



25935 Estacada Drive, Los Altos Hills, CA 94022 (415) 948-6368

January 5, 1981

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

Dear Sir,

We are a new winery, bonded in September of 1979, located in the foothills of the Santa Cruz Mountains. Although the location of our winery falls well outside the proposed boundaries, we support the attached petition to establish the Santa Cruz Mountains as a viticultural area. The wines produced from grapes grown in the proposed area have a distinct regional character.

We urge your approval of the petition.

Sincerely,

Russell G. Walker

Derisanne R. Walker

Devlin Wine Cellars P.O. Box 723 Soquel, Ca. 95073

February 1981

Chief, Regulations and Procedures Division
Bureau of Alcohol, Tobacco and Firearms
P.O. Box 385
Washington, D.C. 20044

I would like to comment on the proposed viticultural area proposed for the Santa Cruz Mountains.

I own a small winery in Soquel that has about 15 to 20 that I plan to plant in grapes. The vineyard site would have a top elevation of 407 feet and would slope down to about 350 feet.

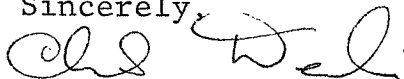
If the Santa Cruz Mountain viticultural area is adopted as proposed it would mean that part of the vineyard would be included and that part would be excluded. This would make the status of the appellation very confusing for my vineyard.

I would like to point out that the proposed border was lowered below the 400 foot level to include the Hallcrest vineyard in Felton. Since this vineyard has done well and was considered important enough to bend the 400 foot border then I see no reason not to include all of the potential and existing sites in Santa Cruz County at the same height. Clearly 400 feet will exclude some very fine vineyards in Santa Cruz County.

As it stands now I think that too much of Santa Cruz County is excluded from this viticultural proposal. I think that there will be a lot of confusion for consumers who have to resolve the conflict of Santa Cruz Mountains vs. Santa Cruz County.

It would be my recommendation that the minimum elevation on the Santa Cruz side be changed to either 300 feet or 250 feet. This would include most of the Santa Cruz County vineyards into the Santa Cruz Mountain Viticultural area.

Sincerely,



Charles T. Devlin

CD:cd

Santa Cruz Mountain Vineyard

2300 JARVIS ROAD • SANTA CRUZ, CA 95065

KEN D. BURNAP PROPRIETOR

February 2, 1981

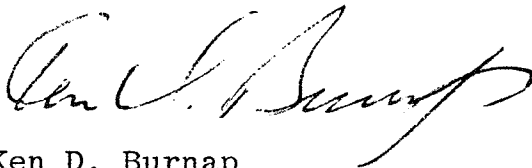
John B. Bates
225 Bush Street
San Francisco, Ca. 94104

Dear Jack;

Thank you for bringing my attention to the fact that the proposed Santa Cruz Mountains appellation bisects your ranch and eliminates two of your three vineyards. I agree that this would be an unnecessary and undue hardship for you.

Having purchased your grapes for my winery in 1978, 1979 and 1980, I can testify that the fruit from the two vineyards that have been eliminated by the proposed boundary have a markedly similar character to the grapes from the vineyard that is included within the proposed boundary.

Sincere regards,



Ken D. Burnap
Santa Cruz Mountain Vineyard

cc: Dexter Ahlgren
Santa Cruz Mountain Vintners Association



JOHN B. BATES

SAN FRANCISCO, CALIFORNIA 94104

February 6, 1981

Chief, Regulations and Procedures Division
Bureau of Alcohol, Tobacco and Firearms
Post Office Box 385
Washington, D.C. 20044
(Notice #360)

Re: Proposed Rulemaking #360 - American Viticultural
Areas - Santa Cruz Mountains

Gentlemen:

I have recently become aware of the proposed boundaries for the Santa Cruz Mountains Viticultural Appellation. I have three small vineyards on my Ranch, which is in the southeastern area of the proposed appellation. The proposed boundary bisects my Ranch. I enclose a U.S. geological survey topographical map of the Mount Madonna area which shows the proposed appellation boundary. I also enclose a smaller map which shows the location of my Ranch and my vineyards in relationship to the proposed boundary, and a copy of a Deed which gives a metes and bounds description of my Ranch in which the vineyards are located.

One of my vineyards (11 acres) is included within the appellation, while the other two, comprising a total of eight acres, are just outside the proposed boundary. If the two vineyards comprising a total of eight acres are not included in the appellation, it will cause me undue hardship. The fruit from all three vineyards is of equal quality. If they were in different appellations, it would force me to keep them separate. They are harvested by the same crew at the same time and they have habitually been sold, crushed and delivered to the winery as the production of one vineyard. If they were different appellations, I would be forced to keep them separate when harvested, maintain separate records, sell the fruit separately and would perhaps be forced to price them separately. I am having a difficult enough time trying to show a profit and this additional burden would add a considerable burden to my small vineyard.

During the last several years most of my grapes have gone to the Santa Cruz Mountain Vineyard Winery and I enclose a letter to me dated February 21, 1981 from Ken Burnap, the owner and manager of this winery, who agrees with my problem. I also sell some of my grapes to Ahlgren Vineyard in the Santa Cruz Mountains.

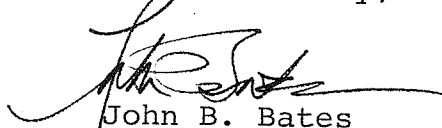
I am in favor of a Santa Cruz Mountains Appellation and I respectfully request that the proposed boundaries be revised to include my vineyards as follows:

Beginning at the summit of Highway 92 in San Mateo County, the boundary runs northeast to the 400 foot contour line. The boundary then travels southeast along the 400 foot contour line to Canada Road. The boundary then travels along Canada Road to Interstate 280, then along Interstate 280 to Highway 84 (Woodside Road). The boundary then runs southwest along Highway 84 to Mountain Home Road, then along Mountain Home Road to Portola Road, then southwest along Portola Road to Highway 84. The boundary then runs west on Highway 84 to the 600 foot contour line. The boundary then runs in a southeasterly direction along the 600 foot contour line to Pierce Road, then along Pierce Road to the 800 foot contour line, then along the 800 foot contour line in a southeasterly direction to the intersection of range line R2E, R3E between sections 25 and 30 of the Mt. Madonna Quadrangle, then south along said range line to the 800 foot contour line, then along the 800 foot contour line in a southeasterly direction to Highway 152. The boundary then runs along Highway 152 in a southwesterly direction over the summit and down to the 400 foot contour line on the west side of the Santa Cruz Mountains. The boundary then runs along the 400 foot contour line in a northerly direction to Felton Empire Road. The boundary then runs

along Felton Empire Road and northeast to Highway 9, then south along Highway 9 to Bull Creek, then southwest along Bull Creek to the 400 foot contour line. The boundary continues in a northwesterly manner along the 400 foot contour line to Highway 92, then northeast along Highway 92 to the beginning point.

I have underlined the insertion which I am requesting; otherwise, the boundary description remains as published in "Notice of Proposed Rulemaking #360." My request would add less than 2/10ths of 1% to the area of the appellation. I hope you will give me favorable consideration.

Most Sincerely,

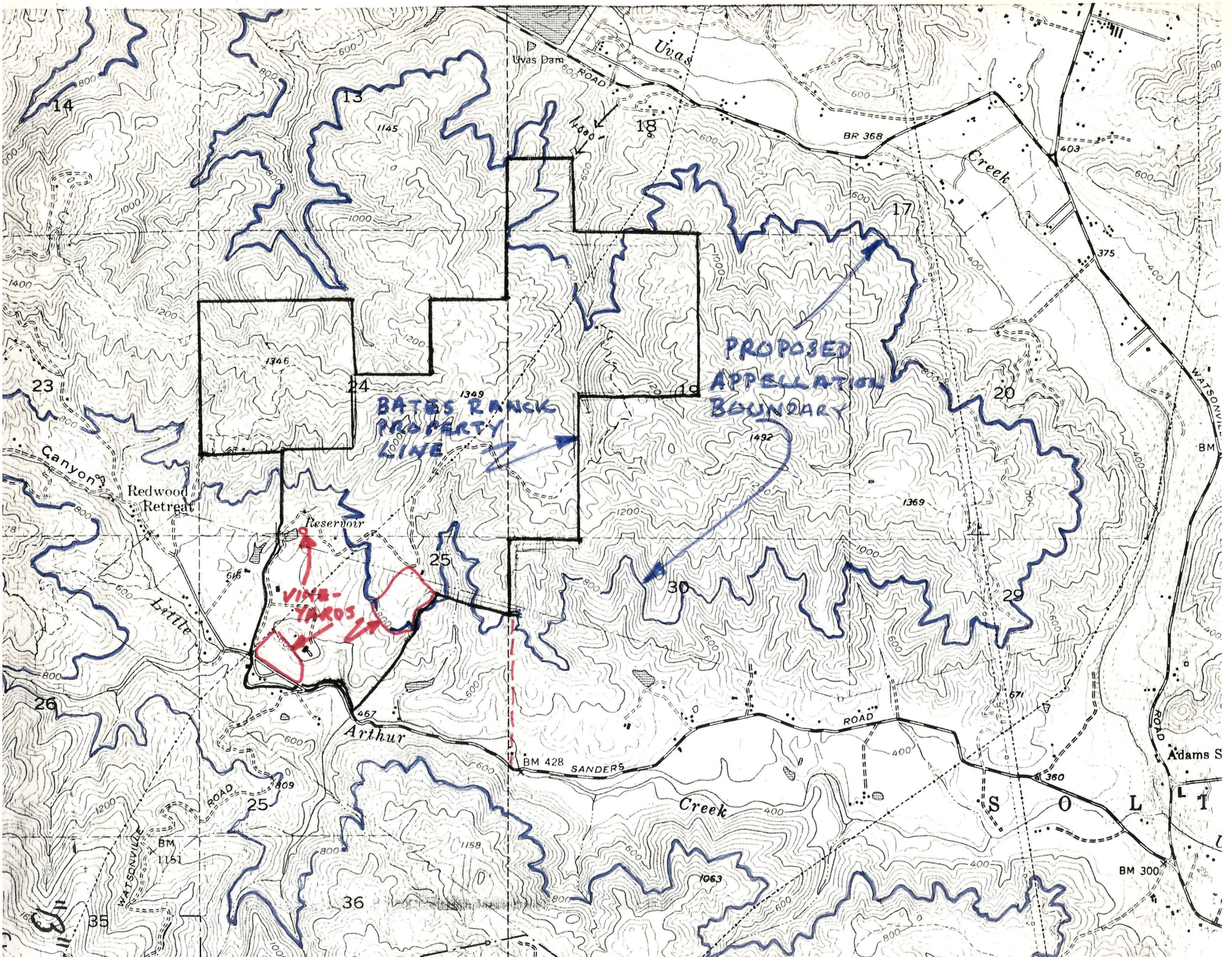


John B. Bates

cc: Santa Cruz Mountain Vintners Association
P.O. Box 931
Boulder Creek, CA 95006

Santa Cruz Mountain Vineyard
2300 Jarvis Road
Santa Cruz, CA 95065

Ahlgren Vineyard
Highway 9
Boulder Creek
Santa Cruz County, CA



February 8, 1981

Director
Bureau of Alcohol, Tobacco and Firearms
Washington, DC 20226

Dear Sir:

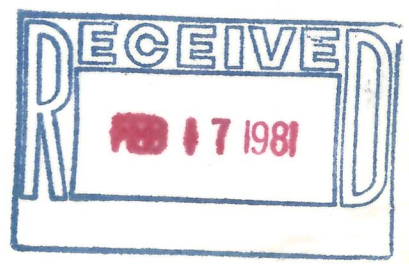
My vineyard and winery are not within the boundaries proposed in the petition for the "Santa Cruz Mountain" appellation. I feel that the evidence supporting establishment of this appellation pertains to my vineyard as well.

The boundary is in view of my vineyard and was arbitrarily put at the 600-foot level in this part of the proposed appellation although there is no distinction of climate or soil or grape qualities to suggest a boundary line at that point.

The rolling slopes here are in keeping with the vineyards within the boundaries and clearly dissociate it from the Santa Clara Valley.

The soil here is shallow and poor and shares the typically low yield and high flavor concentration of grapes grown in this area.

The same breezes, fog and rain that leave the Pacific Ocean cross the Santa Cruz Mountain Summit at the Saratoga Gap pass the Paul Masson Saratoga Mountain Chalet vineyards, the Martin Ray Winery, Mount Eden Vineyards and on through the Pierce Road/Calabazas Creek gully in a direct line to my vineyard and on to the valley floor. Frequently there is a clear climatic delineation at 100 to 150 feet lower in elevation.



The vineyard is unirrigated and the wines from these grapes share the same high acid content that results from the local climate as the other vineyards in the area.

For these reasons, I petition to change the description of the boundaries of the "Santa Cruz Mountain" appellation to read as follows (changes underlined):

Beginning at the summit of Highway 92 in San Mateo County, the boundary runs northeast to the 400-foot contour line. The boundary then travels southeast from the 400-foot contour line to Cañada Road. The boundary then travels along Cañada Road to Interstate 280, then along Interstate 280 to Highway 84 (Woodside Road). The boundary then runs southwest along Highway 84 to Mountain Home Road, then along Mountain Home Road to Portola Road, then southwest along Portola Road to Highway 84. The boundary then runs west on Highway 84 to the 600-foot contour line. The boundary then runs in a southeasterly direction along the 600-foot contour line to the Field Line (red, broken) in the vicinity of Prospect Creek and Road, along the Field Line due East to Saratoga-Sunnyvale Road, along Saratoga-Sunnyvale Road due south to the Township Line (red, solid) near Thelma Avenue, along the Township Line due West to the 600-foot contour line to Fierce Road, then along Fierce Road to the 800-foot contour line, then along the 800-foot contour line in a southeasterly direction to Highway 152. The boundary then runs along Highway 152 in a southwesterly direction over the summit and down to the 400-foot contour line on the west side of the Santa Cruz Mountains. The boundary then runs along the 400-foot contour line in a northerly direction to Felton Empire Road. The boundary then runs along Felton Empire Road and northeast to Highway 9, then south along Highway 9 to Bull Creek, then southwest along Bull Creek to the 400-foot contour line. The boundary continues in a northwesterly manner along the 400-foot contour line to Highway 92, then northeast along Highway 92 to the beginning point.

I enclose a U.S.G.S. map showing the location of my land,
the boundaries of the "Santa Cruz Mountain" Appellation
and the boundary change that would put my vineyard and
winery within the appellation boundaries.

Respectfully,



Kathryn Kennedy

[REDACTED]
Saratoga, CA 95070
[REDACTED]

BOARD OF SUPERVISORS
(408) 425-2201



COUNTY OF SANTA CRUZ

GOVERNMENTAL CENTER

701 OCEAN STREET SANTA CRUZ, CALIFORNIA 95060

DAN FORBUS
(FIRST DISTRICT)

ROBLEY LEVY
(SECOND DISTRICT)

GARY A. PATTON
(THIRD DISTRICT)

E. WAYNE MOORE, JR.
(FOURTH DISTRICT)

JOE CUCCHIARA
(FIFTH DISTRICT)

January 12, 1981

Chief
Regulations and Procedures Division
Bureau of Alcohol, Tobacco, and Firearms
P.O. Box 385
Washington, D.C.

Dear Chief,

There is pending a decision of whether or not to designate the Santa Cruz Mountains as a viticultural area. This letter supports that requested designation.

For many years, the vintners of the Santa Cruz Mountains have been producing very fine wines. In recent years, several family owned wine making operations have located in the Santa Cruz Mountains and have continued in the fine tradition of producing extremely high quality wines.

These vintners make a substantial contribution to our local economy and culture. That is a fact which should be recognized, encouraged and strengthened by the Bureau.

After discussions with the vintners in this area, I am convinced that the 300,000 acres in question certainly meets the test of producing distinct wines. This appellation of origin should be approved and formalized by the Bureau in as much as the wines of this region are unique and of truly fine character.

I am hopeful that you will designate this area as a viticultural area, and, in so doing recognize the positive and valuable contribution the Santa Cruz Mountain vintners are making not just to wine making, but to our economy and our future.

Sincerely,


JOE CUCCHIARA, Supervisor
Fifth District

cc: Dexter Ahlgren
Santa Cruz Mountain Vintners

Ahlgren Vineyard

BONDED WINERY #4764

20320 HIGHWAY 9 • BOULDER CREEK, SANTA CRUZ COUNTY, CALIFORNIA • (408) 338-6071

February 9, 1981

*Recd
2-26-81*

Chief, Regulations and Procedures Division
Bureau of Alcohol, Tobacco and Firearms
P.O. Box 385
Washington, D.C. 20044

Dear Sir;

These follow-up comments are being submitted relative to the proposed Santa Cruz Mountains appellation.

It is important to know that there was virtually unanimous approval by the Santa Cruz Mountain Vintners of the boundary proposed for the appellation. With the single exception of Charles Devlin, Devlin Wine Cellars, all member wineries, both inside and outside the proposed boundaries, signed the petition of July 4, 1979. This followed months of thorough and open discussion at both the committee and general membership levels. There have been subsequent endorsements of the petition by new members.

I want to re-emphasize the significance and importance of the appellation boundary as proposed. The viticultural features of the Santa Cruz Mountains are uniquely distinctive and are significantly different from surrounding coastal and foothill areas and for that matter from all other areas of the State. During the period of research and study leading to the formulation of the boundary, all vineyards known to exist at that time were evaluated and the final boundary located to include those areas truly representing the distinctive viticultural characteristics of the Santa Cruz Mountains. The proposed boundary represents the most informed, comprehensive and scholarly evaluation of the appellation done to date and is, we believe, consistent with the intent of BATF in formulating the process by which appellations are to be defined and recognized.

Finally, we are submitting additional materials which we would like to have accepted as exhibits to our presentation of January 19, 1981.

Very truly yours,



Dexter D. Ahlgren, Chairman

Santa Cruz Mountain Vintners

The following additional materials are called "addendums" and they are numbered to begin where the exhibits finish off. Our last exhibit is #19, our first addendum is number 20.

The following items were mentioned in our oral presentation:

- #20. 1000 California Place Names p77.
- #21. Schoonmaker & Marvel, American Wines, p4,5,32,33,34,35,36,27,50,51,52,53,86,87,88,89,90,91.
- #22. Balzer, California's Best Wines, p52,53,140,141.
- #23. California Water Atlas, p.6.
- #24. Gorman, Gorman On California Premium Wines, p.90,91.
- #25. Adams, The Commonsense Book of Wine, p.54, 129.
- #26. Melville, Guide to California Wines, p. 150,151,168,169.
- #27. Adams, The Wines of America, p. 358,359,368,369.
- #28. Guide to California's Wine Country, Sunset Books, p. 63,64,65,67,68.
- #29. Jones, Vines in the Sun, p.186,187,188,189,202,203.
- #30. California Wine, Sunset Books, p.78,86,87,89,91.

- #31. Santa Cruz Sentinal, p .
- #32. Burkhart, Wine World, June/July 1973, p.11.
- #33. Schad, Backroads and Hiking Trails of the Santa Cruz Mountains p.7,21,69.

Items #31 - 33 are new material.

a notorious Indian renegade, Quintin, who was captured here in 1824. The "San" was added by Americans later.

San Rafael, ra-fell' [Marin]. The mission was founded in 1817, and named *La Mision de San Rafael Arcangel*, for the guardian archangel of humanity. In 1851 the post office was named after the mission. The San Rafael Mountains in Santa Barbara and Ventura counties and some minor features were probably also named for the archangel.

San Ramon, ra-mohn' [Contra Costa]. The creek was named in the 1830's for a caretaker of Mission San Jose; the "San" was added for good measure. Later, several land grants were named after the creek.

San Simeon [San Luis Obispo]. *San Simeon* as the name of a rancho of Mission San Miguel was recorded in 1819 and again in 1827. The name honors Saint Simon, whose feast day is February 18. An *Arroyo de San Simon* is shown on a map of 1841; in 1842 the name was given to a land grant, and in 1874 to the post office.

Santa Ana [Orange]. The river was named by the soldiers of the Portolá expedition on July 28, 1769. The feast day of Saint Anne, mother of the Virgin Mary, had been celebrated on the 26th. After 1810 the name appeared repeatedly in mission records. Several land grants were named after the river. In 1847 the name is recorded for a settlement; the modern city was founded and named in 1869. The name is also preserved in a creek, a valley, and a mountain in San Benito County, and in a creek in Ventura County.

Santa Anita, a-nee'-ta [Los Angeles]. The Santa Anita land grant of 1841 was purchased and developed by E. J. ("Lucky") Baldwin in 1875.

Santa Barbara. *La Canal de Santa Barbara* was the name applied to Santa Barbara Channel by Vizcaino on December 4, 1602, the day of the Roman maiden who was beheaded by her father because she had become a Christian. At the same time the name was apparently also given to the easternmost of the Anacapa Islands but was later transferred to the present Santa Barbara Island. The name

Santa Barbara Virgen y Martyr was applied to the presidio in 1782 and to the mission in 1786. City and county were named in 1850.

Santa Catalina Island, kat-a-lee'-na. Named by Vizcaino on November 25, 1602, feast day of the holy Catherine of Alexandria. In 1846 the island was made a grant.

Santa Clara. The mission, established in 1777, was named for the founder of the Franciscan order of Poor Clares, and the town was later named for the mission. The county, one of the original twenty-seven, was named in 1850, and the name for the valley became current in the early 1850's. **Santa Clara River** [Los Angeles, Ventura]. The valley was named for the same saint by the Portolá expedition in 1769; the name was soon applied to the river, and in 1837 to a land grant.

Santa Cruz. A creek near the present city, probably Major's Mill Creek, was named *Arroyo de Santa Cruz* (Holy Cross Creek) by the Portolá expedition in 1769. In 1791 *La Mision de la Exaltacion de la Santa Cruz* was established. In 1797 a settlement was founded near the mission and was called *Villa de Branciforte*, a name that was subsequently changed to Santa Cruz. Santa Cruz Mountains are recorded since 1838. The county was named in 1851. **Santa Cruz Island**. The name was given in 1769 to one of the channel islands on which an Indian found a cross lost by a padre. Since 1770 the name has been identified with the present Santa Cruz Island. The name Santa Cruz is also found in Mariposa, Santa Barbara, and other counties.

Santa Lucia Range, loo-see'-a, -shee'-a. The name was given to the mountains by Vizcaino about December 14, 1602, in honor of Saint Lucy, whose day is December 13.

Santa Margarita [San Diego]. The valley was named by the Portolá expedition on July 20, 1769, because it was the day of holy Margaret of Antioch. In 1836 the name was used for a land grant and later for the river and the mountains.

Santa Margarita [San Luis Obispo]. The name is mentioned by Anza in 1776. It was apparently applied before 1790 to a place where San Luis Obispo Mission raised hogs and

FROM: AMERICAN WINES by SCHOOUMAKER + MARVEL
Pub. Duell, Sloan & Pearce, N.Y., 1941

Introductory

three-fourths was sweet, fortified wine containing from 18 to 21 percent of alcohol. Such wine is useful, not as a food beverage, but as a stimulant. It has its place and it receives, and should receive, rightful honors when it is good. However, the writers feel that a state of affairs in which the consumption of fortified wines exceeds that of natural wines by a ratio of three to one is abnormal and unhealthy and, they are convinced, temporary. At all events, it is a proportion which exists nowhere else in the wine-growing world. Its continued existence at this time is regarded by them as little more than a curious anachronism; a hangover from speakeasy days when "Sherry, Port, and Muscatel" was the invariable reply to wine-thirsty customers asking for a list of available wines.

Americans have turned to table wines, since Prohibition, much more slowly than most of us expected. For this, our national attitude is largely to blame: the trouble has been that we have all thought of such wine in terms of Europe; as the equivalent of French lessons or a course in Gothic architecture or a trip abroad. Whereas the truth

Introductory

is, of course, that wine, which is to say the natural fermented juice of the grape, is nothing but a farm product, no more worthy of respect, when bad, than tasteless fruit from a poor orchard—yet quite as deserving of praise, when good, as anything a farmer can grow or a good cook prepare.

The essential agrarian nature of wine asserts itself in many pleasant ways these days. We find the soil and climate of its native vineyard reflected in the bottle. Wine refuses to be a standardized factory product. It is good when natural conditions have been favorable, bad when they have been bad. An entirely new set of names is working its way into the common speech and, in the manner of such new arrivals, they make themselves familiar to us before we know precisely what they refer to. Upon examination they turn out to be, not somebody's registered brands but honest place names, names of American vineyard regions. Names as frankly and distinctively American as Blue Point Oysters, New England Clam Chowder, or Hood River Apples; *names of places of origin*; California names, such as Napa Valley, Sonoma Valley, Livermore Valley, and the Santa Cruz MOUNTAINS.

Addendum
21

California—A General Survey

northward to Calistoga, from Sonoma almost as far as Santa Rosa and throughout the hills south of Hollister, it is possible to pick out, from the valley highways, vineyard after upland vineyard deserted and overgrown. Meanwhile on the bottom lands, poorly suited to wine production, there is an ever-widening acreage of grapes.

↓ No vineyard of superior wine grapes can be profitably cultivated except for the making of wine. So, during Prohibition, a great many of the growers who had made California's best wines, let their vineyards fall into disuse, while others, even worse, tore up their fine vines and planted in their place either the cheap and productive grape varieties then in demand, or prunes, or other fruit trees. There are probably more acres planted with wine grapes in California than before the World War of 1914; the percentage of wine grapes planted on slopes and hillsides—where grapes for superior wine should be planted—is a fraction of what it was.

Climate is, if anything, even more important than soil. All of the really fine wines of the world

California—A General Survey

are produced well inside the temperate zone; with one or two notable exceptions (such as Sherry) they are produced in districts of moderate rainfall, of cool winters and fairly warm summers. Granted enough summer sunshine for the grapes to ripen, the cooler the district, the finer, more fragrant, and more delicate, in general, the wine.

Dr. A. J. Winkler, of the University of California, has devised an ingenious scale for measuring vineyard temperatures on an annual basis. The growing season of the vine may be said, for practical purposes, to begin on the first of April and finish at the end of October, and it is also possible to say that a vine grows and grapes ripen only when the temperature is above 50° Fahrenheit. If the average temperature in a vineyard on a given day is 75°, that day has contributed 25 "day degrees" to the maturity of the grapes (75° minus 50° equals 25°). By making a total of these "day degrees" for the 214 days of the growing season, it is possible to arrive at a figure which can well serve as the temperature index of a given vineyard or town. The following figures,

California—A General Survey

taken from a table prepared by Dr. Winkler, tell a story which no American wine drinker can afford to ignore:

<i>Locality</i>	<i>Day degrees above 50° F.</i>	<i>Average day degrees above 50° during the growing season</i>
<i>Algeria</i> (average)	5,200	24°
Bakersfield (Great Central Valley)	5,030	23°+
Fresno (San Joaquin Valley)	4,680	22°
Fontana (San Bernardino County)	3,679	17°+
<i>Tuscany</i> (average)	3,530	16°+
Escondido (San Diego County)	3,480	16°
Livermore (Livermore Valley)	3,260	15°+
<i>Asti</i> , Piedmont, Italy	2,980	14°
Hollister (San Benito County)	2,950	13°+
Healdsburg (Sonoma County)	2,918	13°+
St. Helena (Napa Valley)	2,900	13°
Los Gatos (Santa Cruz Mountains)	2,830	13°
San Jose (Santa Clara County)	2,590	12°+
<i>Bordeaux</i>	2,519	12°
<i>Beaune</i> , Burgundy	2,400	11°+
Sonoma (Sonoma County)	2,360	11°
<i>Châlons-sur-Marne</i> , Champagne District	2,060	9°+
<i>Trier</i> , Moselle District	1,730	8°
<i>Geisenheim</i> , Rheingau	1,709	8°

With this table in front of us, it is possible to make a series of categorical and extremely significant statements about California vineyards.

1. Barring miracles, we are not going to get any first-rate table wine from the Great Central or San Joaquin Valleys. They may supply our

California—A General Survey

California "Port" or California "Sherry"; their red wines will be closer to those of Algeria than to those of Burgundy; they will never make anything remotely resembling a Chablis or a Moselle or a Rhine wine.

2. San Bernardino County, although far and away the largest wine-producing county of Southern California, is less adapted to the production of good table wine than are the Coast counties around San Francisco Bay.

3. There is today no important vineyard district in California capable of producing a fine natural wine as light (9%-10% alcohol) and delicate as a German Moselle or Rhine. Sonoma should, according to the index, produce the best approximation, and does.

4. California's best table wines, whether white or red, may be expected to come from the Santa Cruz Mountains (Santa Clara County), from the Napa Valley, and from Sonoma County. San Benito County will bear watching. For technical reasons, of which more later, Livermore fully deserves a place in this hierarchy of the vine.

5. Even in the better districts, the climate

California—A General Survey

tends to be too warm, and the cooler upland vineyards should therefore produce better wine than the vineyards in the valleys or along the lower slopes. (It should be noted that most of the California temperature observations cited above were made in valley towns, and that vineyard temperatures on the hillsides will generally run lower.)

If we take these conclusions and study them in the light of our postulates concerning soil, we come fairly close to a definition of a good Californian vineyard: a well-drained, rocky hillside in the Santa Cruz Mountains, or Napa County, or Sonoma County, or Santa Clara County, or San Benito County, or (for special reasons) the Livermore Valley, or in some other less-known district which shares the general characteristics of these.

Here, listed regionally, are the important wine-producing counties of California. The acreage figures, reasonably accurate today, are based on vines that were actually bearing at the time of the 1939 vintage. Beside these have been placed, as a matter of historical interest, the wine-grape acreages in 1890.

California—A General Survey

	Acres planted in wine grapes	
	1939	1890
THE NORTHERN DISTRICT. <i>Due to its protected situation, behind the Coast Range, too hot to be really good</i>		
Mendocino	7,646	190
THE SAN FRANCISCO BAY AREA. <i>As a whole California's best</i>		
Alameda (including Livermore)	3,194	6,396
Contra Costa	5,472	2,085
Napa	11,022	18,177
San Benito	1,607	140
Santa Clara (including most of the Santa Cruz Mountains)	7,259	10,294
Santa Cruz	1,132	1,365
Sonoma	20,828	22,351
THE HOT VALLEYS OF THE INTERIOR. <i>Poorly suited to fine wine grapes</i>		
Sacramento	3,986	3,131
Fresno	11,697	5,574
Madeira	3,079	*
Merced	3,522	425
San Joaquin	33,848	900
Stanislaus	9,745	*
Tulare	3,342	*
THE SOUTHERN COUNTIES. <i>Too warm to produce first-rate table wine</i>		
Los Angeles	3,166	4,632
Riverside	3,349	*
San Bernardino	21,006	1,024
San Diego	2,481	132
* Insignificant.		

Thus, of California's half-million acres under vines, only some 170,000 are planted with wine grapes now bearing; only about 50,000 (far less than in 1890) of the 170,000 are in districts natu-

California—A General Survey

fore, taken pride in their vineyards and wines, either otherwise occupied or in financial straits. An enormous amount of fine oak cooperage (and oak cooperage is almost essential to the making of fine wine) had been allowed to decay or disappear. A great many of the best vintners of the old school had died or retired. There had been, for fifteen years, little interest in scientific wine making or vineyard culture. Wine, as a career, had seemed to offer nothing to intelligent young men and the sons of wine-growing parents had found other things to do.

For California's present shortcomings, therefore, we should in the last analysis blame, not California, but Prohibition. The authors hope that the following criticisms of present California methods will be taken in the spirit in which they are intended—rather as a program than a reproach.

Here, then, are what we believe to be the practices which should be eliminated and the changes which should be made within the next decade, if California is to take her deserved place among the great wine districts of the world.

A. It is essential that California wine makers

California—A General Survey

specialize. There is no single vineyard, wherever situated, capable of producing fifteen or twenty different wines, all equally good. We may expect, but we shall not get, fine Chablis, Port, Hock, Claret, Riesling, Sherry, Moselle, Burgundy, Angelica, St. Julien, Sauterne, all from one vineyard, even in California, no matter how large. Only specialization plus scientific knowledge can produce in this country what has been produced in the great vineyards of Europe. Château Latour is not a "line"; it is, perhaps, the best of Clarets. Schloss Johannisberg has specialized—and makes, year in and year out, the most expensive wine in the world. On most of the California wine lists of the early 1900's, the most expensive Cabernet listed was that produced by E. H. Rixford at the La Questa vineyard; he produced Cabernet alone. Two of the outstanding white wines of pre-Prohibition California—the Schramsberger made by Jacob Schram on the Napa hillsides above Calistoga, and the Sonoma "Johannisberg" Riesling of Dresel and Company, fell into this same class—they were specialties, not items in a "complete line." The producers who specialize are therefore those who are on the right track—

California—A General Survey

they are those in whom we should place our greatest confidence.

B. The producers of fine California wine can generally find a ready market for it in bulk if not in bottle. But by selling it in bottle, they get a considerably higher price. It is therefore to their interest to do so. Superior California wines will not in the future be shipped (and are not as a rule being shipped today) to the Eastern market in tank cars. The authors know of no wine shipped East in bulk which has anything that could be described as bottle age at the time it is sold. Now, even six months or a year in glass will make a tremendous difference to a sound, superior wine; wines which have been so aged now generally carry, and will eventually almost always carry, the words "Bottled at the Winery." This today means almost as much on a bottle of American wine as the *mise du Château* on French Bordeaux. It is quite right and proper that common table wines be shipped in bulk, but it is not all right for fine wines to be so shipped, and it is to be hoped that within ten years every California wine worth at retail seventy-five cents a bottle or over will be bottled by the grower.

California—A General Survey

C. In an understandable but unfortunate effort to recoup their Prohibition losses or at least stay in business, many California growers, including a certain number of the best, have been reduced to selling their wines under whatever names and labels a fickle and untutored public has demanded. We had California Yquem until the Government suppressed it; all sorts of fantastic efforts have been made to convey the impression that young blended wine was old; and mistaken patriots have tried in a hundred ways to convince us that an American product was good merely because it was American.

As California's wine industry begins its renaissance, let us hope that these days are over. It is now to the interest of all producers of superior California table wine to tell, on their labels and in their advertising, as straight a story as they can. It is also to their interest to educate and inform the American public. If a man's wine comes from Napa County or the Santa Cruz Mountains, for example, where the yield per acre is low, he should be able to sell it for more than if it came from Fresno—and *today he can*. If he is sensible, therefore, he will sell his Napa or Santa Cruz...

... "MOUNTAIN WINE AS SUCH, LABEL IT AS SUCH, AND SO ADVERTISE IT."

California Vineyard Districts

fermentation and storage and clarification; there is no standard age at which any one type of wine is bottled and no standard age at which any one type of wine is sold.

To sum up, we are dealing in California with a vineyard country *in the process of creation*—only the general outlines can be seen by now. It is easy to tell Bordeaux from Burgundy and Vouvray from Rhine wine; it would be not only difficult, but scarcely possible, if thirty varieties of grape (the same thirty) were grown in all four districts, if hillsides and bottom-lands were planted indiscriminately with vines, and if there existed no characteristic methods of production, standardized and hallowed by tradition, for each district.

Thus all honest red Bordeaux, from the humblest Médoc *ordinaire* to the proudest Mouton-Rothschild, have a certain family resemblance. The same thing is not true of the wines of the Napa Valley and will not be true for a good many years. Red Bordeaux, to the wine drinker, is a wine. "Napa" is not a wine—the presence of this word on a label says, or should say, to the intelligent wine drinker, only this, "Here is a wine made in one of the half dozen best vineyard dis-

California Vineyard Districts

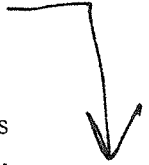
tricts of California." If it is made from grapes of a superior variety, by a good producer, it will be good—considerably better, at least, than a wine made from the same grapes, by an equally good producer, in an inferior district.

After this explanation and this *apologia*, here is the reasonably accurate information which it is possible to give about the better wine districts of California.

SANTA CRUZ-SANTA CLARA

These two can most conveniently be treated as one, for the best vineyards of Santa Clara County are in the foothills of the mountains from which Santa Cruz County takes its name. There are even a few scattered and mostly abandoned vineyards in the southern half of San Mateo County which share the same climatic conditions, the same exposure and the same soil, and should therefore be considered part of this major viticultural district. And on the basis of the evidence now at hand, this is perhaps the most promising of all the viticultural districts of California.

As one drives southward along the Bay High-



California Vineyard Districts,

W
way from San Francisco, the range of hills of which San Francisco's Telegraph Hill and Russian Hill and Nob Hill are the northernmost outposts, runs parallel to the Bay shore almost as far as Palo Alto, where it sheers off a little to the west, gradually acquires altitude and width and impressiveness and turns at length into the Santa Cruz Mountains. With one or two minor breaks, such as that behind Los Gatos, this chain continues on south to Monterey Bay. The eastern foothills of this chain, and the Santa Clara Valley which it protects, are planted mostly with fruit and nut trees (scarcely profitable today) and to a lesser extent with vines.

The Valley itself is too rich, too abundant, too fertile to produce good wine. But around the edges of the valley proper there are a good many thousand acres of slightly rolling or comparatively level land, light, well-watered and well-drained, and admirably adapted to the growing of the vine. The foothills of the Santa Cruz Mountains, from Redwood City fifty miles on south to Gilroy, are even better; they could be, and perhaps some day will be, one great vineyard.

A certain amount of wine is made today from grapes grown on the Santa Clara bottom-land, al-


California Vineyard Districts

most all of it poor, and almost all of it sold locally when about a year old. A good deal of wine is made from grapes (largely inferior varieties) grown at the southern end of the Valley between San Jose and Gilroy, some on fairly good vineyard soil and some on poor. A considerable number of small growers in this region, disgusted with the twelve or fifteen dollars a ton which their grapes brought at commercial wineries, have recently struck out for themselves—most of them, unfortunately, with limited equipment and poor vines.

Several of the better vineyards on the edge of the Valley were planted by Frenchmen, and Messrs. Athenour and Bouret, both French-speaking, still grow grapes not far from Los Gatos. Southeast of San Jose is the once-celebrated Evergreen Vineyard of the Schilling family, now owned by the University of California, and south of San Jose are a number of big wineries which buy from the neighboring growers and make wine—San Martin, Cribari Bros., Bisceglia Bros. Perhaps the most impressive of the valley vineyards lies between San Jose and Los Gatos and takes its name from the nearby village of Almaden.

At present, the outstanding wines of the Santa

California Vineyard Districts



Cruz-Santa Clara district are produced by a scant half dozen vineyards, almost all of them well up in the foothills, at least five or six hundred feet above the valley floor. The best, and probably the best wines of California, are those of the Paul Masson Champagne Co., which, paradoxically, produces even finer still wines than Champagnes and is no longer owned by Paul Masson. The other top producer is the Novitiate of Los Gatos, whose best wines are sold almost exclusively for sacramental use.

In other words, the Santa Cruz-Santa Clara district, like practically all of the better wine districts of California, is at present producing an enormous range of wines—the commonest of “dago reds” made (and poorly) from Alicante grapes grown on lowland vineyards; sound, pleasant, undistinguished wines from better grapes and well-drained vineyards; wines that are altogether remarkable from top varieties grown on the foothills.

Nevertheless it is possible, purely on the basis of what is being produced today, to make a few fairly positive statements and a few rather rash predictions (many of which will be subject to con-

California Vineyard Districts

siderable revision by 1960) about Santa Cruz-Santa Clara:

First, this is not a district particularly well adapted to the production of wines of the Rhine wine sort, nor to the cultivation of Riesling or Sylvaner or Traminer grapes. These, it would appear, are better off in Sonoma County.

Second, Semillon and Sauvignon grapes, grown in the good vineyards on the edge of the Valley, here yield a wine which is not much like a Sauternes, but which is nearer, in flavor and body and fruit, to a sound Graves, than any wine grown elsewhere in California.

Third, it is possible to make, out of the great, traditional European grapes—the Cabernet, the Pinot Noir, the Pinot Chardonnay—grown on foothill vineyards, cultivated, picked, sorted, crushed, fermented in the slow, meticulous, European way—wines which will, within a few short years, be able to hold their own against the better Classed Growths of the Médoc, and against all but the very best red Cortons, for example, and white Meursaults. Wines of this class are being produced, although in very small quantities, even today in the Santa Cruz Mountains.

From: California's Best Wines by Robert Balzar, pub. Ward Ritchie Press, Los Angeles, 1948
first ed.

California's Best Wines

priests, by its abundant yield, established California as a vineland.

The first commercial vineyard was established in Los Angeles in 1824 by one John Chapman who set out 4,000 vines. He was followed seven years later by an even more enterprising pioneer from France, Louis Vignes. His vineyard, on the site of the present Union Station in Los Angeles, was a profitable venture, providing wines and brandies not only for the young City of Angels but for the northern ports of Santa Barbara, Monterey, and San Francisco.

The big excitement, one hundred years ago when gold was discovered in California, created such a fantastic period of American history that the grape rush never received much publicity. It followed the gold rush, and quite logically. Every boom town was a market for wine and grapes. Prices were fabulous. If, many thought, good grapes could be grown in Southern California where the wines were coming from, they would probably do as well elsewhere in the state. New species, other than the Mission variety, were imported and they flourished equally well.

Like a thunderbolt sensational news arrived from Europe. The vineyards of France were dying of an unknown disease. California would become the vineyard of the world. Every ship sailing into the Golden Gate confirmed the tragic and wonderful news. By 1855 the boom was on. Landowners all over the state caught the wine fever. By planting a few thousand vines they could become rich, with a world market waiting. Vineyards sprang up all over California. In 1858, bearing vineyards in Los Angeles were selling for \$1,000 per acre.

Boom—and then bust!

A poor crop in 1859 was followed by an equally poor harvest in 1860. The State Agricultural Society, formed

The Wine Boom

in 1854, recognized that something must be done to save the young industry. Each year the Society had sent several of its members, by stagecoach and horseback, to widespread areas of vine plantings to report back on economic and agricultural conditions. The most successful vintner was a Sonoma vineyardist, Colonel Agoston Haraszthy. His success with foreign grape varieties had sent land values in the vicinity of his Buena Vista vineyard from \$6 to \$135 per acre.

Col. Haraszthy's achievement was by no means accidental; his entire lifetime had been spent in seeking the right place in America to make fine wines. In 1847 he planted his first vineyard in Wisconsin shortly after he arrived in this country from Hungary. Undaunted by failure there he moved to San Diego, primarily for his health. He imported more than a hundred and sixty-five different species of grapes from Europe, including Zinfandel which has now become the most widely planted grape in California. Dissatisfied with the quality of the wine he could make there he moved north to the present site of Crystal Springs Reservoir, just south of San Francisco. Here he discovered he was too near the sea; his vines suffered from strong winds, fog, and lack of sunshine.

He made a fourth attempt, in Sonoma, after seeing the flourishing vineyards of General Vallejo in that county. With renewed inspiration he transplanted his imported cuttings and set out the Buena Vista Vineyards in Sonoma in 1856.

When the Agricultural Society recognized the need of serious research and supervision for the entire wine industry in 1861, Col. Haraszthy had already solved the problem that faced them. New varieties were needed with experimental, supervised planting in various sections of the state.

In 1861 Governor Downey appointed Col. Haraszthy

California's Best Wines

even a small supply of aging wines has an air of impressive graciousness. The gesture of bringing forth a bottle from this supply implies a special compliment to the guest thus flattered. It reveals the host as a man of generous impulses and warm hospitality.

You don't need a basement "cellar." Any cool, dark location of relatively constant temperature in your house will do. Keep a "cellar register" list posted on the wall with dates noted of purchase and storage. Leave room for tasting comments and dates of your withdrawals. In this way you can record your impressions of each wine as it grows older. Perhaps you will lay away several cases of a favored wine for the birthday of your son or daughter, to be given him or her on a wedding day, or on the first christening. You've tasted it each year at the birthday dinner. Good wine seems to say, even as Robert Browning's *Rabbi Ben Ezra*: "Grow old along with me. . . . The best is yet to be."

Wedding wine has been the specialty of the house at Almaden since those early days of Lefranc and Théé. Today, under the ownership and management of Louis A. Benoist, it retains its fame for the excellence of its sparkling wines. They are made by Oliver J. Goulet, who served a remarkable apprenticeship in this countryside with the Novitiate of Los Gatos and La Cresta Vineyard on the nearby hill. As you well know by now, there are no short cuts in the making of fine Champagne. Each bottle must be handled separately over and over again until it is ready to be given its final benediction with a clear *dosage*, then royally capsuled in gold foil.

Almaden Brut Champagne, whether it carries a vintage date or appears as a non-vintage wine, is still the prize of the vineyard. Then there is the gay Pink Champagne with its rivulets of tiny bubbles threading up from the bottom of the thin glasses provided for your merrier moments.

Anna Held's Champagne Bath

Sparkling Burgundy is a favorite with many men for festive holiday occasions, and the most demanding circles of society have been loud in their praise of that made at Almaden.

Several years ago Mr. Benoist decided to extend the offerings of Almaden Vineyards by additional planting of fine varietal grapes. This would permit him to make of the location so naturally endowed a fuller realization of the obvious possibilities for still wines, supplementing those of the famous Champagne. Today he can boast of almost 600 acres devoted to Pinot Noir, Cabernet Sauvignon, Pinot Chardonnay, Folle Blanche, Sylvaner, and Grenache, with 100 acres of Johannisberg Riesling and Traminer planted at an altitude of 2,500 feet in the Santa Cruz Mountains. In the sweeping landscape of the vineyards, from the low hills of the valley to the cooler heights of the mountains, a climatic range that varies from that of the French Médoc to the vineyard banks of the Rhineland is encompassed in a few square miles of California land. The wines from this little empire are worthy of the highest dreams of the men who first cleared the land for vines.

If we have inspired your Champagne appetite, here is a recipe to go with it. It is the invention of Joan Fontaine and in it you'll find the ultimate in the preparation of chicken.

Breast of Chicken Stuffed with Mushrooms

Remove breasts carefully from four chickens, being careful not to cut meat connecting the breasts. Salt, pepper, and flour these "butterflies." Stuff with the following dressing:

STATE OF CALIFORNIA - 1978 1979

FOG BANK CROSSING OVER SAN FRANCISCO BAY pg
SHOWING FOG ONLY ON THE LOWER
WESTERN FLANK OF THE
MOUNTAINS, BEFORE THE
FOG FILLS IN THE BAY AND
MOVES SOUTH TO COVER
THE EASTERN, LOWER
FOOTHILLS.

PACIFIC
OCEAN

SAN
FRANCISCO
BAY

GOLDEN
GATE

↑ Santa Cruz Mts.

Cumulative Percent Departure from Average

+50
+40
+30
+20
+10
0
-100
-200
-300

FROM: *German On California Premium Wines*
By Robert German, Pub. 10 Speed Press, Berkeley, Ca.
1975

climate shades off into region III. The same climatic pattern as that of Napa is apparent: Carneros (region I) - Rutherford (region II) - Calistoga (region III); and, Santa Rosa (I) - Alexander Valley (II) - Asti (III). Alexander Valley wines have a very distinct and attractive *goût de terroir*. There is some gravelly/volcanic character to the soil; but, being a river basin, there is a good deal of alluvial silt from a river which has traveled through 200 miles of varied terrain. This is a viticultural area to watch very closely.

The vineyards among the hills which define the western rim of the valley have produced some very fine wines. Hidden in back of these hills is another narrow valley which runs parallel to the Alexander Valley, forming a third distinct viticultural area in this region—the Dry Creek area. Virtually every square inch of this lovely valley is devoted to the culture of vines. Dry Creek wines have a significant identity and character all their own. This is another area to watch closely.

Beginning several miles north of Asti, Mendocino County forms another distinct viticultural area, with its center at the City of Ukiah, 125 miles north of San Francisco. Although Ukiah is itself in region IV, the remarkably varied terrain of this area provides vineyard locations which shade well into region II, particularly to the west at the town of Philo. The wines from this extremely versatile region seem to benefit from the more northerly location.

Traveling in the opposite direction, south from San Francisco along the west side of San Francisco Bay, one can see a long, lateral slope which defines the western rim of the lengthy Santa Clara Valley. At South San Francisco the slope is rather low, making another one of those gaps which lets in ocean air. Driving out from the protection of San Bruno Mountain, the car is buffeted as it hits this "river" of air. If it is a summer afternoon one may see fog being swept along in the channel of air. Further south the slope rises almost imperceptibly. Tongues of fog lick the tops of the slope. Every few miles the air seems to warm by a degree or two as the slope becomes



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gradually higher. At a certain point there is a distinct resemblance to the Côte d'Or, but suburban homes dot the slope rather than vineyards. Hidden along the ridge at points which have escaped the upward sprawl of the bay area megalopolis are vineyards from which have come some of the finest Cabernets, Chardonnays, and Pinot Noirs made in California. Although the production is miniscule, the quality is so high that it demands special attention.

The eastern exposure of the vineyards is a key to the quality. The Santa Clara Valley is so wide and the vineyards so far above the valley floor that they are warmed by the sun very early in the morning. By early afternoon the vines are banked away from the intense rays of the overhead sun. Being so high up, there is excellent air circulation. The environment is remarkably similar to the Côte d'Or, although warmer. In this spectacular setting, grapes are grown for the fine Cabernet Sauvignons of Ridge and Gemello, and the Chardonnay and Pinot Noir of Mount Eden (formerly Martin Ray) and Dr. David Bruce among others.

Looking across the broad Santa Clara Valley from atop its eastern ridge one sees a low ridge of hills which defines the eastern slope of the valley. There are vineyards in the low slope which once belonged to Leland Stanford, founder of Stanford University.

To the south, beyond San Jose, there is an older viticultural section of the Santa Clara Valley which is currently undergoing a very positive revitalization.

Past the eastern slope of the valley one can just barely discern a broad oval basin of land, south of Mount Diablo, known as the Livermore Valley. In the era before prohibition, this valley with its gently rolling low hills and very porous, gravelly soil, attracted several homesick Frenchmen who found in the valley an environment which was remarkably similar to the Graves and Sauternes district of Bordeaux. The valley still prides itself on an old section of vineyard which was originally planted in the 19th century

\$7.50

The Commonsense Book of Wine

By

LEON D. ADAMS

Foreword by

DR. MAYNARD A. AMERINE

ed. 1958

DAVID McKAY COMPANY, INC.
NEW YORK

Addendum
25

and it is to be expected that American tastes will differ. The blind-tasted foreign wines might have included some bottles stored too long in retail outlets; although on this score the same would probably have been true of some of the California samples. What the tastings really prove is that you are more likely to enjoy a California wine bought in the United States than a foreign wine purchased here, and that, moreover, the California products give you more satisfaction for the prices you pay for them.

Note that the European wines were all high priced, presumably the Old World's finest. You wonder what the scores would be if California vintages were pitted against the cheaper imports which flooded United States markets following World War II, underselling many American wines.

Let us make some closer comparisons.

Vineyards in California's leading table-wine districts, such as Napa, Sonoma, Livermore, Santa Clara, and Santa Cruz, receive more hours of sunshine per season than the top French and German districts. More sunshine means lower acidity and higher sugar content in the grapes, which, in turn, means that California wines are less tart than the European but are higher in alcoholic content. Europe-minded judges prefer the tart French Champagne. The American blind tasters prefer the softer California version.

French red Burgundy often contains added sugar and other flavoring and coloring. At its best it is like no other

What's the Best

beverage created by the 'gundies' tend to score higher than those which are the result of sugar.

Probably the best red wines over Cabernets. California provide an idea more so than do plantings of this since World W

Perhaps the can be blamed type, at its best has had a miser and restaurant wine in which Spumante (Sp) equaled in Ca

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Some Labels Unriddled

such as the gravelly kinds, do hold the sun's heat better than others do, and help grapes to mature.

It might interest the French to know that California, too, is jealous of its name, and that the same applies to individual California localities.

For example, when a California vintner ships 16 per cent "Light Sherry" to a state which discriminates against the genuine article, he must have special permission from the California Department of Public Health. And in so doing he loses the right to label such wine with the name of California; it may only be called "American" Light Sherry. And while a "New York State" or "Ohio" wine may contain as much as 25 per cent of wine made elsewhere (and many of them are blends with wine or grape syrup from California), no wine can claim to be Californian unless it is made 100 per cent from California grapes in California.

Equally jealous of their names are the leading California table-wine districts. The Livermore Valley is noted for its outstanding Sauterne types, and its vintners show their district's name on their labels. Napa Valley's name on a label automatically commands higher prices for its table wines, red and white. Sonoma, Santa Clara, Santa Cruz, and Mendocino are all known to connoisseurs for their distinctive table wines. The Cucamonga district in southern California and the Lodi district in the Central Valley have borrowed a leaf from the French practice, and have persuaded the United States Government to

*Guide to California Wines
by John Melville Doubleday NY. 1955*

WHITE: White Pinot, Grey Riesling, Dry Sauterne, Haut Sauterne, Rhine Wine, and Chablis;
ROSÉ: Vin Rosé.

Aperitif and Dessert wines:

Royal Velvet Port (with extra aging in oak casks) and Tawny Port; Pale Dry Sherry, Amorino Sherry (medium sweet, of the Spanish Amoroso type), and Cream Sherry; Marsala (medium sweet, darker than sherry, somewhat spicy in character and one of the few produced in the state); Golden Muscatel (from the Muscat of Alexandria grape).

To this group of wines also belong the *Louis IV* brand Vermouths, both dry and sweet. Although not selected like the others by the tasters' panel, this brand is used for certain high-quality specialty wines.

Signature Sparkling wines (bulk process):
Champagne and Sparkling Burgundy.

E. SANTA CLARA—SANTA CRUZ AND CENTRAL COASTAL DISTRICT

The neighboring counties of Santa Clara and Santa Cruz, with the Santa Cruz Mountains forming the border between the two, are usually grouped together as one winegrowing district. Extensions of this district include the winegrowing areas in San Benito County and in the central coastal counties of Monterey and San Luis Obispo.

Santa Clara County, with some thirty-seven active bonded wineries, rates fourth in number in the state. It can be divided into three winegrowing areas, spreading west and east from the Santa Clara Valley floor to the adjoining hills and mountains.

West of the Santa Clara Valley, in the foothills, lies Los Gatos, and higher yet, in the hills beyond, Saratoga, together forming the Los Gatos-Saratoga area. Here are the homes of some of the finest table wines and champagnes of California, while excellent aperitif and dessert wines are also produced there.

To the east of San Jose lies the hillside Evergreen area with its vineyards stretching onto the slopes of Mt. Hamilton. From this section hail a number of superior table wines.

The southern part of Santa Clara County and of its valley is noted for an important winery section, centering around Madrone, San Martin, and Gilroy, with good wines of all types being produced from the neighboring hillsides. Many a sound "country" table wine also is produced in the small wineries, run mostly by Americans of Italian descent, in the section west of Gilroy up toward the Hecker Pass and in the Uvas area.

Santa Cruz County is noteworthy for its wines although the number of active wineries has been reduced to only two. Some excellent table wines are produced above Felton and some good ones at Soquel. Besides there are scattered vineyard areas in the county including Vinehill, toward Los Gatos, Bonny Doon, southwest of Ben Lomond, Boulder Creek, north of that Scottish-named elevation, the Laurel area in the mountains toward the Santa Clara County line, and the Casserly section, up toward Mt. Madonna.

San Benito yields some well-known table wines south of Hollister, and Monterey County can boast, in the Salinas River Valley foothills above Soledad near Pinnacles National Monument, some very fine vineyards from which champagne has been produced with marked success.

San Luis Obispo County, where Paderewski once grew his wine grapes and almonds, is noted for its hillside table wines of sound quality and especially for its Zinfandel.

SANTA CLARA COUNTY

SANTA CLARA VALLEY—LOS GATOS—SARATOGA AREA

Almadén Vineyards, Los Gatos

About midway between Los Gatos and the former mining village of Almadén, some six miles south of San Jose, are to be found the winery and domain of Almadén, overlooking the undulating hills toward Loma Prieta and the Santa Cruz Mountains. Here some of the finest champagnes and sherries of California are produced as

land, California, where he was engaged in the concrete business. In 1915 he reverted to the traditional family occupation, first starting a winery in the Rucker district, north of Gilroy, and then moved to his present location on Solis Rancho in Uvas Canyon.

Peter Bonesio is still active, but turned the business over in 1932 to his sons Louis and Victor, the present owners and general managers, who were brought up in the enterprise since their earliest days, being taught the trade by their father. Victor Bonesio is also the sales manager, while Louis is the wine maker and chemist, and Peter Bonesio the vineyard manager.

The Bonesio wines are made from home-grown grapes which include Zinfandel, Grignolino, Grenache, French Colombard, Golden Chasselas, and Sauvignon vert.

The featured brand is *Uvas*, under which the following *table wines* are marketed:

RED: Burgundy (full of flavor, full-bodied, practically straight Zinfandel) and Claret (from mixed grapes);

WHITE: Sauterne (from the Golden Chasselas and others);

ROSÉ: Grignolino Rosé (with plans to produce also a Grenache Rosé).

A number of aperitif and dessert wines are purchased and marketed.

SANTA CRUZ COUNTY

Hallcrest Vineyard, Felton

Some 400 feet up the slopes of the Santa Cruz mountains, overlooking the San Lorenzo Valley above Felton, lie the Hallcrest vineyards and winery, devoted solely to the growing of Cabernet Sauvignon and White Riesling grapes, and to the production of these two 100 per cent varietal table wines.

The vineyards are planted on the crest of a hill and were for that reason named Hallcrest by their owner, Chaffee E. Hall, who purchased the property in 1941. A corporation attorney by vocation, practicing in San Francisco for many years, Chaffee Hall is also an

enophile, knowing and appreciating truly fine wines, having developed his taste during his numerous trips to the wine lands of Europe. It is at Hallcrest that he fulfills one of the great ambitions of his life, that of producing, with knowledge and lavish care, Santa Cruz County table wines which compare in elegance, bouquet, and taste with the very finest of California.

Chaffee Hall is his own wine maker and all operations in vineyards and winery are either accomplished personally or supervised closely by members of the Hall family. The utmost care is taken, both of the vines and of all stages of wine production. The first vintages were of 1946 and these, as well as the succeeding ones, have been remarkably successful.

Cabernet Sauvignon and White Riesling are marketed under the *Hallcrest* brand, with indication of the vintage year and with the Santa Cruz County appellation of origin. They are bottled in elegant fashion, with lead-foil caps imported from the Netherlands and with wire-mesh covering procured in France.

Bargetto's Santa Cruz Winery, Soquel

The founders of this family firm were the brothers Philip and John Bargetto, sons of Giuseppe Bargetto, winegrower and wine maker from the neighborhood of Asti in Piedmont, Italy. Giuseppe came to this country, but later returned to his native land. He must have inspired his sons differently, for they both came over to stay. Philip came in 1887 and worked for some twelve years in the famed old Delmas Winery near San Jose. John Bargetto immigrated in 1909 and first engaged in the produce and grape-shipping business. In 1933 Philip and John founded the Bargetto Winery in Soquel, which is now owned and operated by John Bargetto and his two sons, Lawrence and Ralph, the former being the wine maker, chemist, and general manager, and the latter having charge of sales. Two daughters of Philip complete the family membership of the enterprise.

The Bargetto wines are produced from grapes purchased from vineyards scattered over Santa Cruz and Santa Clara counties. *Table*

Santa Clara and Other Central Coast Counties



THE COUNTIES north and east of the Golden Gate, described in the three preceding chapters, are publicized nowadays as "California's fine wine country." Yet there is fully as much to interest the visitor—famous wineries, great vineyards, and fine wines—in the coast counties situated south of the Bay. In fact, the visitor who travels south instead of north from San Francisco may get a clearer concept of the past, present, and future of premium California wines.

Viticulture is changing more dramatically in this central coast region than anywhere else in America. Because of exploding population around the Bay, the old vineyards in the upper Santa Clara Valley are fast being paved over for housing tracts and shopping centers. The historic showplace wineries remain, but the grape is retreating southward to less-populated areas, including some where vines were not grown commercially before. For example, a single new district, the Salinas Valley of Monterey County, already is larger than either Napa or Sonoma County in vineyard acreage and someday may even surpass both in "fine wine country" importance.

Climatically, as the California map shows, the same ocean breezes and fogs which cool the sunny valleys of the northern Coast Range Mountains perform the same beneficent function for the valleys of these mountain ranges extending south from San Francisco through San Mateo, Santa Clara, Santa Cruz, San Benito, and San Luis Obispo Counties—a distance of more than two hundred miles. Summer temperatures in most of this area range from Region I to Region III, the best for growing grapes for superior table wines and champagnes. The new central coast vineyards are therefore equal in climate to the old ones they replace, and they are already greater in size.

The best route south from San Francisco is the scenic Interstate 280 freeway. It passes first through what was once a high-quality winegrowing area in now-urbanized San Mateo County. At the south end of San Andreas Lake is the site where "Count" Haraszthy planted his ill-fated San Mateo County vineyard in 1854. The hills farther south, beyond the Crystal Springs Reservoirs, have warmer weather, and were dotted with vineyards before Prohibition. Emmett Rixford's La Questa Vineyard at Woodside, planted in 1883, grew some of the most prized of all California Cabernets. His elegant winery was closed by the dry law, was operated again by his sons for a few years after Repeal, and has since been converted into a residence. Another handsome cellar, at Menlo Park, once belonged to Governor Leland Stanford. It now houses a bank in the Stanford Shopping Center.

San Mateo land is too costly now for commercial vineyards, but the county has many avocational winegrowers. Two of them in the wealthy town of Woodside have bonded their hobby wineries. When home winemakers Robert and Polly Mullen built their new house on Kings Mountain Road in 1961, they did so primarily to provide a 4,000-gallon winery downstairs. They have two acres of Pinot Noir and Chardonnay vines beside their house. They also care for and use the Cabernet grapes produced on the three remaining acres of La Questa Vineyard. The Mullens produce enough wines to supply themselves, the friends and neighbors who attend their spring wine tastings, and the Village Church, which uses their Woodside Vineyard wines for communion. Occasionally a few bottles are available for sale to callers (by appointment on weekends only).

The other Woodside winery is in the cellar of the Woodside Post Office. Electronics engineer Nathaniel Sherrill and his wife Jan, a Stanford University education counselor, rented and bonded the 3,600-gallon Sherrill Cellar in 1973 and four years later won two gold medals for red wines at the Los Angeles County Fair. They are partners in a two-acre Riesling vineyard in nearby Portola Valley. Roberts General Store in Woodside usually stocks both Sherrill and Woodside Vineyard wines.

Santa Clara is the oldest of the northern California wine districts and was one of the best. The Franciscan Fathers planted grapes at Mission Santa Clara de Asis soon after its

acres of vineyards in Santa Clara, San Benito, and Stanislaus Counties.

The training of novices was moved in 1967 to a new seminary at Montecito in Southern California, and the old Novitiate was turned into a Jesuit residence. Each autumn, however, the novices return to help harvest the grapes. The oldest vineyard, the one behind the winery, has shrunk in recent years, and a larger one near Almadén has been sold and chopped up into housing tracts. But the Novitiate still grows grapes around the old Jesuit Alma College on Bear Creek Road, and its new vineyards north of San Juan Bautista and near Modesto supply more grapes than the winery used before.

Until recent years, four fifths of the Novitiate output consisted of altar wines with such names as L'Admirable, Villa Joseph, Guadalupe, and Vin Doré. The rest was sold commercially, labeled "Novitiate Jesuit Wines," and included Cabernet, Pinot Blanc, Château Novitiate, Flor Sherry, Angelica, and Black Muscat. Best known to connoisseurs was the Black Muscat, one of the few fine red muscatels in the world.

Unlike the Christian Brothers, who have built their well-advertised wine and brandy business nationwide, the Jesuit Fathers long de-emphasized their commercial wines. Until recently they could only be bought in Los Gatos and in the few cities where there were distributors of Novitiate altar wines. Now this is changing. The capacity of the Novitiate winery, now 650,000 gallons, is soon to be doubled. More wines (Chenin Blanc, Pinot Noir) have been added, and the Fathers are making their wines available across the United States. A public tasting room has been opened in one of the moss-covered cellar tunnels, is now kept open daily except Sunday, and wine tours with Brother Norbert Korte are offered Monday through Friday and on Saturday mornings.

In the past, several Church-owned wineries carried on the monastic tradition of winegrowing in the United States. Another Jesuit winery, the Villa Maria Vineyard on Stevens Creek Road southwest of Cupertino, was operated by the University of Santa Clara until 1938. The only ones left are the Novitiate, the Christian Brothers, and the O-Neh-Da Vineyard and winery in upstate New York.

• 7 •

Bear Creek Road, where the Novitiate has its vineyards around Alma College, extends into Santa Cruz County and

reaches an altitude of 2,000 feet. At that height, two miles past the county line, Dr. David Bruce, whose dermatology practice is in San Jose, pursues his three-day-a-week avocation of growing fine wines. When he bought this hilltop in 1961, there was a century-old farmhouse on the property and traces of a former vineyard. The doctor terraced the land and began planting his present twenty-five acres of Chardonnay, White Riesling, Pinot Noir, and Cabernet. He studied texts on viticulture and enology, practiced making wine in small quantities, then bonded a temporary winery in 1964, and three years later put David Bruce wines on sale in a few San Jose stores. He later built a two-story concrete-block cellar with modern equipment, some of it his own design, and has won a reputation with several unique table wines, which he sells at five to twelve dollars a bottle, mostly to California connoisseurs who order them by mail. The best I have tasted are his Chardonnays and Zinfandels, but the most unusual is a wine he had not planned to make. During the first vintage in his temporary winery, he discovered he had more red grapes than his aging-casks could hold, so he fermented the white juice of his Zinfandel grapes without the skins, bottled the wine young, and named it Zinfandel Blanc de Noir. It developed with a full Zinfandel aroma, but it has an orange tinge. He since has also made a white wine of Pinot Noir. Although Dr. Bruce specializes in vintage wines of the high-priced noble varieties, he hopes also someday to "bring the mountain-grown Zinfandel to the place it deserves in the world of fine wines." He now holds tastings at the winery on Saturdays, but it is advisable to 'phone ahead if you plan to attend.

• 8 •

Santa Cruz was a famous wine county before Prohibition, when thirty-nine wineries cultivated 1,600 acres of vineyards between Ben Lomond, Boulder Creek, Corralitos, Felton, Glenwood, and Soquel. At this writing less than 100 acres were left; many old vineyards had been replanted with Christmas trees, which in this mountainous region are easier to cultivate than vines. But the wine-revolution demand during the 1970s for rare, superfine wines, combined with the romantic lure of hobby winegrowing in this Region I climate, have begun to revive Santa Cruz County viniculture. Seven new wineries opened during this decade and an old one was reopened, increasing the number in the county to twelve. Because open

... Continued from page 60

yards in the Salinas Valley of Monterey County.

The winery, housed in what once was the shop building of a brewery, gives the impression of being several buildings within a building. A cool, redwood-paneled, spacious tasting room is just inside the front door. The tour begins just outside one end of this room, in an open structure housing the temperature-controlled stainless steel fermentors and other modern processing equipment, then dives into an insulated sub-structure filled with almost 2,000 oak barrels of aging wine.

Owned by Bernard Turgeon, Jerry Lohr, and winemaker Peter Stern, the winery opened to the public in 1975 when its first wines were ready for release. The roster includes, among whites: Chardonnay, Chenin Blanc, Pinot Blanc, and the proprietary wine called Jade. The reds are Cabernet Sauvignon, Petite Sirah, and Zinfandel. Also, there is a Rosé of Cabernet Sauvignon. The label in all cases is J. Lohr.

Other Than Wineries

Urban distractions abound in the neighborhood. These notes cover only two with historic ties to wine, and some potential picnic sites.

Leland Stanford in his day ranked as one of the state's most enthusiastic winegrowers, although the histories suggest his skills did not come anywhere near to matching his hopes. Skilled or not, he established three major wineries, one of them on the north side of the present Stanford University campus. The handsome brick building still stands between the Stanford Shopping Center and the university's hospital. Shops and restaurants now fill it.

Farther south, the Mission Santa Clara has similarly dim ties to the vine. Santa Clara is something of a curiosity piece because vines did not prosper there during the mission era. The failure mystified the mission fathers but has been cleared up since. Santa Clara is too cool for the mission variety of grape to ripen properly. This was one of the earliest hints at the complexity of microclimate zones in the northern coast counties.

The mission adjoins the campus of Santa Clara University, on The Alameda.

For picnickers, Stevens Creek Park, a long strip along a narrow and shaded creek, offers picnic sites aplenty in March or April. But as spring wears into summer, the park begins to be crowded. The shallow creek is a fine playground for children, which accounts for a good part of the traffic. The sheltered and wooded nature of the place contributes the rest of the allure.

The park is west of Cupertino on the same road that leads to Ridge Vineyards.

Vasona Lake County Park straddles a creek and reservoir directly alongside State Highway 17 at Los Gatos. It has abundant picnic and recreation facilities on well-kept lawns.

Just west of Los Gatos, where the Coast Ranges begin to climb, Lexington Reservoir's shoreline is a developed picnic and water sports park—but a less manicured one than Vasona.

Picnickers who prefer to be on the east side of the valley will find a county park alongside U.S. Highway 101, not far south of Mirassou. It is Coyote County Park and it has a small lake as well as shaded picnic sites.

Full descriptions of the Santa Clara Valley region

are to be found in the *Sunset Travel Guide to Northern California*.

Plotting a Route

Getting around the Santa Clara Valley in the modern era is mainly a matter of picking the most efficient sequence of freeways and expressways.

U.S. Highway 101 (the Bayshore Freeway) steams straight and fast from San Francisco into San Jose. Interstate Highway 280 connects the same two cities and is almost as fast, in spite of its scenic route through coast hill country. On the east side of the bay, State Highway 17 (Nimitz Freeway) is a counterpart to U.S. 101, and Interstate Highway 680 is the easterly equivalent to I-280.

State 17 curves west across the foot of San Francisco Bay, intersects with U.S. 101 and I-280 in quick succession, then continues through Los Gatos all the way to the Pacific shore at Santa Cruz. I-680 ends in a gloriously complicated intersection with U.S. 101 and I-280, just south of San Jose's business area. Visitors coming from the south will find U.S. 101 the only quick approach.

The choice of expressways and major arterials within the region is almost limitless. The map on page 61 shows the most efficient ones for getting to wineries.

Accommodations and restaurants are as plentiful as the large population would indicate. The quietest location is Los Gatos. For lists of visitor facilities, write to the San Jose Chamber of Commerce, 1 Paseo de San Antonio, San Jose, CA 95113; the Saratoga Chamber of Commerce, P.O. Box 161, Saratoga, CA 95070; or the Los Gatos Chamber of Commerce, P.O. Box 1820, Los Gatos, CA 95930.

The Santa Cruz Mountains

The Santa Cruz Mountains offer almost the perfect fantasy of specialized, hand-crafted winemaking.

Tumultuous slopes make every vineyard a scenic wonder, and at the same time keep every vineyard small. Only here and there is the soil deep enough and the sun reliable enough for grapes to mature. So specialist wineries fit themselves—one here, one there—into forests or onto mountaintops, or both at once.

This makes touring a demanding business. The distances are considerable, on winding, narrow roads. The wineries are almost sure to be too small to have daily tastings and tours. But the rewards are singular for wine buffs who wish wine to be an enchanted product from enchanted places.

Even without wine these mountains are enchanted. Thick forests of redwood give way without warning to grassy meadows, which in turn give way to forests again. The enchantment is not undiscovered. The whole region is a vacationland for people who think rustic is better.

The Wineries

At the time of publication, roughly a score of wineries were in operation in the Santa Cruz Mountains from

↓ (PLEASE NOTE ALSO INTRO. TO (HECKER PASS) P 68., SOUTH SANTA CLARA CO. ATTACHED)

Half Moon Bay down to Soquel. An exact census is always hard to get in this region because many of the cellars are tiny, part-time businesses which can be—and sometimes are—started with little fanfare, and ended with less.

Of the 20 or so on the rolls in spring, 1979, seven opened their doors to visitors on a consistent schedule. By an accident of alphabet, the only one of these wineries not actually in the mountains leads the list. It is also the largest and oldest winery in the district.

Bargetto Winery is located in the town of Soquel, just inland from the main business intersection. It is housed in a trimly painted red barn that looks just as solid as it is.

The second generation of Bargettos owns it now. John Bargetto and a brother founded it in 1933, and John had a firm hand in the business until his death in 1964. His son Lawrence continues the operation.

There are tours of the premises, starting at the crusher out front and ending at the tasting room on the west end of the building.

In the tasting room, Bargetto offers a substantial number of varietal table wines (Cabernet Sauvignon, Zinfandel, Chardonnay, Johannisberg Riesling, Pinot Blanc, Moscate Amabile), generic table wines, and some fairly ancient dessert wines. The winery uses Santa Cruz Cellars as a second label for generic table and dessert wines.

In addition to being handy to the resort town of Santa Cruz, Soquel is only a moment's detour off State Highway 1. Beach-bound picnickers and anybody en route to Monterey can dip into town with ease. (A second tasting room is on Cannery Row in Monterey.)

David Bruce is up in the hills a couple of miles southwest of Los Gatos on Bear Creek Road. The building is plain, but some distinctive touches in the equipment make this an unusual winery to visit.

Outside are displayed a new style of French crusher-stemmer and a new style of Willmes membrane press, both of which could be explained at textbook length, but are more believable if seen. Inside, the original collection of oak barrels hangs from the walls on cantilevered racks designed by the proprietor and still unique 15 years later. The original barrels have been augmented by many more, stacked conventionally on the floor, and by a modern stainless steel fermenting room.

The other singular touch at David Bruce is a series of solar collectors on the roof of the fermenting room, used to supply hot water to the winery.

Bruce launched his winery in 1964, completed the sizable concrete block aging cellar in 1968, and added the steel fermenting building in 1975.

A physician by profession and a winegrower by avocation, he makes Chardonnay, White Riesling, Cabernet Sauvignon, Petite Sirah, and Zinfandel as his principal wines, most of them from his own steep vineyards around the winery. Tours and tastings are by appointment on Saturdays only.

Congress Springs Winery, new in 1971, is, in spite of the present winery's youth, an old property and one dedicated to preserving old vineyards and an old cellar.

Now the property of the Dan Gehrs and Vic Erickson families, Congress Springs was a winery as early as 1910 under the ownership of a Frenchman named Pierre Pourroy. Now—as then—the working winery is housed on the lower level of a sturdy stucco building while the upper level is home to the winemaker. And, as in the past, the principal vineyard sweeps east from the winery, down a rolling slope. (There are some new vines in the lot, but some go back to Pourroy's day.) The view from the vineyard out across Saratoga is worth the trip all by itself.

The current proprietors also lease other old mountain vineyards in the region, and buy small lots of grapes from local growers. The roster of Congress Springs wines includes Pinot Blanc, Semillon, Sauvignon Blanc, Cabernet Sauvignon, Pinot Noir, and Zinfandel. A Chardonnay is to come.

Tastings are held twice a year, in spring and fall, but visitors may have a look around the tidily kept cellar full of oak barrels on any Saturday, after they have acquired an appointment.

Felton-Empire Vineyards somehow gives an impression of being away from it all, even though the winery and vineyard tuck in behind a row of houses just above the main business street in Felton.

This is a winery property with some history. It was the famous Hallcrest Winery, belonging to San Francisco lawyer Chaffee Hall before his death in the 1960s. (One legacy remains, in the form of a band of awesome wine labels around the tasting room walls, a silent tribute to Hall's expert taste.)

In Hall's day, the winemaking was organic, even primitive in some respects. It is no such thing now. Owners John Pollard and James Beauregard brought in a microbiologist named Leo McCloskey as their winemaker and partner. He has transformed the place into as technically impeccable a place as imagination can conjure.

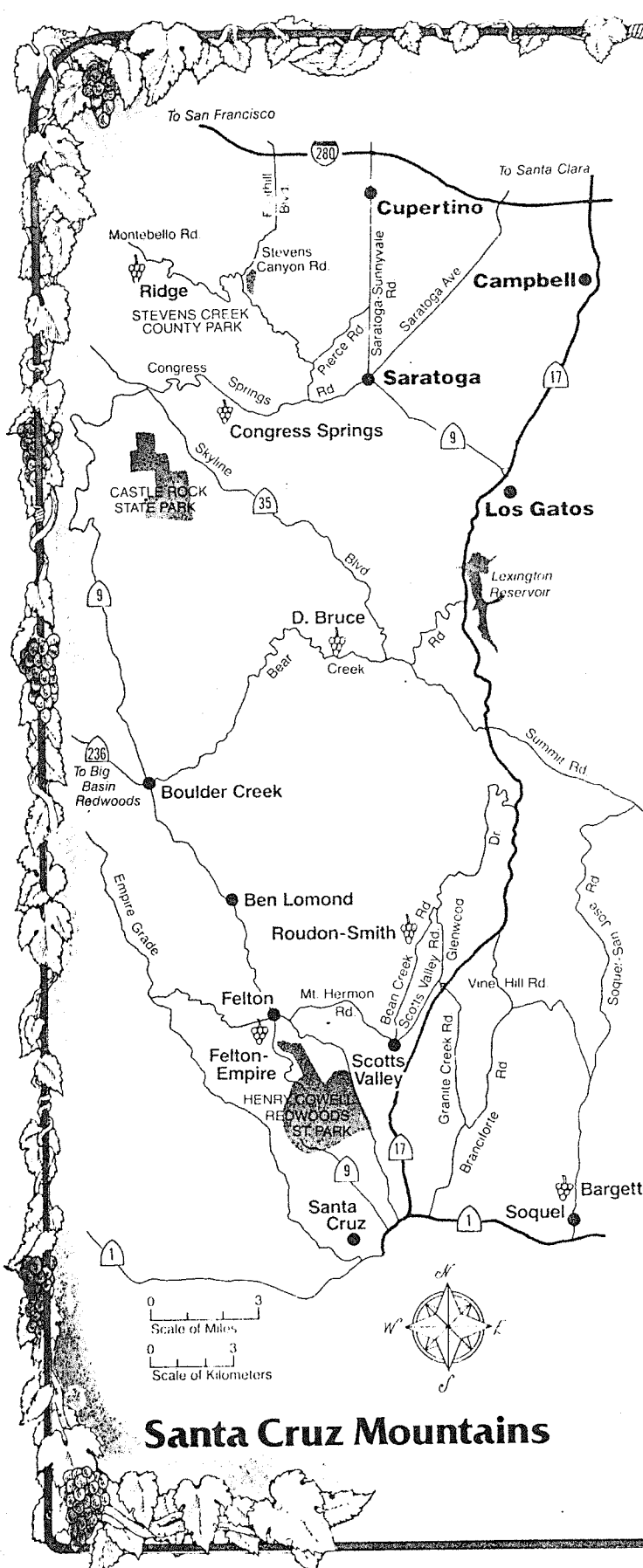
On the upper level, along with a roomful of stainless steel fermentors and the tasting room, is a laboratory equipped to measure things and creatures only dimly known outside academic halls. Just outside, the crusher-stemmer is an ultra-modern French type which looks like a collection of cockle shells whirling on edge, and the press is a German design, the Willmes membrane type, new in California in 1978. On the lower level of a building cut into a hillside, there are some oak barrels for aging the small production of red wines, and a tiny—but scientific—sterile bottling room. (Medical folks will recognize the air filter from hospital and laboratory applications.)

The production of this winery focuses on sweet white wines, especially Johannisberg Riesling. There are also dry Johannisberg and Gewürztraminer, and very limited amounts of Cabernet Sauvignon and Pinot Noir. One other product of the house is an unfermented varietal grape juice.

Obester Winery was just getting underway as a visitable cellar at publication time, in the unlikely environs of Half Moon Bay.

There is some instant history. Sandy Obester is the granddaughter of John Gemello, founder of the Gemello winery in Mountain View (see page 57), and John

(Continued on page 67)



Santa Cruz Mountains

Bargetto. From State 1, Soquel, exit, E on S. Main St. to Soquel Dr., then N 1/4 mi. on N. Main St. (3535 N. Main St., Soquel, CA 95037) Tel (408) 475-2258. Daily 10-5:30. IT/Ta

David Bruce. From Los Gatos, 2 mi. S on State 17, W on Bear Creek Rd. (21439 Bear Creek Rd., Los Gatos, CA 95030) Tel (408) 354-4214. Tours, tasting Sa 11-2 by appt.

Congress Springs Vineyards. From Saratoga W on State 9 (Big Basin-Congress Springs Rd.) 3.5 mi. Turn up private rd. at 4.09 mi. marker, 1/4 mi. to winery (23600 Congress Springs Rd., Saratoga, CA 95070) Tel (408) 867-1409. Weekends by appt. GT/Ta (Invitation tastings)

Felton-Empire. State Hwy. 9 or 17 to Felton, 1/4 mi. W on Felton-Empire Rd. Winery on S side of rd. (379 Felton-Empire Rd., Felton, CA 95018) Tel (408) 335-3939. Su & Th 11-4 by appt. GT (Invitation tastings)

Obester Winery. S side of State 92, 2 mi. E of State 1 or 6 mi. W of I-280. (12341 San Mateo Rd. (State 92), Half Moon Bay, CA 94019; mailing address: Rt. 1, Box 2Q, Half Moon Bay, CA 94019) Tel (415) 726-9463. F-Su & some holidays, 9-5. GT/Ltd. Ta (Outside map.)

Ridge. From Jct. of I-280 & Foothill Expwy. S on Foothill Blvd.-Stevens Canyon Rd. (17100 Montebello Rd., Cupertino, CA 95014) Tel (408) 867-3233. Sa 11-3 by appt. IT/Ta

Roudon-Smith Vineyards. From State 17 Scott's Valley exit, N 1/2 mi. on Mt. Herman Rd. to Scott's Valley Rd., 1 block to Bean Creek Rd., NE on Bean Creek 2 mi. to winery. (2365 Bean Creek Rd., Santa Cruz, CA 95066, office: 513 Mountain View Rd., Santa Cruz, CA 95065) Tel (408) 427-3492. Sa 12-4 by appt. IT/Ta

Key: GT (guided tour); IT (informal tour); Ta (tasting).

Not on Map-Visits by Appointment Only

Ahlgren Vineyard. PO Box 931, Boulder Creek, CA 95006. (408) 338-6071.

Mount Eden Vineyards. 22020 Mt. Eden Rd., Saratoga, CA 95070. Tel (408) 867-5783.

Page Mill Winery. 13686 Page Mill Rd., Los Altos Hills, CA 94022. Tel (415) 948-0958.

Michael T. Parsons Winery. Mailing address: 15001 Montalvo Rd., Saratoga, CA 95070. Tel (408) 867-6070.

Martin Ray Vineyards. 22000 Mt. Eden Rd., Saratoga, CA 95070. Tel (415) 321-6489.

Santa Cruz Mountain Vineyard. 2300 Jarvis Rd., Santa Cruz, CA 95065. Tel (408) 426-6209.

Sherrill Cellars. PO Box 4155, Woodside, CA 94062. Tel (415) 941-6023.

P & M Staiger. 1300 Hopkins Gulch Rd., Boulder Creek, CA 95006. Tel (408) 338-4346.

Sunrise Winery. 16001 Empire Grade Rd., Santa Cruz, CA 95060. Tel (408) 423-8226.

Vine Hill Wines. 2317 Vine Hill Rd., Santa Cruz, CA 95065. Tel (408) 438-1260.

Wheeler. 14300 Nicasio Way, Soquel, CA 95073. Tel (408) 423-1073.

Woodside. 340 Kings Mtn. Rd., Woodside, CA 94062. Tel (415) 851-7475.

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was not only the inspiration, but, at 95, the overseer of the construction and equipping of a winery that was, thus, three generations old at its birth.

The first crush was in 1977. The roster of wines is to include Cabernet Sauvignon, Petite Sirah, and Zinfandel, from grapes grown in warmer climes than Half Moon Bay.

Ridge Vineyards started in 1959 as a weekend hobby. It has long since grown past that stage, and become one of the largest of the Santa Cruz Mountain wineries. At this point there is enough Ridge to fill the original cellar and a much larger second building. Or, as its proprietors put it, Ridge is about the size of a large chateau in Bordeaux.

Ridge's two locations, almost a mile apart, are both spectacular. The name comes from the fact that the winery does indeed sit on a ridge due west of Cupertino. The topmost vineyard yields views out to the Pacific Ocean and down into a vast portion of San Francisco Bay. The rest of the premises does not lag far off that scenic pace.

Visitors with reservations are welcomed on Saturdays at the rustic original winery, now a bottling and case storage building. It is hidden in a little fold 100 yards or so off Montebello Ridge Road. (Drivers need to watch mailbox numbers carefully for the cue to angle left into a dirt drive that, from the road, appears to have no purpose.)

When the weather is reasonably good, tasting and talking go on outdoors, at one edge of a small patch of vines, but there is indoor space for gloomy days.

From time to time the hosts are moved to cart visitors up to the producing winery, a handsome old frame building that covers a sizable cellar dug into the stone hillside. The equipment is modern, but the building goes back to before the turn of the century, when it housed the Montebello Winery.

The labels on Ridge wines are probably the most explicit of any in California. The list of labels is dominated by Cabernet Sauvignon and Zinfandel, but also includes Chardonnay and White Riesling.

Roudon-Smith Vineyards moved into a new building in 1978, in the Scotts Valley district of Santa Cruz County.

The wood-sided structure is best described as prim. Indeed, it would look at home somewhere in New England. But it is cut into a side slope above a fine meadow, and is hedged all about by tall conifer forests, so leaves no doubt about its California location.

Like several other wineries of its era, Roudon-Smith started in 1972 as a cross between a hobby and a business, and quickly grew into a full-sized business. The proprietors are Robert Roudon and James Smith, whose basic thought is to make Chardonnay, Cabernet Sauvignon, and Zinfandel every year, plus a fourth wine of whichever variety seems right for the time — a sort of elective subject. Petite Sirah and Pinot Blanc have been two choices to date.

The well-equipped and tidily kept winery has stainless steel fermentors and other processing gear outside, barrels for fermenting and aging on the lower level, and an upper story for storage of cased goods and relaxed Saturday tastings.

Since Bean Creek Road was under-designed even for the Model T, the atmosphere is almost certain to be tranquil for those who write or call for appointments to visit.

More wineries. Connoisseurs of California wine will recognize some prestigious names on this long list, along with some new ones. They are grouped here for a variety of reasons that make each almost as hard to get into as Harvard. In most cases, the reason is a lack of size. For diligent students of wine, the addresses are noted with the map for this region.

A man named Martin Ray managed, from 1943 onward, to create vast interest in one such small winery high in the hills west of Saratoga. Ray died in 1975 shortly after his property had been divided into two parts.

A new owner now operates the Ray winery, with Ray's son, Peter Martin Ray, as winemaker. A second winery, Mount Eden, is operated by a consortium of vineyard owners who used to sell their grapes to Ray.

The property was never large enough to allow casual visits. Now neither of the two wineries is large enough to accept any visitors other than well-established friends.

In addition to continuing on their own, the properties' successes under Ray inspired a whole school of similar enterprises.

Ahlgren is a tiny, family-owned winery located under the home of the Dexter Ahlgren family. The aim is to explore microclimates at Boulder Creek and learn which grape varieties will fare best there. Page Mill Winery is in Los Altos Hills, again beneath the home of its owners, the Richard Stark family. The Michael Parsons Winery in Soquel is as small as these others, though in its own separate building. Santa Cruz Mountain Vineyard was founded in Santa Cruz so that its proprietor, Ken Burnap, could explore Pinot Noir and naught else.

Sherrill Cellars, yet another husband-wife partnership, was in the process of acquiring a new home in 1979, after a spell under the post office at Woodside. As the new property matures, it may become at least as visitable as Congress Springs.

P. and M. Staiger, another family winery housed under its owners' residence, is both tiny and inaccessible. Sunrise Winery, the propriety of Keith Hohlfeldt and R. Eugene Lokey, suffered a fire in 1978 in its aging cellars, and was proceeding at half speed in 1979. Its premises are the old Vincent Locatelli winery in Boulder Creek.

Vine Hill, in the hills east of Santa Cruz town, belongs to Richard Smothers, whose name goes on the label of limited-production varietal wines from the home and other vineyards. Wines by Wheeler are made by Dan Wheeler at his Nicasio Cellars. The winery is a twin-bore cave, hand-dug into sandstone, downslope from the proprietor's residence.

Finally, in this alphabetic listing, comes Woodside, the property of Bob and Polly Mullen, who use their small winery to make — among other wines — a Cabernet Sauvignon from the last few vines of the legendary LaQuesta estate of Dr. E. H. Rixford. LaQuesta Cabernet Sauvignons were much treasured in pre-Prohibition California.

Other Than Wineries

Entirely in keeping with the wooded nature of this part of the world are two fine redwood parks with both picnic and camping facilities.

Big Basin Redwoods State Park is the larger of the two. On a loop road off State Highway 9, it is slightly more distant from the wineries than its running mate, but not enough to disqualify it as a respite, or a refuge.

The other is Henry Cowell Redwoods State Park, which straddles State 9 near Felton. It has several fine picnic grounds accessible from the highway. Its campground is reached via Graham Hill Road from Felton.

In addition to the parks, one other important diversion is the Roaring Camp & Big Trees Steam Railroad, a narrow-gauge line that was built for loggers but now serves to amuse small fry (and, not incidentally, to impress their elders with some superior wooded scenery).

From Boulder Creek down to Felton, State 9 is fairly regularly lined with visitor accommodations ranging from rustic cabins to fancy motels. For lists, write to the Santa Cruz Convention and Visitors Bureau, P.O. Box 921, Santa Cruz, CA 95061.

Wineries away from this core area can suggest parks and accommodations near them.

Plotting a Route

State Highway 9 forms a snaking loop into the heart of the Santa Cruz Mountains from the freeway, State Highway 17. One end of the loop is at Los Gatos, the other at Santa Cruz. With modest help from local roads, it leads into the neighborhoods of four of the region's seven wineries welcoming visitors on a regular basis.

Thus, the main question is how to get to State 9. The efficient way is via freeways. U.S. Highway 101 and Interstate Highway 280 intersect with State 17 not far from Los Gatos.

However, the main thing in winery touring is to get in tune with the subject. In this woodsy part of the world, getting in tune calls more for curving excursions through back country than flat-trajectory flights on freeways. To get a day in the Santa Cruz Mountains off to a proper start, use State Highway 1 to Santa Cruz, from north or south, then shift to State 9 or Scotts Valley Road from that town.

From San Francisco, it is better to follow the Skyline Boulevard (State Highway 35) to its junction with State 9 in the hills above Saratoga. The Skyline does what its name suggests: runs along the top of the immediate world—the backbone of the mountains. A good, lightly trafficked, two-lane road, it provides a whole series of sweeping views east over San Francisco Bay and the Santa Clara Valley. On the west side the sweeping views are fewer, but include a few distant seascapes. Sometimes the hills are open and grassy, sometimes tightly furred with conifer forests.

South Santa Clara (HECKER PASS)

Time was when South Santa Clara was all of a piece, vinously speaking. Its wineries offered good, sound jug wines, and almost nothing else. That day is gone.

Increasing urbanization, a wine boom that placed strong emphasis on varietal wines, vintage dates, bottles with corks, and new blood in the region's community of winemakers all combined to broaden the spectrum of wines from Gilroy and Morgan Hill until it included high-priced varietals along with solid values in jugs.

In a quiet way, this is appealing country for winery visitors to seek out. U.S. Highway 101 cuts a straight swath through it, giving a hint of the countryside, but the nature of the region reveals itself more truly from byways close to the hills.

West of U.S. 101, the district called Hecker Pass is made of vine-filled bottomlands, grassy hills, oak knolls, cactus farms, wandering creeks and reservoirs, the beginnings of conifer forests just below the namesake pass, and a nest of small wineries.

Gilroy, the major center, has revitalized its downtown district since being bypassed by the new stretch of the freeway, U.S. 101. What used to be a tedious stretch of stop-lighted highway now has become a stylish shopping street. The landmark building remains unchanged. It is the old city hall, built a year before the great earthquake of 1906. Having survived the quake, the structure has provided continuous wonderment to students of architecture ever since.

In season, a heavy, sweet aroma of drying fruit hangs in the still air, even in the middle of town. This is prune and apricot as much as grape country, and the dehydrators perfume the district for week after warm summer week.

The Wineries

Most of the south county's 16 wineries are west of U.S. 101, especially in the Hecker Pass district. However, the quartet ranged along U.S. 101 from Morgan Hill down to Gilroy includes the largest and most visitable cellars in the district.

Bertero Winery, set well back from State 152 behind a stucco house, a wood-frame visitor center, and a substantial block of vines, dates back almost as far as wineries date in Gilroy.

Alfonso Bertero opened the doors in 1917. The second and third generations carry the name forward in somewhat enlarged premises. The founding Bertero built his winery of redwood, having dug a 4-foot-deep center-aisle cellar as an insulating device for the redwood tanks. (It is almost a sure thing that a winery with such a device was designed and built by an Italian.) His building has been augmented by a concrete block addition.

The pavilionlike tasting room, handsomely set in the vineyards, is the starting point for visitors. From it, the Berteros launch tours of the vineyard and winery proper, throwing in asides on an enormous oak tree and the whereabouts of marker stakes from the original Spanish land grant, all of which are well to the rear of the property from the tasting room.

The wine list, all of it available for tasting, spreads more widely than most in the area: Barbera, Cabernet Sauvignon, Grignolino, Pinot Noir, and Zinfandel are the reds. A couple of whites and a rosé round out the

That pinot chardonnay may be equaled by another grown by Inglenook in 1944, which a small, shining group of tasters of my acquaintance say will be "fine drinking" after four years more in bottle. But they would be the last to affirm it will be the one prodigy of the year, or that benign influences have not rained down on a score of vineyards among the twenty-six thousand in California. I attended a dinner in San Francisco with them once, when the wines of ten vineyards—five French, five Californian—were tasted, and the French wines were Romanée-Conti of various years. It was like seeing *Hamlet* with five Hamlets on the stage. The California white wines were three, but after the Beaulieu chablis, made by George De Latour in 1918, the memory of them did not survive the evening.

It was a foggy and chill winter night in wartime, when the streets were packed with soldiers and sailors, and the fleet and two transport ships were disembarking more by the thousands. The taxi drivers regarded not the plight of two lone civilians on a street-corner.

Then a miracle occurred. Price had with him his famous set of corkscrews, with fearsome adjunct of saws, knives, and probes, ready for any emergency of broken, sunk, or jammed cork—or the trepanning of a skull. A surgeon would have envied him this arsenal of tools. Price gave one final swing with his handbag. It described in the fog a black arc of despair. We were all but late for dinner. Two taxicabs jolted screechingly to a stop. We climbed, mystified but grateful, into the first, got whisked through the crowds, then in no time we were spun about in front of our destination. "Night, Doctor," said this taxi driver, thumbing his cap.



WE CANNOT but agree with the remark of that Scottish writer who felt that the habit of much travel may prepare "the euthanasia of ancient nations." The traveler

must turn back home again to revert to his pristine virtues, or his earlier, and saving, grace. Sherry, that far wanderer, has too long been unrecognizable in its progeny grown up under other skies than Jerez de la Frontera. The first sherry I knew in childhood bore the label of Pedro Domecq and Ruskin, and the Ruskin of the firm was the father of the greater son, John, whom this wine had outlasted. All those great Jerez wines were oily and even in the dry glass their incomparable bouquet lingered in the room for days.

All the sherries of Spain come from that half-Moorish province of Jerez, which is the size of a New England township, and whose soil, in the better vineyards, is that compound of white clay and chalk known as *albariza*. Most of them are heated a long while in the sun, and their peculiar flavor is largely caused by that bacterium, the Jerez *flor*, which induces in them, after blending, a secondary fermentation. The cellar-masters of Jerez had been making their wines in an unvarying manner for some hundreds of years. Each district has its sacrosanct method, no less than a ritual. Only the true Jerez *flores*, or yeasts, produce the desirable and nutty sherry flavor, and they are peculiar to that region. Looked at under the microscope they seem more like the bacteria that induce fermentation in beer. The best strain of them have for the last ten years been naturalized in California, which now has the *flor* in abundance, even if it has not its Jerez—its one unmatchable district for this type of wine.

Up to ten years ago there was a stir afoot to confine sherry-making to the south of the state, where the summers are hotter, and no longer to make it in the north, where dry table wines come to their best. This caused loud outcry, and the project was quickly dropped. The great long valleys of the San Joaquin and the Sacramento, which have a hot summer, run almost the entire length of the state, in an unbroken isothermic belt. Atop of Mayacamas ridge in Napa Valley, Louis Martini was making a pale sherry as dry as Amontillado, and in the Santa Cruz Mountains the monks at the Novi-

17050 11/11
↓ tiate of Los Gatos, where grapes run high in acid (as is usual in these altitudes), were making a superior wine in the *flor* method. Eight years ago Schoonmaker and Marvel spoke thus of the two ranking types of California sherry:

1. The best. These are quite as good as sound Sherries from Spain: those made with film yeasts, and not yet commercially available.

2. The good ones. These can hold their own against run-of-mill imported Sherries; as a whole they have been "baked" at temperatures under 120 degrees if "baked" at all (not just stored in the sun) and a lot of them have been fortified to 17 or 18 percent alcohol, thus making them a good deal more palatable. The majority of them have been made from superior grapes, Palomino or the like.

Film yeast has come in widely since then, but the best sherry is not yet too plentiful, for the process of making it is arduous and long. "Baking" is still done, either in huge redwood vats of 30,000 gallons' capacity, equipped with copper heating coils; or, for sherries of lighter color and higher quality, in fifty-gallon oak barrels kept in a room heated to 120 degrees for about six months.

In 1937 Dr. W. V. Cruess, of the University of California, had a quantity of the best *flor* culture, which he called "Jerez Number Five," ready for several wineries to try out. Some of the inoculated wine ran "downhill" to first-quality vinegar. Then the winemakers learned something: raising the alcohol content to 15½ percent killed the vinegar germs instantly, and got the batch through in great shape. In three years Louis Martini achieved a wine of good Jerez bouquet and flavor. The Concannon and Cresta Blanca kept their wine under *flor* for twenty-two and thirty-six months respectively, and after a year in wood they were in 1943 served at the Technical Committee dinner, and matched with a Duff Gordon Pale Dry Pinta. Dr. Cruess's notes made at that event said that "the members observed considerable resemblance in bouquet and flavor in the two wines."

More reports trickled in from scattered vineyards: from Cribari's at Madrone; the Novitiate at Los Gatos, long famous for the rich Black Muscat of Brother Reinkey, S.J.; Ingle-nook, the Italian-Swiss Colony, Los Amigos, Shewan-Jones of Lodi; and the neighboring and admirable Bear Creek Vineyards, that old co-operative of a hundred and forty small growers, managed by L. K. Marshall. Experts from Jerez came in, but the Spanish technique including the *solera* method of blending older and younger wines, and keying them with wines so old that they were sirupy essences, was already in use by these Californians. Manzanilla, Amontillado, Fino, Pajarete, even Old East India (though this requires bottle age) were being produced. Oloroso and one or two other of the darker types made without *flor* were also being achieved.

Another age had set in, the wine trade was entering a new and a competitive phase. In ten years much has been done, but the *solera* system is intricate, no easier to master than, say, the pipe organ. There are rows of butts that have to be replenished with unvarying blends, and are drawn from to match the house blend, and keyed with the oldest *madre* wine possible—but no *madres* in California can yet match in age and strength those in the Spanish *bodegas*, some of which are black, heavy as oil, with the taste of ink or door keys, and so magical that a dash of it will "key" a whole puncheon. If wineries in the south, like San Gabriel and that co-operative in Tulare, the California Growers, won medals at the Exposition in 1940, so did wineries in the north, the east, and the west. The "quality spots" were diffused. The advent of *flor* has not yet begun to dislodge the "baked" sherries, four or five of which, in the face of the Jerez types, are still of no mean report.

In San Joaquin Valley grows the bulk of the grape crop in California, and within a hundred miles of the city of Fresno are ten thousand farmers who grow most of the world's raisins. Half the vineyards of the state are in this

had turned *buenos catolicos*, naively rejoiced. Near Alviso, on the Bay, the boiler of a new steamboat blew up into the air, taking with it a number of citizens of eminence. The County Treasurer, Mr. W. Akenhead, made complaint that burglars had robbed him of two sacks of gold, after beating him on the skull with cudgels. Later, Mr. Akenhead vanished, and mutterings were abroad that he had found his poker debts too burdensome. The town was bursting with strangers, wine was scarce and bad, corn liquor was worse and costly. Vigilantes were galloping hotly about the place, but footpads were still plentiful. Millard Fillmore was President of the United States. California was two years old as a State. There were other events, but what we must record here is the arrival of Monsieur Etienne Théé, quite overlooked by the press and the historians of that epoch.

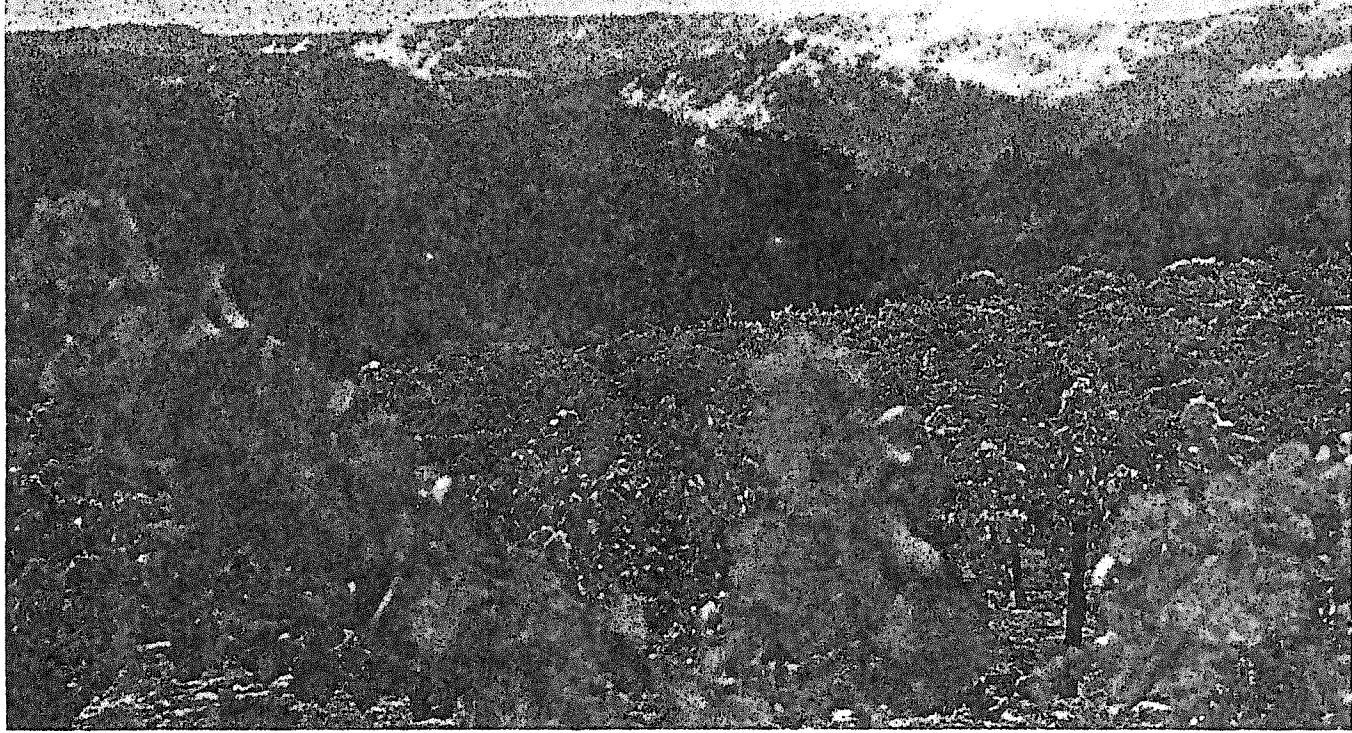
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Thée was a gnarled, small Frenchman with a pipe and a rifle, who came up from Monterey on horseback, watchful of robbers and all the powers of darkness. He had a thousand dollars in his belt. The scenery on the Santa Cruz ridge, which is of lofty grandeur and, unusual for California, in the Gothic tradition, beguiled this emigrant farmer not at all. These mountains are cool and dark, one vast canopy of cinnamon-brown redwoods, echoing with the sound of innumerable brooks that wind through a tangle of fern and Ceanothus. Here the rainfall is fifty-five inches a year, very copious for this dry littoral, almost like a series of minor cloudbursts. The redwoods are often three hundred feet tall, and cannot have changed much since the Franciscans first came through in the late 1700's, though a few branches may have grown a yard longer. Ranches have been cleared here, as we have seen; and in the 1880's here was grown, at Ben Lomond, the best chablis on this hemisphere. But on the whole the Santa Cruz Mountains have been known for their scenery, and their wonderful coach road. The name most dear to legend is that of Six-Horse Charley, crack driver for the Peninsula outfit, who wore custom-made antelope gloves,

smoked two-bit cigars, was a good judge of dry wine, and ranked in fame with those two immortal charioteers, Hank Monk and Foss of Napa Valley. Charley, on a long bridge in a storm, felt a slight tremor going through the stagecoach, and that instant brought the whip down furiously. The horses sped like thunderbolts, and the hind wheels had barely gained the opposite banks when the entire bridge collapsed into the ravine, and was swept off in the flood like matchwood. Charley never referred to that trifling episode, though the passengers did in heroic terms. Charley retired to near-by Soquel, to grow apples and grapes, and this farm Thée often visited. He was as surprised as anyone else after her death to learn that the immortal Six-Horse Charley was a woman.

Thée liked flat ground and sunshine, and bought three hundred and fifty acres of ground eleven miles south of San Jose. He was a Bordeaux farmer, and talented in his calling. From the priests at the missions he bought wagonloads of cuttings, set them out, and in two or three years began selling wine in the town. It was made of the Mission grape, and he never pretended it was more than an ordinary wine. He was among people who knew no French, and still less about wine. He married, farmed in a rather dogged style, and in time made the acquaintance of Charles Lefranc, who had a grape farm on a high altitude at neighboring Saratoga, then known as McCarthysville.

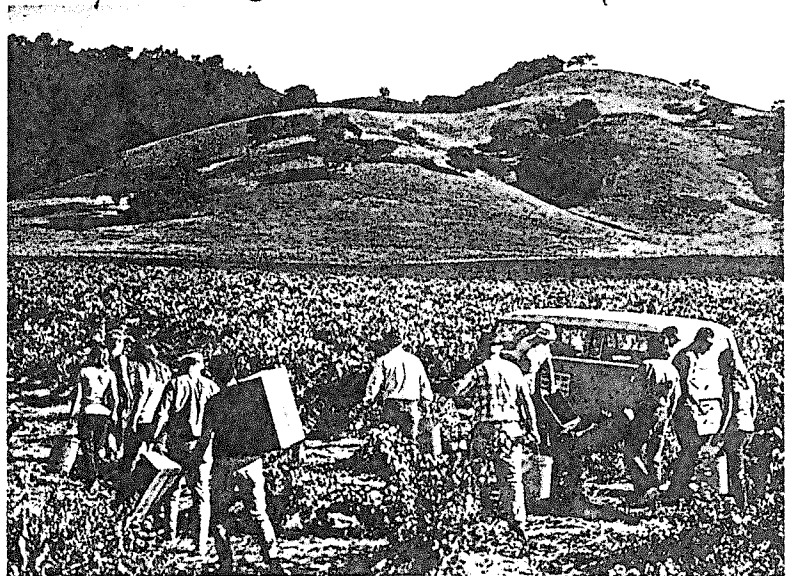
Lefranc also had begun hereabouts in 1852, bringing with him superior wine cuttings, and he grew what Thée said was the only local wine a man of sense would put back of his teeth. Thée's daughter became Mrs. Lefranc. The pair came to own the Thée farm; they doubled its acres, and called it the Almaden Vineyard, after the quicksilver mine on an adjacent hill. The winery and cellars were built seventy years ago; they are shadowy and chill, the cooperage is still older, of oak; you peer into them and see that they are encrusted with cream of tartar, snowy-white, the thickness of your hand.

FROM: CALIFORNIA WINE, LAKE, MENLO PARK .1973



AND THE RAINS CAME. Autumn clouds bump and scrape across David Bruce's mountain-top vineyard.

A Santa Cruz Mountain Vineyard, Bear Creek Road



VOLUNTEERS. Friends of Thomas Kruse begin to pick his Gilroy vines.

A Hecker Pass Vineyard

FROM: CALIFORNIA WINES, LANE, MENLO PARK, 1973

Mountaintop miniaturists

Somehow the west hills of Santa Clara County have become a grail for a certain kind of winemaker, one willing to lavish care on a 37-gallon lot of Pinot Noir just to see what will come of it.

A man named Martin Ray started the trend in the 1940s when he sold Paul Masson Vineyards to the Seagrams distilling companies and relocated himself as high up as he could get on a ridge west of Saratoga. From that beginning has grown a cluster of half a dozen tiny wineries.

Wines grown here range up to \$37 for a new bottle, part of the price reflecting pride and part of it the economics of making very small amounts of wine in a tough place.

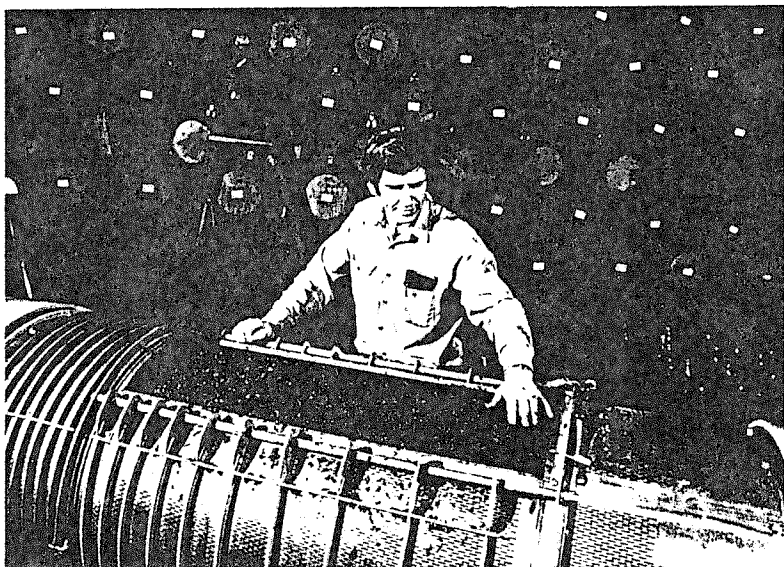


THE WHOLE OF IT. Woodside Vineyards winery fits in its entirety beneath the family carport of its owners, Bob and Polly Mullen. The aging capacity is 3,000 gallons, enough for the grapes that come from five vineyards totaling 7 acres. Woodside ranks in the middle of the miniaturists for size. David Bruce and Ridge are several times larger. Mt. Eden, Nepenthe, and Martin Ray are all slightly smaller.

From: California Wine, Sub Lane, Menlo Park 1973



THE CRUSH. One small crusher operated by friends and neighbors was enough to handle the vintage of 1972 at Mt. Eden Vineyards. Twenty acres of vines yielded twenty tons of grapes.



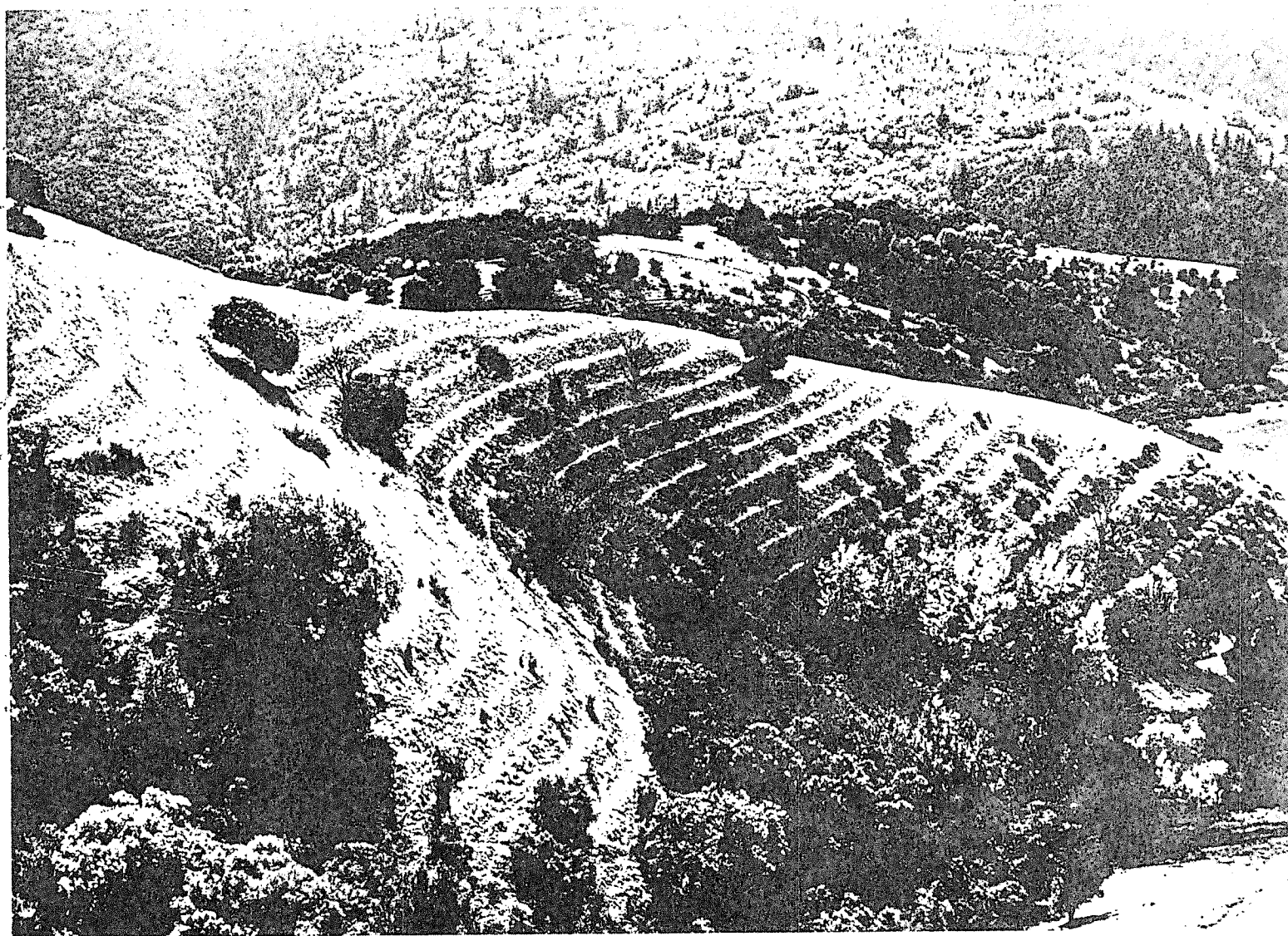
PRESSING PINOT NOIR. Dr. David Bruce combines modern equipment with ancient methods to make wine at his property west of Saratoga.

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*Looking from a Santa
Cruz Mt. Vineyard
out across the Santa
Clara Valley Below.*

FROM: CALIFORNIA WINE, LANE, MENLO PARK, 1973

Brinksmanship in the vineyards

The tumultuous slopes above Saratoga and Sunnyvale impose severe limits on vineyardists. There are only a few small patches with soil deep enough to hold vines, and those are extraordinarily hard to work. However, this fingertip grip on survival seems to be an important part of the allure for those who would test their wills here.



ECHO OF THE STRUGGLE. In 1894, Dr. Ozea Perone terraced his Montebello Vineyards into the ridge west of Cupertino that still bears their name. The terrain defeated its cultivators even before Prohibition.

Hecker Pass



In Gilroy, country cousins

Country wine comes not so much from a certain kind of grapes as from a certain state of mind.

People who make country wine intend for it to resemble as much as possible a good jug of home-made wine. Ideally, the resemblance covers both flavor and price.

The last real bastion of such wine in California has its focal point along the Hecker Pass Highway just west of Gilroy in south Santa Clara County. Jugs of thick red wine still go out of old family wineries on the shoulders of regulars who learned the way at the heels of their fathers.

Even here, though, the devotion to an inexpensive jug of country red is giving ground to pricier bottles of varietal wine. Mostly it is made by new names in town, but more than a little is produced by old pillars of the community.



PREMIER KRUSE. Amid all the old Italian families, a Chicago boy, Thomas Kruse, has brought a new name to the Hecker Pass country. He harvests with crews of friends and neighbors.

The County's Once-Thriving Wine-Making Industry Is Back

SANTA CRUZ SENTINEL — SUNDAY, NOV. 16, 1980

The following article is the first in a series about Santa Cruz County's numerous wineries. Here, Sentinel Staff Writer Denise Siebenthal looks at the once-thriving wine-making industry here and the recent proliferation of small wineries which are producing quality, popular wines. In subsequent articles, the county's wineries will be featured.

By DENISE SIEBENTHAL
Sentinel Staff Writer

Nearly 20 wine-making operations spread throughout the county are resurging an industry that was in its heyday here at the turn of the century.

Prohibition from 1919 to 1933, coupled with the Great Depression starting in 1929, caused the death of the burgeoning wine industry of the past. Only in recent years have successful wineries blossomed in the Santa Cruz Mountains.

In the late 1800s, as today, people were talking about the great possibilities this county had as a grape-growing and wine-making region.

In 1892, Author E. S. Harrison wrote, "Viticulture in Santa Cruz County, if not the most prominent, is at least the most promising industry."

At that time, there were nearly two dozen wineries in operation and about 4,000 acres of vineyards planted in this county, according to the County Convention and Visitors Bureau.

While today, due to the scarcity and high price of land, there are only about 100 acres of vineyards, wine experts still have good things to say about wines that are made from local grapes and wines made here from grapes grown in others parts of the state.

Syndicated wine columnist Jerry Mead commented recently, "I find the Santa Cruz Mountains to be the Burgundy of California because the two grapes that have made the Burgundy region of France famous — Pinot Noir and Chardonnay — do as well or better in the Santa Cruz Mountains than anywhere in the state."

"I find the general level of quality coming out of Santa Cruz Mountain wineries, no matter where the grapes have originated, to be of a superior level because of the kind of hand craftsmanship that is utilized by most of the wineries," Mead added.

"They are small, for the most part, and take great care in the way they treat the

wines, in the identification process and in the aging and the cellaring of the wine. That very personal touch comes through to the consumer."

Hank Rubin, a writer for such publications as Bon Appetit and Vintage Magazine, agreed with Mead in stating, "There are some wines that have come out of the Santa Cruz Mountains, particularly the Pinot Noir, that have measured up as good or better than anything else in the state."

Rubin said that other wines besides the Pinot Noirs "are good, but not that outstanding."

He recognized the renewed interest in wine-making in this county in stating, "Certainly there's been an increase in interest, an increase in the number of wineries and better technological skills in Santa Cruz County."

"In the past, Santa Cruz wineries were the mama and papa style and didn't have high technology. That's being corrected. It doesn't appear that in the near future Santa Cruz County will become important in terms of quantity, but I do see great quality coming out of that county."

Vince Locatelli, once the owner of a historic winery at the end of Empire Grade Road, explained that grape growing was a natural for the many Italian families that came to this area in the 1800s.

"Up in the mountain country, they all homesteaded land," Locatelli related. "They worked in the woods and everybody had an apple orchard and everybody made their own wine. Some even began to sell it because it brought in 35 cents a gallon. That was good money in those days when bread was five cents a loaf, cheese was 10 cents a pound and coffee was two pounds for 25 cents."

Locatelli, 75 and a former county supervisor, grew up in the family's wine business and ran the operation from 1951 to 1975. His uncle, Frank, started the winery in 1902 and Locatelli used to hear tales of the wineries that once were a common sight in the Santa Cruz Mountains.

His winery still is located where it was founded on Empire Grade Road and is leased by Locatelli to three persons who now operate it as Sunrise Winery.

According to historical accounts, grape growing was a natural thing to do in the mountains once the land had been cleared

In a book written in 1887, I.H. Raymond in 1887 relates that in Boulder Creek, "the hillsides uncovered by the lumbermen have here, as elsewhere in the county, been found so admirably adapted to fruit and vinegrowth that the whole region has taken on a new impetus. . . ."

Wineries then grew their own grapes. Winemakers found that the higher slopes of the Santa Cruz Mountains that were protected from fog had the ideal soil and climate for wine grapes, especially those that made dry white wines.

Harrison wrote near the turn of the century that the weather here produced a grape with a small amount of sugar which is best for making wines.

Winemaker E. E. Meyer, who owned 70 acres of vines on Loma Prieta in the late 1800s, was quoted in a book written in 1896 by Phil Francis as stating, "Not long after I came here, I found that the deep, shaley soil of the ridges was best adapted to both table and wine grapes. We make very little, if any, of the sweet wines . . . but in the dry wines, we have the quality and the market."

While not too many winemakers today grow their own grapes in this county, this area still is noted as having the perfect climate for this enterprise.

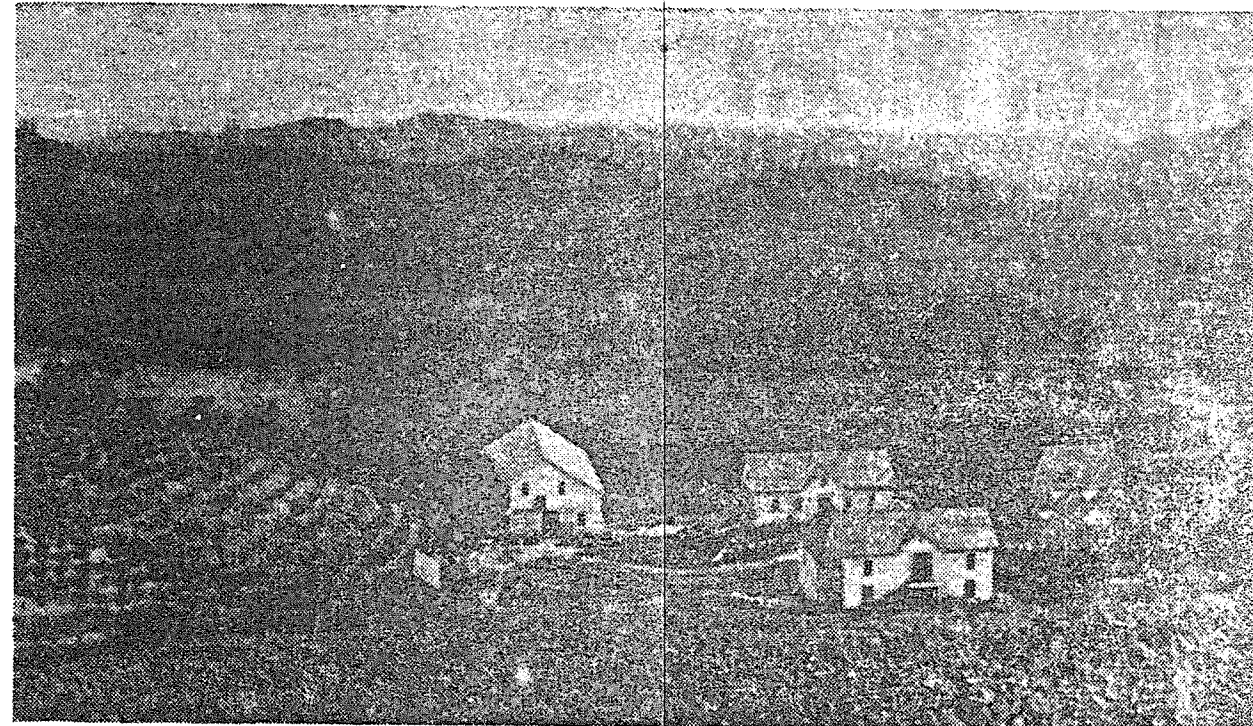
In "The Wines of America," contemporary author Leon D. Adams states, "Climatically, as the California map shows, the same ocean breezes and fogs which cool the sunny valleys of the northern Coast Range Mountains perform the same beneficial function for the valleys of these mountain ranges extending south from San Francisco through San Mateo, Santa Clara, Santa Cruz, San Benito and San Luis Obispo counties."

Adams says that this area from San Mateo County to San Luis Obispo County is "the best for growing grapes for superior table wines and champagnes."

Turn-of-the-century wineries took great advantage of the ideal climate and soil conditions. One of the most famous of these wineries, Locatelli pointed out, was the Ben Lomond Wine Co. off Empire Grade Road.

Before the winery was destroyed by fire in 1917, it had received international recognition, Locatelli said.

According to UCSC student Michael Holland, who is doing his thesis on the Santa Cruz wine industry, the vineyards



The Henry Mel vineyard in Vine Hill region of Scotts Valley as it was in the late 1800s.

for this winery were planted in the early 1860s by John Burns.

Burns ran the winery until he died in 1880 and it was then passed on to F.W. Billing and John W. Packard, Utah mining tycoons, who put it under the management of Billing's son-in-law, John F. Coope.

Coope brought the winery to stardom, Holland related, when it won the gold medal in 1894 at the San Francisco State Exhibition and won honorable mention in 1900 at a wine exhibition in Paris.

A commission sent to the United States by the German government in 1896 to study wines called the wines from the Ben Lomond Wine Co. the best in the United States, according to historical accounts.

The Ben Lomond Wine Co.'s vines were hit with a parasite in 1900 that might also explain the end of many of the small wineries that dotted the Santa Cruz Mountains then, Holland explained.

This root parasite was called Phylloxera. It was later found that by grafting European root stock with American root stock, the vines had a tendency to withstand the attack of the parasites

Another wine story that's been passed down in history is that of winemaker George Bram who operated a winery in the Vine Hill area of Scotts Valley in the late 1800s.

In 1884, according to Francis, Bram planted cuttings from the famous Schloss Johannisberg winery in Germany.

In 1894, Bram took some of his 1892 vintage Santa Cruz Johannisberg to the garden of Schloss where he shared it with the winery superintendent and the cellar man.

"It is enough to say that he astonished the natives," Francis wrote of Bram. "They had no words of praise strong enough for the delicious white wine from overseas . . ."

Today, it may not be German winemakers who are praising this area's wines, but local liquor store operators say that wines from the county sell as good — and in some cases even better — than other California wines.

Speaking of premium wines, Tom Johnson of Ernie's Lounge on Social Avenue

said, "Local wines sell pretty equal the best Napa Valley wines. He men a few brands of locally-made pre wines which sell better than pre wines from other areas of the state

"Some local wines are just as popular as other California wines," agreed Bill Smith of 41st Avenue L in Capitola.

Says Richard Paul Hinkle in his "Central Coast Wine Tour," perhaps singular most exciting phenomenon California wine industry of today . . . proliferation of what can best be termed 'cottage industry' wineries.

"In the suburbs of the Bay Area mountains of Santa Cruz, the hills of southern Santa Clara Valley, and the broad expanse stretching from Monterey to Santa Barbara, bonded with strong community orientation springing up like mushrooms at December rain . . ."

"It is this fresh, personable movement that gives vitality to an increasingly dynamic winegrowing industry"

SINCE RIDGE VINEYARDS was started in 1962, one compelling viewpoint has prevailed. Buildings, equipment and vineyards have grown many times over and partners have come and gone, but the basic force, the motivation, the philosophy behind it all remains essential and unchanged. The Ridge idea is to make wine in the simplest and most natural way consistent with good modern winery practice, to get into the wine every possible bit of flavor and substance from the grape.

This philosophy probably originated with Dave Bennion when, as an amateur, he made wine for his family. A little later, in 1959, Dave and three other electronics engineers bought land on Monte Bello Ridge as an investment.

Vineyard land

That land included an extra that was to change Dave's life—a producing vineyard. At first most of the grapes were sold to a nearby winery, Dave and the other owners keeping enough to make wine for themselves. Friends, and a growing enchantment with wine-making, encouraged their efforts so much that they became a bonded winery in 1962. The three wines made from their own vines that year, White Riesling, Chardonnay, and Cabernet Sauvignon, became the first of many to follow the Ridge philosophy of being as true to the grape as possible by taking out of it as little as possible.

Following that philosophy has meant much more time, physical work and personal care. The red wines, on which Ridge concentrates, are left on the skins in two thousand gallon jacketed stainless steel tanks for a longer fermentation period than is usual in California. That produces deeper color and more flavor and tannin, and it means that the wine will take longer to soften and mature.

Dave Bennion even went so far as to add skins from a fermenting Zinfandel rose, which needed little contact with the skins, to the 1964 Zinfandel for extra concentration of flavor and color. When this wine was young it had a deep purple color that would stain the glass. The flavor was gloriously intense and had the greatest character of any Zinfandel I had drunk. A bit remains, and when tasted recently it was holding up amazingly well.

Racked off

At Ridge, instead of filtering and fining, the sediment is simply allowed to settle on the bottom of the cask or tank, and the clear wine is racked off into clean casks. The newly emptied casks are then cleaned and restacked. The process has to be repeated about every four months.

Grape-growing is important too. Many Ridge grapes come from mountain vineyards, three of them their own vineyards in the Santa Cruz Mountains. The yield per acre is usually less than at vineyards on the valley floor because of elevation, cooler climate, poor soil and uneven terrain. They believe that they get better grapes with more concentration of flavor.

Grapes that Ridge buys, primarily Zinfandels, are carefully selected for high sugar and proper acid from vineyards with good reputations or in promising settings. The resulting wines, especially the red wines, have a bigness, a mouth-filling taste and a velvety texture that you can almost chew when they are young.

Primitive start

I became intrigued by the Ridge philosophy when I first visited the winery in its more primitive state in 1966. At that time all the crushing, pressing, lab work, bottling, storage,

entertaining and other activities took place in an old barn-like structure with dirt floors, apart from a small concrete slab they had poured. That is now called the lower winery.

Dave Bennion was in charge of or doing all the work, and was spreading himself pretty thin. He never walked around the winery in those days: he ran! I remember sharing a picnic lunch with him, the other partners, and future partner Dick Foster—then proprietor of a neighboring Cabernet Sauvignon vineyard. Dick, a knowl-



FROM: BACKROADS AND HIKING TRAILS
THE SANTA CRUZ MOUNTAINS
By JERRY SCHAD
TOUCHSTONE PRESS
BEAVERTON, ORE. 1979

DISCOVERING THE SANTA CRUZ MOUNTAINS

"The innumerable ridges and spurs of the Santa Cruz Range are intersected and furrowed by gorges, canyons, and narrow valleys, trending for the most part seaward, the sides of which are set with forests of pine, redwood, madrone, and other forest trees, the redwoods in many cases having attained gigantic growth. These forests merge into picturesque live-oak openings, whose graceful trees, draped with gray moss, beautify the softer curves of the foot-hills that form the outposts of the main range, and thus seem to guard the exit into the open country of many sparkling streams, which find their sources in the mountains, through gloomy gorge and sunlit valley to the sea."

This somewhat romantic description appeared nearly 80 years ago in *The Resources of California*, an illustrated journal devoted to the settlement and development of the Golden State. It was written at a time when California was still regarded as the state of unlimited opportunity.

But times have changed. In the interim Northern California has experienced its most profound period of growth: a population expansion originating at San Francisco and neighboring cities that quickly enveloped the shores of the Bay and literally exploded outward to the foothills of the coastal mountain ranges. Here at the mountain barriers, the onrush of urbanization was finally arrested. And to a large degree, the above characterization of the Santa Cruz Mountains — a range whose wooded summits are in view of millions on a clear day — still remains valid today.

In the Santa Cruz Mountains, one can still stand in awe beneath trees of seemingly impossible height that first took root more than a thousand years ago. He can experience the muffled silence and noontime

darkness of a hidden canyon. Beside a murmuring stream, he can walk among lacy ferns and lift his eyes to the shimmering of a thousand leaves. The Santa Cruz Mountains — a haven for campers, hikers, birdwatchers, nature lovers.

A well-developed system of roads around the perimeter of the mountains allows quick, easy access from all parts of the San Francisco Bay and Central Coast areas. Santa Cruz, San Jose and the Peninsula cities lie at the base of the range.

Geographically, the Santa Cruz Range forms the backbone of the San Francisco Peninsula. From the hills of San Francisco itself, the main ridge runs southeast, gradually rising in elevation to about 3,000 feet before dropping to the Pajaro River near Watsonville. A secondary ridge to the east culminates in a 3,806-foot promontory known as "Loma Prieta" south of San Jose. The principal streams — the San Lorenzo River, and San Gregorio, Pescadero and Soquel Creeks — flow westward to southward off the main ridge into the Pacific Ocean. Rainfall is generally abundant. Up to 60 inches of precipitation drenches the area in the period between November and March, supporting a lush growth of vegetation; in the dry summer months, nocturnal fogs often extend well inland keeping the lower elevations cool and moist. Temperatures usually are mild year round with mean lows above freezing in the winter, and mean highs in the 70's during the summer.

The lower elevations are dominated by the coast redwood (*Sequoia sempervirens*), tallest tree species in the world, and symbol of conservation efforts throughout the state. Upper elevations are covered by mixed forests of pine, fir and deciduous trees, or by grassland and chaparral. Much acreage is tied up in publicly-owned parks, forests and watersheds; the remainder consists of privately-owned parcels that are carefully managed and regulated.

The Santa Cruz Mountains have seen a long and colorful history of logging and related industry. Thanks to the early efforts of citizen groups, many magnificent stands of virgin redwood forest have been preserved

the winding ascent on Old
to Summit Road, then
wardia Highway — the
disturbed section of old
o miles you're back at
s point you must make a
busy lanes and proceed
h to where Glenwood
ood Highway) begins
ight. Exercise extreme
ch, as both intersections

narrow concrete ribbon
and appreciate the next
descend through a red-
site of Glenwood and its
l. A monument on the
oad gives details of the

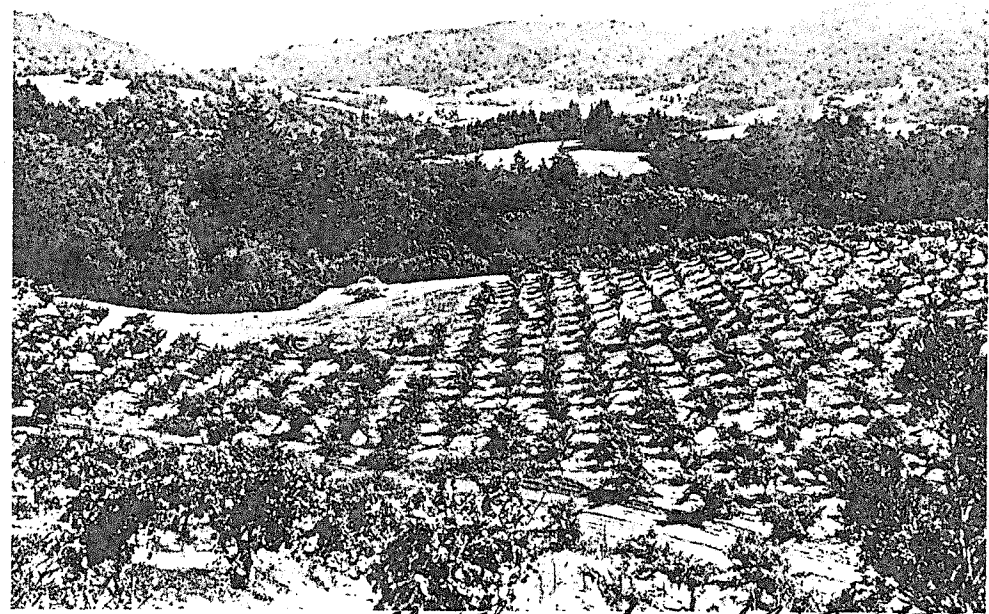
le of the road, 500 feet
wood monument, is the
ne longest of six tunnels
Santa Cruz railroad line.
n one-mile long, caved in
earthquake, and after re-
ne part of the Sutan
entrance is now sealed,
bed is difficult to trace

s.
y route continues along
Scotts Valley, where it
e pavement of old High-
ley Road) and the newer
Cruz. The detour from
ir to Scotts Valley has
nal miles to your odo-
or more to your trip to
asn't it worth it?

CHARLEY ROAD

and Indians called him
," but he was known also
ames such as "Silver Skull
ir-Brain Charley," in ref-
nous encounter with a
as he?

in 1812, Charles Henry
his way by ship to San
and soon became the first
mmit of the Santa Cruz



Vineyards along Bear Creek Road. Also vineyard owned by Scotts Valley. Looking toward Santa Clara Valley in hazy distance.



Pond at Daybreak School

P. 69

West Ridge Trail
Distance: 2.0 miles to China

Elevation:
Start: 230 feet
End: 1,100 feet

The logging camp is the
remnant of primitive hiking
trails of Nisene Marks. Built
in the early century and housing up
to 50 men in its heyday, China Camp
is the terminus of a narrow
trail that led out to the mill.
The trail is on parts of the old
road to the camp. The old
road is mute testimony to the
board feet of lumber
needed to feed the demand
of the mill below.

Trails are not found in the
center Loop trailhead,
a short distance to the large
China Camp Picnic Area. The
trail follows the gentle
slope, but occasionally
falls into the steep
ravines misled by false trails
— just remember
the trail always avoids extremes.
The buildings in the camp
are piles of rubble, but
one remains standing. Please
don't touch it — it is on state
historic list because of its his-

Starting point by way
of the trail may be attempted by
hikers should return the
steep, slippery, steep slopes
of West Ridge Trail, and
the trail is actually overgrown
with brush. Don't wear shorts



*A second growth redwood tree which
sprouted from root system of cut tree, showing
how timberlands perpetuate themselves by stump
sprouting. Species common in the Santa Cruz Mountains*

Dexter D. Ahlgren CONSULTING CIVIL ENGINEER

20320 HIGHWAY 9, BOULDER CREEK, CA 95006
P. O. BOX 2293, SUNNYVALE, CA 94087
TELEPHONE (408) 338-6071

February 10, 1981

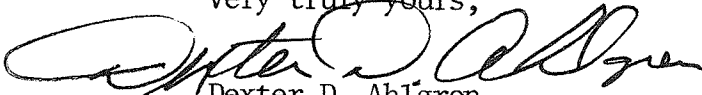
Chief, Regulations and Procedures Division
Bureau of Alcohol, Tobacco and Firearms
P.O. Box 385
Washington, D.C. 20044

Dear Sir;

The description of the proposed boundaries of the Santa Cruz Mountains appellation as published in your news release, FY-81-6 dated Dec. 15, 1980, contains a typographical error.

With reference to your news release, on page six, fifth line from the bottom reads "from the 400-foot contour line to" The line should read "along the 400-foot contour line to"

Very truly yours,


Dexter D. Ahlgren

JOHN B. BATES

SAN FRANCISCO, CALIFORNIA 94104

February 18, 1981

Chief, Regulations and Procedures Division
Bureau of Alcohol, Tobacco and Firearms
P. O. Box 385
Washington, DC 20044
(Notice #360)

Re: Proposed Rulemaking #360 - American Viticultural
Areas - Santa Cruz Mountains

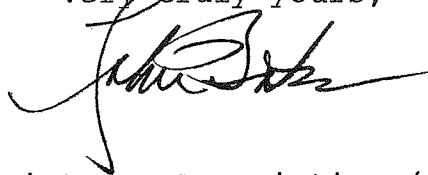
Gentlemen:

I enclose a letter dated February 6th from Ahlgren Vineyard to me which corroborates what I wrote to you in my letter of February 6th.

As you will see, Mr. Ahlgren agrees with me and Mr. Burnap of Santa Cruz Mountain Vineyard that the grapes from my three vineyards are of equal quality and should all be included within the Santa Cruz Mountains Appellation which already does include the largest of my vineyards.

I look forward to your favorable consideration of my request.

Very truly yours,



Enc.

cc: Santa Cruz Mountain Vintners Association (w/enc.)
Santa Cruz Mountain Vineyard (w/enc.)
Ahlgren Vineyard (w/enc.)

Ahlgren Vineyard

BONDED WINERY #4764

20320 HIGHWAY 9 • BOULDER CREEK, SANTA CRUZ COUNTY, CALIFORNIA • (408) 338-6071

February 6, 1981

Jack B. Bates

[REDACTED]
San Francisco, CA 94104

Dear Jack;

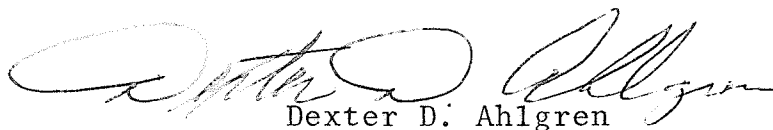
I was surprised to learn that the proposed boundary of the Santa Cruz Mountains appellation includes only your upper vineyard, thus leaving the reservoir and lower vineyards out of the appellation.

As you know, I purchased your grapes in 1976, 1977 and 1980. The 1976 vintage came only from the upper vineyard, providing no basis for comparison with the other two vineyards.

In 1977 the grapes came both from the upper and lower vineyards and were kept separate during fermentation and barrel aging. No significant differences were noted in the two finished wines even after a very careful evaluation and comparison. The wines were therefore blended together prior to bottling.

In 1980 I again received grapes from the upper and lower vineyards. No attempt was made, however, to keep the grapes separate since the character of the grapes from the two vineyards is the same.

Sincerely,


Dexter D. Ahlgren

October 18, 1981

Chief, Regulations and Procedures Division
Bureau of Alcohol, Tobacco and Firearms
Box 385
Washington, DC 20044

Dear Sir:

Regarding the pending petition for establishment of the "Santa Cruz Mountains" vinyard appellation, I find that my new vinyard is split by the current boundary description. The boundary appears to have been arbitrarily set at the 600-foot elevation in this part of the appellation, although a 400-foot contour level is used in other parts. There is no climatic or soil variation in the vicinity of my vinyard that would warrant the choice of a 600-foot elevation boundary. In fact, the 400-foot elevation more closely delineates the start of the foothills of the Santa Cruz Mountains.

The 400-foot contour level encompasses several historical vinyards and wineries in the Cupertino area, all of which have been long abandoned. The old Bubb winery, for example, is just below my vinyard. Other local vinyards, such as those on Pierce Road in Saratoga, are still in operation and are being revived. The area has a moderate, relatively frost-free climate, which is similar to that of the Martin Ray and Mount Eden vinyards.

There is no doubt that vinyards in these foothills produce distinctive wine grapes with good acid-sugar balance. The appellation designation should be helpful in promoting additional plantings in numerous open space areas in these foothills.

While the 400-foot contour is an adequate boundary from the climatic viewpoint, it also includes all of downtown Saratoga. Therefore, a boundary enclosing the viable vinyard areas may be more appropriate.

For these reasons, I petition to change the description of the "Santa Cruz Mountains" appellation to read as follows (changes underlined):

Beginning at the summit of Highway 92 in San Mateo County, the boundary runs northeast to the 400-foot contour line. The boundary then travels southeast from the 400-foot contour line to Cañada Road. The boundary then travels along Cañada Road to Interstate 280, then along Interstate 280 to Highway 84 (Woodside Road). The boundary then runs southwest along Highway 84 to Mountain Home Road, then along Mountain Home Road to Portola Road, then southwest along

Portola Road to Highway 84. The boundary then runs west on Highway 84 to the 600-foot contour line. The boundary then runs in a southeasterly direction along the 600-foot contour line to Regnart Road in Cupertino, then northeast along Regnart Road to the 400-foot contour line, then southeast along the 400-foot contour to Wardell Road in Saratoga. The boundary then runs east along Wardell Road to Saratoga-Sunnyvale Road, south along Saratoga-Sunnyvale Road to the Township line near Thelma Avenue in Saratoga, along the Township line due west to Pierce Road, then along Pierce Road to the 800-foot contour line, then along the 800-foot contour line in a southeasterly direction to Highway 152. The boundary then runs along Highway 152 in a southwesterly direction over the summit and down to the 400-foot contour line on the west side of the Santa Cruz Mountains. The boundary then runs along the 400-foot contour line in a northerly direction to Felton Empire Road. The boundary then runs along Felton Empire Road and northeast to Highway 9, then south along Highway 9 to Bull Creek, then southwest along Bull Creek to the 400-foot contour line. The boundary continues in a northwesterly manner along the 400-foot contour line to Highway 92, then northeast along Highway 92 to the beginning point.

Enclosed is a U.S.G.S. map showing my land, the original appellation boundary, and this proposed change.

Sincerely,



John V. Rakich

████████████████████
Cupertino, CA 95014
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