards within the boundaries of Zinfandel Lane on the north, Yountville on the south, Mount St. John on the west and the Napa River on the east — although some vineyards east of the river contain that demarcation's characteristics.

There is both special bouquet and taste in bottlings of grapes harvested from vineyards west of Highway 29, he continued. Tchelistcheff and Dr. Maynard Amerine, former head of UC Davis enology department, labeled this unique common denominator "Rutherford dust." It is that special quality of cherries, plums, steeliness, tannin, et al. that gives these wines their unique character.

Rutherford bench wines have a "strong spine," Tchelistcheff noted. Wines from this area have the longest life in the bottle, he added.

Winemakers have been playing games with cabernet sauvignon wines since his arrival here over four decades ago, Tchelistcheff said.

"But wines are produced in the vineyard, not at the winery. If you don't pay attention to quality in the vineyard, no matter how much you try to patch things up in the winery, you'll never have a great wine."

The seven '82 cabernets tasted the

yards Private Reserve-George de Latour, Caymus Vineyards, Pine Ridge Rutherford Cuvee, Luper Reserve (Bouchaine Vineyards), Far Niente Winery and Heitz Wine Cellars Martha's Vineyard.

All were curious to hear what Tchelistcheff had to say about the wines offered for this blind tasting. For example, Tchelistcheff selected the Pine Ridge as his favorite. He felt it was the most harmonious of the lot, although it lacked "velvet."

Of his second and third choices, he commented "this is the dust." The Luper was Tchelistcheff's second choice, while Inglenook was his third. Commenting on the Inglenook, he praised its "complete harmony — this is beautiful, a well-presented nose, although the tannins are a little rough."

Of the Beaulieu, Tchelistcheff said "this is an oldtimer's presentation. This is the way I used to make wines. Although there is a definite market for this wine, I find it too aggressive — half a bottle would put

me under the table."

Nevertheless, it was the Beaulieu that took first place in Tuesday night's tasting, with Caymus, Inglenook and Pine Ridge following in relatively close order.

Scotland said the tastings will move from restaurant to restaurant.

On Tuesday, Oakville Garden chef Steve Taub served up a variety of exquisite terrines and pates, cheeses, escargots in puff pastry and a fiendishly addictive chocolate confection that disappeared within minutes. ♦♦♦♦

A food and wine experience is planned Sunday at 5 at Joseph Matthews Sherry Oven restaurant, pairing the wines of Bruce Rogers with the cuisine of Staffan Terje.

Courses include a lobster/salmon terrine, smoked duck breast, sautéed sea bass with leeks, rack of lamb with rosemary/mustard and chocolate terrine with raspberry sauce.

Tariff for the special event is \$55. For reservations, phone 226-3777.

**EXHIBIT VI**

# The Rutherford Bench

Hugh Johnson, The World of Wine, p. 253.

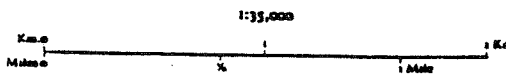
If there is a golden slope in California, one particular locality where wine of a recognizable type and often marvellous quality has been made since records start, it is the gentle foothill slope known as the Rutherford Bench, a length of gritty loam variously defined as starting just north of the village of Rutherford in the Napa Valley, and running south to just beyond Oakville, or going on farther south nearly to Yountville.

The 'Bench' is planted with a very high proportion of Cabernet Sauvignon, vines that have produced most of the long-term classics of Napa winemaking. The famous Inglenooks of John Daniel in the 1940s and 50s, the Georges de Latour Private Reserve of Beaulieu Vineyards in the 1940s, 50s and 60s, Heitz Martha's Vineyard from 1966 on and more recently his Bella Oaks, Cesare Mondavi Selection Cabernet from Charles Krug, Cabernet Bosche from Freemark Abbey, Robert Mondavi Reserve Cabernet from the late 1960s and, since 1979, his Opus One, produced in collaboration with Baron Philippe de Rothschild, all these famous wines were made of grapes grown in this stretch of dirt. Different as their styles of winemaking may have been, they have set a certain standard and evoked in those who have known them the pleasure of recognition. 'Rutherford dust' is one term sometimes used to try to pinpoint a characteristic taste they often share. Allspice is a more precise reference point.

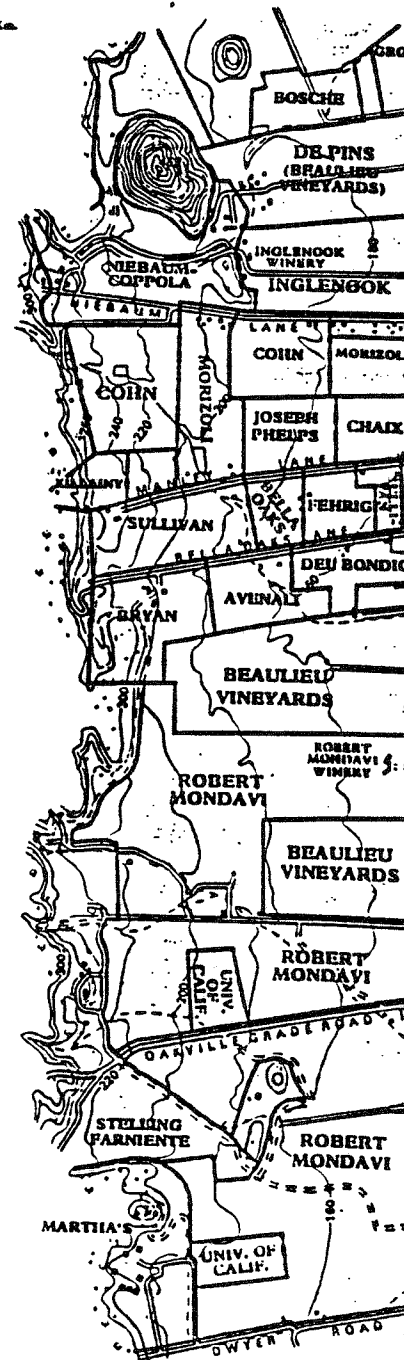
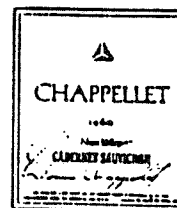
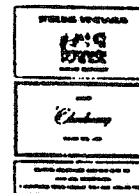
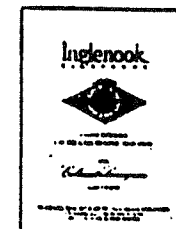
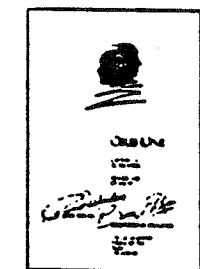
Why this midpoint in the valley should be so ideal is a matter for debate. Efficient soil drainage is certainly a factor. Another is probably the generally northeastern exposure of the gentle slopes, which therefore catch the earliest morning sun in summer. Their soils warm up rapidly, then lose the direct rays of the sun in the afternoon when it is often hottest. As the shadow of the western hills falls over their vines, with soil and air both very warm, they enjoy a long, slow period of cooling. Grapes on an eastern slope ripen more slowly and later. Other things being equal, these are factors that enhance flavour and aromas in the fruit.

Just south of the Bench on Route 29 at Yountville the valley floor is considerably narrowed by two major outcropping eminences. It seems at least possible that these affect the flow of cool air northwards from the Bay. Tucked in under the south flank of one of them, the Yountville Hills, is a famous part of the old Inglenook property that now produces Dominus, the Napa creation of Christian Moueix, the director of Pétus in Pomerol. Tucked behind the other, on the eastern side, is an area with the name of Stag's Leap (for the cliff edge above it). Stag's Leap Wine Cellars and the neighbouring Clos du Val are both famous for Cabernets in a more delicate style than those of the Rutherford Bench. Both have outstanding winemakers. Time will tell how much is the man, how much the vineyard.

The Napa Valley built its great modern reputation principally on the powerful Cabernet grown in its hillside and benchland soils. Examples here are from the Rutherford Bench and vineyards in the hills (e.g. Chappellet) around. Napa Chardonnays are usually impressively rich, dense, textured wines.



- Property boundary
- Property
- Vineyards
- Woods
- ≡≡≡ Contour interval 20 feet



Land ownership in the 'Bench' is fragmented between a score of proprietors, several of them independent growers. On the map above, owners' names appear in red.



## A-BUYER'S GUIDE

# WINE AND SPIRITS

BY ANTHONY DIAS BLUE

## Cabernets of the Rutherford Bench

OVER THE PAST 20 YEARS, the American wine industry has shown astonishing growth. And although still in its infancy compared to its grown-up siblings in Europe, the U.S. wine business is fast becoming one of the most important of its kind in the world.

Remarkable advances have taken place on the technological side of things; domestic winemaking techniques are state of the art. Steady progress is also being made in viticulture, especially when it comes to matching varieties to the best soils.

In the more than one hundred years since the first plantings, after much trial and lots of errors, domestic growers are discovering where certain grape varieties thrive. And nowhere is this process further along than in California's celebrated Napa Valley.

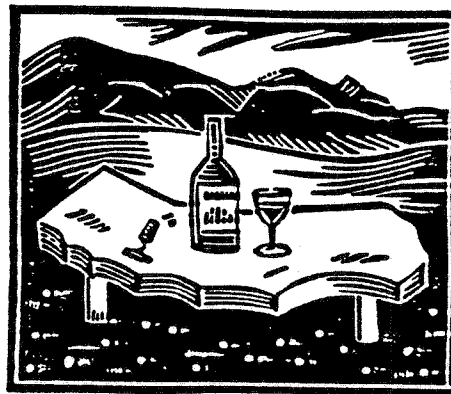
Much of the fame of this great growing area can be attributed to the Cabernet Sauvignon produced around the town of Rutherford, in the central part of the valley. In this spot, a sea of grapevines surges across a gradually sloping "bench," or former river floodplain, that drops out of the mountains separating Napa from Sonoma to the west. It rolls all the way to the Napa River, a medium-size waterway flowing north to south. This small vineyard area has become renowned as the Rutherford Bench.

What makes the Cabernets of the Rutherford Bench so exceptional is their superb balance and texture. The best of them show bright and intense fruit, crisp acidity and deep flavors. Very Bordeaux-like in style, these wines generally age magnificently, gaining elegance and complexity.

The serious propagation of Cabernet Sauvignon in this region can be traced back to Captain Gustave Ferdinand Niebaum, a rich fur trader who founded the Inglenook Vineyard in 1879. He loved Bordeaux wines and decided to plant the Cabernet variety in his new holdings. His decision was an extremely propitious one: Within a

few years Inglenook wines were winning medals in Paris in competitions against Europe's best.

Ever since Captain Niebaum's inadvertent discovery of Cabernet's suitability to the loamy and well drained soil of the Rutherford Bench, much of the stretch between Yountville in the south and St. Helena in the north has been planted to Cabernet, Merlot and other Bordeaux varieties. But surprisingly enough, there is still substantial acreage of other types.



Here is where the California wine industry shows its youth and inexperience. In among the Cabernet and Merlot are spreads of Chardonnay, Sauvignon Blanc, Sémillon and, incredibly enough, Chenin Blanc. It is baffling to me how such superb soil could be wasted on such a minor variety, especially considering that Rutherford Bench vineyard land currently brings \$35,000 an acre.

I am certain that as time goes by, inappropriate acreage will shrink as more and more growers convert their plots to Cabernet. Like the Médoc in Bordeaux, the Rutherford Bench will undoubtedly evolve into a region devoted almost exclusively to Cabernet, Merlot and red blending grapes.

There does seem to be some confusion, however, as to the exact boundaries of the region. Does it encompass a tight little area between Dwyer Lane and Zinfandel Lane, or is it a larger stretch, starting at Yountville and extending into the outskirts of St. Helena? More important, does it end at

Highway 29, Napa's main north-south artery, or does it extend across to east side of the road and as far as the river? Naturally, the answers to these questions carry potentially profound political and economic ramifications. All these issues will be resolved eventually when the appellation is officially delineated by the government. That process is in the works, but a decision is expected for about five years. Until then, the boundaries are open to interpretation.

Because great wines are made throughout the area, I favor a broad definition. Even so, it still turns out to be tiny—smaller even than the distinctive Burgundy region of France. In its broadest definition, the Rutherford Bench runs about six miles north-south and two miles east to west.

Within this bloc there are a number of wineries, most of which have established preeminent reputations for Cabernet Sauvignon. In addition, there are wineries located in other parts of the Napa Valley that own or control important Rutherford vineyards.

Here are the most important wineries making Cabernets from Rutherford Bench grapes. These are the names to look for as you browse your local wine shop or liquor store:

**Beaulieu Vineyard.** "BV" has been making great Cabernet Sauvignon in the Rutherford Bench since 1900. 1938 owner Georges de Latour hired Russian-born winemaker Andre Tchelistcheff, who produced a succession of brilliant reserve wines from grapes grown in a key vineyard that is still owned by de Latour's descendants. Beaulieu's Private Reserve is still one of Napa's best Cabernets. Across Highway 29, BV controls several other large Cabernet Sauvignon vineyards. Just south on the highway are three more important BV vineyards: Beaulieu and neighbor Inglenook, now owned by Grand Metropolitan; large English hotel, restaurant, wine and spirits conglomerate.

**Cakebread Cellars.** The Cakebread family has owned this 35-acre plot since 1973. They recently purchased an additional 25 acres adjacent to the winery. Plantings are split between Cabernet Sauvignon and Sauvignon Blanc. They also own another vineyard on the west side of the highway.

**Dominus Estate.** This winery's grapes come from Napanook, the southernmost vineyard in the Rutherford region, just before Yountville. Wine is being made under the watchful eye of Christian Moueix, scion of the famous Bordeaux firm that controls Château Petrus and many other important properties in France.



**June 17, 1992**

**Chief, Wine, and Beer Branch  
Bureau of Alcohol, Tobacco, and Firearms  
Post Office Box 50221  
Washington, DC 20091-0221**

**Attention: Notice Number 729**

**RE: Notice of Proposed Rulemaking (Number 729)  
Rutherford Viticultural Area (89F-90P)**

**Dear Sir:**

**This petition is submitted in response to the request for comments regarding the Notice of Ruling Making (Notice No. 729), regarding the Rutherford Viticultural Area (89F-90P).**

**The undersigned property owners wish to express their support for the application by Beaulieu Vineyard to have the Bureau consider the inclusion, in the Rutherford Viticultural Area, of the two vineyard properties known in the Napa Valley as Beaulieu Vineyard No. 2 and Beaulieu Vineyard No.4.**

**These two vineyard properties have been associated with the Beaulieu Vineyard Cabernet Sauvignon program for many decades. Within the Napa Valley, the properties have been considered to be located within Rutherford, and have contributed significantly to the development, over time, of the recognition by the press and consumers, of the Rutherford Bench and Rutherford area.**

**In recent years, the Beaulieu Vineyard Rutherford Cabernet Sauvignon has helped re-enforce the reputation of this area. We are concerned with the thought that these two historic vineyard properties may become associated with an Oakville appellation.**

**Beaulieu Vineyard is the largest purchaser, and producer, of Estate Bottled Cabernet Sauvignon in the Napa Valley. The Beaulieu Vineyard Rutherford Cabernet Sauvignon plays an important role in the growing of Cabernet Sauvignon grapes in the Napa Valley. Exclusion of the two vineyard properties could impact the growth and development of the Beaulieu Vineyard Rutherford Cabernet Sauvignon wine, and could also impact the grower community in the Napa Valley.**

Napa Valley industry statistics generally calculate approximately 33,000 acres of plantable vineyard land in the Napa Valley. The undersigned represents a significant proportion of the vineyard acreage in the Napa Valley.

The undersigned request that you favorably consider the request of Beaulieu Vineyard.

Name and Address

Signature

BARRY BEDWELL	[REDACTED] FRESNO, CA	Barry Bedwell
Majoie Miller	[REDACTED] Napa, CA	Majoie Miller
Joseph R. Miller	[REDACTED] Napa, CA	Joseph R. Miller
STEPHEN HAWKES	[REDACTED] HEALSBURG, CA	Stephen Hawkes
JAMES D. BOITANO,	[REDACTED], NAPA CA 94559	J. D. Boitano
Whome M... ..	[REDACTED] - Russian Ford CA	
Roger Noller	[REDACTED], St. Helena, CA	Roger Noller
PRISCILLA TISAY-	[REDACTED], Vallejo, CA. 94189	
Scott McLeud	[REDACTED] St. Helena	
Rafael Rodriguez	[REDACTED] St. Helena, Cal	
KELLY MARAK	307 [REDACTED] St. Helena	Kelly Marak
BENJAMIN FALK	[REDACTED] Yountville 94599	Benjamin Falk
Roberto Gomez	[REDACTED] ST. HELENA, CA	
PAUL P YBARRA	[REDACTED] POPEVALE, CA 94567	Paul Ybarra
Bernabe Morales Chavez	[REDACTED] 94558	Bernabe Morales
JEAN R. POLLARD	[REDACTED] HELENA 94574	JR Pollard
Andrew Bengem	[REDACTED] Pope Valley	
Armond Rest Jr.	[REDACTED] St Helena	Armond Rest Jr
Jilly Atan	[REDACTED] CALISTOGA CA 94515	Jilly Atan

Name and Address

Signature

Walt Charvoz [redacted] Napa

Walt Charvoz

Chris Pedemonte [redacted] Napa

Chris Pedemonte

Duncan Hays [redacted] Napa CA

Duncan Hays

GARY MORISON [redacted] Ruthersford

Gary Morison

JOEL AIKEN [redacted] St. Helena

Joel Aiken

PAUL GARY [redacted] CA

Paul Gary

JOE VOTEK [redacted] NAPA

Joe Votek

KNOX JAFFLI [redacted] Yountville

Knox Jaffli

TOM TRIPPOES [redacted] GA

Tom Tripodes

Sam Turner [redacted] Calistoga

Sam Turner

Charles Shea [redacted] Napa Ca

Charles Shea

JUTH LAIRD [redacted] Napa Ca

Juth Laird

Kenneth Laird [redacted] Napa

Kenneth Laird

William Medina [redacted] Napa

William Medina

RONALD AYALA [redacted] NAPA

Ronald Ayala 94558

John Pantalone [redacted] Napa 94574

John Pantalone 94574

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Napa Valley industry statistics generally calculate approximately 33,000 acres of plantable vineyard land in the Napa Valley. The undersigned represents a significant proportion of the vineyard acreage in the Napa Valley.

The undersigned request that you favorably consider the request of Beaulieu Vineyard.

Name and Address

Signature

Louise Hoyt <sup>St. Helena</sup> [redacted] Louise Hoyt

C.P. Thacher <sup>Napa</sup> [redacted] Carter Thacher

Joseph R. [redacted] St Helena ca

Alfred Seelstuf [redacted] St. H.

JOHN Crossland <sup>St. Helena</sup> [redacted] [redacted]

Volker Ende <sup>St. Helena Calif</sup> 94574

Lu Bohn <sup>Napa</sup> [redacted] 94558

Craig Root <sup>St. Helena</sup> [redacted] Craig Root

James Decker <sup>St. Helena</sup> [redacted] James m. Decker

Eel Chair <sup>Richford</sup> [redacted] Eel Chair

Muenster <sup>NAPA 94558</sup> [redacted] Muenster

Jack [redacted] <sup>St Helena</sup> 94574

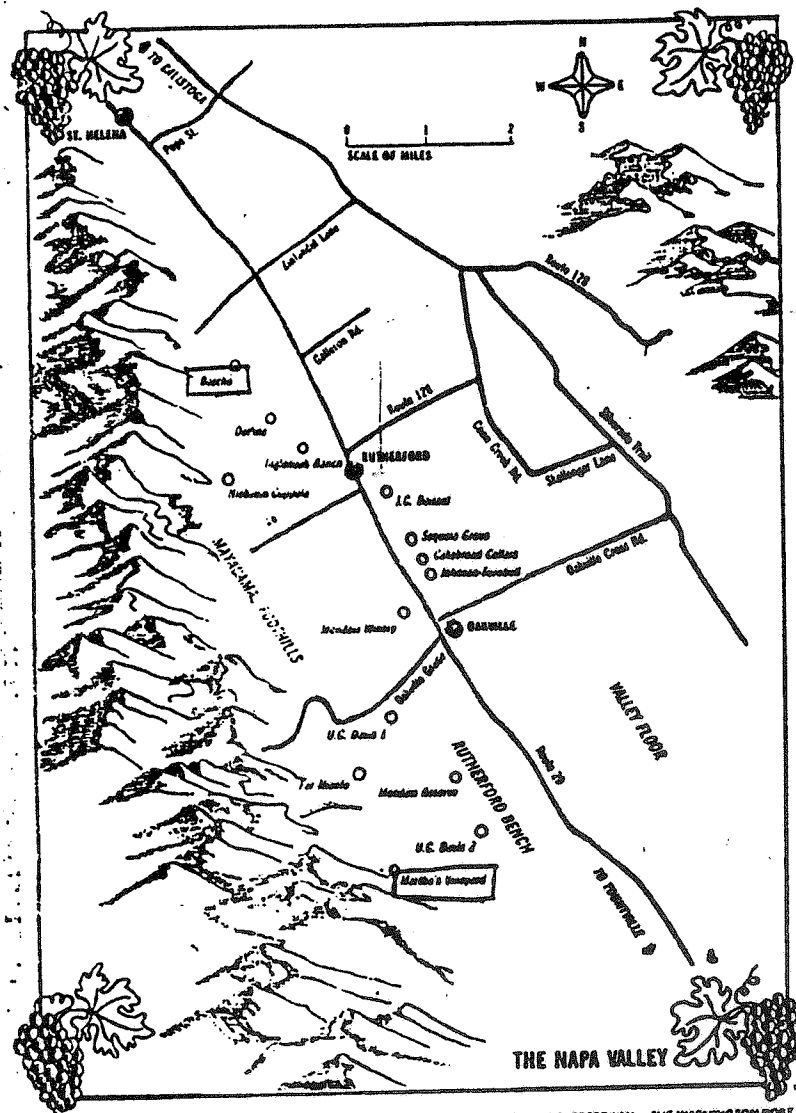
John [redacted] <sup>Napa CA</sup> 94558

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WINE

# Tasting Along Rutherford Bench



BY RONALD C. PETERSON—THE WASHINGTON POST

... heart of Napa. With every step along Highway 29, Napa's famous tourist wine road that separates the Bench from the rest of the valley floor, one seems to come upon another member of California's cabernet aristocracy: Beaulieu George de Latour Private Reserve, Robert Mondavi Reserve, Heitz Martha's Vineyard, Freemark Abbey Bosché, the Inglenook Reserve Cask Cabernets and, most recently, Rubicon, from the Niebaum-Coppola vineyard.

But forget the names. What's special there is the soil. Much, indeed, too much, California wine is not vineyard designated. Such wines can be excellent, but will always lack the extra dimension, the sense of place, of wines from specific *terroirs*. The Bench's magnificent profusion of superb cabernets from vineyards in close quarters provides an opportunity that is all too rare among California wines, the chance to explore the interplay of soil and winemaking in determining the ultimate style and quality of a wine. One could hardly imagine a better way to study this venerable matter than to undertake a tasting tour of this unique strip of vineyards. The tasting notes pertain to the current releases of each wine, and the prices are approximate.

We begin with what is perhaps the most famous single American vineyard, Martha's Vineyard which hugs the foothills of the Mayacamas Mountains, far back from the wine road. The crusty Joe Heitz has made the wine here since 1966, and the Heitz 1981 Martha's Vineyard (\$35) displays every bit of the famous, some might say notorious, Martha's Vineyard eucalyptus and mint bouquet. Very ripe and loaded with tannin, this is one to lay down.

Martha's gnarled old cabernet vines came initially from cuttings from two tiny experimental plots superbly positioned between Martha's and the nearby Robert Mondavi Reserve vineyards. The two experimental plots (which belong to the University of

California-Davis wine school) supplied the grapes for the still unreleased 1984 Long Cabernet Sauvignon (\$30; only 185 cases produced) that made its dramatic debut at the first annual California-Washington, D.C., futures barrel tasting last June. Then, though still young, raw, and opaque, it was perhaps among the two or three finest wines at the tasting.

The 1984 Long would surely have overwhelmed the just released 1982 Robert Mondavi Reserve (\$20-\$25) had the latter been represented at the futures tasting. But perhaps that's unfair. Vintages matter as much as soil, and the Mondavi, lighter than usual and a bit short in the finish, seemed to show the effects of the heavy rains that pelted Rutherford at harvest in '82. Wet conditions would be too charitable an explanation, however, for the bland, uninteresting flavors of the neighboring 1982 For Niente (\$25). Even good weather hasn't interfered with that winery's mediocre performance in recent vintages.

WINE

## Bench Mark Cabernets

By Ben Gilberti  
Special to The Washington Post

■ Dust is flying once again in Rutherford: In recent years, California's winemakers have brooded in silence as their once loyal followers have come to know cigar box aromas from Pauillac, leather and tobacco tastes from Grapes, spicy perfume from Margaux and the distinctive *gout de terroir* ("taste of the soil") of the other great Bordeaux regions of France.

This year, with the dollar/franc equation more in their favor, the Golden State's vintners are hoping for a rediscovery of the distinctive flavors of America's own great cabernets.

The term "Rutherford dust" was coined by the legendary winemaker André Tchelistcheff, the architect of the great Beaulieu Georges de Latour Private Reserve cabernets, to characterize the spicy, minty and eucalyptus-like flavors and aromas of the cabernets produced on what may be America's most distinguished vineyard area, the Rutherford Bench. As a meaningful tasting term, "Rutherford dust" has been damned as much as praised. But at least it highlights what almost everyone seems to admit: The Bench is special.

Nowhere is the gathering of America's cabernet elite more conspicuously in evidence than on a



48

# Far Niente

July 20, 1992

Messrs. Tom Busey and Robert White  
Chief Wine & Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
650 Mass Avenue  
Washington, D.C. 20226


Dear Messrs. Busey and White,

After hearing that there is a good deal of controversy concerning the southern boundary of the proposed Oakville Viticultural Area, I am writing to express support for the boundary as proposed.

There is a good deal of expert research that went into determining a boundary that is supported by soil formation and drainage. My understanding of the historical evidence presented would indicate a boundary further south than Dwyer Lane is appropriate.

Since we are trying to choose boundaries that have physical as well as historical support, I feel that the proposed line will be best for producers and customers in withstanding the test of time.

Sincerely yours,

  
Dirk Hampson  
Winemaker &  
Managing Director

DH/hw

# John A. Komes

July 20, 1992

Mr. Robert White  
Bureau of Alcohol Tobacco and Firearms  
1200 Pennsylvania, D.C. 20226

Re: Rutherford Viticultural Area - Notice No. 738

Dear Mr. White:

After analyzing the petition to establish the Viticultural areas of Oakville and Rutherford we would propose a slight modification to the northwesterly boundaries.

The petitioners proposed a Rutherford Viticultural area that proceeds along a 500 foot contour in a northwesterly direction in T. 7N., R. 5W., through Sections 21, 20, 17 and 18 to the center of Section 7 where the 500 foot contour intersects the land grant line, and continues in a straight line to the end of the county road known as Zinfandel Lane. We concur with the present boundaries but feel that Section 7 should be modified as follows:

1. Zinfandel Lane and the center line of Section 7 bisects our 320 acre ranch and includes only 16 acres of Cabernet Sauvignon in the proposed petition. The excluded acreage includes identical varieties planted in identical soils to those acres included in the proposed Rutherford Appellation. The Perkins soils on the toeslopes and Bale loam soils on the valley floor characterize the make-up of our soils in Section 7 and both sides of Zinfandel Lane. We have farmed these vineyards for the past 15 years and know this for a fact.
2. The petitioners used the northern fork of Bale Slough for a reference point, and we believe this justifies a slight extension of the boundary north of Zinfandel Lane. We recommend following that fork of Bale Slough north approximately 2,750 feet to a point intersecting the straight line westward extension of the light-duty road known as Inglewood Avenue, west of the 227-foot elevation marker, then following that line to the west to the 500-foot contour. This boundary expansion is shown on the enclosed U.S.G.S. map.
3. Flora Springs Winery is only 900 feet from the current petitioned Rutherford boundary at Zinfandel Lane. Therefore, under the current petition a small portion of the vineyard would be included yet the Winery as well as a majority of its grapes would be excluded.



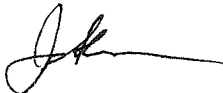
4. Ben Giliberti of the The Washington Post in his June 10, 1987 article agrees that Flora Springs belongs in the Appellation when he states that "Flora Springs Winery is located on the northern edge of the Rutherford Bench."
5. Flora Springs' world renown proprietary wine 'Trilogy' is a rare blend of three different Cabernet Sauvignon vineyards from the ranch. To leave out an irreplaceable vineyard and component from this blend due to BATF boundary oversights could place an economic hardship on our family run business.
6. With our modification, only 70% of our vineyards would be included in the proposed Rutherford Appellation. We think we would compromise the integrity of the petitioners proposed boundaries if we included the remaining 30%.

As we know the philosophy behind the BATF's regulatory criteria is to educate and inform consumers about the origin of grapes from which a wine is made. In our case, Trilogy could be an example of a Viticultural overlap whereby one-third of the grapes are grown in Rutherford, two-thirds of the grapes are grown in St. Helena and the consumer confused about the origin of wine and winery.

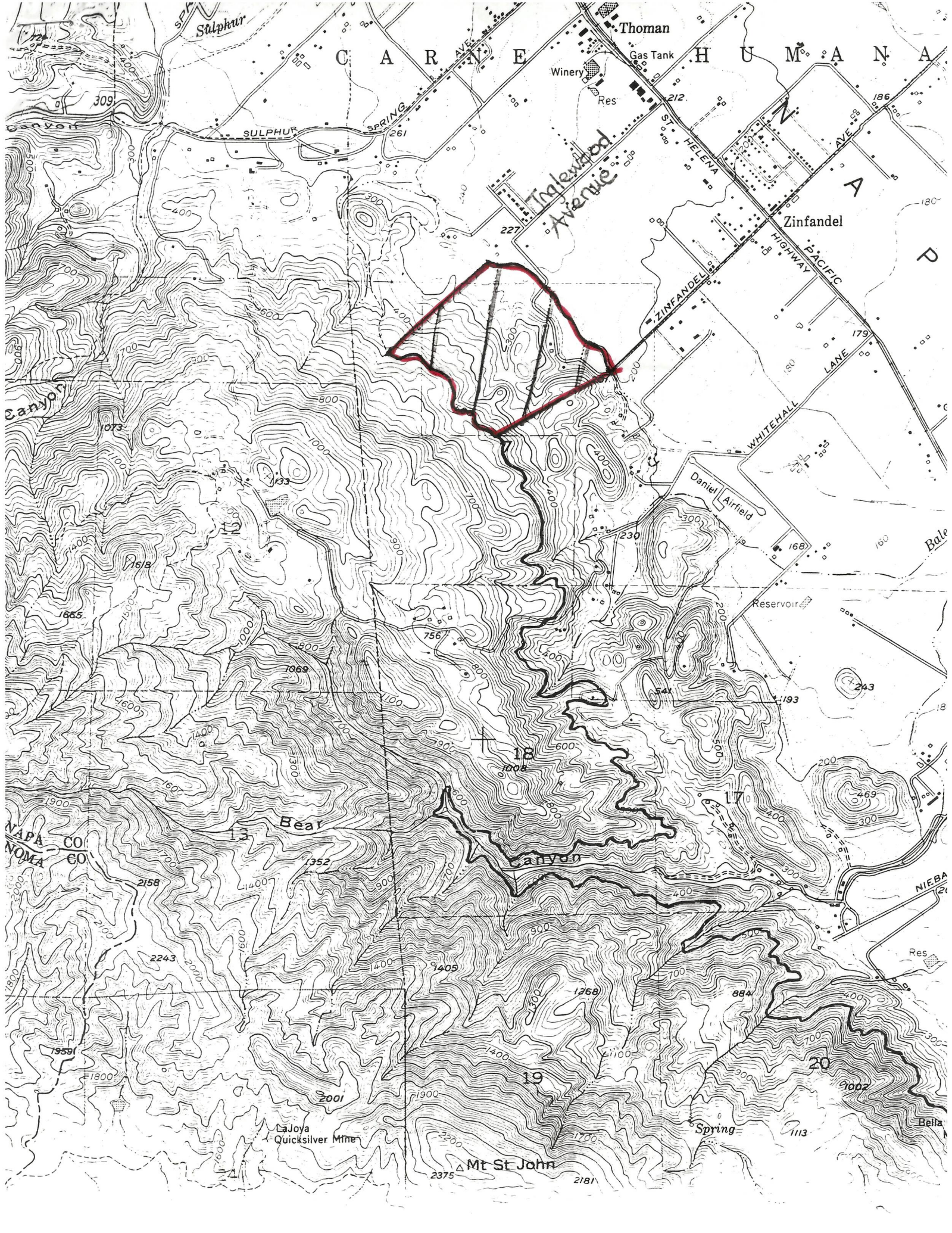
The need to be accurate and consistent with vineyards and wineries that have geographic and viticultural significance is paramount and we're confident that after careful review of our situation you will agree to our modification.



Very truly yours,



For: John A. Komes



Heublein Fine Wine Group  
100 South St. Helena Highway • P.O. Box 391  
St. Helena, California 94574  
Tel: (707) 963 4480

20 July 1992

Beaulieu Vineyard  
Rutherford, CA 94573

Chief  
Wine & Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P.O. Box 50221  
Washington, D.C. 20091-0221

Christian Brothers  
St. Helena, CA 94574

Gustave Niebaum  
Collection  
Rutherford, CA 94573

Attn: Notice 738

Dear Sir:

Inglenook-Napa Valley  
Rutherford, CA 94573

Since the early 1900's, Beaulieu Vineyard has owned vineyards and purchased grapes in the Rutherford area of the Napa Valley. Since 1987, we have purchased grapes from Beckstoffer Vineyards, AP 09-670-002, which is located just south of Sulphur Creek and north of the City of Rutherford.

Quail Ridge  
Cellars & Vineyards  
Napa, CA 94558

We consider that the wine from these grapes, grown on the Beckstoffer property, have all the characteristics of wine produced from grapes grown throughout the Rutherford area.

VERY TRULY YOURS,

Richard L. Maher  
President

RLM:sdd

cc: Mr. Anthony Bell



HOWARD G. DICKENSON  
JOSEPH G. PEATMAN  
WALTER J. FOGARTY, JR.  
DAVID W. MEYERS  
C. RICHARD LEMON  
FRANCIS J. COLLIN, JR.  
DAVID B. GILBRETH  
CHARLES H. DICKENSON  
PAUL G. CAREY  
RICHARD P. MENDELSON  
FRANK G. TOLLER  
STEPHEN D. NUTT  
ROBERT M. FANUCCI  
CATHY A. ROCHE  
JONATHAN P. DYER  
J. MURRY BARIA JR.

DICKENSON, PEATMAN & FOGARTY  
A PROFESSIONAL LAW CORPORATION  
809 COOMBS STREET  
NAPA, CALIFORNIA 94559-2977  
TELEPHONE 707 252-7122

OF COUNSEL  
ROGER D. PETERSON

TELECOPIER  
707 255-6876

July 20, 1992

Via Airborne Express

Messrs. Tom Busey and Robert White  
Wine and Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
Post Office Box 50221  
Washington, D.C. 20091-0221

Re: Rutherford and Oakville Viticultural Areas  
Notice No. 738

Gentlemen:

Our office represents the petitioners for the Rutherford and Oakville viticultural areas, as proposed in Notice Nos. 728 and 729. We believe the evidence submitted to date by the petitioners as well as the other commenters supports the establishment of these two viticultural areas with the same name and boundaries as set forth in the aforementioned notices.

Our goal in these comments is not to restate the evidence in the initial petition but rather to respond to the specific questions in Notice No. 738 and to the alternative boundaries proposed by others.

Name and Boundary Evidence - Historical and Current

1. Oakville-Yountville Boundary

The historical boundaries of Rutherford and Oakville are best indicated by the Napa County viticultural inventories of 1884 and 1893, published by the State Board of Viticultural Commissioners and the San Francisco Wine Merchant, respectively. These historical documents are focused on viticulture and contain specific geographic references, which are summarized on the property owners map of 1895 (Exhibit A).

This map supports the boundaries which petitioners proposed. Specifically, in the southwestern corner of Oakville, Messrs. Dwyer, Kidd, Bradshaw, Locker and Pierce -- all south of Dwyer Lane -- are clearly identified as being in Oakville, not Yountville. The properties of M.S. Whiton and M.L. Hahn appear to be the transition zone between Oakville and Yountville. The 1884 directory places "G. Whitton" in Oakville and "Joseph Hahn" in Yountville. The 1893 list places a "Mr. Whitton," as well as "Green Whitton," in Yountville. The properties of Messrs. Ellis and Fawver to the south are considered to be part of Yountville in both historical documents. In sum, the proposed southern boundary of Oakville accords with these historical associations. The alternative proposal of a Dwyer Lane-Yount Mill Road boundary is simply not supported by the historical facts.

The published boundaries of the 1890 Oakville School District (Exhibit B) lie south of Dwyer Lane but slightly north of petitioners' proposed boundary.

The alternative boundary proposed by Messrs. Girard and Meyer is not supported by the current facts either. The property owners south of Dwyer Lane -- Holmes, Harris, Moffitt, Kelham, Phillips, Swanson, Taddei -- regard themselves as part of Oakville, as do many members of the wine press (see, e.g., Exhibit C). The vineyardists in this area sell their grapes to Oakville wineries. This includes Ms. Holmes and Messrs. Phillips, Kelham and Moffitt who sell their grapes to Robert Mondavi Winery and Mr. Taddei who sells to Vichon Winery, also in Oakville.

By contrast, the promotional material for the Markham Winery refers to Yountville (Exhibit D). The Van Löben Sels property referred to therein is due south of the proposed boundary (second page of Exhibit D). The winery once used the designation "Yountville Vineyard" for this parcel.

One other winery out of the area, Monticello Cellars, used the Oakville (Bench) designation for grapes from the Cope Ranch (Exhibit E). These parcels are south of petitioners' southern boundary of Oakville and is excluded from that viticultural area.

Finally, Messrs. Girard, Meyer and others who signed their form letter (Exhibit F) have not supported any of their contentions with facts, nor have they called into question any of the evidence previously submitted by the petitioners. Additionally, they are incorrect that the Yountville Hills have been included in the proposed Oakville viticultural area. In fact, the Oakville boundary skirts around the lower slopes of the Yountville Hills, leaving that area within Yountville, not

Oakville.

2. Oakville-Rutherford Boundary

Moving to the Rutherford-Oakville boundary and the BV2 and 4 vineyards of Beaulieu Vineyards, the history of this area again supports the presently proposed boundary. The best new evidence is the boundary between the old Oakville School District and the Rutherford School District, as reported by the Napa Register on December 12, 1890 (Exhibit G). This boundary is outlined on an old parcel map, which shows BV2 and 4 to be in Oakville, not Rutherford. The boundary coincides exactly with the proposed viticultural area boundary.

Modern winery perceptions of community identity follow the same line (Exhibit H). Cakebread Cellars (Rutherford) and Johnson-Turnbull (Oakville) are on opposite sides of the Rutherford-Oakville boundary, east of Highway 29.

3. Rutherford-St. Helena Boundary

To the north of Zinfandel Lane, historical and current facts indicate that this area is part of St. Helena. Exhibit A does not support a more northerly boundary for Rutherford. This would place Messrs. G.B. Crane and H.J. Lewelling, the historical leaders of the St. Helena (Wine) District and St. Helena Viticultural Association, in Rutherford, which makes no historical sense (see historical documents in Exhibit I). In modern terms, innumerable references, viticultural and otherwise, rely on the Zinfandel Lane boundary (Exhibit J).

Clearly the Sulphur Creek boundary proposed by Andrew Beckstoffer for Rutherford cannot be used because this northern area is within the city limits of St. Helena. Consumers would be misled if a viticultural area bearing one community name were located in a city (and likely future viticultural area) by another name. The name evidence flies in the face of such a contention. See Temecula Final Rule, T.D. ATF-188 (49 Fed. Reg. 42563-7); the area in the town of Murietta was removed from the Temecula viticultural area.

The southern boundary of the city of St. Helena proposed by David Freed and others who signed his petition avoids this obvious confusion but does not accord with historical or current realities (Exhibit K). How can the St. Helena Wine Merchant (see Exhibit 12 of initial petition) be in the Rutherford area? Do Louis Martini (Martini Winery), Darryl Sattui (Sattui Winery), Bob Trincherro (Sutter Home Winery), Bill Jaeger (Jaeger Vineyards) and others in St. Helena know that this proposal would

place them in the Rutherford viticultural area? This is not how they view their own location or community identity.

The northeastern extension proposed by David Heitz also has its own identity, Spring Valley, as shown on the U.S.G.S. maps and in the promotional material of wineries in that area (Exhibit L). Similarly, Pritchard Hill is recognized as such (e.g., on the U.S.G.S. maps), not as Rutherford.

### Distinguishing Geographic and Climatic Features

#### 1. Oakville-Yountville Boundary

There is perhaps no boundary in the entire petition with as much geographical justification as the proposed southwestern boundary of Oakville. As is evident on the U.S.G.S. map, this boundary represents the narrowest gap between the Yountville Hills and the Mayacamas Range to the west, with wind and fog patterns affected on both sides of this line. It also is a high point, with the valley leveling out both to the north and south. As such, this boundary constitutes a drainage divide between Oakville and Yountville.

#### 2. Oakville-Rutherford Boundary

The Rutherford-Oakville boundary protested by BV is justified by the distinct alluvial fans emanating from distinct bedrock material. No one has disputed these expert studies.

#### 3. Rutherford-St. Helena Boundary

St. Helena is distinguished from the neighboring Rutherford viticultural area by soil, geography and geology, all of which are interrelated, as well as by elevation and climate. None of these items has been discussed by any of the commenters to date. The Sulphur Creek drainage area sweeps across the valley floor from west to east, covering the entire city of St. Helena down to, and slightly beyond, Zinfandel Lane. This is shown by the contour lines of the U.S.G.S. map as well as by the soil maps.

To the northeast, Spring Valley leads into St. Helena, not Rutherford. And Pritchard Hill is part of the Vaca Mountain Range, not the valley floor.

Petitioners reiterate their willingness to comment on any geographic or climatic data submitted by any of the commenters during the present comment period.

Messrs. Busey and White  
July 20, 1992  
Page 5

### BV Grandfathering

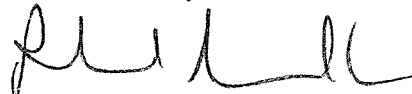
We understand that one of BV's proposals is to "grandfather" its BV2 and 4 vineyards into the Rutherford viticultural area in recognition of their contribution to the "BV Rutherford" brand. Petitioners believe that such a "grandfather" rule already exists under 27 CFR §4.39(i) and that this regulation on geographic brand names applies to the "BV Rutherford" label. "BV Rutherford," in petitioners' view, is no different than "BV Beautour," "BV Beaufort" or "BV Georges de la Tour" (Exhibit M). All these wines are recognized by consumers as specific brands, and each bears a separate and distinct appellation of origin. We urge ATF to recognize BV's rights under this section. If any prior decision has been made by ATF on this issue, petitioners urge the Bureau to reconsider it in light of all of the facts.

### Conclusion

At this point, petitioners have only innuendo and bare assertions to which to respond. No substantive challenge to the proposed boundaries has been presented, and we reserve the right to respond if any such facts are presented during the comment period. If ATF has any intention of altering the boundaries in any material respect, petitioners respectfully request that the new boundaries be the subject of another Notice of Proposed Rulemaking so that petitioners and others have a full opportunity to comment. We do not believe a public hearing is necessary.

Sincerely,

DICKENSON, PEATMAN & FOGARTY

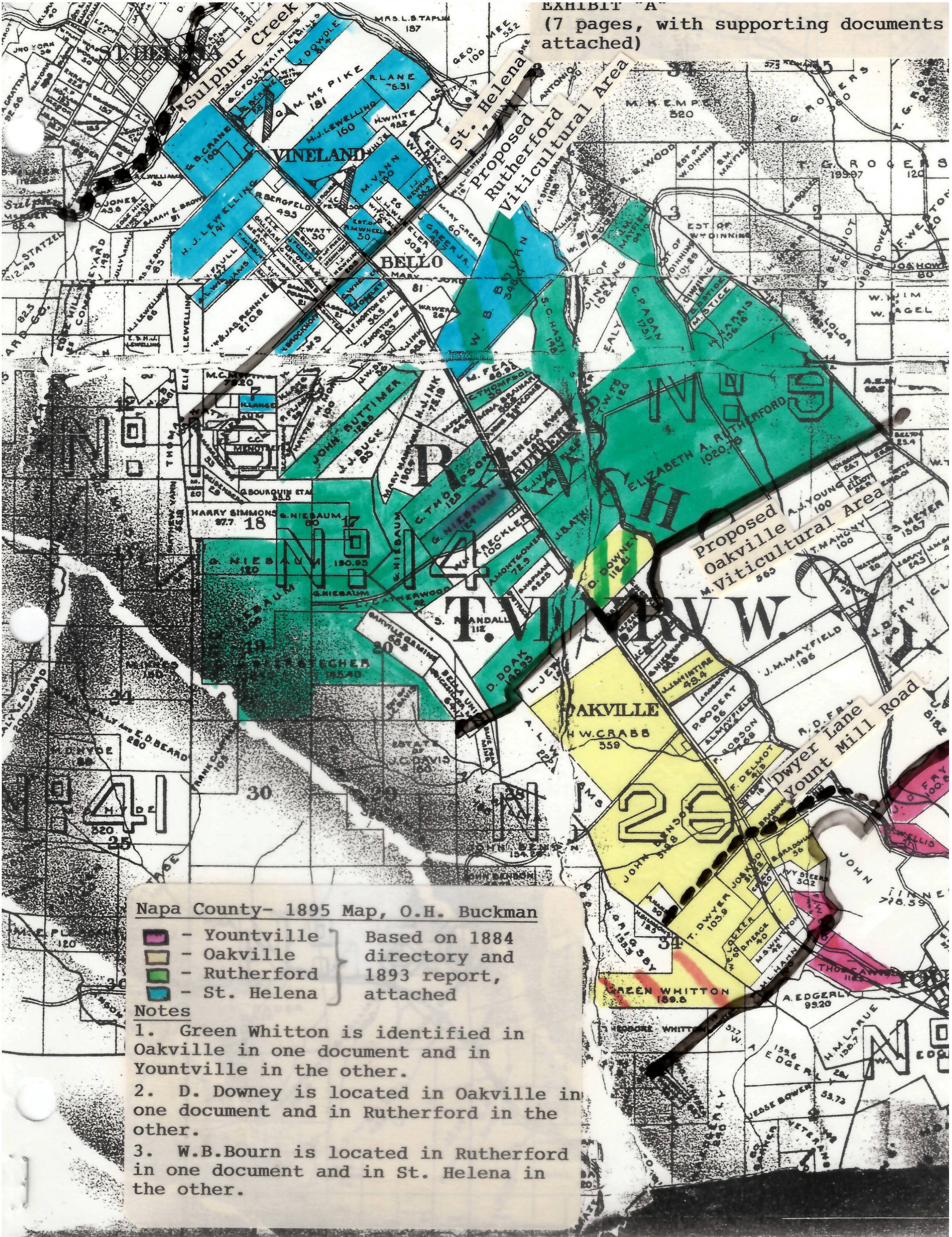


Richard Mendelson

RPM:srw  
Enclosures

rpm\viticult.ltr





Napa County- 1895 Map, O.H. Buckman

- Yountville
  - Oakville
  - Rutherford
  - St. Helena
- Based on 1884  
 directory and  
 1893 report,  
 attached

**Notes**

1. Green Whittton is identified in Oakville in one document and in Yountville in the other.
2. D. Downey is located in Oakville in one document and in Rutherford in the other.
3. W.B.Bourn is located in Rutherford in one document and in St. Helena in the other.

NAPA COUNTY.

BALE STATION.

Napa Valley R. R., C. M. Hitchcock.

BROWN'S VALLEY.

J. Mansfield, C. Robinson,  
T. R. Davis, C. Dell,  
James Fay, Mrs. Bailey.

CALISTOGA.

S. Kellett, C. N. Pickett,  
D. C. Ingram, R. Panan,  
Mrs. Schramm, A. Whitehead,  
Grieve, H. Getelson,  
Anderson & Partig- A. L. Tubbs,  
ins, L. M. Lane,  
Jno. P. Lang, G. K. Garnett.  
Chas. A. Blom,

CHILE'S VALLEY.

Giles.

NAPA.

W. Reed, Miss Pogne,  
W. J. Clayton, J. Folger,  
M. Buhmen, E. Ryan,  
W. A. Fisher, J. H. Wilcox,  
A. Hoak, T. J. Read,  
R. B. Woodward, T. B. McClure,  
Mrs. Yount, K. Sackett,  
Mrs. Evans, \*George Husmann,  
Mrs. M. J. Blanchard, William Castle,

Jos. Frank, Henry Canarie,  
M. M. Estee, Thomas Byrne,  
Gen. John F. Miller, J. F. Kneif,  
C. Arford, T. H. Epley,  
†Dreyfus & Co., †C. Anduran & Co.,  
\*H. Hagen, Coates & Tool.

OAKVILLE.

\*John Benson, Wm. Locker,  
\*H. W. Grabb, G. L. Kenney,  
J. C. Davis, A. G. Beardsley,  
\*Jeanmenod, G. Whitton,  
\*Brun & Chaix, Steckter,  
D. Pierce,

RUTHERFORD.

†Capt. G. Neibaum, Mrs. M. E. Pritchard  
Judge Hastings, J. B. Atkinson,  
E. J. Van Fleet, D. A. Scrimgeour,  
C. J. Beerstecher, J. M. Mayfield,  
H. W. McIntyre, Wm. Denning,  
Wm. Kreckeler, H. H. Harris,  
\*C. P. Adamson, W. T. Bradley,  
Wm. Fealey, T. L. Rutherford,  
Tom Fealey, John Dent,  
John Fealey, D. C. Stice,  
Storey Bros., D. Downey,  
John Buttmer, E. C. Catherwood,  
W. B. Bourn, P. G. Hottel,  
Doscher & Grayloch, George S. Meyer,  
Jose Marie, T. B. Edington,  
Jose Ortish, D. Doak,  
Chas. Thompson, John Steckter,  
R. McComb, J. M. Morton,

ST. HELENA.

Thos. Amsbury, George Mee,  
J. H. Allison, H. A. Merriam,  
Asa B. Atwood, \*Merriam Bros.,  
†Beringer Bros., James McFarling,  
Chas. E. Bell, John W. McFarling,  
Jas. Booker, F. G. Merchant,  
M. S. Barry, John M. McPike,  
C. H. Brockhoff, J. M. Morton,  
G. L. Benner, H. M. Meacham,  
W. B. Bourn, David Martinelli,  
Mrs. S. E. Bourn, A. K. Maguire,  
Miss May Bourn, C. J. Mosely,  
Paul Bieber, Jacob Meily,  
Fred. Behnken, \*J. H. McCord,  
Geo. Breitenbuecher, Chas. Memminger,  
A. H. Buehren, I. J. Newkirk,  
\*G. B. Crane, \*John Norton,  
Geo. Chase, George Osborn,  
W. H. Castner, \*H. A. Pellet,  
M. D. Church, W. P. Pinkham,  
G. E. Church, G. L. Pratt,  
Jas. Crucey, William A. Pratt,

\*David Cole,  
\*D. B. Carver,  
H. Callow,  
B. O. Carr,  
Thos. Chopsan,  
†G. Crochat & Co.,  
Connally Conn,  
\*L. Corthay,  
James Dowdle,  
†N. Degouy,  
S. Ewer,  
\*G. C. Fountain,  
F. Mathias Focchetti,  
\*Martin Furstenfeld,  
Mrs. Fulton,  
Pietro Fajada,  
W. P. Fuller,  
Chas. A. Gardner,  
Jno. Greer,

Thos. Greer,  
J. M. Graham,  
J. N. Grant,  
C. C. Griffith,  
G. K. Gluyas,  
Joseph Gaggetta,  
Louis Glandon,  
Mrs. Gibson,  
Hasenmaier,  
Mrs. S. T. Ham-  
monds,  
Martin Hudson,  
A. H. Heidhoff,  
H. W. Helm,  
Frank Hewes,  
J. K. Hall,  
S. C. Hastings,  
H. W. Hackney,  
Dr. C. M. Hitchcock,  
\*E. Heymann,  
A. Howe,  
Jno. Hanna,  
T. H. Ink,  
M. F. Inman,  
\*Wm. H. Jordan,  
†Chas. Krug,  
J. S. Kister,  
J. R. Kettlewell,  
M. Kemper,  
\*Frank Kraft,  
F. W. Krosber,  
M. Kilduff,  
\*W. W. Lyman,  
F. E. Lockwood,  
H. J. Lewelling,  
Eli Lewelling,  
F. W. Loeber,  
†J. Laurent,  
Henry Lange,  
R. F. Lane,  
†Rudolph Lemme,  
Mrs. Chas. Lenme,  
L. Lazarus,  
\*Mrs. Wm. Lenthold,  
George Lander,  
George M. Lander,  
\*G. Meredith,  
Chris Mills,  
Mrs. Mills,

YOUNTVILLE.

†G. Groezinger, Veterans Home,  
George K. Drew, Col. Benson,  
Col. J. D. Fry, A. Caldwell,  
†Louis Debanne, Mrs. M. Volz,  
Emil Brésard, Mrs. M. G. Blanchard,  
W. B. Graves, James Davis,  
T. B. Hopper, G. K. Drew,  
W. Johnson, Fred. Frash,  
R. Long, E. Gates,  
Lyden-decker & W. H. Gibbs,  
Skillingier, Chas. Stiefel,  
H. T. McGeorge, W. A. Trubody,  
D. R. McLennan, J. Utz,  
Geo. Osborne, Joseph Hahn,  
T. Fawver,

NEAR YOUNTVILLE.

De Bane, Skagier,  
Bassard, Frash,  
Smith, Downey,  
Dent, Volz.

A. Potterton,  
Mrs. A. W. Preston,  
Mrs. A. J. Pope,  
H. M. Pond,  
Mrs. M. A. Penwell,  
\*F. Pohndorff,  
Wm. Peterson,  
Palmer,  
John Pellett,  
\*F. H. Rosenbaum,  
A. C. Rampendahl,  
H. Rampendahl,  
David Rutherford,  
\*Louis Roulett,  
Mrs. D. S. Rohlwing,  
\*A. Rossi,  
†Wm. Scheffler,  
George Siedenburg,  
M. Spear,  
P. K. Stockton,  
George Schamwald,  
R. Y. Snowball,  
L. N. Shepardson,  
Oliver Smith,  
W. A. C. Smith,  
A. J. Smith,  
Charles P. Smith,  
Charles E. Smith,  
N. Sawyer,  
A. Schroepfer,  
Mrs. Soberanes,  
†G. A. Stamer,  
B. Sheehan,  
\*Jacob Schram,  
†Albert Schranz,  
Mrs. Shamp,  
E. T. Starr,  
George Spratt,  
\*Louis Sander,  
\*Scheggia,  
R. L. Spurr,  
John Trumpler,  
Mrs. Tainter,  
A. Tonello,  
John Tychson,  
†John Thomann,  
Trefethen,  
Miss L. Thompson,  
\*M. Vann,  
†Mrs. J. C. Weinberger,  
Charles Wheeler,  
†Rollo Wheeler,  
Conrad Weisker,  
G. B. Worrell,  
W. C. Ward,  
\*Ward & Worrell,  
\*W. P. Weeks,  
J. W. Williams,  
Owen Wade,  
\*A. L. Williams,  
\*Fred. West,  
E. R. Wood,  
R. E. Wood,  
C. F. Yeaton,  
\*E. M. York,  
John York,  
W. E. York,  
Emil Zange.

THE  
VINEYARDS IN NAPA COUNTY;

BEING

THE REPORT OF E. C. PRIBER, COMMISSIONER FOR  
THE NAPA DISTRICT,

TO THE

BOARD OF STATE VITICULTURAL COMMISSIONERS OF CALIFORNIA.

PUBLISHED BY THE BOARD OF STATE VITICULTURAL  
COMMISSIONERS.

WINE INSTITUTE  
85 SECOND ST  
SAN FRANCISCO.



SACRAMENTO:

STATE OFFICE, : : : : A. J. JOHNSTON, SUPT. STATE PRINTING.  
1893.

COUNTY.....  
DISTRICT IN COUNTY.....

Name and address.....  
 Total acres in vines.....  
 Acres in bearing.....  
 Acres in wine grapes.....  
 Acres in table grapes.....  
 Acres in raisin grapes.....  
 Will be replanted, and how many acres.....

Acres at present infested by Phylloxera. ( Good for only one crop more, ..... acres.  
 ( Good for more than one crop more, ..... acres.  
 Total, ..... acres.

Riparia..... acres.	Which varieties succeed best?
Rupestris..... acres.	Which varieties have not succeeded?
Lenoir..... acres.	Which varieties succeed best?
Other varieties..... acres.	Which varieties have not succeeded?

Acres planted to Resistant (same as preceding)..... acres.  
 Total, ..... acres.

Acres planted to Resistant (same as preceding)..... acres.  
 Grafted and in bearing, ..... acres.  
 Grafted and not bearing, ..... acres.  
 Not yet grafted, ..... acres.  
 Total, ..... acres.

Character of the soil of the vineyard.....  
 How is the vineyard situated—low lying, upland, or mountain?.....  
 What is exposure to sun and wind?.....  
 Which of the European varieties have proved most resistant?.....  
 How have the vineyards that have been attacked been handled?.....  
 Crop in 1892?.....  
 Stock of wine on hand, in gallons?.....  
 Total quantity of cooperage, ..... gallons. { Oak cooperage, ..... gallons.  
 { Redwood cooperage, ..... gallons.

Remarks:.....

In tabulating the returns thus obtained, the county is divided into five districts: First, in and around Napa; second, farther up, from Yountville to Rutherford; third, in and about St. Helena; fourth, Chiles and Conn Valleys; and fifth, in and about Calistoga.

The recapitulation of the total is as follows:

NAPA COUNTY.

Total number of vineyards.....	507.
Vineyards reporting phylloxera.....	244.
Total acres in vines.....	16,651½ acres.
Acres in bearing.....	14,240½ acres.
Will replant this season.....	406½ acres.
Will be dug up for causes other than phylloxera.....	184 acres.
Infested by phylloxera.....	2,246 acres.
Same good for but one crop more.....	756 acres.

Planted to Resistant, 2,007¼ acres, as follows:

Riparia.....	1,698½ acres.
Lenoir.....	245¼ acres.
Rupestris.....	19 acres.
California.....	35 acres.
Festivals.....	9 acres.

Planted to Resistant (same as above), 2,007¼ acres

Grafted and in bearing.....	842½ acres.
Grafted and not bearing.....	591 acres.
Not yet grafted.....	573¼ acres.

Crop, 1892..... 27,083 tons.

Cooperage, 12,989,000 gallons.....

Oak.....	3,662,500 gallons.
Redwood.....	9,326,500 gallons.

The recapitulation of the different districts in the county is as follows:

NAPA DISTRICT.

Total number of vineyards, 91.  
 Vineyards reporting phylloxera, 53.  
 Total acres in vines, 3,636.  
 Acres in bearing, 2,715.  
 Will replant this season, 103 acres.  
 Will be dug up other than for phylloxera, 75 acres.  
 Infested by phylloxera, 455 acres; of which 154 will bear but one crop more.  
 Planted to resistant, 1,157 acres; of which 1,000 acres are in Riparia, 138 Lenoir, and 19 Rupestris.  
 Planted to resistant (same as above), 1,157 acres; of which 515½ are grafted and bearing, 451½ are grafted and not bearing, and 190 not yet grafted.  
 Crop 1892, 5,579 tons.  
 Cooperage, 3,101,000 gallons; of which 506,000 is oak and 2,595,000 redwood.

YOUNTVILLE DISTRICT.

Total number of vineyards, 81.  
 Vineyards reporting phylloxera, 64.  
 Total acres in vines, 2,706.  
 Acres in bearing, 2,054.  
 Will replant this season, 142 acres.  
 Will be dug up for reasons other than phylloxera, 75 acres.  
 Infested by phylloxera, 701 acres; of which 261 will bear but one crop more.  
 Planted to resistant, 497 acres; of which 431 acres are in Riparia, 31 acres in Lenoir, and 35 acres in California.  
 Planted to resistant (same as above), 497 acres; of which 206 are grafted and bearing, 64 grafted but not bearing, and 227 not yet grafted.  
 Crop 1892, 4,605 tons.  
 Cooperage, 2,489,000 gallons; of which 411,000 is oak and 2,078,000 redwood.

ST. HELENA DISTRICT.

Total number of vineyards, 219.  
 Vineyards reporting phylloxera, 119.  
 Total acres in vines, 7,445½.  
 Acres in bearing, 6,784.  
 Will replant this season, 108½ acres.  
 Will be dug up for causes other than phylloxera, 34 acres.  
 Infested by phylloxera, 1,042 acres; of which 335 will bear but one crop more.  
 Planted to resistant, 209¼ acres; of which 145 acres are in Riparia and 64¼ in Lenoir.

## YOUNTVILLE DISTRICT.

*John Benson, Oakville.*—Total, 35 acres; in bearing, 30 acres; will replant 5 acres; infested by phylloxera, 10 acres, all to be uprooted; planted to Riparia, 25 acres, which is grafted to Semillon, Mondeuse, Cabernet Franc, and all succeed about alike; soil loam, bordering on adobe; vineyard low lying; European varieties most resistant, Zinfandel and Burger; vineyard replanted as vines become diseased; crop, 50 tons; cooperage, 90,000 gallons, of which 5,000 is oak and 85,000 redwood.

*W. P. Bolz, Oakville.*—Total, 15 acres; in bearing, 12 acres; all will be dug up; soil gravelly loam; vineyard upland; all European varieties succumb alike; crop, 35 tons.

*W. T. Bradley, Oakville.*—Total, 25 acres; all in bearing; infested by phylloxera, 12 acres, of which 4 acres are good for only one crop more; soil gravelly loam; vineyard low lying; European varieties all succumb alike; crop, 43 tons.

*B. Bradshaw, Oakville.*—Total, 5 acres; in bearing, 4 acres; infested by phylloxera, 4 acres, of which 2 acres are good for only one crop more; soil gravelly; vineyard upland; exposure northwest; European varieties all succumb alike; crop, 8 tons.  
Vineyard will be gone in two years.

*George Brainard, Oakville.*—Total, 50 acres; in bearing, 48 acres; infested by phylloxera, 5 acres, of which 2 acres are good for only one crop more; vineyard low lying; all European varieties succumb alike; crop, 14 tons.

*Brun & Chair, Oakville.*—Total, 115 acres; in bearing, 113 acres; will plant 15 or 20 acres; soil loam; vineyard low lying and mountain; exposure south; crop, 350 tons; cooperage, 300,000 gallons at Howell Mountain and 150,000 in valley at Oakville, mostly redwood.

One vineyard and cellar is on Howell Mountain. Have escaped phylloxera so far, but expect it before long.

*Duncan Campbell, Oakville.*—Total, 10 acres; in bearing, 6 acres; infested by phylloxera, 5 acres, of which 2 acres are good for only one crop more; soil loam; vineyard upland; exposure east; all European varieties succumb alike; crop, 12 tons.  
Vineyard going fast.

*Thomas Dwyer, Oakville.*—Total, 10 acres; all in bearing; infested by phylloxera, 2 acres, of which 1 acre is good for only one crop more; soil loam; vineyard low lying; crop, 6 tons.

*H. W. Crabb, Oakville.*—Total, 120 acres; in bearing, 90 acres; infested by phylloxera, 20 acres; planted to resistants, 100 acres, of which 70 are Riparia and 30 Lenoir, and all of which are doing well; soil loam; vineyard low lying; exposure south and east; Tokay has proved most resistant; vines dug out as soon as diseased; crop, 100 tons; cooperage, 650,000 gallons, all of which is redwood.

This is one of the several vineyards in this vicinity that were very flourishing four years ago, but have rapidly decayed. The destruction was surprisingly rapid and very discouraging. Mr. Crabb is planting out resistants year by year, to a considerable extent, both Lenoir and Riparia, the former on the high drier soil, the latter on the lower, stiffer land. Success seems to attend the growth of resistants. Experience in this vicinity shows plainly that resistants (cuttings or rooted vines) should be planted early in the season, especially if the season should prove to be a dry one. In two or three years more definite views can be given as to bearing of resistants.

*Davis Estate, Oakville.*—Total, 55 acres; in bearing, 50 acres; infested by phylloxera, 15 acres, of which 6 acres are good for only one crop more; soil gravelly; vineyard low lying; crop, 120 tons; cooperage, 40,000 gallons, all of which is redwood.

*F. Delmont, Oakville.*—Total, 10 acres; all in bearing; infested by phylloxera, 5 acres, of which 1 acre is good for one year more; soil gravelly; vineyard low lying; crop, 22 tons.

*Dietrich Bros., Oakville.*—Total, 15 acres; all in bearing; planted to Riparia, 2 acres, which are grafted and bearing; vineyard upland; exposure east; Tokay and Malvoisie have proved most resistant; crop, 30 tons.

*J. Downey, Oakville.*—Total, 46 acres; in bearing, 40 acres; infested by phylloxera, 16 acres, of which 10 acres are good for only one crop more; soil loam; vineyard low lying; all European varieties succumb alike; diseased vines have received no care; crop, 105 tons; stock of wine on hand, 10,000 gallons; cooperage, 30,000 gallons, of which 1,000 is oak and 29,000 redwood.

*A. Dwyer, Oakville.*—Total, 30 acres; in bearing, 23 acres; infested by phylloxera, 20 acres, of which 10 are good for only one crop more; soil gravelly loam; vineyard upland; exposure southwest; all European varieties succumb alike; diseased varieties have received no special care; crop, 50 tons.

*John Forrester, Oakville.*—Total, 6 acres; in bearing, 5 acres; infested by phylloxera, 4 acres, of which 2 acres are good for only one crop more; soil loam; vineyard low lying; all European varieties succumb alike; crop, 15 tons.

*C. H. Hill, Oakville.*—Total, 6 acres; in bearing, 5 acres; very little infested by phylloxera; soil loam; vineyard upland; exposure southeast; all European varieties succumb alike; crop, 24 tons.

*P. G. Hottle, Oakville.*—Total, 20 acres; in bearing, 15 acres; infested by phylloxera, 10 acres, of which 2 acres are good for only one crop more; crop, 30 tons.  
Vineyard is going fast.

*A. Jaumonod, Oakville.*—Total, 20 acres; all in bearing; infested by phylloxera, 5 acres, of which 1 acre is good for only one crop more; soil gravelly; vineyard low lying; all European varieties succumb alike; crop, 32 tons; cooperage, 60,000 gallons, of which 10,000 is oak and 50,000 is redwood.

*T. Julian, Oakville.*—Total, 12 acres; in bearing, 10 acres; infested by phylloxera, 2 acres, of which 1 acre is good for only one crop more; planted to Riparia, 2 acres; soil clayey loam; vineyard mountain; exposure southeast; all European varieties succumb alike; crop, 40 tons.

*M. Kemper, Oakville.*—Total, 60 acres; in bearing, 50 acres; infested by phylloxera, 20 acres, of which 5 acres are good for only one crop more; soil loam; vineyard low lying; crop, 90 tons.

*Jos. Kidd, Oakville.*—Total, 40 acres; in bearing, 30 acres; soil heavy loam; vineyard low lying; crop, 60 tons.

*W. Locker, Oakville.*—Total, 25 acres, all of which are in bearing; infested by phylloxera, 10 acres, of which 3 acres are good for only one crop more; soil gravelly; vineyard low lying; crop, 60 tons; cooperage, 20,000 gallons, of which 5,000 is oak and 15,000 redwood.

*J. J. McIntyre, Oakville.*—Total, 20 acres, all of which are in bearing; infested by phylloxera, 8 acres, of which 3 acres are good for only one year more; soil loam; vineyard low lying; all European varieties succumb alike; crop, 75 tons.

*C. Minion, Oakville.*—Total, 10 acres; in bearing, 8 acres; infested by phylloxera, 3 acres, of which 2 acres are good for only one crop more; soil loamy; vineyard upland; exposure southeast; crop, 30 tons.

*A. Mono, Oakville.*—Total, 20 acres; in bearing, 10 acres; will replant 10 acres; infested by phylloxera, 15 acres, of which 8 acres are good for only one crop more; planted to Riparia, 10 acres, of which 5 acres are in bearing; grafted Bouschet, which is doing very well; soil loamy and gravelly; vineyard low lying; Tokays proved most resistant; much care has been taken to dig out as soon as possible and replant; crop, 27 tons; cooperage, 40,000 gallons, of which 5,000 is oak and 35,000 redwood.  
Bouschet grafts do exceedingly well. One graft, 8 months old, on a 2-year old resistant Riparia root, yielded 8 pounds.

*A. C. Montgomery, Oakville.*—Total, 60 acres; in bearing, 50 acres; infested by phylloxera, 40 acres, of which 20 acres are good for only one crop more; soil loam; vineyard low lying; all European varieties succumb alike; crop, 132 tons.

*A. Reinder, Oakville.*—Total, 5 acres; in bearing, 4 acres; nearly all infested by phylloxera; 2 acres are good for only one crop more; soil loam; vineyard upland; exposure east; crop, 8 tons.

This is one of the several vineyards on the hills to the west of Oakville. Phylloxera is as destructive there as in any place in the lower lands. Vineyards are fast disappearing, and the outlook discourages many vineyardists, especially those having small holdings.

*R. Stice, Oakville.*—Total, 40 acres; in bearing, 30 acres; infested by phylloxera, 25 acres, of which 8 acres will be good for only one crop more; vineyard upland; exposure west; all European varieties succumb alike; diseased vines have received little care; crop, 63 tons.

*A. Wright, Oakville.*—Total, 10 acres; in bearing, 8 acres; infested by phylloxera, 3 acres; of which 1 acre is good for only one crop more; soil loam; vineyard upland; exposure east; Tokay and Zinfandel have proved most resistant of European vines; crop, 25 tons.

*C. J. Beerstecher, Rutherford.*—Total, 100 acres; in bearing, 80 acres; infested by phylloxera, 15 acres, of which 5 acres are good for only one crop more; soil loam; vineyard mountain; crop, 210 tons; cooperage, 75,000 gallons, of which 5,000 is oak and 70,000 is redwood.

*H. Lang, Rutherford.*—Total, 20 acres; in bearing, 15 acres; infested by phylloxera, 10 acres, of which 3 acres will be good for only one crop more; soil gravelly; vineyard low

lying crop, 25 tons; cooperage, 80,000 gallons, of which 5,000 gallons is oak and 75,000 is redwood.

*Chas. Menninger, Rutherford.*—Total, 8 acres; all in bearing; infested by phylloxera, 3 acres, of which 1 acre is good for only one crop more; soil gravelly loam; vineyard low lying; crop, 20 tons.

*A. Montgomery, Rutherford.*—Total, 68 acres; in bearing, 60 acres; infested by phylloxera, 20 acres, of which 10 acres are good for only one crop more; soil gravelly; vineyard low lying; all European varieties succumb alike; diseased vines have received no special treatment; crop, 75 tons.

*J. M. Morton, Rutherford.*—Total, 20 acres; all in bearing; planted to Riparia, 7 acres, not grafted; soil gravelly; vineyard low lying; crop, 60 tons; cooperage, 14,000 gallons, all of which is redwood.

*Capt. G. Niebaum, Rutherford.*—Total, 300 acres; in bearing, 250 acres; will replant considerable; planted to Riparia, 50 acres, of which 20 acres are grafted and not bearing and 30 acres are not grafted; all grafts are doing well; soil gravelly loam; vineyard low lying and upland; crop, 408 tons; cooperage, 350,000 gallons, of which 100,000 is oak and 250,000 is redwood.

Considerable pains have been taken in this vineyard with resistants. Riparia are most in favor; they have done well and given satisfaction. Will continue to replant. Phylloxera is working in the old European vines and a considerable amount will be dug up and replanted each year. The grafted vines are flourishing and doing well.

*William Porter, Rutherford.*—Total, 50 acres; all in bearing; infested by phylloxera, 10 acres, of which 2 acres are good for only one crop more; soil gravelly; vineyard low lying; crop, 115 tons.

*Mrs. Rutherford, Rutherford.*—Total, 60 acres; in bearing, 55 acres; infested by phylloxera, 5 acres; soil gravelly loam; vineyard low lying; Golden Chasselas and Tokay have proved most resistant; crop, 125 tons; cooperage, 50,000 gallons, of which 10,000 is oak and 40,000 is redwood.

Very little phylloxera.

*N. Sawyer, Rutherford.*—Total, 30 acres; all in bearing; infested by phylloxera, 10 acres, of which 3 acres are good for only one crop more; soil gravelly loam; vineyard low lying; crop, 75 tons.

*C. E. Smith, Rutherford.*—Total, 5 acres; in bearing, 3 acres; soil loam; vineyard upland; exposure west; all European varieties succumb alike; crop, nothing to speak of; cooperage, 30,000 gallons, all of which is redwood. The vines are going fast.

*Chas. Thompson, Rutherford.*—Total, 40 acres; all in bearing; planted to Riparia, 8 acres; all grafted and not bearing; soil gravelly; vineyard low lying; crop, 75 tons. Resistants grafted to Tokays have not proved entirely successful, because of failure to remove the rootlets from the scions; they were grafted too deep.

*B. Wagon, Rutherford.*—Total, 27 acres; in bearing, 24 acres; infested by phylloxera, 10 acres, of which 3 acres are good for only one crop more; soil gravelly; vineyard low lying; all European varieties succumb alike; crop, 35 tons.

*A. Borel & Co., Yountville* (Groezinger Vineyard).—Total, 125 acres; in bearing, 65 acres; will replant 25 acres; infested by phylloxera, 42 acres, 30 of which will bear but one crop more; planted to resistants, 83 acres, of which 52 are in Riparia, 30 in California, 1,150 vines of Lenoir, and a few Rupestris vines; of these resistants, 30 acres are grafted and vines of Lenoir, and a few Rupestris vines tried; on Riparia all bearing, 12 acres grafted but not bearing, and 41 acres not yet grafted; on Riparia all varieties did well, and the same is true with the few Rupestris vines tried; Petite Syrah has done well on Lenoir, but all others have failed, while on California and Arizona all varieties did well for the first two or three years, and then all failed; soil is shallow, and on the low land heavy, cold, and wet; one fourth of the vineyard is upland, and the soil is deep and rich; exposure northeast, north, and east; Tokay and Lenoir have resisted well; attacked vines have been treated with all known and proposed remedies; crop, 152 tons; cooperage, 320,000 gallons, of which 210,000 is oak and 110,000 redwood.

Mr. Greninger, the Superintendent, has experimented for the past eight years with all the different varieties of resistant vines, and finds that the Lenoir and California will not withstand the attack of the phylloxera. Rupestris, Arizona, Herbemont, and others did fairly well in certain places only. Riparia has done the best on all kinds of soil, and has succeeded best with different kinds and varieties of grafts. The original vineyard was of 402 acres, with 83 varieties of grapes. All the hill vineyard is now being abandoned, on account of being too expensive to care for and work.

*E. Bressind, Yountville.*—Total, 30 acres; in bearing, 25 acres; will replant 5 acres; infested by phylloxera, 5 acres, of which 2 acres are good for only one crop more; soil loam; vineyard low lying; exposure northwest; all European varieties succumb alike; crop, 45 tons; cooperage, 15,000 gallons, all of which is oak.

*M. Eckmyer, Yountville.*—Total, 35 acres; in bearing, 17 acres; infested by phylloxera, 20 acres, of which 10 acres will be good for only one crop more; soil gravelly loam; vineyard upland; exposure east; all European varieties succumb alike; crop, 16 tons. Vineyards in this vicinity are fast decaying.

*Fred. Ellis, Yountville.*—Total, 15 acres; in bearing, 8 acres; will replant 2 acres; planted to Riparia, 10 acres, half grafted and not bearing, and half not yet grafted; crop, 48 tons. There are some diseased vines, which will all come up this winter.

*J. W. Fawver, Yountville.*—Total, 30 acres; in bearing, 20 acres; soil loam; vineyard low lying; all European varieties succumb alike; the diseased vines have been neglected; crop, 60 tons.

This vineyard four years ago was most flourishing, but now is five sixths gone, and all vines will be dug out next spring. This is very discouraging. Several vineyards in this vicinity are entirely gone.

*Mrs. Flugler, Yountville.*—Total, 20 acres; in bearing, 15 acres; infested by phylloxera, 4 acres, of which 2 acres are good for only one crop more; soil gravelly loam; vineyard upland; exposure east; all European varieties succumb alike; diseased vines have received little care; crop, 4 tons.

*A. Franco, Yountville.*—Total, 30 acres; infested by phylloxera, 5 acres; soil loam; vineyard upland; exposure northeast; all European varieties succumb alike; diseased vines have received no special care; crop, 50 tons.

*Fred. Frast, Yountville.*—Total, 15 acres; in bearing, 11 acres; planted to Riparia, 4 acres; half grafted but not bearing, and half not yet grafted; soil loam; vineyard low lying; crop, 50 tons.

*Col. J. D. Frye, Yountville.*—Total, 70 acres; in bearing, 30 acres; will replant several acres; planted to Riparia, 20 acres, not yet grafted; soil gravelly; vineyard upland; exposure east; all European varieties succumb the same; crop, 40 tons; cooperage, 110,000 gallons, of which 50,000 is oak and 60,000 is redwood.

Riparia has proved the best resistant. It is difficult to ascertain definitely the acreage planted, for resistants are planted in spots. The original vineyard is going fast. The vines on light soil go first, and then those on damp soil. In a vineyard not far from this one the manager thinks phylloxera attacks vines quicker than are over underground watercourses.

*Levi George, Yountville.*—Total, 18 acres; in bearing, 15 acres; infested by phylloxera, 5 acres, of which 3 will be good for only one crop more; soil loam; vineyard low lying; exposure southwest; all European vines succumb alike; the vines have been dug out as soon as decayed; crop, 125 tons.

*Mrs. Gibbs, Yountville.*—Total, 30 acres; in bearing, 28 acres; very little has been infested by phylloxera; vineyard low lying; all European varieties succumb alike; no extra care has been given to the attacked vineyards; crop, 65 tons.

*J. Hahn, Yountville.*—Total, 90 acres; in bearing, 10 acres; infested by phylloxera, about 10 acres, all of which will be uprooted this winter; planted to Riparia, 85 acres, of which 5 are grafted and in bearing, 5 acres are grafted and not bearing, and 75 not yet grafted; Mondeuse graft has succeeded best; soil loam; vineyard low lying and upland; exposure east; Malvoisie and Tokay have proved most resistant; the attacked vines have been dug up soon after infested; crop, 27 tons.

Great pains have been taken with resistants in this vineyard, and the grafts are growing well, and will yield well from appearances. Californicas (resistant) are regarded here as too soft to be used; Riparia does best in this vicinity.

*A. Hansen, Yountville.*—Total, 15 acres; all in bearing; soil loam; vineyard low lying; crop, 22 tons.

*Ex-Governor Johnson, Yountville.*—Total, 15 acres; in bearing, 10 acres; infested by phylloxera, 5 acres, of which 3 acres are good for only one crop more; soil gravelly loam; vineyard upland; exposure east; all European varieties succumb alike; crop, 38 tons.

*W. L. Johnson, Yountville.*—Total, 10 acres; in bearing, 8 acres; infested by phylloxera, 5 acres, of which 2 acres are good for only one crop more; soil gravelly loam; vineyard upland; exposure west; all European varieties succumb alike; not much care has been given the attacked vineyards; crop, 18 tons.

This vineyard will be dug up in a year or so.

*W. P. Kelly, Yountville.*—Total, 15 acres; in bearing, 10 acres; infested by phylloxera, 8 acres, of which 4 acres are good for only one crop more; soil gravelly; vineyard low lying; exposure northwest; all European varieties succumb alike; crop, 30 acres.

*C. Lambert, Yountville.*—Total, 20 acres; in bearing, 10 acres; infested by phylloxera, 15 acres, of which 15 acres are good for only one crop more; soil gravelly; vineyard upland; exposure west; all European varieties succumb alike; crop, 10 tons. This vineyard is going fast.

*C. L. Larue, Yountville.*—Total, 110 acres; in bearing, 45 acres; will replant 20 acres; infested by phylloxera, 30 acres, of which 5 are good for only one crop more; planted to

... 5 acres, and to California, 5 acres; of which 25 acres are grafted and 5 acres are grafted and not bearing, and 40 acres are not yet grafted. The fruits Mondense, Burgundy, Semillon, and Bouschet have succeeded alike; soil gravelly loam; vineyard low lying; exposure east; of the European varieties, Malvoisie, Zinfandel, and Chasselas have proved about equally resistant; great care has been taken to replant resistants as soon as vines are attacked; crop, 220 tons.

Mr. Larue has given much time and close attention to the planting of resistants, and has met with considerable success. Neither Lenoir nor California are favored here. The resistants in bearing do well and promise good results. Mr. Larue is satisfied that Riparia will do exceedingly well, but can tell more in the course of a year or two. They seem to give general satisfaction as far as he has seen, and he thinks this is the only way to preserve our vineyards, and advises planting them, for they have proved a very good resistant. It is doubtful if there is any better or as good. Rupestris and Californicas are of not much account. We evidently have to choose between Riparia and Lenoir, and the former has been found to stand the test, but the latter will fail in some situations.

*Mrs. Lycan, Yountrille.*—Total, 5 acres; in bearing, 4 acres; infested by phylloxera, 4 acres, of which 1 acre is good for only one crop more; soil loam; vineyard low lying; all European varieties succumb alike; the attacked vines have received no care; crop, 10 tons. This is one of the many vineyards in this vicinity that are going fast.

*L. H. McGeorge, Yountrille.*—Total, 10 acres; in bearing, 9 acres; infested by phylloxera, 2 acres, of which 1 acre is good for only one crop more; soil loam; vineyard upland; exposure east; all European varieties succumb alike; attacked vines have been neglected; crop, 20 tons.

*Jacob Metz, Yountrille.*—Total, 15 acres; in bearing, 12 acres; infested by phylloxera, 7 acres, of which 2 acres are good for only one crop more; soil loam; vineyard low lying; crop, 30 tons.

*Mrs. Meyers, Yountrille.*—Total, 75 acres; in bearing, 60 acres; infested by phylloxera, 15 to 20 acres, of which 8 acres are good for only one crop more; crop, 80 tons; cooperage, 60,000 gallons, of which 5,000 is oak and 55,000 is redwood.

This vineyard is going fast. It is very uncertain how long these infested vineyards will last, but to all appearances not more than three years.

*Frank Morris, Yountrille.*—Total, 10 acres; in bearing, 8 acres; infested by phylloxera, 10 acres, of which 5 acres are good for only one crop more; soil gravelly; vineyard upland; exposure northwest; all European varieties succumb alike; attacked vines have received little care; crop, 15 tons.

This vineyard is going fast.

*Nauer Bros., Yountrille.*—Total, 25 acres; in bearing, 24 acres; infested by phylloxera, 4 acres, of which 2 acres are good for only one crop more; soil gravelly loam; vineyard low lying; all European varieties succumb alike; attacked vines have received no special care; crop, 68 tons.

*William Nunn, Yountrille.*—Total, 30 acres; in bearing, 28 acres; infested by phylloxera, 5 acres, of which 1 acre is good for only one year; soil gravelly; vineyard upland; Zinfandel has proved most resistant; crop, 58 tons.

*J. Ohl, Yountrille.*—Total, 22 acres; in bearing, 10 acres; will replant 25 acres; planted to Riparia, 12 acres, which are not yet grafted; soil rocky; vineyard upland; exposure west; Burger and Zinfandel have proved most resistant; crop, 15 tons.

*J. R. Pedlar, Yountrille.*—Total, 12 acres; in bearing, 8 acres; infested by phylloxera, 10 acres, of which 3 acres are good for only one crop more; soil gravelly loam; vineyard upland; exposure east; all European varieties succumb alike; crop, 20 tons.

*M. Pedro, Yountrille.*—Total, 10 acres; in bearing, 5 acres; infested by phylloxera, 5 acres, of which 2 acres are good for only one crop more; planted to Riparia, 5 acres, which are not grafted; soil reddish light loam; vineyard upland; exposure west; all European varieties succumb alike; attacked vines receive no special treatment; crop, 10 tons.

This vineyard is going fast. Mr. Pedro finds it far more profitable to sell the cuttings from his resistant vines than to graft them.

*W. T. Ross, Yountrille.*—Total, 20 acres; in bearing, 12 acres; infested by phylloxera, 10 acres, of which 5 acres are good for only one crop more; soil loam; vineyard upland; exposure west; all European varieties succumb alike; crop, 16 tons.

This vineyard is going very fast. It will last only two or three years.

*B. Saffold, Yountrille.*—Total, 10 acres; in bearing, 5 acres; infested by phylloxera, 5 acres, of which 2 acres are good for only one year more; soil loam; vineyard upland; exposure east; crop, 38 tons.

*Mrs. Schofield, Yountrille.*—Total, 12 acres; all in bearing; soil loam; vineyard low lying; exposure southwest; all European varieties succumb alike; crop, 50 tons.

*C. Stiehl, Yountrille.*—Total, 12 acres; all in bearing; infested by phylloxera, 6 acres, 2 of which will bear but one crop more; soil loam; vineyard low lying; crop, 35 tons.

*H. Tiederman, Yountrille.*—Total, 11 acres; in bearing, 10 acres; soil black loam; vineyard low lying; exposure southeast; crop, 35 tons.

*Mrs. Van Winkle, Yountrille.*—Total, 15 acres; in bearing, 5 acres; infested by phylloxera, 3 acres, of which 2 acres are good for only one crop more; planted to Riparia; Zinfandel grafts succeed best; soil loam; vineyard low lying; all European varieties succumb alike; crop, 29 tons.

*Veterans' Home, Yountrille.*—Total, 35 acres; in bearing, 26 acres; infested by phylloxera, 15 acres, of which 10 acres are good for only one crop more; soil gravelly loam; vineyard upland; exposure east; all European varieties succumb alike; crop, 75 tons.

The attacked vines will be uprooted this winter.

*John Walker, Yountrille.*—Total, 26 acres; in bearing, 25 acres; infested by phylloxera, 1 acre; soil loam; vineyard low lying; the Tokay and Zinfandel varieties have proved most resistant; crop, 50 tons.

*Jesse Walters, Yountrille.*—Total, 30 acres; in bearing, 25 acres; infested by phylloxera, 20 acres, of which 3 acres are good for only one crop more; soil loam; vineyard low lying; exposure to wind southwest; all European varieties succumb alike; the attacked vines have received no care; crop, 45 tons.

*Mr. Whitton, Yountrille.*—Total, 10 acres; all in bearing; soil loam; vineyard upland; crop, 14 tons; cooperage, 50,000 gallons, 10,000 of which is oak and 40,000 redwood.

*G. Whitton, Yountrille.*—Total, 20 acres; all in bearing; infested by phylloxera, 20 acres, of which 2 acres are good for only one crop more; soil gravelly; vineyard upland; exposure south and east; crop, 32 tons.

*Green Whitton, Yountrille.*—Total, 16 acres; in bearing, 12 acres; infested by phylloxera, 12 acres, of which 6 acres are good for only one crop more; vineyard upland; exposure east; all European varieties succumb alike; crop, 25 tons.

# The Napa Register.

Friday, December 12, 1890.

## Board of Supervisors.

[CONTINUED.]

MONDAY, Dec. 1st, 1890.

The Board of Supervisors met in regular session. Present, S. W. Collins (Chairman), W. A. Trübodt, J. H. Wilcox, Z. W. Garfield and J. W. Smittle.

In the matter of the establishment of boundaries of the School Districts of Napa County, F. G. Huskey, County Superintendent of Schools, having submitted to the Board his report harmonizing and describing the boundaries of the various School Districts of the county under previous order of the Board, and such report having at the last meeting been received, and now fully considered, the same is now by the Board ratified and adopted, and it is by the Board further ordered that, in accordance with said report, the boundaries of all the School Districts of Napa County be and they are established and declared to be respectively as follows, viz:

### Oakville No. 26.

Beginning in Napa river at the S E corner of land of J. C. Sullenger; thence southwesterly on the line between lands of Sullenger and Margmiller on the north and G. Niebaum on the south to the county road; thence north westerly along the county road to the most easterly corner of land of David Donk; thence southwesterly along the southerly boundary thereof to the westerly boundary of the Caymus Rancho; thence south along said boundary to the south line of Sec 21, T 7 N, R 5 W; thence due west along the south line of Sections 21 and 20 to the S W corner of said Sec 20; thence south  $\frac{1}{2}$  mile; thence east one mile; thence south  $\frac{1}{2}$  mile; thence southeasterly to the S W corner of lot 8 of Sec 33 of said township; thence northeasterly along the southerly line of said lot 8 and lot 7 to the southeasterly corner of said lot 7; thence south  $\frac{1}{2}$  mile to the center of said Sec 33; thence northeasterly  $\frac{1}{4}$  mile to the  $\frac{1}{4}$  section corner on the east line of Sec 33; thence south  $\frac{1}{2}$  mile; thence east  $\frac{1}{2}$  mile; thence north about  $\frac{1}{2}$  mile to the westerly boundary line of the Caymus Rancho; thence southeasterly along said line to the most southerly corner of lot No. 4 of block F of said Rancho; thence along the southeasterly boundary of lots 4 and 5 of said block F to the county road; thence northerly along said county road to the southerly line of lot 6 of block E of said Rancho; thence easterly along the southerly boundary of lots 6 and 7 of said block E to the middle of Napa river; thence up the river northwesterly to the place of beginning.

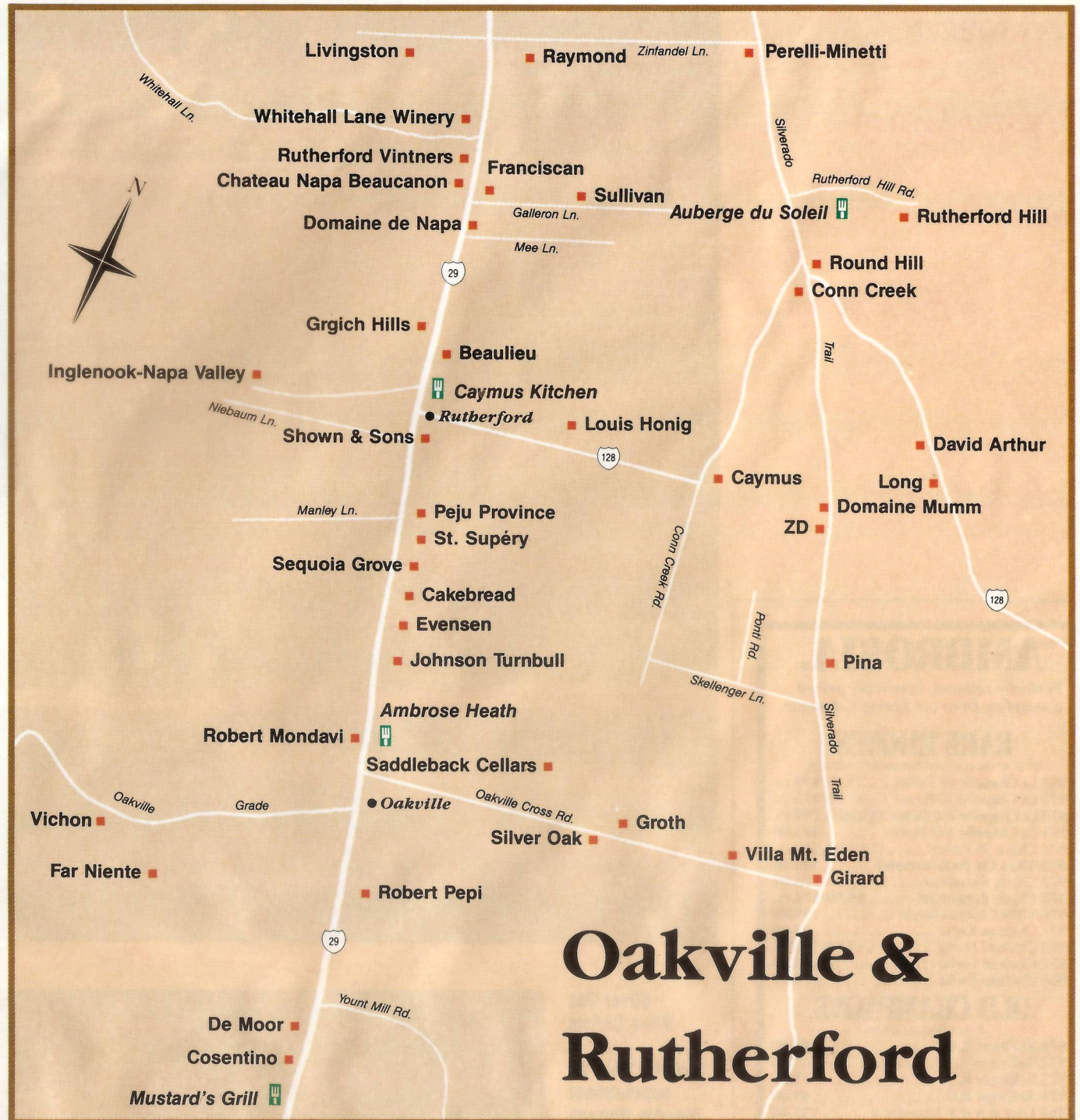




# California's 'First Growth' Wine District

*The  
wine estates of  
Rutherford  
and Oakville  
make  
Cabernets to  
rival  
the best of  
Bordeaux*

By Jim Gordon  
Rutherford, Calif.

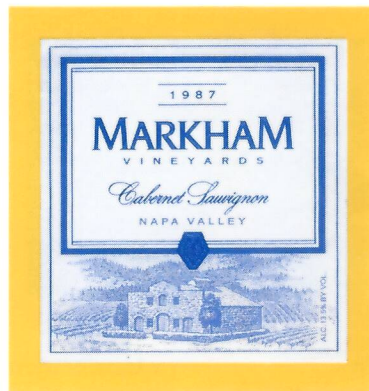


# Oakville & Rutherford

# MARKHAM VINEYARDS

Markham Vineyards' stone cellar, fourth oldest in Napa County, was constructed in the 1870s by a Frenchman from Bordeaux. More than 100 years later, Markham Cabernet Sauvignon, Merlot, Chardonnay, and Sauvignon Blanc are aged within the walls of this venerable cellar.

The diversity of Markham's Calistoga, Yountville, and Napa ranches provides ideal varietal, soil, and microclimatic combinations for the production of outstanding fruit. Cabernet Sauvignon, Cabernet Franc, and Merlot are grown at Yountville in the historic van Löben Sels vine-



yard as well as on the rocky Calistoga ranch at the headwaters of the Napa River.

The white varieties are grown at Markham's Napa Ranch at Oak Knoll, on the valley's western flank, where more moderate conditions allow for the development of superb fruit intensity. Barrel fermenting of the Chardonnay and sur lie aging complete the wine's flavor spec-

trum in harmonious balance.

President Bryan Del Bondio and vice president and winemaker Bob Foley have worked together for fourteen years with devotion to these vineyards and to the wines they produce. ■



## WINE DESCRIPTION

## VINTAGE

### CABERNET SAUVIGNON

1982, 1983, 1984, 1985, 1986, 1987

*Estate bottled, this vertical selection offers the best of Markham's Cabernets.*

**186** 6-3L bottles, 1 each vintage

per lot \$900



### DINNER WITH ANTHONY TERLATO

*When a popular publication profiled noted wine merchant Anthony J. Terlato of Chicago-based Paterno Imports, it wrote that a wine-tasting dinner prepared by Mr. Terlato is one of Chicago's most coveted invitations. Another said such an invitation is as desired as a table at Taillevent.*

*You are invited by Bryan Del Bondio, president, and Bob Foley, winemaker, of Markham Vineyards to join Mr. Terlato at the winery for a memorable evening of food-and-wine pairings. Experience a wine-and-food event which international culinary aficionados have lauded as an unparalleled four-star attraction.*

*Dinner for ten people with mutually agreeable scheduling during 1992*

**187**

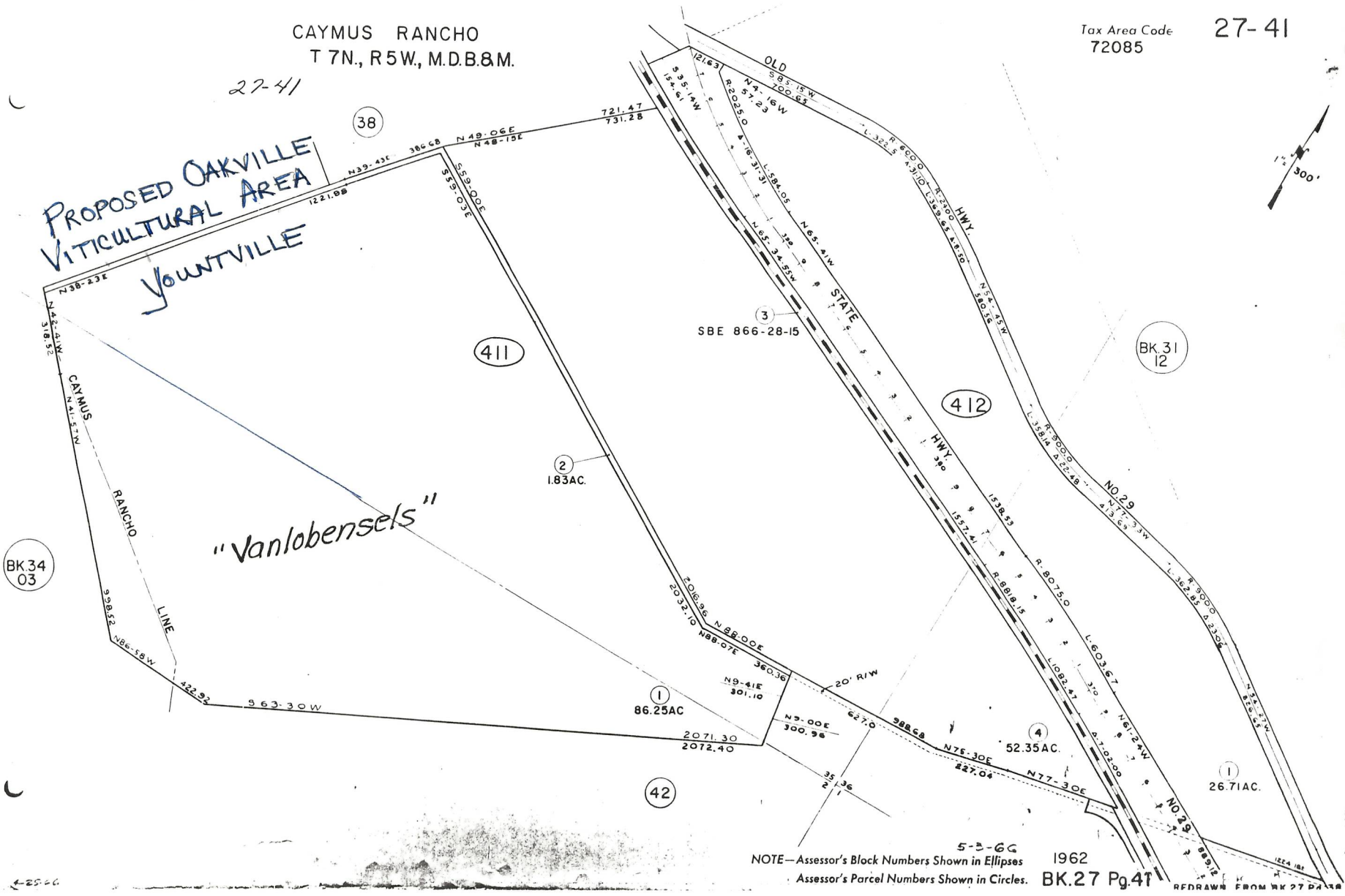
per lot \$2,000

CAYMUS RANCHO  
T 7N., R 5W., M.D.B.&M.

Tax Area Code 27-41  
72085

27-41

PROPOSED OAKVILLE  
VITICULTURAL AREA  
YOUNTVILLE




5-3-66  
NOTE—Assessor's Block Numbers Shown in Ellipses  
Assessor's Parcel Numbers Shown in Circles.  
1962  
BK.27 Pg.41  
RE-DRAWN FROM BK 27 PAGE 41

*Monticello*  
CELLARS

**1984 CORLEY RESERVE  
CABERNET SAUVIGNON**

This 100% Cabernet Sauvignon was produced from grapes grown on the Cope Ranch. This area on the Oakville Bench is considered to be one of Napa Valley's finest red wine areas. Only the second of our Cabernets to be designated Corley Reserve, this wine is full flavored, intensely colored and has ample fruit. Promising good drinkability as well as long aging potential. It is enjoyable with robust foods such as roast beef, and venison.

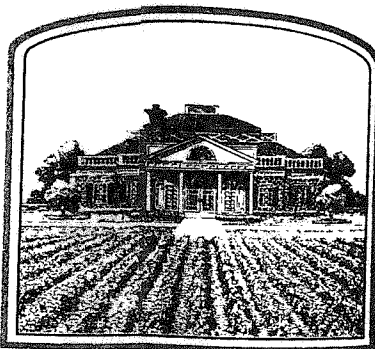
*Alan Phillips*      *Jay Liles*  
Alan Phillips, Winemaker      Jay Liles, Proprietor



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CONTAINS SULFITES

*Corley* 1984 *Reserve*

*Monticello*  
CELLARS



N A P A V A L L E Y  
*Cabernet Sauvignon*

Produced and bottled by  
MONTICELLO CELLARS, NAPA, CALIFORNIA  
B.W. 5102    Alc. 14.5% by volume    Contents 750

CAYMUS RANCHO  
T 7N., R 5W., M.D.B.&M.

27-41

PROPOSED OAKVILLE  
VITICULTURAL AREA  
YOUNTVILLE

Newton  
Cope

Newton  
Cope

Newton  
Cope

"Vanlobensets"

BK.34  
03

38

411

412

42

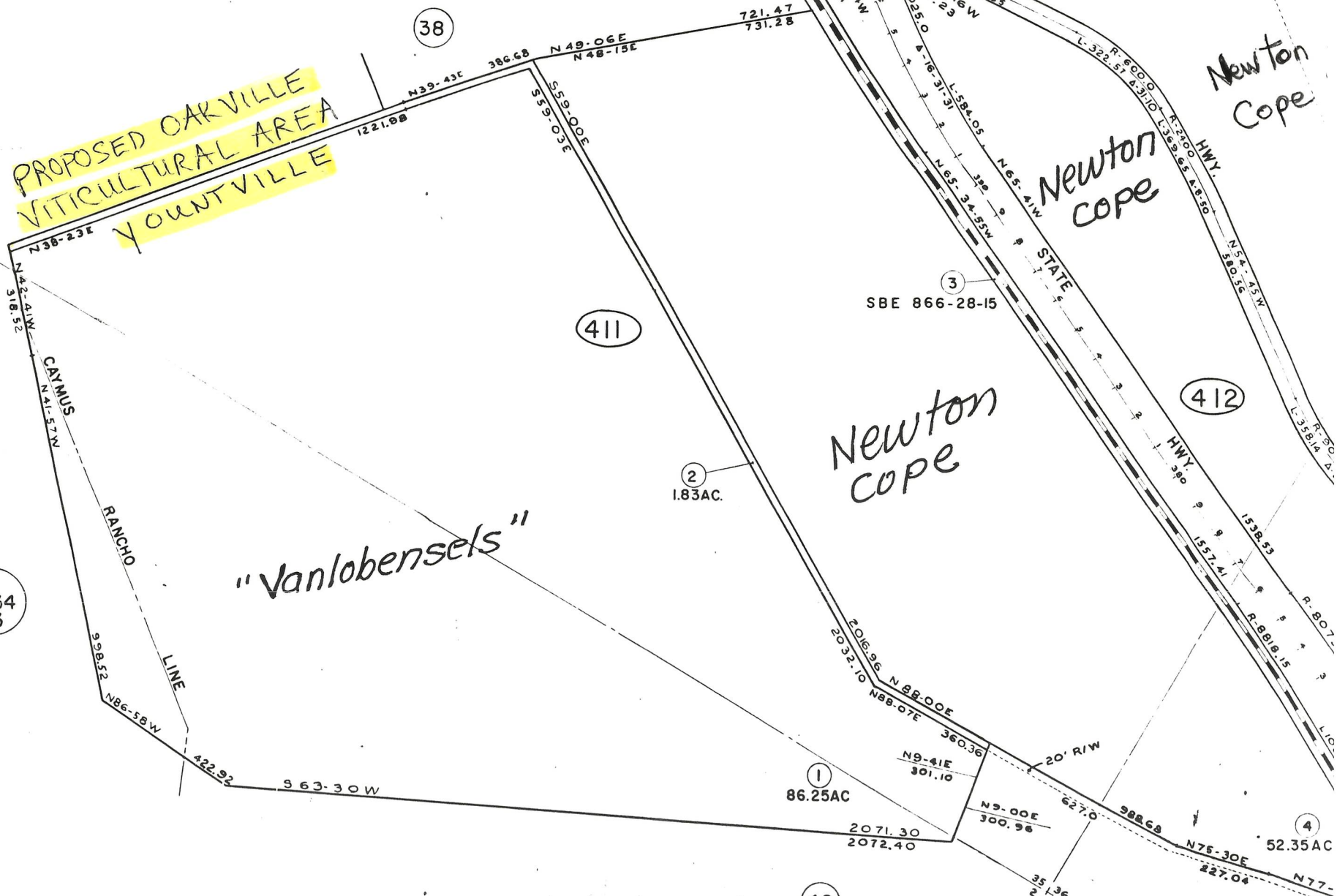
2  
1.83AC.

1  
86.25AC

4  
52.35AC

SBE 866-28-15

3



5-3-66  
NOTE— Assessor's Block Number Shown in Ellipses  
Assessor's Parcel Number Shown in Circles.

## GIRARD



WINERY

Dear Fellow Vintner:

As you are probably aware, the Oakville appellation has been applied for and will very likely be approved by the BATF this fall. Although we did not instigate this appellation, neither do we object to it. We do strongly object to the proposed southern boundary of Oakville as defined in the petition.

Many of us feel that historically the line between Oakville and Yountville would likely be Rector Creek to Yount Mill Road to Dwyer Road to the Western hills. In the petition the southern boundary has been stretched to the south to include the areas of Mustards Grill, S. Claus, the Yountville hills and areas south of the Yountville hills.

We are not convinced of the need for more appellations. In fact some time ago at a Vintners meeting, the group voted against further division of the valley. If there are to be more appellations, we believe they should be meaningful based on viticultural significance (soils, climate, etc.) and historical acceptance...the criteria established by the BATF. We think the proposed southern boundary fails the historical criteria miserably. If you do not express your opinion, we will see another appellation stretched until all significance is lost. We need your help to prevent this from happening again.

Please write your own letter or have the attached letter copied on your letterhead and send it to the BATF prior to June 30th.

Steve Girard, Girard Winery  
Justin Meyer, Silver Oak Cellars

RECEIVED

JUN 24 1992

Ans'd.....



Chief, Wine and Beer Division  
Bureau of Alcohol, Tobacco and Firearms  
P.O. Box 50221  
Washington, D.C.  
20091-0221

Subject: Notice No. 738

Dear Sirs:

We object to the southern boundary of the proposed Oakville appellation. We have always considered the division between Oakville and Yountville to be from the east Rector Creek, continuing westerly along Yount Mill Road to Dwyer Road and along Dwyer Road to some point on the western hills. We certainly do not consider areas to the south such as Mustards Grill, the S Claus shop, the Yountville hills and south of the Yountville hills to be Oakville... otherwise they would be the Oakville hills.

Approval of the Oakville southern boundary as proposed will render the appellation less meaningful and will erode confidence in the BATF's ability to define appellations based on their own criteria: viticultural distinctiveness and historical acceptability.

Sincerely,

# The Napa Register.

Friday, December 12, 1890.

## Board of Supervisors.

[CONTINUED.]

MONDAY, Dec. 1st, 1890.

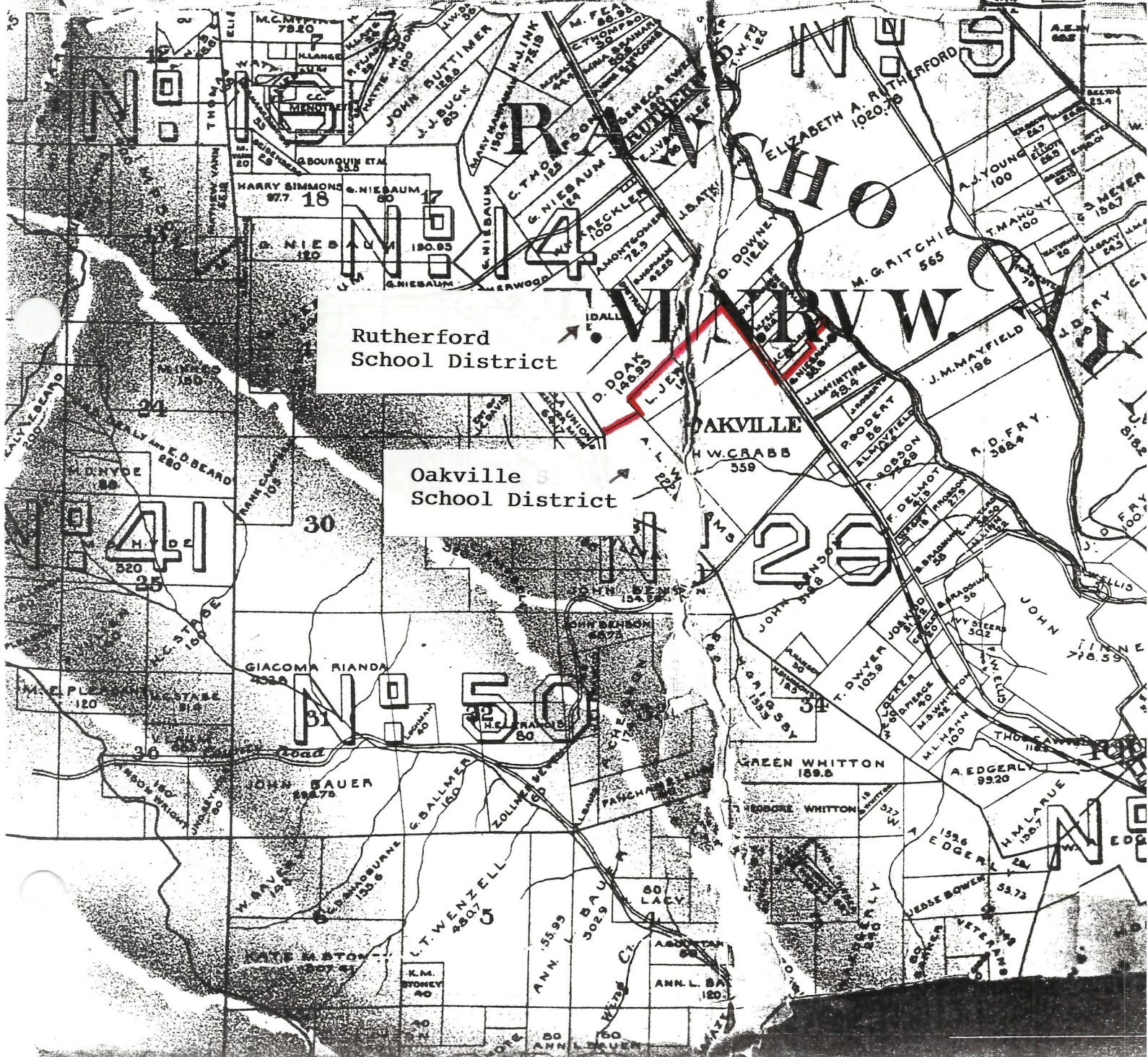
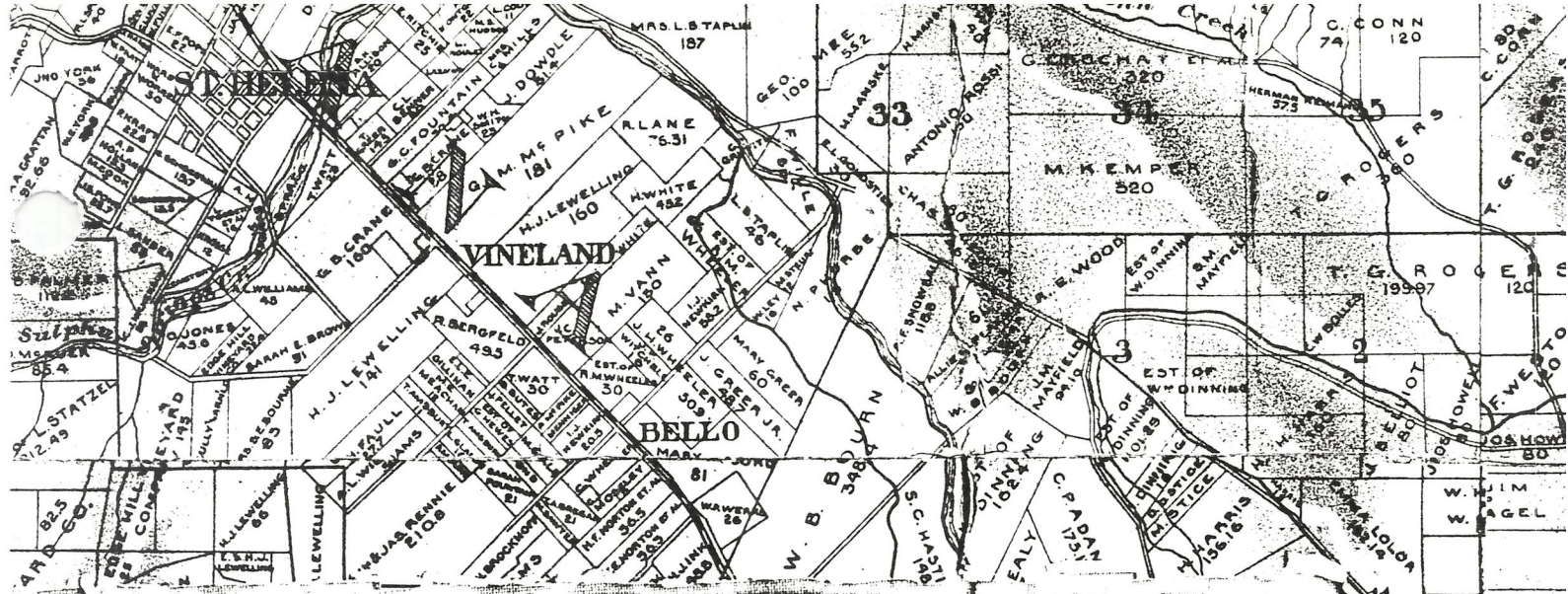
The Board of Supervisors met in regular session. Present, S. W. Collins (Chairman), W. A. Trübodt, J. H. Wilcox, Z. W. Garfield and J. W. Smittle.

In the matter of the establishment of boundaries of the School Districts of Napa County, E. G. Huskey, County Superintendent of Schools, having submitted to the Board his report harmonizing and describing the boundaries of the various School Districts of the county under previous order of the Board, and such report having at the last meeting been received, and now fully considered, the same is now by the Board ratified and adopted, and it is by the Board further ordered that, in accordance with said report, the boundaries of all the School Districts of Napa County be and they are established and declared to be respectively as follows, viz:

EXHIBIT "G"

### Rutherford No. 14.

Beginning at a point in Napa river at S E corner of land of J. O. Sullenger; thence southwesterly on the line between lands of Sullenger and Martiniller on the north and G. Niebaum on the south to the county road; thence northwesterly along the county road to the most easterly corner of D. Doak's land; thence southwesterly along the southerly boundary thereof to the westerly boundary of the Caymus Rancho; thence south along said boundary to the south line of Section 21, T 7 N, R 6 W; thence due west along the south line of Sections 21, 20 and 19 to the S W corner of the said Section 19 on the township line; thence north along the township line to the N E corner of Section 13, T 7 N, R 6 W; thence north to the S W corner of land belonging to the estate of W. P. Pinkham; thence southeasterly and east along the southerly boundary of lands of the said Pinkham and B. G. Creelman to the western boundary of the Caymus Humana Rancho; thence east along the south boundary of said Rancho to the corner No. 17 of the said Caymus Rancho; thence northeasterly along the line of said Caymus Rancho to Napa river; thence down Napa river to the place of beginning.



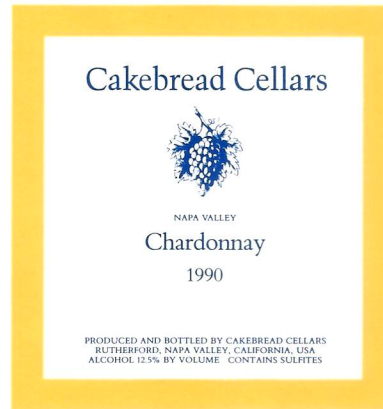


NAPA  
VALLEY  
WINE  
AUCTION

1 9 9 2

# CAKEBREAD CELLARS

Cakebread Cellars was founded in 1973 by Jack and Dolores Cakebread. Located near Rutherford, the heart of the Napa Valley, Cakebread Cellars has developed a reputation for producing balanced, flavorful wines. The family-owned winery includes sons Bruce, the



winemaker, and Dennis, who is responsible for operations and marketing. Cakebread Cellars produces Sauvignon Blanc, Chardonnay, Chardonnay Reserve, Cabernet Sauvignon and Rutherford Reserve Cabernet Sauvignon, all made exclusively from Napa Valley grapes. ■



## WINE DESCRIPTION

## VINTAGE

### CABERNET SAUVIGNON

1982, 1983, 1984, 1985, 1986

*A vertical selection of some of Napa Valley's best vintages.*

**161** 5-3L bottles, 1 each vintage per lot \$1,000



### CABERNET SAUVIGNON

1991

*This vintage is offered in the tradition of Cakebread Cellars annual barrel offering at the auction. To be bottled in conventional sizes to the specifications of the winning bidder(s). Estimated release February 1994.*

**162** 2 cases per case \$250

**163** 3 cases per case \$250

**164** 5 cases per case \$250



### CABERNET SAUVIGNON Joseph Phelps Vineyards

1973

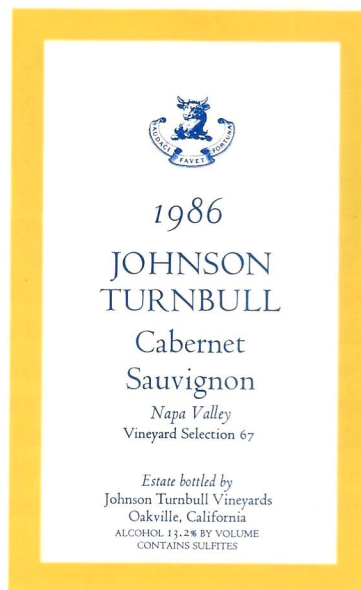
*This is the first Cabernet released by Joseph Phelps. The winemaker was Walter Schug.*

**165** 9 four-fifths quart bottles per lot \$900

Mr. and Mrs. William D. Maus, Jr., St. Helena, California

# JOHNSON TURNBULL VINEYARDS

Johnson Turnbull Vineyards was founded by Reverdy Johnson and Bill Turnbull fifteen years ago. Their first eight vintages, 1979 through 1986, were produced in a classic turn-of-the-century barn on their Oakville property that they renovated for winery use. In 1987 they completed a major addition, designed by Turnbull that has received several notable architectural awards. Winemaker Kristin Belair joined Johnson Turnbull in 1985.



Two Cabernets are produced from the Oakville property: the Estate Cabernet Sauvignon, which incorporates Cabernet Franc as part of the blend, and Vineyard Selection 67, which is made from a 5-acre block of vines that are the last of the original planting in 1967. The Turnbulls' hillside vineyard in Knights Valley, Teviot Springs Vineyard, is the source of the Johnson Turnbull Chardonnay. ■



## WINE DESCRIPTION

## VINTAGE

### CABERNET SAUVIGNON - Vineyard Selection 67

1990

*Estimated release March 1994.*

<b>57</b> 2 cases	per case	\$275
<b>58</b> 3 cases	per case	\$275
<b>59</b> 5 cases	per case	\$275



### CABERNET SAUVIGNON Diamond Creek Vineyards

1982

*One double magnum of 1982 Gravelly Meadow and a picture of Flying B Farms' stakes horse Gravelly Meadow winning one of his many races.*

<b>60</b> 1 double magnum	per lot	\$900
---------------------------	---------	-------

Gail and David Bloom, Thousand Oaks, California

**NAPA VALLEY WINE HISTORY, AND STATISTICS FOR THE PAST SEASON.**

[From the St. Helena Star.]

The manufacture of wine in some form in this valley, as in the entire State, antedates the discovery of gold, but at that early period had not risen to the dignity of a business. In those days wine was made in the most crude manner, in mere driblets, and according to the old Spanish custom was manufactured and stored in cowhides. Such things as casks and tanks were then unknown in wine-making on this coast, or at least they were not available.

About the years 1856 or 1857 Mr. Charles Krug, of this place, then a young man residing in San Francisco, at the solicitation of a friend who had a small vineyard in Sonoma valley, went up into that valley and manufactured a small quantity of wine simply as a business experiment, but with no very marked results. In the year 1858 he came to this valley and began the manufacture of wine as a business, and on the shares, at a place of Mr. John Patchett, of Napa, who also had a small vineyard—as, indeed, there were many in the State, but all of what is known as the Mission grape. The following year he manufactured a small quantity on the same terms as before, for Mr. Louis Bruck, on the old flour mill ranch between St. Helena and Calistoga, and the succeeding year, 1860, he manufactured a quantity of wine on the shares for old Mr. Yount, of Yountville. He thus found by experience that the entire valley was well adapted to the culture of the grapes and manufacture of wine. With this knowledge, he located himself where he now lives, and has continued to extend his business up to the present time.

In the meantime Mr. Krug was followed by Mr. H. A. Pellet, who manufactured wine at Patchett's vineyard, in Napa, till about the year 1863, when he came to this locality, and manufactured wine for Dr. Crane, from a small vineyard of mission grapes, to the year 1866, when he entered into a copartnership with Mr. D. B. Carver, of this place, and has since continued his chosen occupation, under the well known firm name of Pellet & Carver, up to the present year, when the firm dissolved, both gentlemen, however, continuing in the business.

Messrs. Krug and Pellet are therefore the pioneers in the business in this valley, and in this day of their success it sounds somewhat romantic to hear them tell of their struggles and trials in developing what is now the principal business of the valley, and especially of the upper portion; a business which has justly attracted the attention of the entire commercial world to this favored locality.

With the keen sagacity of their kind, they saw that a profitable business would result from their humble efforts, but little could they have dreamed of the magnitude of the industry they were so assiduously striving to develop.

Quickly upon their heels followed several other gentlemen in further development of the wine business, but though great quantities could be produced the wine proved to be of an inferior quality.

Dr. G. B. Crane, in 1860, set out the first vineyard in St. Helena district for the express purpose of wine making. This was the first vineyard of foreign grapes in the valley, and was in full bearing about 1867. In 1861 occurred the great excitement in the wine business in this vicinity, everybody rushed pell-mell into the business and a great extent of vineyard was set out. Among the early planters with a view to the business of wine making were Messrs. Hudson, Pellet, York, Dr. Rule, Dr. Crane and others whom we do not recall, but they made the mistake of putting out the mission grape, a mistake which has only been rectified after years of labor and vast expenditure of capital, not to speak of the imperiling of the entire business and the loss occurred through the depreciated reputation of wines manufactured. The rush in this district extended to the lower portions of the valley, and they soon began to plant vineyards on an extensive scale at Napa and Yountville, but continued the mistake begun here.

Instigated by the success of Dr. Crane's vineyard of foreign grapes, by the failure to produce a readily marketable wine from the Mission grape, and by the personal efforts of Mr. Pellet in this direction, the wholesale planting of foreign grapes began in this district in 1867-8, about the time Dr. Crane's vineyard had come in full bearing, and the Mission grape was as hastily deserted as it had been eagerly adopted. Most of the foreign cuttings were obtained from Green Valley, then a noted wine producing point in Solano county, and from Sonoma valley.

In order to promote a business of the ultimate success of which they now felt thoroughly assured, and in which their entire energies were now enlisted, the more prominent wine growers of this district decided among themselves to pursue a liberal policy toward those who desired to set up in the business, and needed aid, by furnishing them cuttings, without charge, of the foreign grapes, then not so readily obtained as now, a course which they have never had cause to regret, and which will never fail of ample reward in any business.

With 1870-1 came a period in the history of wine growing in this district that will long be remembered by those directly interested. It was the period of the great depression in the California wine business, and especially of the wine business of this valley and district. The Mission grapes planted in 1860-1 had now come into abundant bearing, and when it was thought that the most sanguine hopes would be fully realized, the wines, as we have already noticed, proved almost worthless, or at least of very inferior quality. Several circumstances conspired to produce this unfavorable result, the first of which was the inferior quality of the grape. Inexperience in the business, imperfection of tools and want of proper accommodations were other deteriorating circumstances.

Great quantities of these inferior wines had been shipped to the Eastern States, and, proving comparatively unsaleable, the relapse was immediate and well-nigh fatal. Aside from this, the business was compelled to battle against the prejudices of European wine drinkers in California, itself, as well as in the

East, indeed, we could scarcely call it prejudice then, though it would be now in the full sense of the word, did such a feeling exist at all.

Now began the real struggle of the business; the struggle for character, for a favorable reputation, for a place in the commercial world. Even in the face of these overwhelming difficulties and most disastrous reverses, the three or four pioneers of the district never flinched from the struggle, though they knew it must be long and fought inch by inch. They saw where the difficulty was, they knew well the resources of soil and climate, they were willing to trust to time and their own dauntless energies to right what had gone so far astray. They now lacked the necessary capital, and what was more, they lacked credit. San Francisco capitalists had ever regarded them with suspicion and now were shyer than ever. It seemed almost impossible to raise funds for the improvements that were known to be necessary to the success of the business. Little by little these many difficulties were last surmounted, till finally, about 1876-7, the wines of St. Helena District began to attract the attention of the business, and found much more ready sale, but, of course, were still of a somewhat suspicious character, and therefore submitted to the severest and most scrutinizing tests. They came through the ordeal all that had been hoped for them by our anxious wine growers, and to-day St. Helena District stands head and shoulders above any other wine-producing district on the continent, for the quality, if not the quantity, of its wines, and its products are peer in the market to the best European wines. Napa county, with Sonoma, has thus gained the general reputation of a high position among wine producing countries, for these counties have also made general progress in the business, though, perhaps, not to the extent St. Helena has gone. These results have been brought about, here, by the better knowledge of the business which experience has given, for it was found that the processes of other countries were ineffectual in our peculiar locality, and experience had to produce processes more suitable; by better varieties of grapes, which are now essentially European; by improved and more commodious cellars, and by the abundance of capital which now seeks investment in the business, a certain evidence of its prosperity.

In this district orders from the Eastern wholesale houses now come, in most cases, directly to the producer, an indication of the confidence of Eastern dealers in the business here.

Of the nearly one million gallons manufactured in St. Helena District this season, scarcely seventy-five thousand are from Mission grapes, and that used for the manufacture of brandy exclusively. Owing to the fact that the Mission grape has not been more than half a crop throughout the entire State, the aggregate wine manufacture of the past season will fall much below what it would have been with a full crop of Mission. After careful inquiry and visits to many of the cellars of the valley during the past two months, we are able to give what we believe to be a quite accurate statement of the wine manufacture of Napa Valley, during the season just closed, though it is possible there may be some unintentional omissions of small quantities. This plan of wine statistics was originally intended to extend to other wine producing counties of the State, but failing to elicit any response from parties in those counties on whom we were compelled to depend for investigation, we can but give the figures for our own valley, which we separate into three districts, named in order of the quantity of wine production, each individual manufacturing the number of gallons as below tabulated.

ST. HELENA DISTRICT.	
Charles Krug	225,000
William Sheffler	140,000
Beringer Brothers	100,000
John Thomas	90,000
T. A. Giaque	60,000
J. C. Weinberger	55,000
J. Lewelling	45,000
J. Laurent	42,000
F. & A. Spiaroni	42,000
Metzner & Co.	25,000
B. Tosetti	20,000
R. S. Heath	20,000
J. H. McCord	15,000
J. Schrant	15,000
J. J. H. Medean	9,000
Rossi & Co.	7,500
Conrad Wegeley	6,000
W. W. Lyman	5,000
Trumpler & Lenthold	3,000
C. T. MoEachran	1,100
L. Roulet & Co.	1,000
Mr. Klotz	1,000
Total	971,600

YOUNTVILLE DISTRICT (INCLUDING OAKVILLE).	
G. Groezinger	180,000
H. W. Crabb	165,000
G. Pampel	150,000
Terrill Grigsby	55,000
Brun & Co.	30,000
Jeanmond	25,000
Total	605,000

NAPA DISTRICT.	
P. Van Bever	250,000
G. Barth	100,000
G. Migliavacca	70,000
Hagen Brothers	35,000
B. Semorile	25,000
Sulmini	15,000
Mathew	5,000
F. Borreo	5,000
B. A. Rowey	3,000
Dr. Pettenigill	2,000
Total	510,000

SUMMATION BY DISTRICTS.	
St. Helena	971,600
Yountville, incl. Oakville	605,000
Napa	510,000
Grand Total	2,086,600

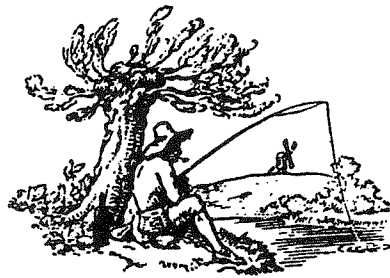
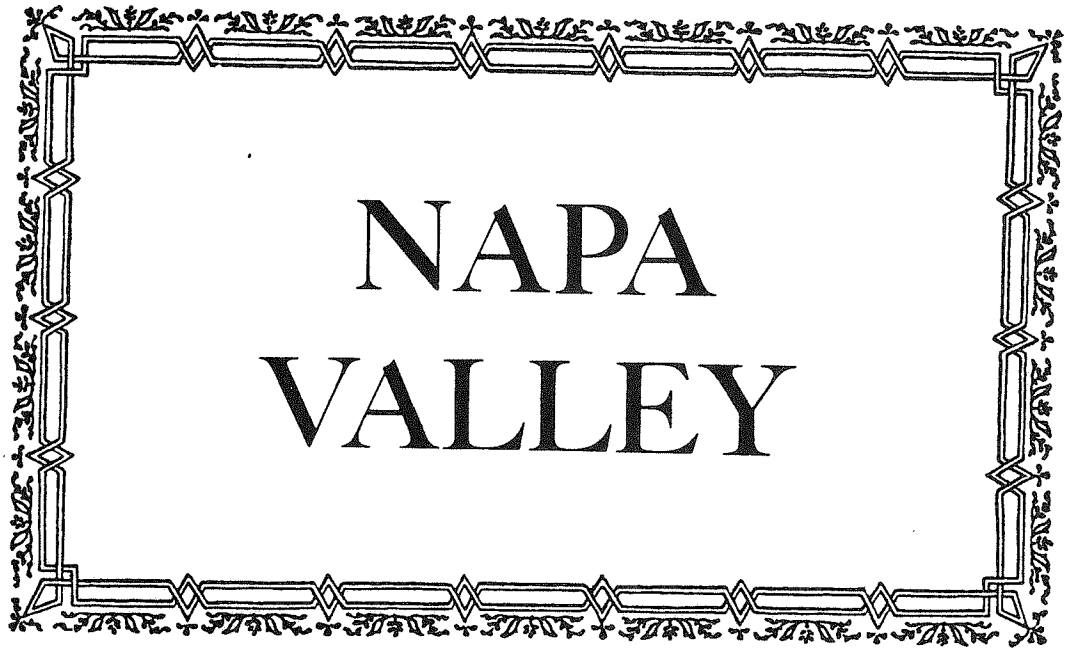
Gallons manufactured in the valley the past season. What is encouraging is that the entire quantity of wine manufactured in the valley the past season is of excellent quality. We have not been able to find a single lot of poor wine anywhere. The invariable answer has been to our question of what success this season, "Never better; haven't lost a gallon, nor have we a gallon of poor wines of this season's vintage, in the cellar." The valley has been overrun with purchasers of the new vintage, and most of our manufacturers have standing offers for the contents of their cellars, especially in this district. The prospect of the business for the future could scarcely be better, nor are our wine men of the stuff that would ask for anything better than a fair showing for their products in the markets and a favorable season.



**EXHIBIT "J"**

**Various references using Zinfandel Lane boundary**

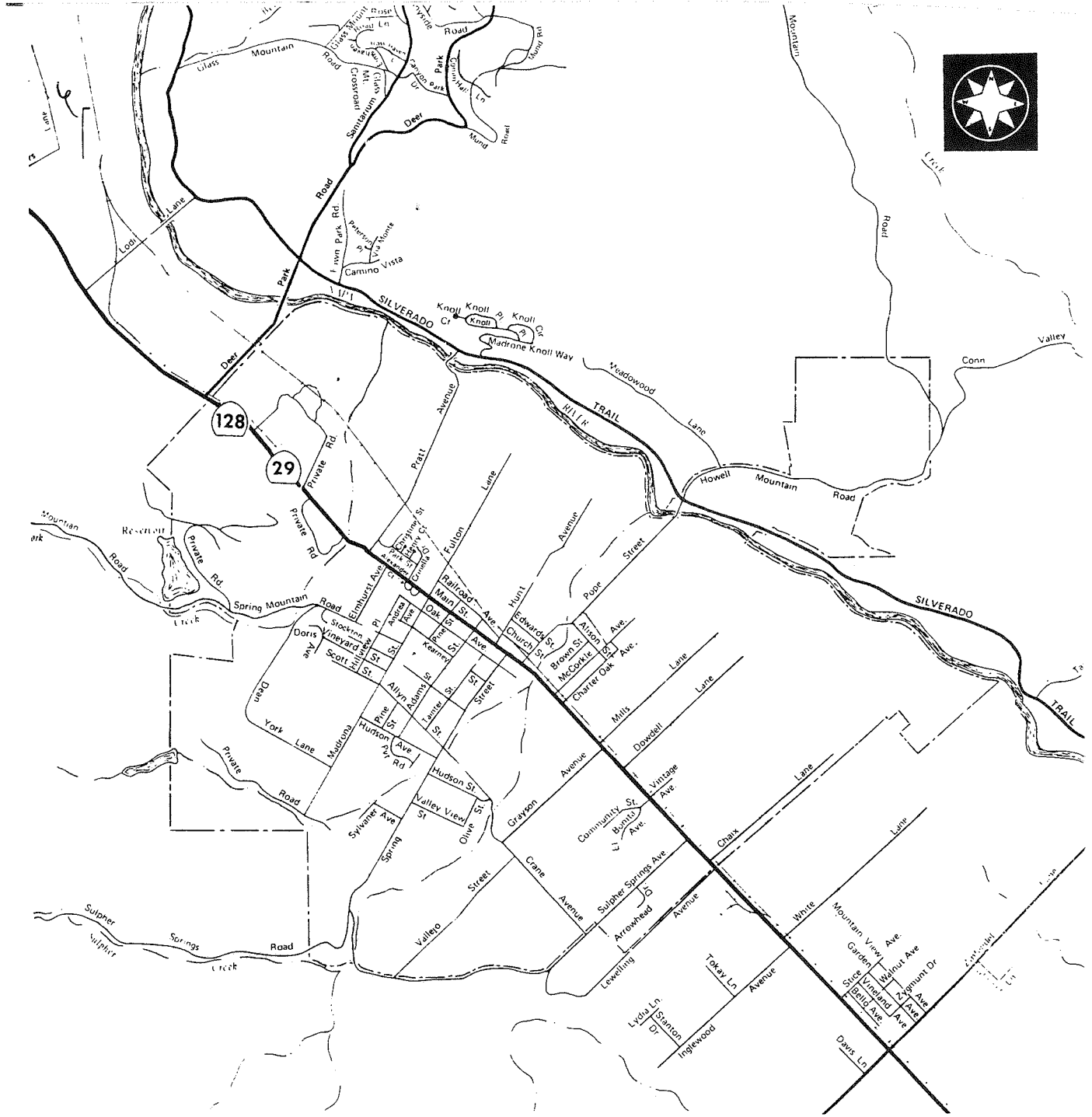
# *Wine Tour*



Jeffrey Caldewey

A Vintage Image Book

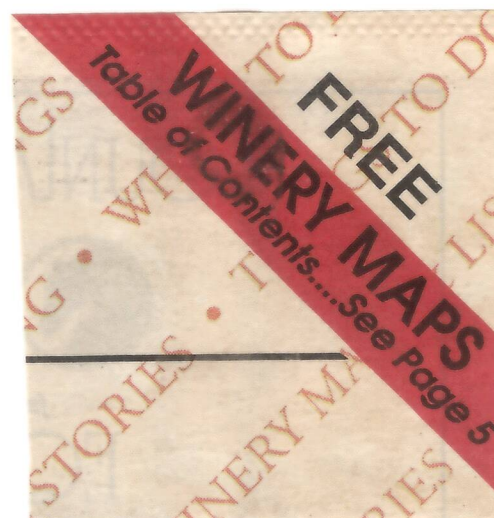
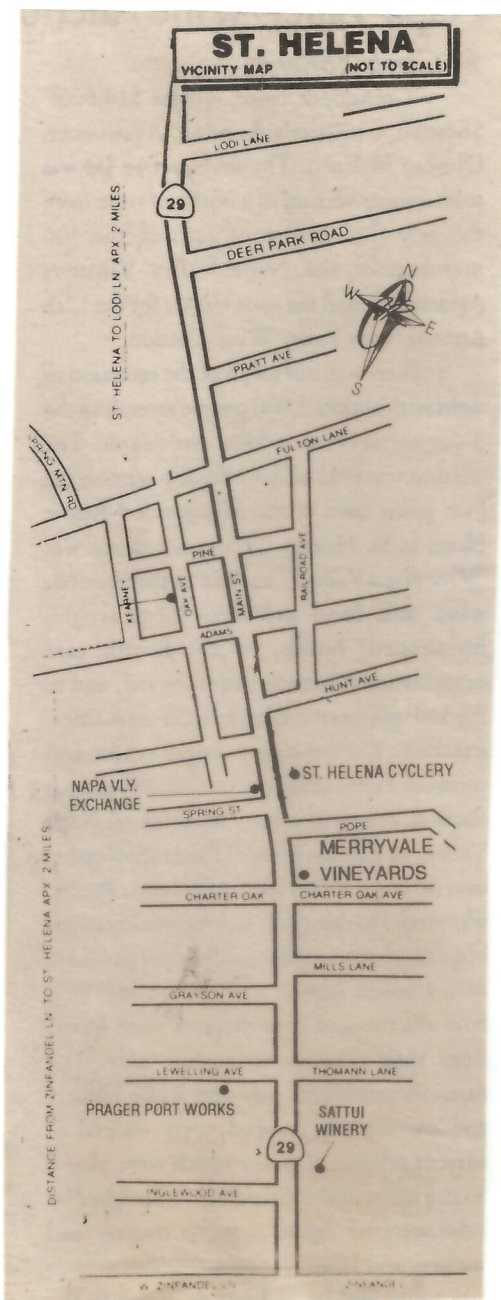
Published by The Wine Appreciation Guild



# St. Helena

# California Visitors Review

July 10, 1992 • Published Weekly Since 1981

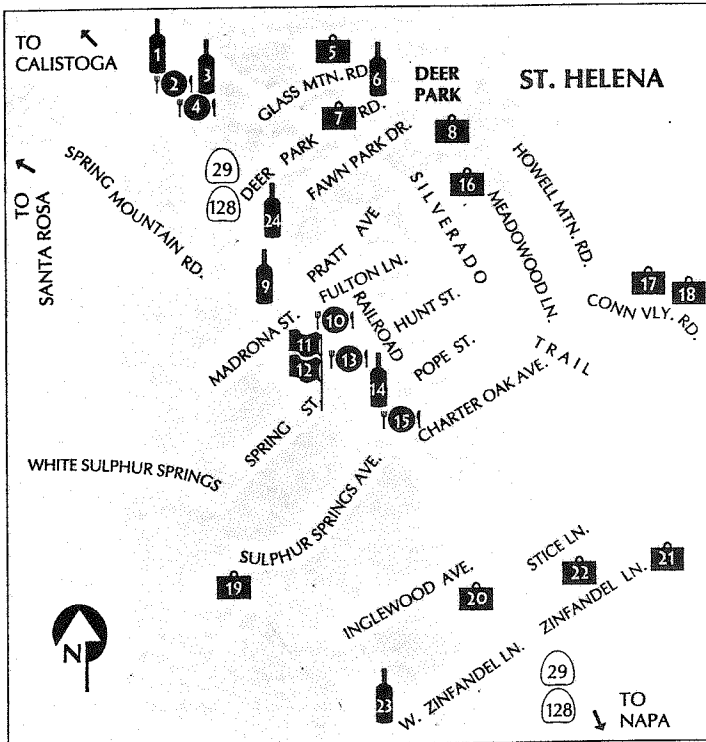


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WINE COUNTRY AND THE NORTHERN COAST



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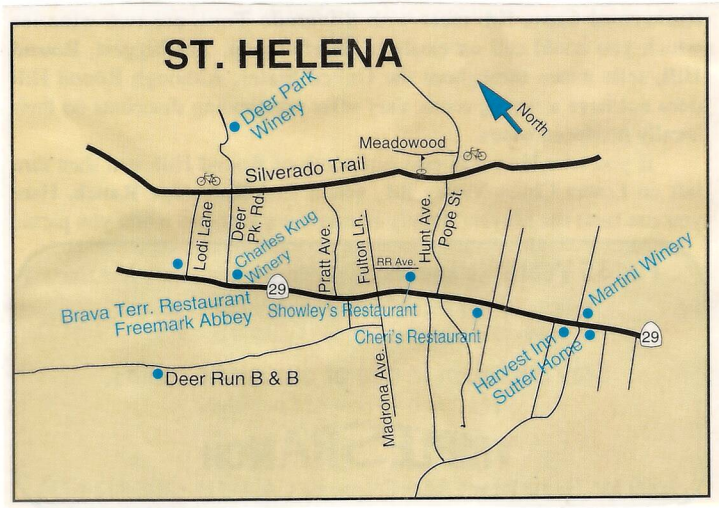
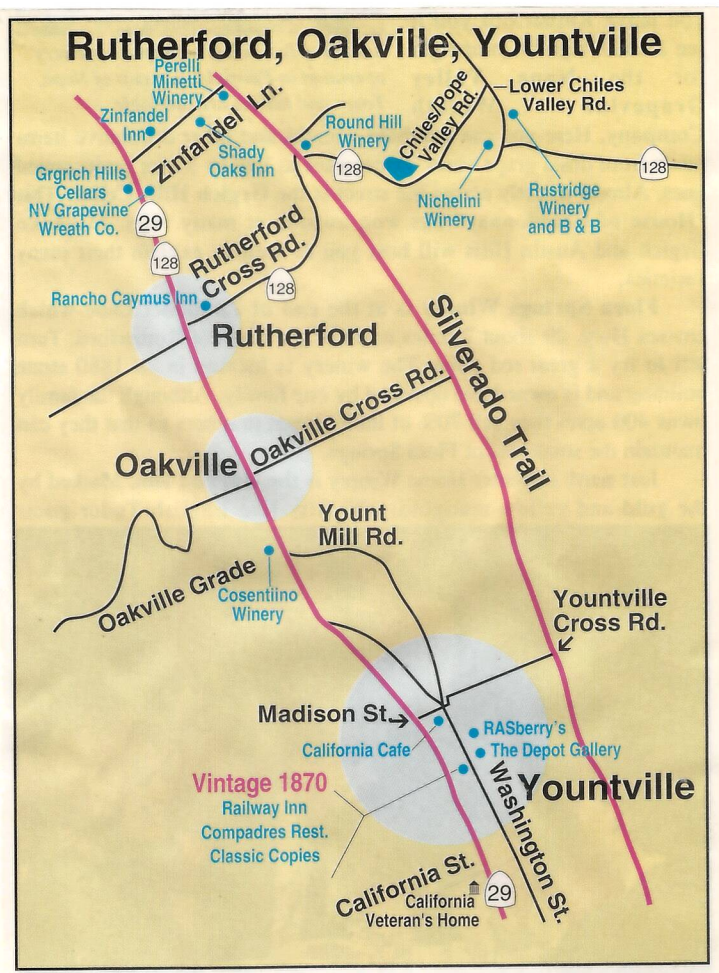
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**WINE COUNTRY GUIDE**

July 1992



Your Guide to Napa, Sonoma, Mendocino and Lake Counties





# MATTIOLI'S IN YOUR POCKET GUIDE

## YOUNTVILLE OAKVILLE RUTHERFORD



WINERIES  
RESTAURANTS  
SHOPS · LODGING

MATTIOLI  
ORIGINAL

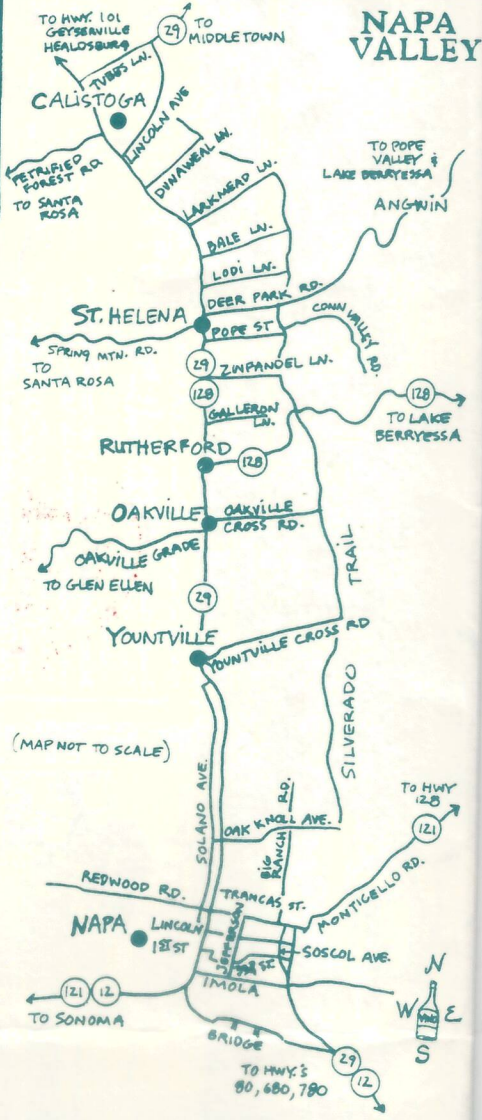
\$150

NAPA  
VALLEY  
CA.



Lodging built of red brick nestles in its lush followed by a Champagne breakfast. You will Vintage 1870 0325 Washington Street

# NAPA VALLEY



(MAP NOT TO SCALE)

## ACCOMMODATIONS

Napa Valley Tourist Bureau 6488 Washington Street, P.O. Box 3240, Yountville, CA 94599 (707) 944-1558. Great accommodation service.

## B&B's / LODGING / INNS

Auberge du Soleil Resort 180 Rutherford Hill Rd., Rutherford, CA 94573. (707) 963-1211. Country Inn nestled on hillside — panoramic views of Napa Valley. Heated pool, jacuzzi, saunas, massage and tennis pro plus 3 tennis courts. Internationally acclaimed restaurant offering al fresco dining. Bar with piano entertainment on weekends. 24-hour room service. Bodegaux House 6600 Washington St., Yountville, CA 94599. 944-2855. A unique

The directory  
(707) area code

Ballrooms Above the Valley P.O. Box 3838, Napa, CA 94558. (707) 253-2222 or 1-800-GO HOT AIR (1-800-464-6824). Treat yourself and someone special to a colorful "Aerial Nature Walk" over the beautiful Napa Valley.

## SHOPPING

The Beard Plaza 6540 Washington St., Yountville, CA 94599. For the finest in Napa Valley shopping: gifts, Art Glass, Fine Art, Photography and Wine Tasting. S. Claus 7331 St. Helena Hwy. (1.5 miles north of Yountville). 944-XMAS. This unique and exciting Christmas wonderland has handcrafted & imported ornaments. Personalized ornaments, treeops, stockings, lights, nutcrackers. Enjoy GRAPEVINE GIFTS for wine-related items; and WINECOUNTRY COUNTRY for antique & country gifts. Hrs. Thurs.-M. 10-6; June 1st daily 10-6.

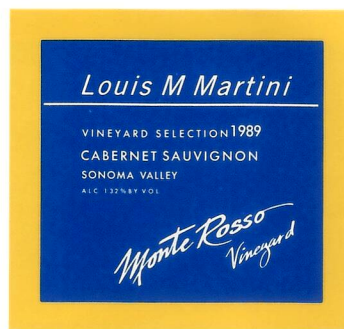
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• OAKVILLE  
• RUTHERFORD  
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• CALISTOGA  
• SONOMA  
• GLEN ELLEN  
• HEALDSBURG  
MORE INFO.  
(707) 945-2006  
HAPPY TRAILS,  
Madd Mathis



# LOUIS M. MARTINI WINERY

The Louis M. Martini Winery of St. Helena is a family enterprise founded in 1922 by Louis M. Martini. His son, Louis P. Martini, after operating the winery for more than 30 years, has semi-retired to chairman of the board. The founder's granddaughter, Carolyn, has assumed the position of president; grandson Michael is vice president and winemaker.

The family owns 1,500 acres of vineyard land, 1,000 of which are currently in production. Its heart is the Monte Rosso Vineyard high in the Mayacamas Mountains, in whose red volcanic soil Martini's Cabernet Sauvignons and Zinfandels grow to perfection. Other important acreage includes two Carneros appellation ranches planted to Pinot Noir and Chardonnay; vineyards on the Russian River south of Healdsburg, planted to Chardonnay, Merlot, and Gewurztraminer; and a Chiles Valley ranch featuring Zinfandel, Petite Sirah, and Cabernet



Sauvignon. Recent acquisitions include acreage in Pope Valley and southern Lake County. It is anticipated that these areas will prove ideal for Cabernet Sauvignon and Barbera.

Martini's basic philosophy is one of slow controlled growth of both vineyards and winery. This allows time to study the micro-

climates and soil types of the vineyard locations so that each variety of grape is grown in the environment that is best suited to its characteristics. Winemaking at Martini is a combination of modern scientific technique, old fashioned care and attention to detail.

Traditionally, Martini wines have shown strong varietal characteristics, relatively free of dominant outside flavors, except for the subtle complexity added by aging first in wood, then in the bottle. The wines are styled to be drinkable when released, but balanced to age well. ■



## WINE DESCRIPTION

## VINTAGE

<b>CABERNET SAUVIGNON - Monte Rosso</b>	<b>1987</b>
<b>PINOT NOIR - La Loma</b>	<b>1988</b>
<b>MERLOT - Los Vinedos Del Rio</b>	<b>1987</b>
<b>CHARDONNAY - Las Amigas</b>	<b>1989</b>

*A beautiful presentation of Louis Martini's Vineyard Selection wines. The lot represents an outstanding example of each vineyard's forte, presented in an attractive wooden box.*

**192** 24-750ml bottles, 6 each varietal per lot \$500

<b>CABERNET SAUVIGNON - Napa Valley Reserve</b>	<b>1988</b>
---	-------------

*Three double magnums of the 1988 Napa Valley Reserve Cabernet Sauvignon, introducing the new reserve label, packaged in handsome wooden boxes. An excellent example of Napa Valley's finest varietal in its classic style.*

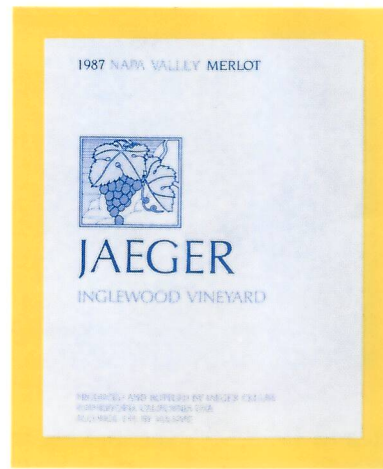
**193** 3 double magnums per lot \$100

# JAEGER INGLEWOOD

Grapes first flourished at **Inglewood Estate, St. Helena**, in the early 1880s. Located in an ancient river bed at the foot of the western Napa Valley hills, this beautiful estate is known today for Jaeger Inglewood Merlot.

Bill Jaeger became a fan of Merlot while visiting the Pomerol region in Bordeaux in the 1960s. Although very little Merlot was planted in the Napa Valley at that time, Bill was sure that Americans would eventually share his enthusiasm for this varietal because of its richness and early drinkability, and was convinced that the future of Inglewood lay with Merlot.

Inglewood soil is very deep gravel loam with unique water conditions. During the early growing season, ample water helps establish the vines,



but then drains away when the fruit must ripen, putting the vines under stress. This is ideal for producing fine Merlot grapes of intense, berry-like flavor, which are characteristics of fine Merlot. Trusting his instincts and knowledge of wines, Bill began planting Merlot, as well as Cabernet Sauvignon and Cabernet Franc, in 1968.

Jaeger Inglewood Estate Merlot is vinted by winemaker Joe Cafaro in the Bordeaux tradition, blending Cabernet Sauvignon and Cabernet Franc for depth, complexity, and suppleness. The wine ages in small French oak barrels in hillside caves for nearly two years, followed by two years of bottle age before release. Ruby purple in color, it has rich aromas and flavors, excellent balance, robust tannins, and a long finish.



## WINE DESCRIPTION

## VINTAGE

### MERLOT

**1980, 1981, 1982**

*Three imperials of Jaeger Inglewood Merlot, produced in the estate tradition, from the winery's first three vintages. The imperials are signed by the Jaeger family and presented in individual wooden boxes.*

**47** 3-6L imperials

per lot \$1,000



### MERLOT

**1990**

*Produced entirely from grapes grown at the Jaeger family's Inglewood Estate, whose deep gravel loam soil and excellent drainage are ideal for the cultivation of outstanding Merlot. Estimated release fall 1994.*

**48** 2 cases

per case \$150

**49** 3 cases

per case \$150

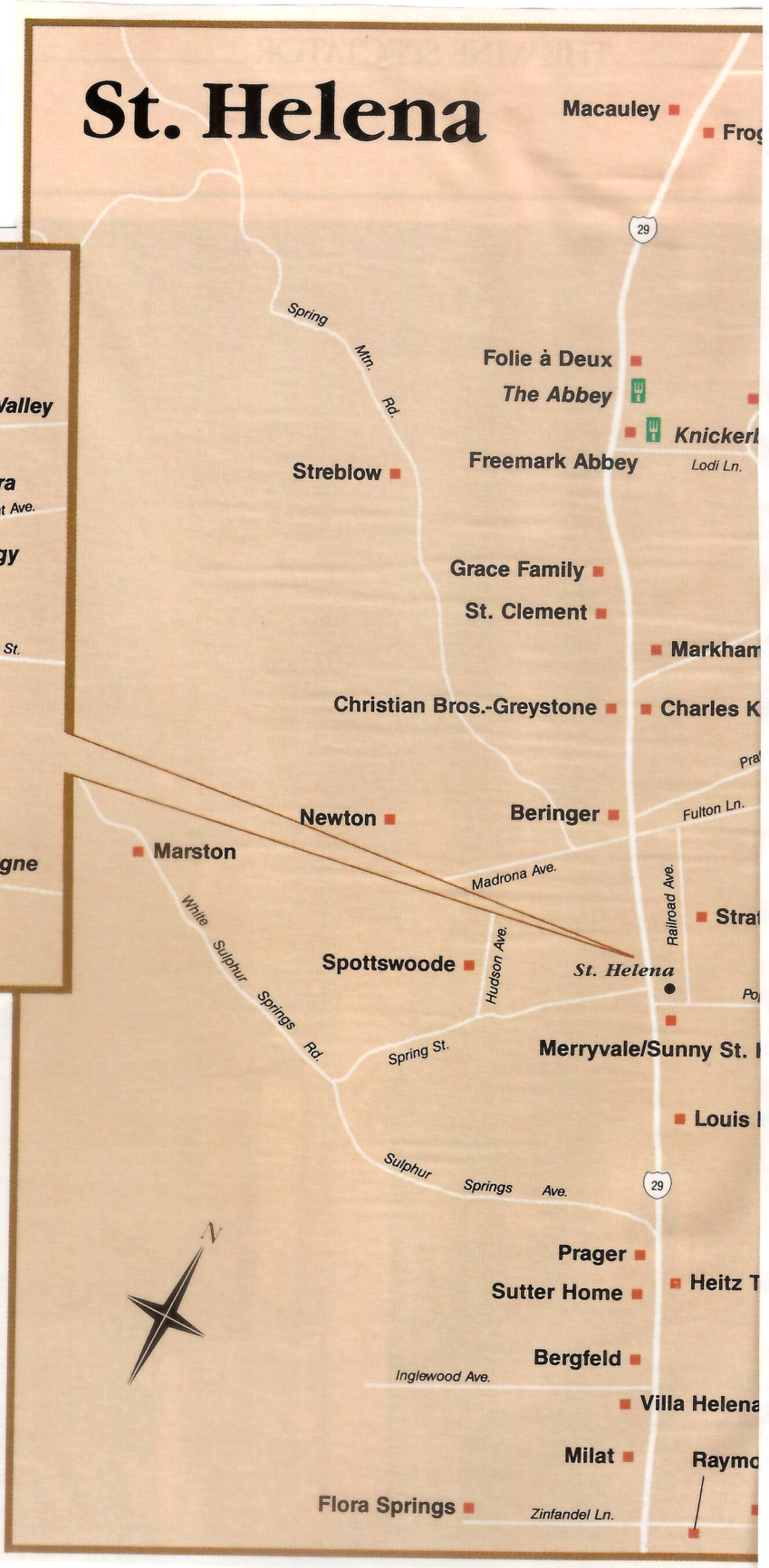
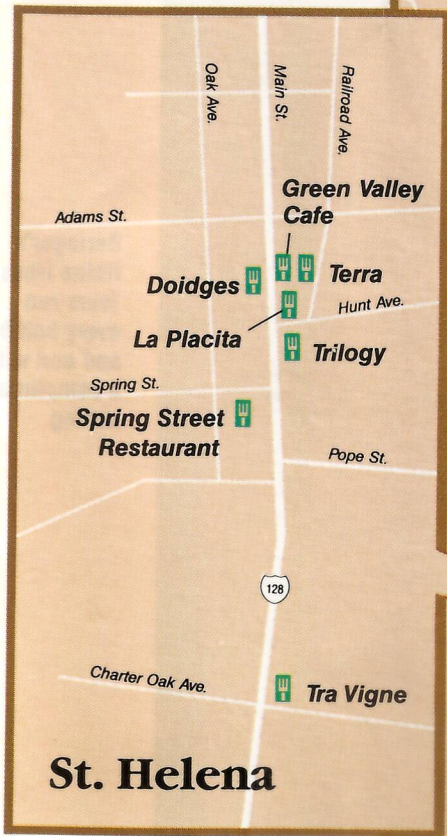
**50** 5 cases

per case \$150

# Something for Everyone In St. Helena

# St. Helena

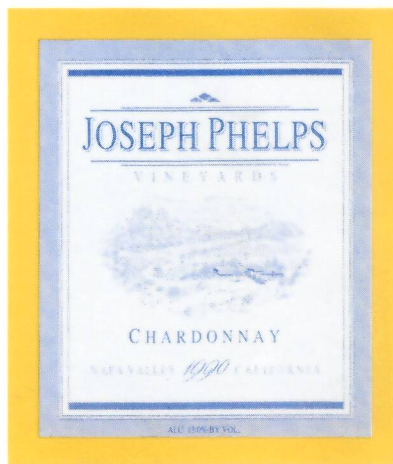
10  
MAY 31 1930



# JOSEPH PHELPS VINEYARDS

The wines of Joseph Phelps Vineyards made their debut with the vintage of 1973, just one year after Phelps purchased the former Connolly Hereford Ranch with the intention of creating his own winery and vineyards. The property lies in Spring Valley, a small fold in the hills east of St. Helena. In planting just 175 of the ranch's 625 acres to grapes, Phelps achieved the objective of preserving Spring Valley's natural appearance and also succeeded in adapting the site to the specific needs of the varietals.

In addition to the St. Helena area ranch, the winery owns vineyards in Carneros and Yountville where Chardonnay is grown, as well as in the Stags Leap District and Rutherford area where Cabernet Sauvignon, Cabernet Franc, and Merlot have been planted.



Even these diverse plantings cannot satisfy every requirement necessary to produce the wines Phelps wants. Recognizing this, the winery also purchases grapes from selected growers, the finest of which are sometimes identified on the labels.

The key figures associated with the winery are proprietor Joseph Phelps, president Bruce Neyers, and vice-president and winemaker Craig Williams.

They are responsible for a list of varietals that includes Chardonnay, Sauvignon Blanc, Cabernet Sauvignon, and Merlot. In addition, four Rhone-style wines are produced under the newly developed Vin du Mistral label. They include Syrah, Viognier, Grenache, and a blend of Mourvedre, Grenache and Syrah called simply *Le Mistral*. ■



WINE DESCRIPTION

VINTAGE

**VIN DU MISTRAL VIOGNIER**

**1989, 1990, 1991**

*A vertical selection of our first three vintages of estate-grown Viognier, the rare white grape of France's northern Rhone Valley. Never sold in this large format, these magnums are offered in a wooden box, hand-painted by San Francisco artist Carole Lansdown.*

**105** 3-1.5L magnums

per lot \$200

**DESSERT WINE MAGNUMS:**

**JOHANNISBERG RIESLING -  
Late Harvest**

**1989**

**JOHANNISBERG RIESLING -  
Special Select Late Harvest**

**1989**

**SCHEUREBE -  
Special Select Late Harvest**

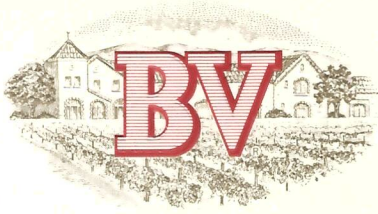
**1989**

*The September rains of the 1989 harvest provided us with one of the best crops of botrytis-infected Riesling and Scheurebe we've seen in a decade. These magnums are offered in a handcrafted, wood presentation case.*

**106** 3-1.5L magnums

per lot \$300

ESTATE BOTTLED



*Beaulieu Vineyard*

BEAUFORT.

NAPA VALLEY  
CHARDONNAY

ALC. 13.5% BY VOL.

PRODUCED AND BOTTLED BY BEAULIEU VINEYARD, RUTHERFORD, CA

FOUNDED 1900



*Beaulieu Vineyard*

1989

BEAUFORT.

NAPA VALLEY  
FUMÉ BLANC

PRODUCED AND BOTTLED BY BEAULIEU VINEYARD, RUTHERFORD, CA ALC. 12.8% BY VOL.

ESTATE BOTTLED



*Beaulieu Vineyard*

RUTHERFORD

NAPA VALLEY  
CABERNET SAUVIGNON

ALC. 12.7% BY VOL.

PRODUCED AND BOTTLED BY BEAULIEU VINEYARD, RUTHERFORD, CA

ESTATE BOTTLED

*Beaulieu Vineyard*



GEORGES DE LATOUR  
PRIVATE RESERVE

NAPA VALLEY CABERNET SAUVIGNON

ALC. 12.9% BY VOL.

PRODUCED AND BOTTLED BY BEAULIEU VINEYARD, RUTHERFORD, CA

52

HOLLAND & HART  
ATTORNEYS AT LAW

DENVER  
DENVER TECH CENTER  
COLORADO SPRINGS  
ASPEN  
BILLINGS  
BOISE  
CHEYENNE  
JACKSON  
WASHINGTON, D.C.

SUITE 310  
1001 PENNSYLVANIA AVENUE N.W.  
WASHINGTON, D.C. 20004-2505

TELEPHONE (202) 638-5500  
FACSIMILE (202) 737-8998

July 21, 1992

WILLIAM F. DEMAREST, JR.

Chief  
Wine and Beer Branch  
Bureau of Alcohol, Tobacco and Firearms  
5th Floor  
650 Massachusetts Avenue, N.W.  
Washington, D.C. 20226

Re: Notice No. 738

Gentlemen:

Enclosed are the written comments of the Growers for Meaningful Appellations in response to the Bureau's Notice No. 738 published in the Federal Register of April 22, 1992. Please direct any communications regarding these comments or any further proceedings in connection with the Rutherford and Oakville appellation of origin proceedings to the undersigned at the above address.

Please acknowledge the filing of these comments by stamping and returning the copy enclosed for this purpose.

Sincerely,

*William F. Demarest*  
William F. Demarest, Jr.

Enclosure

COMMENTS OF GROWERS FOR MEANINGFUL APPELLATIONS  
ON  
PROPOSED OAKVILLE AND RUTHERFORD  
VITICULTURAL AREAS

BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
DEPARTMENT OF THE TREASURY

ATF NOTICE NO. 738

JULY 21, 1992

These Comments are filed by the Growers for Meaningful Appellations ("GMA") in response to the Notice of the Bureau of Alcohol, Tobacco and Firearms ("ATF") published in the Federal Register of April 22, 1992 (57 Fed. Reg. 14681) (Notice No. 738).

**INTRODUCTION**

Growers for Meaningful Appellations is an ad hoc organization financially supported by <sup>30 R&W</sup>~~31~~ growers of premium wine grapes located in the Napa Valley. These growers own and operate more than <sup>3196 R&W</sup>~~3391~~ acres of cultivated vineyards within the area of the proposed Oakville and Rutherford appellations. This acreage represents <sup>nearly R&W</sup>~~more than~~ 50% of the cultivated vineyard acreage of the area outside the proposed boundaries of the "Benches" but within the boundaries of the proposed Oakville and Rutherford appellations. Several of the members of GMA are also vintners who produce wine within the proposed boundaries of the Rutherford and Oakville viticultural areas. The membership of GMA is identified on Exhibit A to these Comments.

GMA was formed in 1990 principally to oppose the companion Requests for Rulemaking on the Rutherford and Oakville "Benches" filed simultaneously with the Requests for Rulemaking on the



Rutherford and Oakville appellations which are the subject of this rulemaking. With the reservations noted below, GMA supports the proposed designation of the Rutherford and Oakville viticultural areas. Nevertheless, aspects of the designation of the Rutherford and Oakville viticultural areas raise issues of special concern to GMA because of their potential precedential effect on the pending Request for designation of the Rutherford and Oakville "Benches" as "subappellations" within the proposed Rutherford and Oakville viticultural areas.

**RELATIONSHIP OF PROPOSED RUTHERFORD AND OAKVILLE APPELLATIONS TO THE PROPOSED "BENCHES" APPELLATIONS**

GMA is strongly opposed to any action by the ATF which could favor designation of the Rutherford and Oakville "Benches." GMA has reviewed the Requests for designation of the "Benches" as viticultural areas and believes that, unlike the pending proposals to designate the Rutherford and Oakville viticultural areas, the proposals for designation of the "Benches" are fatally deficient in four respects:

(1) The areas proposed to be designated as the Rutherford and Oakville "Bench" viticultural areas do not possess sufficient viticultural distinctiveness to warrant designation as an appellation separate from the Rutherford and Oakville viticultural areas which entirely subsume the areas of the proposed "Benches."

(2) The distinctive viticultural characteristics of the proposed Rutherford and Oakville viticultural areas are

common to both the areas proposed for inclusion within the "Benches" and areas not included within the proposed "Benches."

(3) There is virtually no evidence of historical use of the "Bench" moniker in connection with wines produced from grapes grown within the proposed area. To the contrary, the limited "evidence," scant as it may be, offered in support of the proposed designation of the "Benches," is the use of the term "Rutherford dust" to describe a taste characteristic of wines produced from grapes grown in the general mid-valley area encompassed by the proposed Rutherford and Oakville appellations. This evidence supports the proposed designation of Rutherford and Oakville as evidence of viticultural distinctiveness. It is most emphatically not, however, evidence of historical use of the "Rutherford Bench" appellation. Absolutely no independent evidence<sup>1</sup> has been offered to connect the distinctive taste described by the term "Rutherford dust" exclusively with wine produced from grapes grown within the proposed "Rutherford Bench" viticultural area (as distinguished from wines produced from grapes grown generally within the proposed boundaries of the encompassing "Rutherford" and "Oakville" viticultural areas). Moreover,

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<sup>1</sup> In this regard, GMA cautions ATF to be cautious not to be misled by self-serving "evidence" of historical use generated by the public relations agents of the proponents of the designation of the "Benches" as separate viticultural areas.

no evidence at all has been offered in support of the newly-coined appellation "Oakville Bench," which appears to be the product of Madison Avenue rather than of genuine historical use.

(4) Finally, the proposed designation of the "Benches" as separate viticultural areas does not comport with the statutory consumer-protection charter of the ATF. The wine labeling responsibilities of ATF were intended by Congress to protect consumers from false and misleading labeling and advertising in connection with the sale of alcoholic beverages. ATF was never charged with promoting the competitive position of any one group of growers or vintners vis-a-vis that of any other group of growers or vintners in connection with exercise of ATF's wine labeling authority. Yet that is precisely what ATF would do if it were to entertain the proposal to designate the "Benches" as viticultural areas. Designation of the Rutherford and Oakville viticultural areas supplies the consumer with meaningful information regarding distinctive viticultural characteristics of the wine. To add the "Benches" as subdivisions of Oakville and Rutherford is confusing and misleading!

Accordingly, GMA urges the ATF in the strongest possible terms to summarily **REJECT** the pending proposals for designation of the "Benches" as viticultural areas before taking final action

on the proposals for designation of the Rutherford and Oakville viticultural areas. At minimum it is incumbent that ATF explicitly provide that any favorable action by ATF in connection with the proposals to designate the Rutherford and Oakville viticultural areas shall not be given weight in connection with designation of the proposed "Benches."

**SUPPORT FOR DESIGNATION OF THE RUTHERFORD AND OAKVILLE VITICULTURAL AREAS**

GMA supports the designation of the proposed "Rutherford" and "Oakville" viticultural areas. GMA generally concurs in the assertions in the Application that the mid-valley areas of the floor of the Napa Valley known as Rutherford and Oakville are viticulturally distinct from grape producing areas of the Napa Valley north and south of the proposed contiguous viticultural areas, as well as from the grape producing areas of the higher elevations to the east and west of the proposed viticultural areas.<sup>2</sup> The basis for GMA's assertions respecting the viticultural distinctiveness of the proposed areas is the cumulative product of literally hundreds of man-years of experience in growing wine grapes and in producing fine wines.

GMA believes it important to note that the primary basis for distinguishing between the Rutherford and Oakville viticultural

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<sup>2</sup> There may be limited exceptions necessary where the proposed boundary line, especially a boundary line based solely on elevation crosses a single vineyard.

areas is historical use<sup>3</sup> rather than unique soil, climatic, or other viticultural characteristics. Thus, while GMA believes significant viticultural differences exist between Rutherford and Oakville on the one hand, and the grape growing regions within the valley floor to the north and south, or the grape growing areas of the higher elevations to the east and west of the proposed viticultural areas, GMA does not believe that significant soil, climatic, or other viticultural factors distinguish the proposed Rutherford and Oakville viticultural areas from one another.

That does not mean that these two areas should not be designated as separate viticultural areas, however. The ATF's regulations place equal emphasis upon historical use in establishing a wine appellation. Indeed, the original "Napa Valley" appellation was largely defined by historical use rather than by other viticultural characteristics. Obviously a balancing of several factors is required under the regulations of the ATF. In this case, that balance favors designation of the Rutherford and Oakville viticultural areas based upon:

- (1) viticultural characteristics which distinguish the proposed viticultural areas from the surrounding grape growing areas; and
- (2) historical and current uses which distinguish these areas from one another.

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<sup>3</sup> With the exceptions of Beaulieu Vineyard No. 2 and No. 4, the significance of which is discussed below.

The foregoing analysis also affords a rational basis for a limited "grandfathering" of the use of the Rutherford appellation in connection with wines produced from grapes grown in Beaulieu Vineyards No. 2 and No. 4 notwithstanding the location of these vineyards within the boundaries of the Oakville viticultural area. To do anything else would actually produce a greater potential for confusion of consumers.

#### **PROPOSED BOUNDARIES**

Except as noted below, GMA generally supports the boundaries of the Rutherford and Oakville viticultural areas as proposed.<sup>4</sup> In particular, GMA does not believe that viticultural characteristics and/or historical use support extension of the proposed northern boundary of the Rutherford viticultural area north of Zinfandel Lane. On the other hand, GMA agrees with the submission of the commenters who disagree with the proposed southwestern boundary of the Oakville viticultural area. Based upon the evidence submitted by those commenters and the experience of the members of GMA with viticultural the characteristics of the proposed Oakville viticultural area and/or with the historical and current use of the Oakville appellation, GMA believes the southwestern boundary of the Oakville viticultural area should be Dwyer Road to Highway 29, then Yount

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<sup>4</sup> As previously noted, in addition some alterations of the proposed elevation-based eastern and western boundaries may be appropriate, especially where existing vineyards would be bisected by the proposed elevation-based boundary.

Mill Road to Rector Creek. GMA notes that no substantive evidence has been offered by the Petitioners in favor of a more southerly southwestern boundary for the Oakville viticultural area. GMA opposes any extension of the southwestern boundary of the Oakville viticultural area south of Dwyer Road or Yount Mill Road.

#### **NEED FOR PUBLIC HEARING**

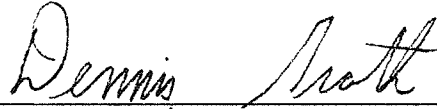
Although ATF has indicated that it does not anticipate a public hearing on the proposals to designate the Rutherford and Oakville viticultural areas, GMA urges ATF to reconsider. Many of GMA's members desire to present oral testimony and to respond to questions regarding the proposed designations. In this regard, the nature of the issues is likely to benefit from oral testimony addressing viticultural characteristics and historical use based on the personal, practical experience of the witness.

The designation of these two viticultural areas is second in economic significance only to the original designation of the "Napa Valley" viticultural area. The Rutherford and Oakville areas are recognized throughout the world by experts and ordinary consumers alike as the premiere grape growing area within the Napa Valley. The decision made by ATF will have profound economic and competitive consequences and may directly affect land values in much the same way as a local zoning decision. Accordingly GMA believes it is not only appropriate, but

essential, that ATF conduct a hearing before any final action on the proposed Rutherford and Oakville viticultural areas.

Respectfully Submitted,

GROWERS FOR MEANINGFUL APPELLATIONS



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Dennis Groth



---

Stephen Girard



---

Gregory Upton



EXHIBIT A

GROWERS FOR MEANINGFUL APPELLATIONS

<u>LEGAL OWNER</u>	<u>ACRES OWNED</u>	<u>AFFILIATION</u>
GAMBLE, LAUNCE E., ETAL	912.43	GROWER
HUNEEUS-CHANTRE PROP.	525.28	FRANCISCAN WINERY
WILSEY, ALFRED S.	260.18	GROWER
ROUND POND (MacDONNELL)	255.97	GROWER
FREEMARK ABBEY (CARPY)	254.82	FREEMARK ABBEY WINERY
OAKCROSS VINEYARDS (GROTH)	123.00	GROTH VINEYARDS & WINERY
RAYMOND VINEYARD	88.08	RAYMOND WINERY
WOOD, FRANK & ROBERTA	84.00	GROWER
PHILLIPS, ARLIE JEAN	73.13	GROWER
TENCH, L. JOAN	60.86	GROWER
FARROW, STEPHEN & MARIA	57.71	GROWER
VILLA MT. EDEN WINERY	57.43	VILLA MT. EDEN WINERY
TONELLA, RAYMOND L.	54.95	GROWER
GIRARD, STEPHEN A., JR. TRUST	54.43	GIRARD WINERY
PESTONI, ROBERT	36.00	GROWER
HILLS VINEYARDS	34.40	GRIGCH HILLS WINERY
OSHAUGHNESSY, ROGER & BETTY	30.16	GROWER
SULLIVAN VINEYARDS	26.17	SULLIVAN WINERY
RODENO, GREGORY & MICHAEL	25.33	GROWER
DALLA VALLE, AMERICO M/M	24.61	DALLA VALLE WINERY
SILVER OAK CELLARS	21.84	SILVER OAK WINERY
KRAMLICH, C. RICHARD & PAMELA	21.30	GROWER
LINTON, GEORGE & PERI	19.04	GROWER
ROUND HILL CELLARS	17.37	ROUND HILL WINERY
VENGE, NILS AND DIANNA	16.96	SADDLEBACK WINERY
VERHEY, JAMES F & ANN	16.00	GROWER
GREEN, ROBERT L.	15.25	GROWER
WILSEY, GARY & LANETTA	15.00	GROWER
HARRISON, WILLIAM M.	8.80	GROWER
ZD WINES (deLEUZE)	5.75	ZD WINERY
	-----	
TOTAL: 31 OWNERS	3196.25 acres	

HOLLAND & HART  
ATTORNEYS AT LAW

DENVER  
DENVER TECH CENTER  
COLORADO SPRINGS  
ASPEN  
BILLINGS  
BOISE  
CHEYENNE  
JACKSON  
WASHINGTON, D.C.

SUITE 310  
1001 PENNSYLVANIA AVENUE N.W.  
WASHINGTON, D.C. 20004-2505

TELEPHONE (202) 638-5500  
FACSIMILE (202) 737-8998

WILLIAM F. DEMAREST, JR.

July 30, 1992

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco and Firearms  
650 Massachusetts Avenue, N.W.  
Washington, D.C. 20226

Re: Notice No. 738

Gentlemen:

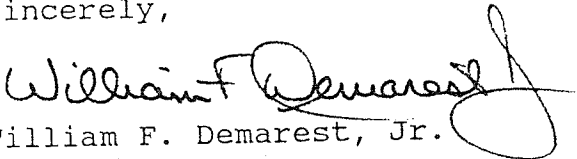
On July 21, 1992, Comments were filed by the Growers for Meaningful Appellations ("GMA"). Attached to those Comments as "Exhibit A" was a list of GMA members. That list erroneously included the name of Swanson Vineyards. Swanson Vineyards Winery filed its own comments and has requested that its name be deleted from Exhibit A to GMA's Comments. Accordingly, we would appreciate your substitution of the enclosed revised Exhibit A for the original and noting this change for the record.

In addition, the description of the membership of GMA set forth on page 1 of GMA's Comments should be revised to reflect this deletion as follows:

GMA represents 30 growers who own and operate more than 3196 acres of cultivated vineyards within the area of the proposed Oakville and Rutherford appellations, representing nearly 50% of the cultivated vineyard acreage of the area outside the area of the proposed "Benches" but within the proposed boundaries of Rutherford and Oakville viticultural areas.

We apologize for any inconvenience this mistake may have created.

Sincerely,

  
William F. Demarest, Jr.

Enclosure

cc: W. Clarke Swanson, Jr.  
Swanson Vineyards Winery

EXHIBIT A

GROWERS FOR MEANINGFUL APPELLATIONS

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GAMBLE, LAUNCE E., ETAL	912.43	GROWER	
HUNEEUS-CHANTRE PROP.	525.28	FRANCISCAN WINERY	
<i>7/30/92</i> <i>per letter</i> <i>from</i> <i>William F.</i> <i>Demarest</i> <i>representing</i> <i>these</i> <i>commentary</i> <i>dated</i> <i>7/30/92.</i> <i>RAW</i>	WILSEY, ALFRED S.	260.18	GROWER
ROUND POND (MacDONNELL)	255.97	GROWER	
FREEMARK ABBEY (CARPY)	254.82	FREEMARK ABBEY WINERY	
<del>SWANSON VINEYARDS</del>	<del>195.00</del>	<del>SWANSON WINERY</del>	
OAKCROSS VINEYARDS (GROTH)	123.00	GROTH VINEYARDS & WINERY	
RAYMOND VINEYARD	88.08	RAYMOND WINERY	
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<b>TOTAL: 31 OWNERS</b>	<b>3391.25 acres</b>		

HOLLAND & HART  
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July 30, 1992

WILLIAM F. DEMAREST, JR.

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco and Firearms  
650 Massachusetts Avenue, N.W.  
Washington, D.C. 20226

Re: Notice No. 738

Gentlemen:

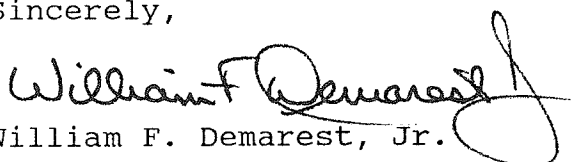
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We apologize for any inconvenience this mistake may have created.

Sincerely,

  
William F. Demarest, Jr.

Enclosure

cc: W. Clarke Swanson, Jr.  
Swanson Vineyards Winery

EXHIBIT A

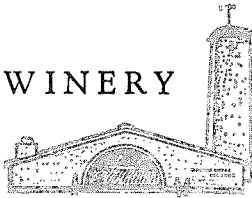
GROWERS FOR MEANINGFUL APPELLATIONS

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<b>TOTAL: 31 OWNERS</b>	<b>3196.25 acres</b>	

R. White

53

ROBERT MONDAVI WINERY



OAKVILLE, CALIFORNIA

ZIP CODE 94562  
P. O. BOX 106  
TELEPHONE (707) 963-9611

July 21, 1992

Mr. Tom Busey  
Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
650 Massachusetts Avenue, N.W.  
Washington, D.C. 20226

Re: Rutherford and Oakville Viticulture Areas - Notice No. 738

Dear Mr. Busey:

Robert Mondavi Winery reiterates its support for the Rutherford and Oakville viticultural areas as proposed in Notice Nos. 728 and 729. We buy grapes from both viticultural areas, including the area south of Dwyer Lane.

The proposed Rutherford and Oakville areas accord with historical and modern perceptions of community identity and also are geographically distinctive. As you know, Robert Mondavi Winery believes that it is critical that Napa Valley be subdivided into contiguous township viticultural areas on the valley floor. This will provide consumers with an integrated appellation system and promote consumer understanding and recognition of Napa Valley's unique geography and viticulture.

We would be pleased to respond to any questions you may have.

Sincerely,

Phil Freese  
Vice President of Winegrowing

PF:bf

July 16, 1992

Chief  
Wine & Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P. O. Box 50221  
Washington, D.C. 20091-0221

ATTN: Notice No. 738

Dear Sir:

The undersigned is the owner of Parcel No. AP 009-350-003-000 located in Napa County north of Zinfandel Lane, east of the 500 ft. contour line on the west and west of Route 29. Our property is planted to winegrape vineyards.

We wish to support the petition of Beckstoffer Vineyards (July 17, 1992) to extend the Northern Boundary of the Rutherford Viticulture Area to Sulphur Creek. We have always considered our grapes and growing area to be part of the Rutherford Bench Area.

Sincerely,

*Robert M. Kreider*

## Beckstoffer Vineyards

Post Office Drawer 990  
St. Helena, Napa Valley  
California 94574  
(707) 963-9471

W. ANDREW BECKSTOFFER  
President

July 21, 1992

Chief  
Wine and Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P. O. Box 50221  
Washington, D. C. 20091-0221

ATTN: Notice No. 738

Dear Sir:

On July 13th I sent you a letter regarding the Rutherford Viticultural Area. In Paragraph IV, RUTHERFORD BENCH, I proposed that the entire area delimited by the petitioner as RUTHERFORD be named RUTHERFORD BENCH. The petitioner had previously designated only a portion of the overall RUTHERFORD area as RUTHERFORD BENCH. The word Bench in this Controlled Appellation should not be required on the wine label. The bottling winery with grapes from this area would be allowed to either put RUTHERFORD or RUTHERFORD BENCH on his wine label. The precedent for this is in the Appellation of Origin rules where the bottling winery can, for example, put either Napa or Napa County on his wine label.

Further to the proposal stated in my letter of July 13th, I would like to submit:

1. The detailed map which was submitted with our July 13th letter shows that there are no geographic distinctions between the RUTHERFORD and RUTHERFORD BENCH areas as suggested by the petitioners. Our maps showed that there were no soils, rainfall, heat summation or geologic formation distinctions between the two areas.



July 21, 1992

2. There is no historical precedent for the RUTHERFORD vs. RUTHERFORD BENCH distinction which the petitioner draws. For example, our vineyard is located between Conn Creek Road and Silverado Trail; is in the petitioners RUTHERFORD area; is designated on the map attached to our July 13th letter and was purchased and planted to grapes by Georges de Latour of Beaulieu Vineyard in 1933. It has been planted to vineyard and producing grapes that make the Rutherford wines of Beaulieu Vineyard ever since. Charles Wagner's Caymus Winery and the grapes that supply this well known Rutherford winery are located next to our vineyard on Silverado Trail. Should this RUTHERFORD/RUTHERFORD BENCH distinction be advanced to proposed rule making, I am certain you will find that other neighbors to our vineyard can show similar history of supplying grapes to some of the best known and highest quality Rutherford wineries.
3. Any request to separate RUTHERFORD and RUTHERFORD BENCH as the petitioners suggest would immediately result in the most divisive issue to hit this area ever, lawsuits, and a demand from us and our non-RUTHERFORD BENCH neighbors that we be included in RUTHERFORD BENCH. The petitioner would have little argument as evidenced in 1) and 2) above to exclude us. The result will be as suggested in my July 13th letter, i.e., the entire area designated RUTHERFORD BENCH. The only difference is that a larger amount of our time and money and the Bureau's time and money would be expended with no appreciably different result.

The BATF has delayed consideration of the RUTHERFORD/RUTHERFORD BENCH designation. Even if the current petitioner agreed to an indefinite delay there is always a possibility that someone else will petition for a RUTHERFORD/RUTHERFORD BENCH split, with the resulting chaos, unless the matter is handled now.

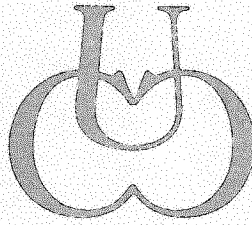
Thank you very much for your consideration. I look forward to testifying on this matter at a public hearing here in the Napa Valley.

Sincerely,



W. Andrew Beckstoffer

WAB:ow



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## UCC VINEYARDS GROUP

July 2, 1992

Chief, Wine and Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P. O. Box 50221  
Washington, D.C. 20091-0221

ATTN: Notice No 738

RE: The Rutherford Viticultural Area


Gentlemen:

We wish to again comment upon the geographical boundaries of the proposed Rutherford Viticultural Area. Specifically, we question the logic of establishing the northern boundary of the proposed area along Zinfandel Lane (Sec. 9.133(c)(7)). Because the village of Rutherford is not an incorporated township, there are no municipal boundaries on which to rely on delimiting this area (Historical/Current Evidence of Boundaries 56 FR 47044 page 3). We would again suggest that a more logical northern boundary is the southern city limits line of St. Helena or the southerly boundary of Sulphur Creek as it runs from the 500 ft. contour line on the eastern side of the Mayacamas Mountain range and as far east as the westerly bank of the Napa River.

We believe that utilizing Zinfandel Lane as the northern boundary of the proposed Rutherford area is not substantiated by any natural phenomena. There is no difference in the soils to the north versus the south of Zinfandel Lane, nor is there any difference in the basic geologic history of the area. Clearly there are no significant temperature variations moving up-valley (northerly) at the Zinfandel Lane latitude. There has also been substantial history of the grapes from vineyards north of Zinfandel Lane being utilized in bottlings bearing the Rutherford appellation of origin.

For all of the foregoing reasons, we again respectfully request that the northern boundary of the proposed Rutherford Viticultural area be the southern city limits line of St. Helena or the southerly boundary of Sulphur Creek as specified above.

Respectfully submitted,

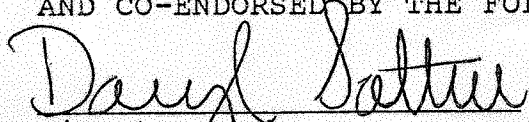
  
\_\_\_\_\_  
David I. Freed, President

Property Owned  
(address or APN)

Acres

030-260-005	13.07 ac
030-260-004	34.29 ac
030-240-180	42.60 ac
030-250-019	52.63 ac
030-260-030	15.40 ac

AND CO-ENDORSED BY THE FOLLOWING:

  
\_\_\_\_\_  
Signature

Printed Name: DARYL SATTUI

Address: V. SATTUI WINERY  
WHITE LANE, ST. HELENA, CA. 94574

Property Owned: 030-260-004 & 3

July 16, 1992

Chief  
Wine & Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P. O. Box 50221  
Washington, D.C. 20091-0221

ATTN: Notice No. 738

Dear Sir:

The undersigned is the owner of Parcel No. AP 009 350-048-000 located in Napa County north of Zinfandel Lane, east of the 500 ft. contour line on the west and west of Route 29. Our property is planted to winegrape vineyards.

We wish to support the petition of Beckstoffer Vineyards (July 17, 1992) to extend the Northern Boundary of the Rutherford Viticulture Area to Sulphur Creek. We have always considered our grapes and growing area to be part of the Rutherford Bench Area.

Sincerely,

*Mrs. Nellie Zagar*



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 **WESTERN SHORE**  
O R C H A R D

August 3, 1992

Bureau of ALCOHOL, TOBACCO & FIREARMS  
ATTN: CHIEF, Wine & Beer Branch  
PO Box 50221  
WASHINGTON, D.C. 20091-0221

ATTN: Notice No. 738


Dear Sir;

I am the owner of Parcel No. AP 009 350-032-000 located in Napa County north of Zinfandel Lane, east of the 500 ft. contour line on the west, and west of Route 29. This vineyard land was planted to the Zinfandel winegrape by my grandfather in 1906. Though not the highest in yield after so many years, these noble vines make a beautiful, full-bodied wine. Cuttings from this vineyard have been shared with grape growers throughout the Valley.

I wish to support the petition of Beckstoffer Vineyards (July 17, 1992) to extend the Northern Boundary of the Rutherford Viticulture Area to Sulphur Creek. The vineyard land falls--like a natural 'alluvial fan' from Sulphur Creek down the Valley toward Rutherford. We have always considered this growing area to be part of the Rutherford Bench Area.

I invite you to "come to California" to review this beautiful land and proposed viticultural area for yourself. Sulphur Creek is a natural geographic feature, with the vineyards undulating down the warm rock strewn alluvial fan down the Valley. Zinfandel Lane is a line across the floor of the Valley; and is not a geographic feature by any stretch of the imagination.

Thank you for giving this petition your concerted serious review.

Sincerely,   
SARAH H. SIMPSON, owner, 2252 Sulphur Springs Ave.

cc: A. Beckstoffer **WESTERN SHORE ORCHARD, INC.**  
11155 Highway 160 • Post Office Box 75 • Hood, CA 95639 • (916) 775-1637

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July 16, 1992

Chief  
Wine & Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P. O. Box 50221  
Washington, D.C. 20091-0221

ATTN: Notice No. 738

Dear Sir:

The undersigned is the owner of Parcel No. AP 009 350-041-000 located in Napa County north of Zinfandel Lane, east of the 500 ft. contour line on the west and west of Route 29. Our property is planted to winegrape vineyards.

We wish to support the petition of Beckstoffer Vineyards (July 17, 1992) to extend the Northern Boundary of the Rutherford Viticulture Area to Sulphur Creek. We have always considered our grapes and growing area to be part of the Rutherford Bench Area.

Sincerely,

*Emee Butala*

[REDACTED]

ST. HELENA CALIF  
94574

Robert White

(60)

July 16, 1992

Chief  
Wine & Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P. O. Box 50221  
Washington, D.C. 20091-0221

ATTN: Notice No. 738

Dear Sir:

The undersigned is the owner of Parcel No. AP 027 110-010-000 located in Napa County north of Zinfandel Lane, east of the 500 ft. contour line on the west and west of Route 29. Our property is planted to winegrape vineyards.

We wish to support the petition of Beckstoffer Vineyards (July 17, 1992) to extend the Northern Boundary of the Rutherford Viticulture Area to Sulphur Creek. We have always considered our grapes and growing area to be part of the Rutherford Bench Area.

Sincerely,

*Dora Jewelling*

*Mrs. R.*

*Spring Lane Vineyard*

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July 16, 1992

Chief  
Wine & Beer Branch  
Bureau of Alcohol, Tobacco & Firearms  
P. O. Box 50221  
Washington, D.C. 20091-0221

ATTN: Notice No. 738

Dear Sir:

The undersigned is the owner of Parcel No. AP 009 350-042-000 located in Napa County north of Zinfandel Lane, east of the 500 ft. contour line on the west and west of Route 29. Our property is planted to winegrape vineyards.

We wish to support the petition of Beckstoffer Vineyards (July 17, 1992) to extend the Northern Boundary of the Rutherford Viticulture Area to Sulphur Creek. We have always considered our grapes and growing area to be part of the Rutherford Bench Area.

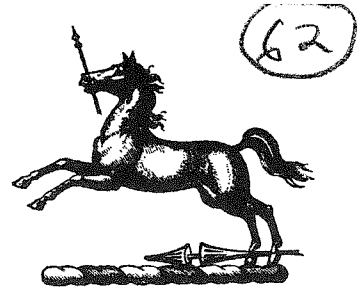
Sincerely,

*Margaret C. Hendricks*



# HILLS VINEYARDS, INC.

Suite 1049, 490 Post Street, San Francisco, California 94102 • Telephone (415) 398-0480



August 26, 1992

Chief  
Wine and Beer Branch  
Bureau of Alcohol, Tobacco, and Firearms  
Post Office Box 50221  
Washington, D.C. 20091-0221

RE: Notice Number 738

Dear Chief,

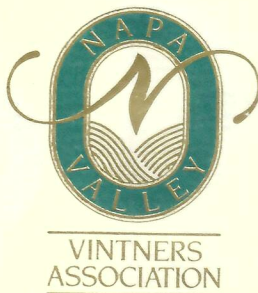
We believe that the Rutherford Bench designation should be expanded to include the entire area delimited by the petitioner as Rutherford. The word "Bench" in the appellation should not be required on the wine label. The bottling winery with grapes from this area would be allowed to place either Rutherford or Rutherford Bench on the label. There is no geographic distinction between the Rutherford and Rutherford Bench areas, including soil, rainfall, heat summation, or geologic formation.

Thank you for your consideration. I look forward to testifying at the public hearing in Napa Valley.

Very truly yours,

A handwritten signature in cursive script that reads "Austin E. Hills".

Austin E. Hills  
President



July 8, 1992

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

The 105 vintner members of the Napa Valley Vintners Association request that the Bureau of Alcohol Tobacco and Firearms hold a public hearing at a site in the Napa Valley on the application for the two proposed new viticultural areas of "Rutherford" and "Oakville".

We believe it is in the best interest of the BATF and all Napa Valley wineries to conduct public hearings locally before making a final ruling on these viticultural areas.

We thank you in advance for your consideration.

Sincerely,

A handwritten signature in cursive script, appearing to read 'R. Michael Mondavi'.

R. Michael Mondavi, President  
Napa Valley Vintners Association  
Robert Mondavi Winery