



September 1, 1981

Mr. G. R. Dickerson, Director
Bureau of Alcohol, Tobacco, and Firearms
Department of the Treasury
Washington, D. C. 20226

Dear Mr. Dickerson,

On behalf of the wineries and grape growers of the Santa Ynez Valley, I would like to petition the Bureau to establish an American viticultural area to be named Santa Ynez Valley.

Basically, the area which we are proposing to be named Santa Ynez Valley is that portion of the Santa Ynez River which has historically been referred to by that name.

As James V. Mink points out in his work, "The Santa Ynez Valley - A Regional Study in the History of Rural California," (June 1949, UCLA Press),

Only one quarter of the river's [Santa Ynez River's] eighty mile course lies within the Santa Ynez Valley proper. Described as "a triangular-shaped lowland between two ranges of mountains," the valley floor is really a plateau covering an area of 120 square miles.

It is within this "triangular-shaped lowland" that the growers of the Santa Ynez Valley have established their vineyards and it is this area that we are proposing to be named Santa Ynez Valley.

The actual genesis of the name Santa Ynez was September 17, 1804, when the first European settlement was established in the valley. A mission was dedicated to Saint Agnes and the name, Santa Ynez, was selected for this mission and likewise applied to the river and the valley.

Mr. Dickerson
Bureau of Alcohol, Tobacco, and Firearms
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The following appendices have been enclosed to support our petition:

1. Appendix I - Narrative Description
2. Appendix II - Proposed Boundaries
3. Appendix III - Periodical References
4. Appendix IV - Soil Association Map

In addition to the above, the appropriate United States Geological Survey Maps are included.

Thank you very much for your consideration.

Sincerely,



J. Allen Russell
Vice President
The Firestone Vineyard

cc: Ballard Canyon Winery
Brander Winery
J. Carey Cellars
La Zaca Vineyard
Ross-Keller Winery
Sanford & Benedict
Santa Ynez Valley Winery
Vega Vineyards
Zaca Mesa Winery

JAR/cj
encs.

APPENDIX I

Narrative Description

PROPOSED SANTA YNEZ VALLEY VITICULTURAL AREA

NARRATIVE DESCRIPTION

The proposed viticultural area is a bowl shape with mountains and hills to the north, east, and south and a narrow opening to the west.

The position of the Santa Ynez Valley in proximity to the Pacific Ocean and its natural boundaries presents a moderate and stable climate which provides ideal wine grape growing conditions.

The cooler temperatures of the Lompoc Valley, located near the mouth of the Santa Ynez River, are blocked from the Santa Ynez Valley by a portion of the Santa Rita Hills, which act as a tempering influence in maintaining ideal growing conditions in the Santa Ynez Valley.

As one travels downstream along the Santa Ynez River toward the Lompoc Valley, he encounters much cooler growing conditions, and since the natural temperature boundary is that narrow part of the Santa Ynez Valley, The western border of the proposed viticultural area is drawn along the ridge which acts as a barrier to the cooler air and which is the nearest recognizable map feature that reasonably delineates the graphical transition between the Santa Ynez Valley and the Lompoc Valley.

The summer temperatures of the proposed viticultural area tend to be substantially higher in the eastern portion of the Valley, therefore the eastern boundary is drawn along a line which is the nearest easily recognizable map feature

that reasonably delineates the geographical conditions, both in climate and soil, of the eastern portion.

According to the General Soil Map of Northern Santa Barbara Area published by the United States Department of Agriculture, there are fourteen recognizably different soil associations in northern Santa Barbara County. The major portion of the proposed Santa Ynez Valley Viticultural Area contains only seven of these soil associations and a very small portion along the southern boundary contains only two more of these associations. More importantly, existing vineyards are in only four of these soil areas.

The natural elevation boundaries provided by the Santa Ynez Mountains and the San Rafael Mountains and the recognizable temperature differences at both the western and eastern ends of the proposed viticultural area afford the appropriate distinguishing boundaries which characterize the Santa Ynez Valley as a unique growing area distinctively different from surrounding areas.

APPENDIX II
Proposed Boundaries

PROPOSED BOUNDARIES FOR
SANTA YNEZ VALLEY VITICULTURAL AREA

The proposed viticultural area of Santa Ynez Valley is all that land located within the boundary line which begins at a point on California Highway 246 that intersects Longitude Line 120°22'30" coincidental with the westernmost boundary of United States Geological Survey 7.5 minute quadrangle map known as "Los Alamos."

The boundary line is then that line which extends east to the point where Highway 246 crosses the divide between Santa Rita Valley to the east and Cebada Canyon to the west. Then, from this point, the line continues in a northerly direction along the ridge that separates Cebada Canyon and Santa Rita Valley to the crest of the ridge known as Purisima Hills which is the geographical division of the watershed of Los Alamos Valley on the north and Santa Ynez River on the south.

The boundary line then continues in an easterly direction along the ridge of the Purisima Hills, crossing Drum Canyon Road, across Redrock Mountain, then on through U.S.G.S. 7.5 minute quadrangle map known as "Zaca Creek" to a point on US Highway 101 which is midway between Benchmark 914 and Benchmark 947 and which divides the watershed of San Antonio Creek, which flows northwesterly into the Los Alamos Valley, and Zaca Creek, which flows southerly into the Santa Ynez River.

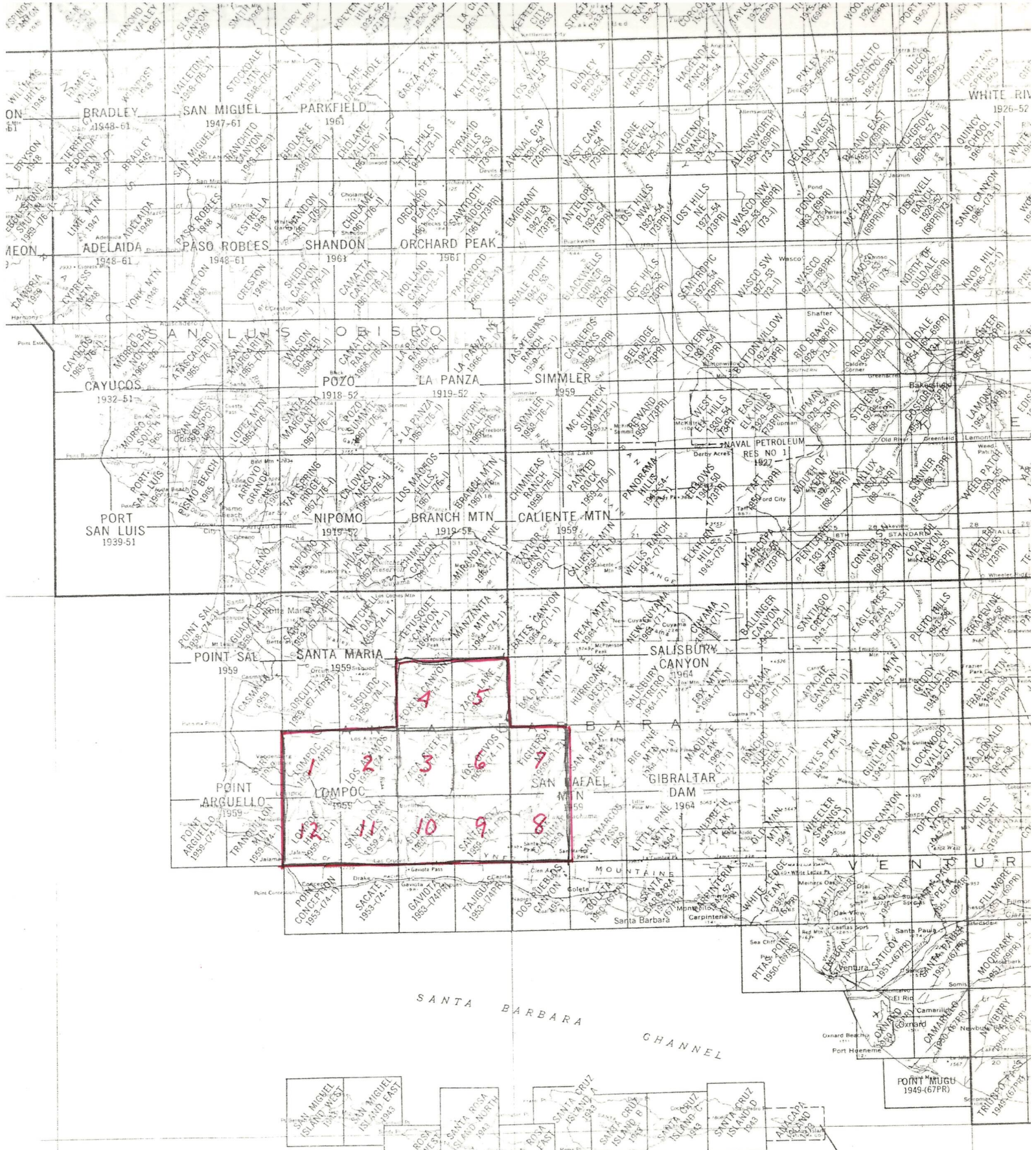
The boundary line then crosses U. S. Highway 101 and continues in a northeasterly direction following the ridge which separates the drainage into San Antonio Creek and into Zaca Creek then to the point that it intersects the western line of the Mexican Land Grant known as La Zaca then northerly and then easterly along La Zaca Land Grant to its northeastern corner which can be found in U. S. G. S. 7.5 minute quadrangle map known as "Zaca Lake."

From that point the boundary extends easterly approximately two miles to the nearest corner of the Los Padres National Forest, which is approximately one-half mile south of the mountain known as Lookout Mountain, then easterly and southeasterly along the National Forest Boundary to the point where the National Forest Boundary intersects the western border of Section 28, Township 7 North, Range 29 West then south along the western borders of Sections 33, 4, 9, and 16 of Range 29 West to the intersection of Cachuma Lake Recreational Area, then westerly, southerly, and easterly along this boundary to the Los Padres National Forest Boundary, then southerly and westerly along this boundary to the point nearest Nojoqui Summit.

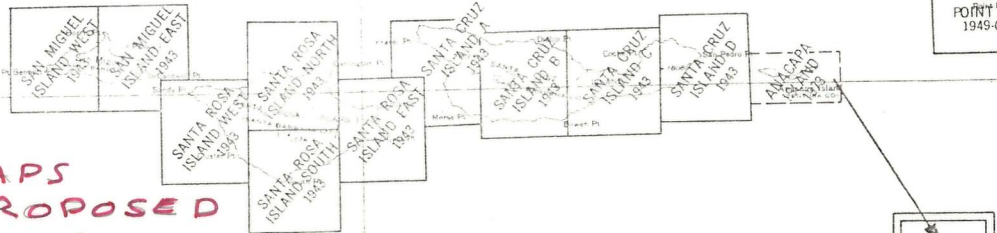
From Nojoqui Summit the boundary continues northwesterly approximately one-half mile to a 1252' summit, which is on the ridge that divides the drainage into Nojoqui and the Santa Ynez River on the north and into Las Cruces and

the Pacific Ocean on the south.

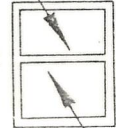
From this summit the boundary follows westerly the crest of the ridge of the Santa Rosa Hills which separates the water drainage south into El Jaro Creek and north into the Santa Ynez River to a point where the ridgeline descends into Salsipuedes Creek, then down this creek to the confluence of Salsipuedes Creek and the Santa Ynez River, then from this point approximately one and four tenths mile in a direct line to the top of hill approximately 640 feet in elevation. This 640 foot hill is the southwesternmost hill of a ridge which divides the water drainage to the west and northwest into Cebada Canyon and Lompoc Valley and to the east into an unnamed creek and the Santa Ynez River. The boundary line follows the ridgeline in a northeasterly direction to the point on the U. S. G. S. 7.5 minute quadrangle map which coincides with Longitude Line $120^{\circ}22'30''$, then north along this longitude to the point of beginning.



75 MINUTE MAPS
 USED FOR PROPOSED
 SANTA YNEZ VALLEY
 VITICULTURAL AREA



Channel Islands National Monument
 1973



THIS MAP COMPRISES
 AND SANTA BARBARA

APPENDIX IV
Soil Association Map



SOIL ASSOCIATIONS*

SOMEWHAT EXCESSIVELY DRAINED TO SOMEWHAT POORLY DRAINED,
NEARLY LEVEL TO MODERATELY STEEP SOILS OF THE ALLUVIAL
FANS, FLOOD PLAINS, VALLEYS, AND TERRACES

3

Panoche-Metz-Stutzville association: Nearly level to moderately sloping, somewhat excessively drained to somewhat poorly drained loamy sands to silty clay loams on flood plains and alluvial fans

SOMEWHAT EXCESSIVELY DRAINED TO

APPENDIX III
Periodical References



Congressional Record

PROCEEDINGS AND DEBATES OF THE 96th CONGRESS, SECOND SESSION

Vol. 126

WASHINGTON, TUESDAY, DECEMBER 9, 1980

No. 173

House of Representatives

FIRESTONE VINEYARD

HON. ROBERT J. LAGOMARSINO

OF CALIFORNIA

IN THE HOUSE OF REPRESENTATIVES

Tuesday, December 9, 1980

• Mr. LAGOMARSINO. Mr. Speaker, one of the very newest and finest vineyard regions of the Nation is, I am proud to note, located in my congressional district—the Santa Ynez Valley of Santa Barbara County, Calif.

Established in 1972, the Firestone Vineyard is nestled in the picturesque hills of the Santa Ynez Valley comprising 300 acres of premium varietal grapes. It has become both nationally and internationally prominent as a producer of quality wine. The superb nature of its product has been attested to by connoisseurs and sampled by individuals of world renown such as His Royal Highness, the Prince of Wales, and Her Majesty Queen Margrethe II of Denmark upon her visit to Solvang in 1975. I have also had the great pleasure of introducing Firestone Chardonnay and Grey Riesling to diplomatic circles in Washington, including several ambassadors and Secretary of State, Henry Kissinger.

The partnership that founded Firestone Vineyard is itself truly international in nature and spirit: Mr. A. Brooks Firestone and his wife Kate, who personally direct all vineyard operations, Brooks' father, the former U.S. Ambassador to Belgium Leonard K. Firestone, and Mr. Keizo Saji, chairman of Japan's Suntory Spirits and Wine Co.

Brooks and Kate are pioneers in the Santa Ynez Valley as wine producers, and have now been joined by other winemakers drawn by their presence and success. Their ultimate goal is to produce only 70,000 cases of excellent quality wine a year, a goal I am confident they will achieve. As the vines have matured, the quality shows steady improvement with distribution now including Riesling, Cabernet Sauvignon, Pinot Noir, Merlot, Chardonnay and Gewurtztraminer.

Mr. Speaker, I am proud to have the Firestone Vineyard in my district and

I am pleased to bring to the attention of my colleagues the quality of their products both for the benefit of our people domestically and as a quality export of this Nation in the years to come. •

Publications in which the Santa Ynez Valley is referred to as The Firestone Vineyard's viticultural area.

Daily News, "Good Living," March 25, 1981, page 5. "Winemaker Tony Austin...growing season his pinot noir gets in the Santa Ynez Valley...."

Taste, June 4, 1980, page 8. "We are but 1 1/2 hours away... The Santa Ynez Valley. Six wineries...."

New York, Sept. 1, 1980, page 50. "Brooks Firestone...in the Santa Ynez Valley...."

Lebanon Express, Sept. 18, 1980, page 5. "Firestone's vineyards are located in the Santa Ynez Valley...."

Daily News, "Wine," Feb. 20, 1980, page ?. "Firestone Vineyard 1976 (Santa Ynez Valley)...."

United Mainliner, Jan. 1980, page 42. "The Firestone acreage ...in the Santa Ynez Valley...."

Kansas City Times, Jan. 19, 1980, page 70. "About 100 miles... Santa Ynez Valley....It is in this valley that Brooks Firestone ...has planted 300 acres of grapes...."

The Miami Herald, Jan. 13, 1980, page 6F. "He operates the Firestone Vineyards in California's Santa Ynez Valley...." (UPI)

Honolulu Advertiser, Aug. 17, 1978, page D6. "He struck off... 300 acre vineyard...the lush Santa Ynez Valley."

The State, Jan. 7, 1979, page 2E. "The early morning...the Santa Ynez Valley...a vineyard...."

Congressional Record, Dec. 9, 1980, Hon. Robert J. Lagomarsino. "...the Firestone Vineyard is nestled in the picturesque hills of the Santa Ynez Valley...." (see attached)

The Wichita Eagle and Beacon, July 20, 1980. "She and her husband operate...their winery, in the Santa Ynez Valley...."

L. A. Times, March 8, 1981, page 8. Entire article.

Santa Barbara News-Press, Feb. 12, 1981. Entire article.

The Press Democrat, Aug. 21, 1978, page 4B. "This year... the Firestone Vineyard in the Santa Ynez Valley...." (UPI)

Scottsdale Daily Progress, Aug. 18, 1978, page 4. "He and his wife, Kate...chose...the Santa Ynez Valley...for the location of their winery...."

The Sunday Oregonian, Sept. 10, 1978, page A26. "What he found...300 acres...Santa Ynez Valley...."

Kansas City Star, Sept. 17, 1978, page 2C. "Brooks had been... his vineyard in the Santa Ynez Valley...."

L. A. Times Home magazine, Oct. 8, 1978, page 46. "My father had invested in a vineyard here in the Santa Ynez Valley...."

The Fresno Bee, July 15, 1977, page D4. "Santa Barbara County, and the Santa Ynez Valley in particular,...The Firestone Vineyard...will first make the noise from this region...."

California Grape Grower, April 1976, page 20. "The Firestone Vineyard in the Santa Ynez Valley...."

Wines and Vines, Dec. 1975, page 30, "The Firestones...planted their first Santa Ynez Valley vineyards...."

Santa Ynez Valley News, Sept. 25, 1975, page 1. "The first harvest of the Firestone Vineyard...in the Santa Ynez Valley"

Goleta Valley Today, Feb. 10, 1975, page 12. "Brooks Firestone... winery in the Santa Ynez Valley...."

Peninsula Life, June 20, 1976, page ?, "...the Santa Ynez Valley's Firestone Vineyard...."

The Saturday Claremont Courier, Sept. 18, 1976, "Dr. Critique: Wine," "The winery...the Santa Ynez Valley...."

Santa Maria Times, Nov. 30, 1976, page 8. "The first major truckload... the Santa Ynez Valley...The Firestone Vineyard...."

New York Post, April 12, 1978, "The Firestone Vineyard in the Santa Ynez Valley...."

People Weekly, Aug. 7, 1978, page 57. "Instead of settling... Brooks left...to start a winery ., the Santa Ynez Valley...."

Akron Beacon Journal, Dec. 26, 1978, page A9. "But he's becoming... a vintner in California's Santa Ynez Valley...."

Vogue, June 1978, page 204. "The subtle nectarlike...The Firestone Vineyard in cool Santa Ynez Valley...."

L. A. Times, July 10, 1977, page 2V. "...the anchor winery... that of Brooks Firestone...in the Santa Ynez Valley...."

Society West, January 1977, page 6. "Brooks Firestone and his wife...in the Santa Ynez Valley...." "Andre Tchelistcheff... to follow the vineyards and wines...."

California Living, (L. A. Herald Examiner), March 27, 1977, caption. "Brooks Firestone...a Santa Ynez Valley winery."

The Seattle Times, June 15, 1977, page E2. "With financial assistance...a handsome winery...in the Santa Ynez Valley...."

Sacramento Bee, July 24, 1977, "Scene," page 7. "There is at least...the Santa Ynez Valley...The Firestone Vineyard...."

Wine World, Jan-Feb 1978, page 20. "The Santa Ynez Valley... by 1981." (three paragraphs)

New West, Jan. 2, 1978, page 49, Chart of California wine areas shows Santa Ynez Valley as appellation,

Chicago Sun-Times, Jan. 20, 1978, page 59. "Brooks Firestone ,... winery in addition to growing grapes." (two paragraphs)

The Trib, New York, Feb. 10, 1978, page 20. "Santa Ynez provides... consultant to the vineyards."

Rocky Mountain News, Feb. 24, 1978, page 29C. "When he opened the Firestone Vineyard in Santa Ynez Valley...."

L. A. Times, Home, April 2, 1978, page 39. "Young...Brooks Firestone,..vineyards and winery in the Santa Ynez Valley...."

Modern Office Procedures, Jan. 1979, page 142. "As general partner...the Firestone Vineyard...in the Santa Ynez Valley...."

Industry Week, Feb. 19, 1979, page 43. "But his emergence... the Firestone Vineyard,in the Santa Ynez Valley...."

Just Beyond Santa Barbara, There's This

Four driving hours north of us — spread out in wild canyons of green range grass and dense chaparral, black- and emerald-colored hills dotted with sheep and cattle in the shade of strangely twisted oaks, placid lakes and winding streams, fairy-tale villages, charming old haciendas and whitewashed stage-coach stops from an earlier time, fields of sleek Arabian horses, and lush modern vineyards — Santa Barbara County's Santa Ynez Valley offers almost anything a big city escapee could wish for. Even if it's only for a weekend jaunt, the valley will not disappoint you.

There is Solvang, built from one quaint end to the other after the fashion of an authentic Danish town, with its art galleries, shops, fine restaurants, tempting bakeries and abundant comfortable lodging — while five minutes away you can stand in a lush green canyon on an empty country road and forget the thriving little community even exists.

For the wine lover, there are eight operating wineries in the immediate area, all of which welcome visitors. Receptions are most cordial. Most of the wineries are little known and most of the owners and winemakers are fairly new to the business of wine. The interest of a thoughtful visitor is appreciated — reminiscent of visiting struggling little wineries in Napa or Sonoma a decade ago.

For the outdoorsman who likes to mix a little hiking or trout fishing with his Chardonnay investigations, the valley offers numerous well-appointed RV facilities and comfortable campsites. There are also possibilities for boating and horseback riding.

We spent a recent weekend in the Santa Ynez Valley. Although we covered a lot of ground in a short time, gathering the material for this article, the tranquillity of this lovely area and the friendly people we met everywhere worked their magic on us.

We returned to San Diego refreshed, already planning our next visit.

THE ROUTE NORTH

The major consideration for any automobile or RV trek northward is how best to get through Orange County and Los Angeles freeway labyrinths with the least amount of personal aggravation. The most familiar route to Santa Barbara and the Santa Ynez Valley, half an hour beyond, is to take Interstate 5 north to U.S. 101 (Hollywood Freeway), which breaks off from 5 in the very midst of downtown Los Angeles's most earnest bumper-to-bumper combat. This route then puts you over the Hollywood Hills into the San Fernando Valley and eventually out to the coast for a straight shot into Santa Barbara.

However, the way we recommend is likely to offer far less of the punishing Santa Ana-Anaheim-Los Angeles traffic snarl and also keep you closer to the ocean where the smog is a little thinner, in addition to saving you some time. Take Interstate 5 north to the 405 cut-off near El Toro. Highway 405 will whisk you northwest past Long Beach into West Los Angeles, then over the hills to Sherman Oaks where you pick up U.S. 101 north, back on the old familiar route for the completion of the journey, but with most of the smog and vehicular nonsense avoided.

Depart between eight or nine in the morning, if possible. This will put you well beyond Los Angeles by eleven with excellent prospects for enjoying lunch in Santa Barbara or the Santa Ynez Valley itself. As our map indicates, U.S. 101 enters the valley at Buellton, but it is faster (and perhaps even more scenic) to cut off onto State 154 as you are leaving Santa Barbara. State 154 is a fine road which winds through the mountains, past lovely Cachuma Lake, into the heart of the valley.

The journey from downtown San Diego to downtown Solvang, by the route we encourage, is 256 road miles, requiring just over four hours for the trip.

LODGING IN THE VALLEY

Both Solvang and Buellton have plenty of modern, comfortable motels. Andersen's (805-688-3216), adjacent to the famous Andersen's Pea Soup Restaurant on the Avenue of Flags, in Buellton, is the largest and one of the best-appointed motor lodges in the valley (97 rooms). In Solvang, the best spots include the Chimney Sweep Inn (805-688-2111), Kronborg Inn (805-688-2383), Danneborg Inn (805-688-3210), Three Crowns Inn (805-688-4702), Svendsgaard's Danish Lodge (805-688-3277) and The Royal Copenhagen (805-688-5561). All of these lodgings are done in attractive Danish architectural styles and boast all of the expected accoutrements. One, the Chimney Sweep Inn, offers room service from a nearby restaurant, while most of the others supply complimentary continental breakfasts at one of many cute Danish bakeries nearby or in the motel itself. At Svendsgaard's, they will even bring it cheerfully to your room, still at no charge. Rates begin at about \$30 for a double room and go up from there. A number of these motels have suites and multi-bedroom units. All accept the usual major credit cards. You should plan to make reservations as far ahead as possible; it's always more pleasant to be expected.

For the utmost the Santa Ynez Valley has to offer in the way of elegance, the Alisal Ranch, three miles south of Solvang on Alisal Road, offers cozy bungalows amidst flowers, oaks and sycamores in its own secluded green world. The 10,000-acre resort includes a restaurant with a refined continental menu, dancing and entertainment in its roomy lounge, as well as riding, boating, fishing, tennis and golf on its own 18-hole course. All major credit cards are accepted. Bungalow rates begin at about \$60 per day and reservations are strongly suggested (805-688-6411).

CAMPING AND RV FACILITIES

For those who prefer to take their lodging with them, the Santa Ynez Valley offers

BY KIM JUMPER PHOTOGRAPHS BY PAYNE JOHNSON

JUN 25 1981

Santa Ynez Valley

tasting conducted in their barrel storage area. The winery's '77 Chardonnay is crisp and austere with a light, clean character. We also found merit in their '76 Zinfandel, a sturdy red wine with hints of smoke and pepper.

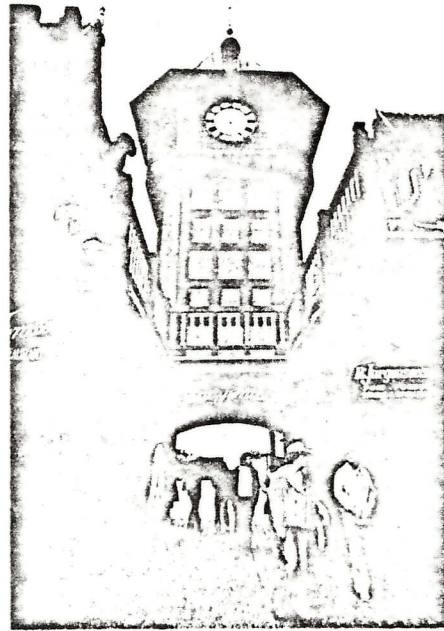
Nine miles further north on Foxen Canyon Road, below a pretty white chapel on a hill, a small sign marks the entrance to sprawling Rancho Sisquoc which usually prefers that you announce your intention to visit with a phone call (805-937-3616). Primarily a working cattle ranch, there are nearly 200 acres of grapes grown here by owner James Flood. Most of these are sold to Northern California wineries, but a small amount is held back for the production of roughly 1,000 cases of estate-bottled wine. Winemaker Rick Longoria showed us around his tiny winery, set amidst the tidy ranch compound of white cottages, and beamed as we tasted his dry and wonderfully balanced '79 White Riesling, a powerfully styled '78 Rosé of Cabernet, a '79 Cabernet Blanc with a beguiling aroma like sassafras and a '77 Cabernet Sauvignon that showed rich flavor and smoothness. Longoria explained that he also was the winemaker at J. Carey Cellars, another small winery near Ballard, which we visited next.

J. Carey Cellars is located in an ancient red barn at 1711 Alamo Pintado Road, near Ballard, between Solvang and Los Olivos. About 25 acres of vines surround the winery. Longoria gave us samples of a bottled '79 Cabernet Blanc which proved fresh and quite well balanced, with slightly high alcohol and fine acidity — a serious pink wine. From Nevers oak he offered his '79 Sauvignon Blanc, displaying properly austere but youthful character, with hints of the fine French oak in the flavor. Next, from a Limousin barrel, he presented Carey's '79 Chardonnay which already showed the beginnings of fat, buttery flavor and texture. We finished with a barrel sample of '79 Cabernet Sauvignon that showed good varietal fruitiness, backed up by firm tannins. J. Carey Cellars may be visited daily between 9 a.m. and 4 p.m., but they prefer you make an appointment in advance (805-688-8554).

Four miles south of J. Carey, on Refugio Road (365 North Refugio), is one of the valley's best-known wineries, Santa Ynez Valley Winery. Winemaker and grape-grower Fred Brander has his fermentation tanks outside and his cooperage inside with a small sales room. We tasted outside by choice, with a view of the vineyards and the nearby Santa Ynez River. Brander welcomes visitors by appointment (805-688-8381). He produces Sauvignon Blanc (judged to be one of the state's best), Chardonnay, Gewurztraminer, Semillon,

Cabernet Sauvignon (done "blanc"), White Riesling and Merlot. The young winemaker admitted a preference for making whites, and we found his spicy, dry '79 Gewurztraminer and '79 Semillon both well done. California Semillon is not something you see much of these days, but Brander's is worth hunting for. It is fresh and young but bone-dry and understated, with perfect acid balance. We longed to taste more of his famous Sauvignon Blanc but, alas, he was sold out.

Two miles north of Solvang in a wild but lovely green canyon, Gene and Rosalie Hallock operate Ballard Canyon Winery (1825



Solvang's famous Danish architecture is evident in this courtyard.

Ballard Canyon Road). The semi-official greeter is Tyrone, half black Labrador, half horse, who awaits you at the vineyard edge as you wind up the road to the winery. Tyrone soon succumbs to the more stimulating pastime of chasing rabbits, and the Hallocks will show you around. Ballard Canyon produces White Riesling, Chardonnay and Cabernet Sauvignon. The Chardonnay was quite unusual, being generally very varietal in character, but with a little residual sweetness in the flavor that somehow kept its balance in the wine. The Hallocks encourage visitors to stop by, but appreciate a call (805-688-7585). They observe no particular schedule of hours or days of the week.

At the southern edge of Buellton, on the site of what was once the carriage house of a 19th-century grandee, Dr. Gary Mosby and his son Michael are really just in the process of establishing Vega Vineyards Winery (Santa Rosa Road at Highway 101). The original carriage house, where they intended to house the winery, had doubtless been through many a coastal storm

since its construction in 1853, but recently a severe one all but destroyed the old structure. Now that it's being reconstructed, Dr. Mosby feels the winery will be able to receive visitors by this summer but suggests calling ahead just to be sure (805-736-2600). Vega's vines presently consist of White Riesling, Gewurztraminer and Pinot Noir.

Far out on Santa Rosa Road, 11 miles west of where it breaks out of Buellton, is the low stone entry which announces Sanford and Benedict. Driving up the gradually rising, undulating slope through the vineyards, one is reminded of the terrain of Burgundy's Cote d'Or. Like Burgundy, it is cool here, just a few miles inland from the coast. None of this is quite by chance, either. Rich Sanford and Michael Benedict are Burgundy lovers and their design has been to produce Chardonnay and Pinot Noir (respectively the white and red varieties responsible for all great French Burgundies) comparable to the finest French. They also produce Riesling and Cabernet Sauvignon, and do them well, we might add, but five minutes of conversation reveals where their pride truly rests. The winery does not possess a single stainless-steel tank. Benedict explained that for reds they preferred open fermentation in wooden vats and fermentation in small French oak barrels for Chardonnay. Their Riesling is fermented in small steel barrels. These methods do not afford the winemaker much temperature control for the young juice while it's working, but a fairly technical explanation by Benedict concluded that the varieties he worked with did not require rigid temperature control if the grapes were of the finest quality. In fact, he believed his methods gained superior results. The wines themselves left no room for argument. From the barrel, we sampled a soon-to-be-released '78 Chardonnay which was awesome. French in style, it possessed a buttery fragrance, smooth, round flavor, laced with Limousin oak, and a long, lingering aftertaste. From another barrel came a black-purple '78 Pinot Noir, rich with the berry's extract in the aroma and flavor. A powerful wine with deep, intense fruit and firm new tannins, it was difficult to remember another Pinot Noir from either side of the Atlantic displaying such richness. Sanford and Benedict welcome visitors, but they strictly insist on advance appointments (805-688-8314).

Someday the whole world will discover the Santa Ynez Valley. The lodging will be overcrowded and the wineries will have those canned, people-herding tours that one experiences now in more famous valleys to the north. But it hasn't happened yet. ■

WINE TALK

Premium Surprises From New California Vineyards

By FRANK J. PRIAL

Special to The New York Times

LOS OLIVOS, Calif. —

Grapes thrive on almost any arable land in California but, until recently, it always was assumed that the finest wines were made only in the areas around San Francisco or north of there.

Last week, the extraordinary achievements of Callaway Vineyards, not far from San Diego were discussed. There in the mountains, not too far from the furnace-like Salton Sea, Ely Callaway has found climatic conditions equal to, if not better than, growing conditions in the traditional regions 500 miles or more to the north.

The discovery that special microclimates exist in seemingly inhospitable country for grapes has led to the development of a number of new vineyard regions for the production of fine wines.

The newest is what has come to be known as the central coast, and it begins little more than 100 miles northwest of Los Angeles, at Santa Barbara. Well, not entirely new—there have been vineyards in this part of the state from the earliest days. A few old-fashioned wineries such as Pesenti and Rotta turn out old-fashioned Italian

country-style wines to this day.

Premium wines, though, are new in this part of California. Not too long ago, no one thought they could be samplings are any indication, produced here. But, if early

wine enthusiasts in California and the rest of the country are in for treats in the not too distant future.

The best known of the new wineries is the impressive Firestone Winery, recently completed on a por-

tion of the Firestone Ranch a few miles from this small, picturebook community just off the main coastal highway, Route 101, about 45 minutes north of Santa Barbara.

The vineyards, about 300 acres, were started by Leonard K. Firestone, a former Ambassador to Belgium and son of the tiremaker Harvey Firestone. The winery is the creation of his son, A. Brooks Firestone.

The Winery, a long, deceptively low building that blends perfectly into the dramatic, rolling hills around it, was designed by Richard Keith. Mr. Keith also designed some of the most memorable of the north coast wineries, including Sterling Vineyards.

Depicted on Labels

So proud is Mr. Firestone of his winery that he has depicted various stages of its construction on his first wine labels. As more Firestone wines are released, they will show the winery as it looks at that time.

Mr. Firestone and his winemaker, 24-year-old Tony Austin, have produced six wines, cabernet sauvignon, pinot noir, johannisberg riesling, pinot chardonnay and two rosés, one from the pinot noir and one from the cabernet.

The rosés, brought out early for cash flow purposes

as much as anything else, are available here in California and should be in Eastern stores and restaurants by the first of the year. By then, the Firestone johannisberg riesling also should be available. The gewurztraminer and chardonnay will be released next summer and the two reds whenever Mr. Firestone and Mr. Austin feel they are ready, maybe two years from now.

The two Firestone rosés, incidentally, arrived at a time when many California vintners, puzzled over what to do with the huge quantities of red grapes available, decided to produce rosés.

Totally unlike either the French or Portuguese rosés, the California wines have much of the character of the premium grapes from which they are made. The wines are often nicely balanced, so can be served with food and, very important, are good bargains. One interesting rosé of cabernet, available in the New York area is made by the Simi Winery. It sells for \$3.65.

Firestone may be the best known of the new wineries along the central coast, but there are others coming up. Los Alamos Winery, north of here, already has produced a chardonnay with all the characteristics of a big north coast or Monterey County wine.

Two other premium win-

eries that have yet to go into distribution are York Mountain and Hoffman Mountain Ranch, near San Miguel. Vineyard figures for the region are even more impressive. According to the Central Coast Wine Growers Association, there are about 50 vineyards with 10,000 acres in premium wine grapes.

There are about 3,000 acres of cabernet, 1,000 each of pinot noir, merlot and zinfandel, smaller quantities of napa gamay, gamay beaujolais, petite sirah, barbera and carignane, and some chardonnay and riesling.

The growers association said there were three more wineries in the planning stages in the region. Brooks Firestone thinks the number is even higher.

"There are at least six people watching us right here in the Santa Ynez Mountains," he said.

The Santa Ynez range is the southernmost portion of the central coast wine region.

"Some of them are making wine but they're not bonded wineries yet," Mr. Firestone added. "They're happy to have us break ground for them."

The long-range significance of the new wine region is really twofold:

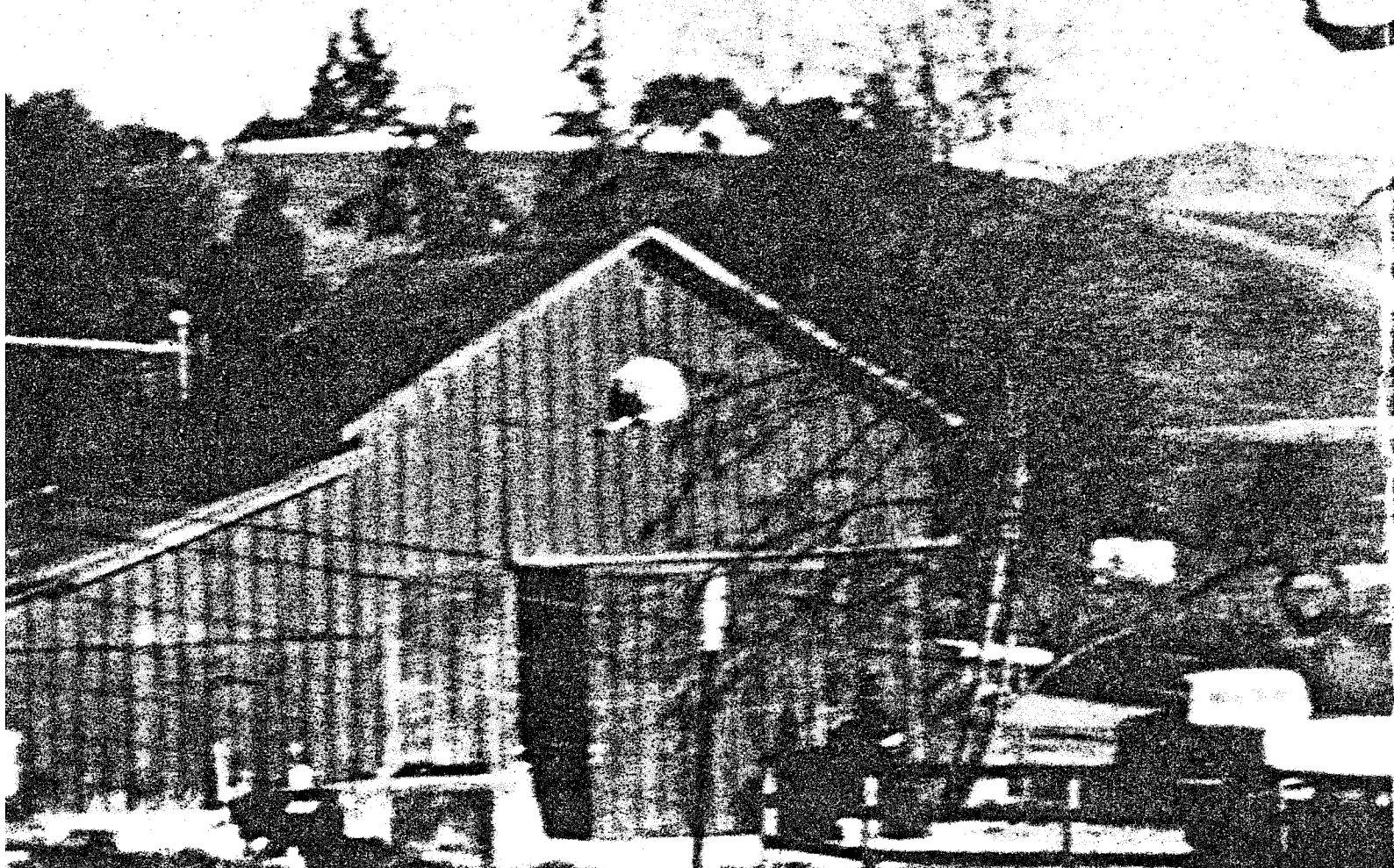
It gives devotees of California wine a whole new range of wineries—and wines—to anticipate. There is nothing winelovers enjoy more than new products to try, to compare, to discuss, even to fight over.

More important, perhaps, the new wineries, whether here along the central coast or 200 miles south in Temecula, are proving that winemakers have only begun to explore this country's wine



The Wineries of the Santa Ynez Valley, Part I

by Scott Clemens



Rarely has a new wine area made its mark as quickly as has the Santz Ynez Valley. Though vines aren't really new to the area (5,000 acres were under cultivation prior to Prohibition) like all re-emerging areas the pre-prohibition traditions are unimportant. The traditions, history, and strengths of the area are being built today.

Since 1969 over 1,000 acres have been planted to vines in the valley, most of it in 1972 and 1973. Seven new wineries have come to life in the '70's, with more on the way, and already we can see some patterns developing. Here you will find new hope for California pinot noir, outstanding barrel-fermented chardonnay and sauvignon blanc, and some success with botrytised riesling. Vines planted on their own rootstocks and a long, cool growing season combine to give an incredible intensity to wines from such youthful vines. Virtually all the wines are estate bottled, and the winemakers are as intimately involved with the viticultural aspects of their operations as with the enological.

If you drive north from Santa Barbara over the San Marcos Pass, you will come down at Lake Cachuma at the center of the Santa Ynez Valley. This east/west valley is 65 miles long with a maximum breadth of 20 miles, and because the coast at Santa Barbara curves away to the west for 40 miles before turning north again, the ocean is never more than 10 miles from the Santa Ynez River which gives the valley its name. East of Lake Cachuma the valley rises into rugged canyons. From the lake westward the valley is an undulating park landscape of grass and oak trees, given over mostly to the business of grazing cattle. The center of grape growing activity is the area 10 miles west of the lake between the towns of Los Olivos and Solvang, noted for its Danish architecture and bakeries. The river flows west from Solvang through the gradually narrowing valley, until it breaks into the open at Lompoc and a few miles further on flows into the sea. The cool maritime air and fog that extends far up the river, creates a climate ranging from Region I to a low Region II on the Davis scale.

SANFORD AND BENEDICT

Several of the area's winemakers were attracted to the valley because the long cool growing season seemed ideal for the production of pinot noir. Chief among these are Michael Benedict and Richard Sanford. Doing research on island biology for the University of California at Santa Barbara, Benedict was in charge of the research station on Santa Cruz Island 30 miles off the coast of Santa Barbara (where incidentally, there had been a vineyard and winery 40 years ago), before going into partnership in 1970 with local television executive Richard Sanford. Together they bought cuttings in 1971 and leased land in Santa Ynez for

their first nursery. During the following year they searched for vineyard land that would be suitable to pinot noir. Their search took them from the coast of Oregon all the way to Baja California, but in the end they came back to where they had started, in the Santa Ynez Valley. "We were looking for a long cool growing season," says Michael Benedict, "lots of sunshine but low temperatures, and that's a rare thing in California. Up north if you're a sufficient distance away from the fog zone it's too hot. We have fog every night. Early ripening varieties like pinot noir and chardonnay can grow fine with temperatures in the fifties. It's the amount of light they get that's important. This place has the daytime temperatures we want with average highs in the middle 70's."

Planted in 1972/73, the vineyard lies 10 miles west of Solvang in the coolest part of the valley. There are 110 acres in all, planted on their own rootstocks, 32 acres to pinot noir, 26 to chardonnay, 4-1/2 acres to merlot, and the balance to cabernet sauvignon and riesling, with plans to increase the acreage of pinot noir, merlot and chardonnay. Part of the old Rancho Santa Rosa landgrant, the vineyard and winery lie on a sloping bench between the river and the oak covered foothills of the Santa Ynez Mountains.

The rock and shale soil laced with the calcium carbonate of sea shells, is very deep. The vines are dry farmed for the most part, except for the baby vines which are irrigated for four to five years. There are also drip lines, water trailers and portable pipes for irrigation in very dry years. Average rainfall is 18 to 19 inches, though as I found there is really no such thing as an average year in the Santa Ynez Valley. For example, 1978 saw over 30 inches of rain. "Regularly rain starts six weeks later than Napa," says Benedict, however, a freak tropical storm at harvest caused a lot of damage in 1976.

Though they produce other wines, Sanford and Benedict's reputation and passion lie with pinot noir. They've planted their vineyard to three different clones, including the Wente clone, but Benedict discounts the importance of clonal selection. "It's a popular thing in northern California; they like to blame their lack of success on something other than viticulture and enology. The most important thing is their climate and soil and they can't change that. But if you're in the right climate area and have the right soil and keep the crops low, it doesn't matter what clone you have." They prune and bunch thin to keep yields to about 1-1/2 tons to the acre, "but a far better way to do it is simply to not irrigate the vineyard."

Both in their late 30's, Richard Sanford and Michael Benedict share viticultural and winemaking duties. Unlike many home winemaker-turned-professional, neither had



Richard Sanford (l) and Michael Benedict (r)

made wine before the first test batches were made at the winery in 1974. Their first commercial harvest was in 1975, and today they are producing approximately 7,000 of a projected 10,000 cases a year.

The winery is inside an old barn just above the vineyards. The technology at S&B is incredibly primitive but entirely adequate. The interior is lit by gas light and the only electricity is provided by a gas driven generator, used only to pump wine and operate the capsule machine. The barn stays quite cool, due to the foggy nights and afternoon breezes, and there are sprinklers on the roof to help cool it on warm summer days. "Wine has been made gracefully for many hundreds of years, and it doesn't require a monumental technology to do it right. In fact sometimes you insure that you won't ever do it right because of the unwieldiness of the machinery." For example, they crush into buckets and load the fermenters with a bucket brigade. "It's labor intensive, but it gets the job done very well, plus it gives a nice aeration at a time when air is very important to the wine." Fermentation temperature is controlled by the temperature at which grapes are brought in, and by fermenting in small lots.

The reds go into small open topped oak uprights, and in the case of pinot noir, fermented on both cultured and wild yeasts with stems added back in. "Pinot noir has to ferment hot, averaging 85 degrees or so, nine to ten days." As with all the other Santa Ynez Valley vintners I talk with, Sanford and Benedict want to get away from big tannic wines and concentrate on making rich and elegant wines.

I asked whether it was ever difficult to induce malolactic fermentation without temperature control. The pinot noir has never proved a problem, answered Benedict, although, "in '78 the musts were so intense, the acids so high, low pH, it was tough getting the chardonnay and the merlot through. Malolactic fermentation will stop if the pH gets too low, around 3.2." In fact, the 1978 merlot finished malolactic fermentation at the same time as the 1979 merlot.

While both the cabernet and the merlot are bottled as separate varietals, each year a blend of the two is sold at the winery, the first a 60/40 blend of cabernet to merlot, and the next a 70/30 blend. "Our vines are such babies that our cabernet is not a big hard monster that needs the softening of merlot. In fact, the last two vintages of merlot have been big and hard and tannic and the cabernet has been very soft," an oddity which was mentioned by several winemakers in the valley. The reds are aged predominantly in French oak (Allier and Nevers).

The riesling is fermented in 50 gallon stainless steel drums. The chardonnay is fermented in 60 gallon French oak barrels by Siruge, a cooper in Nuits St. Georges. There is currently a lot of experimentation going on in the Santa Ynez Valley with different coopers as well as types of oak. But for the moment suffice it to say that Siruge is the present favorite for chardonnay production. Barrel fermentation seems to add a firm round, silky texture to the wine. Further aged in the same barrels it was fermented in, the 1978 S&B chardonnay is an amazing wine, reminiscent of Chablis in the flintiness of the nose, and of Meursault in the buttery flavors and texture.

Their pinot noirs are high in extracts, stemmy, earthy, and floral with loads of fruit and good varietal definition. In other words, the kind of rich, complex, Burgundian style pinot noir that California vintners have been striving for. If I can find any fault at all, it is in a certain lack of delicacy, which may yet come with further bottle age.

SANTA YNEZ VALLEY WINERY

Just east of Solvang, and eleven miles upstream and across the river from Sanford and Benedict, you come to Santa Ynez Valley Winery. This is a three family operation, consisting of the Bettencourts and Davidges (neighbors who in 1969 banded together to plant the first commercial vineyard in the valley since prohibition) and the Branders, who in 1975 immigrated from Argentina and planted a vineyard eight miles away in Los Olivos. In 1976 the three

“Rarely has a new wine area made its mark as quickly as has the Santa Ynez Valley.”

families joined forces to start a winery, which is housed in a former dairy barn on the Bettencourt property. The winery is small and compact, with a fermentation capacity of 25,000 gallons in stainless steel and 7,000 gallons in barrel.

The young winemaker, Fred Brander (who has also acted as winemaker for nearby Ballard Canyon Winery and J. Carey Cellars) received his enological training at the University of California at Davis, after earning a B.S. in Chemistry from Harvey Mudd. Brander's wife, Gwen Rigby, also assists in the winemaking.

The original vineyard around the winery is 96 acres, all on their own rootstocks, of which two-thirds is cabernet sauvignon, and one-third riesling and chardonnay, with small experimental plots of sauvignon blanc, gewurztraminer, pinot noir, chenin blanc, gamay beaujolais, and cabernet franc. Being just a half mile north of the river this vineyard gets some fog at night and in the early mornings, in contrast with the Branders' Los Olivos vineyard eight miles to the north, which receives one to two hours more sun per day. Both vineyards have the same gravelly, sandy loam with some clay, though the Branders' 40 acre vineyard (also on its own rootstocks) is the exact opposite in composition, with two-thirds white, and one-third red which are planted to sauvignon blanc, chardonnay, semillon, merlot, and cabernet sauvignon. But vineyard composition is very deceiving in this case, for Santa Ynez Valley Winery uses only about one third of its grape production.

Both by preference of the winemaker and lack of available space required for barrel aging reds, production at Santa Ynez Valley Winery is predominantly in white wines, which account for 85% of their 10,000 case production.

By a stroke of misfortune, their first crush was in 1976, the year of the torrential tropical storm which hit at harvest time. "76 was a total disaster," says Brander. "We didn't make any whites; the sauvignon blanc, chardonnay and riesling were left rotting on the vines. Cabernet managed to escape because it has a tougher side. '77 was the best year for us so far—long and cool." In fact, their 1977 sauvignon blanc won a gold medal at the L.A. County Fair.

"We do as much barrel fermentation as possible with our sauvignon blanc and our chardonnay. The '77 and '78 sauvignon blancs were 100% barrel fermented and the 1979 about 75% barrel fermented. We ferment the sauvignon blanc on pasteur white, starting fermentation in stainless steel at 50 to 55 degrees, and letting it finish in the barrel for two to three weeks, during which time it gets to about 65 degrees." The chardonnay is handled in exactly the same fashion, only fermented on Montrachet and Champagne yeast. Fifty to one hundred cases of 100% barrel fermented "Reserve de Cave" chardonnay are

made to be sold only at the winery. After fermentation in Allier oak by Siruge, the wine is further barrel aged six months. The sauvignon blanc is blended with 10 to 15% of semillon that was fermented in stainless steel and aged a short time in French cooperage by Demptos. A small amount of semillon has been bottled separately, blended with twenty five percent riesling.

The riesling and white cabernet are fermented dry in stainless steel at 50 to 55 degrees. A certain amount of mute is kept out and added back to achieve approximately 2% residual sugar in the riesling, and .7 to .8% in the Blanc de Cabernet Sauvignon. The latter is a very interesting wine and taken quite seriously by Santa Ynez Valley winemakers. Having more complexity and spice than most blanc de noirs, this wine reminds me of a Coudrieu, light and forceful with surprising depth.

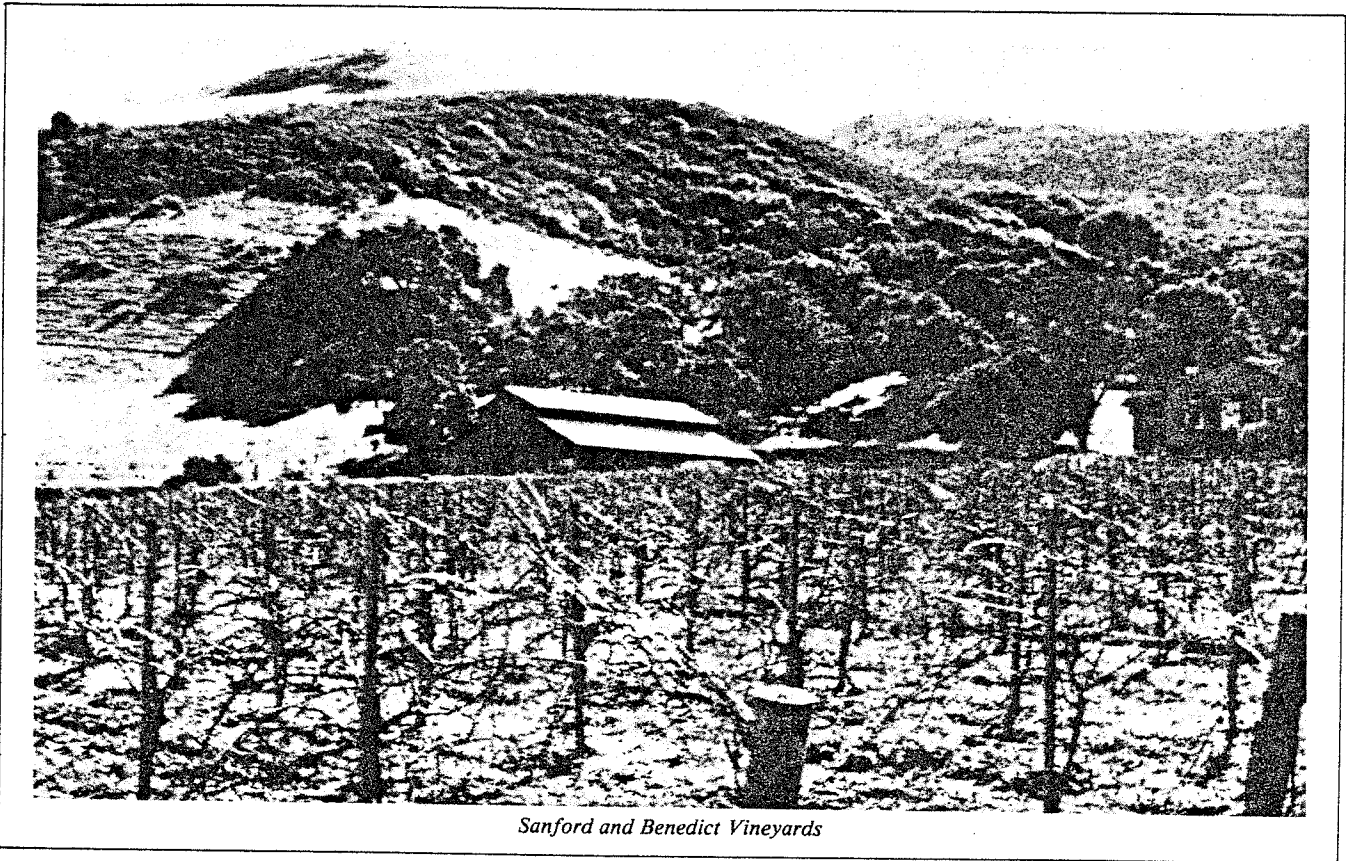
A tiny amount of gewurztraminer has been produced. Made in a slightly sweet style like the riesling, the 1979 was cold fermented in stainless steel. The cabernet sauvignon and merlot are fermented in temperature controlled stainless steel on Pasteur Red yeast at 80 to 90 degrees, with skin contact time of 10 to 12 days. After malolactic fermentation the wines go into French oak for six months to a year. Ten to twenty percent of merlot goes into the cabernet and about the same of cabernet goes into the merlot. The only difference in handling is in fermentation where 10% of the stems are added back into the merlot.

This year Brander expects production to reach 12,000 cases, the maximum possible for the size of the building. As an editorial aside to the alert consumer, SYVW has released all of their wines at low to moderate prices, their semillon and sauvignon blanc being exceptionally fine values. No expansion is projected for the near future. The wines of Santa Ynez Valley Winery are available in California, New York, the State of Washington, and Washington, D.C.

J. CAREY CELLARS

The partners in this operation are retired doctor J. Campbell Carey, and his two sons, Joseph, a Beverly Hills heart surgeon, and James, a general surgeon in Santa Barbara. Granddaughter Barbara Carey lives in the house next to the winery and acts as winery manager and sales person.

Half way between Santa Ynez Valley Winery and Los Olivos, the rustic red barn winery sits on a river bench backed by a low range of hills and fronted by Alamo Pintado Creek, which feeds the Santa Ynez River. Being a little higher, and further from the river, J. Carey Cellars is out of the fog belt. Rainfall is about 16 inches a year. Former cellar foreman for The Firestone Vineyard, Rick Longoria received six years of apprentice-style training starting with Buena Vista, and subsequent stints at Firestone and Chappellet before taking up the wine-



Sanford and Benedict Vineyards

maker's position at J. Carey Cellars in time for the '79 crush. Together with Dr. Carey he oversees the vineyard management.

The 10 acre lower vineyard is planted entirely to cabernet sauvignon on its own rootstock. The river bottom soil receives a large amount of underground water from the adjacent creek, leading to average crop levels of five and a half tons to the acre, as opposed to the low yielding upper vineyard with only two and a half tons to the acre. The 31 acre upper vineyard, about 200 feet higher on the mesa above the winery, is planted to cabernet sauvignon (10 acres), merlot (three acres), chardonnay and sauvignon blanc (nine acres each), all dry farmed on their own rootstock in a gravelly loam. The cabernet and merlot were planted in '72/'73, while the white varieties were planted in 1979. Longoria feels that the area has developed a reputation for white wine with Firestone and Zaca Mesa rieslings, as well as the SYVW sauvignon blanc and chardonnay, but he feels this situation is likely to change. "As far as the reds are concerned, the wineries here have so far been hampered with the problem of maturity. Every year the reds are getting better."

Roughly half of J. Carey Cellars 5,000 case production is cabernet sauvignon blanc, which is given all the attention usually afforded great wines. The 1978 version was fermented in French oak, with residual sugar of .7. Due to the lack of barrels, as well as the unexpected volume of the harvest, barrel fermentation of the cabernet blanc was impossible in 1979, and the wine was fermented completely dry in stainless steel with an acid of .68, and alcohol at 13.5%. Longoria would like to barrel ferment this wine in the future.

The reds are aged in Nevers and American oak after fermentation on Pasteur Red in stainless steel, at about

80 to 85 degrees. "There's a difference between the cap and the juice temperature. I'm talking about the juice temperature."

In addition to using all of their own grapes, this past vintage J. Carey Cellars bought an additional three tons of chardonnay and three tons of sauvignon blanc from Fred Brander's Los Olivos vineyard, and will continue to do so until their own white varieties come into production in 1982/83. The whites were fermented on Pasteur White yeast, and this year all of the chardonnay was barrel fermented, while the sauvignon blanc was only partially barrel fermented, because the barrels didn't arrive in time. The experimentation being done in the valley with barrel fermentation and aging was well illustrated in two barrel samples of the 1979 chardonnay, one lot fermented in Nevers oak barrels by Siruge, the other in barrels by Demptos. The Siruge lot was firm, well-structured, with a buttery, oily texture, while the Demptos lot was less round, less buttery, sharper on the palate and displayed more fruit. These lots will eventually be blended before bottling.

But by far my favorite wine from J. Carey Cellars was their 1978 cabernet sauvignon. Aged over a year in French oak, the assertive nose displayed green olives and fruit. On the palate it was well-structured, revealing great depth and elegance, and a long pleasant finish. Almost similar to Rutherford's cabernet, this wine was made of grapes from the lower vineyard, the upper vineyard crop having been sold in 1978.

With a stainless steel fermentation capacity of 10,000 gallons, and a further 5,300 gallons in oak storage and/or fermentation, J. Carey Cellars currently produces 5,000 cases annually, a figure which will double once the new vineyards come into production.

Tasting Notes

SANFORD AND BENEDICT OUT OF THE BARREL

1978 Chardonnay: Straw color, oaky flinty nose with plenty of fruit; medium body, good balance, silky texture, beautiful buttery vanilla chardonnay, long tart finish. .7 acid, 13.9% alc.

1979 Chardonnay: Pale straw, tremendous fruit in the nose; good balance, medium body, good oak over elegant fruit, wonderful tart finish. 13% alc.

1978 Pinot Noir: Purple, young stemmy nose, medium body; some well-integrated tannin, good balance, varietal fruit predominates over high extracts, moderate chewy finish. 13.6% alc.

1979 Pinot Noir: Underneath some malolactic stink there was the scent of fresh blackberries, smooth medium-heavy body, well-integrated tannin, loads of lively fruit, good promise.

1978 Merlot: Deep cherry color, undergoing its third induced malolactic; great fruit, moderate tannin, some oak, with a fruity finish over tannin. Impossible to tell where this one is going.

OUT OF THE BOTTLE

1977 Pinot Noir: Opened for a few days before tasting, this pinot noir had a dark velvet robe, nose of mushrooms and fruit, medium body and moderate tannin, good balance, great extract with more fruit and mushrooms (earthy) in the mouth, and a moderately long finish.

1977 Cabernet: Inky, deep rich varietal nose of cassis, medium body, some tannin, rich in extract, little oak but rich round varietal fruit. 14% alc.

SANTA YNEZ VALLEY WINERY OUT OF THE BARREL

1979 Semillon: 1/4 riesling, 3/4 semillon. Almost clear, rich smooth oaky Semillon nose; medium body, beautifully balanced, good structure, long fruit in the middle (the riesling predominates in the mouth), long fruity finish. 12.2% alc., 7.6% acid, .1% residual sugar.

1979 Los Olivos Vineyard Sauvignon Blanc: Non-descript fruity white wine nose, good balance, good concentration of citrusy fruit plus anise and lemon in the background, with a tart finish. Will have 10-15% of the Semillon added and will drop from 14.4% alc., to 13.9% alc.

1979 Home Vineyard Sauvignon Blanc: Heavy malolactic nose with some grassy undertones, good balance, medium body, grassy varietal characteristics in the mouth. Hard to tell at this stage.

1979 Merlot: 10% stems added back in; inky purple, round fruit with a light asparagus background, medium body, plenty of tannin, some fruit in a hard center, and a bitter tannic finish.

1979 Home Vineyard Chardonnay: Light straw, some malolactic stink which airs off to reveal a good firm varietal nose; some oak, good varietal definition in the flavors, and a tart finish.

1979 Los Olivos Vineyard Chardonnay: Picked earlier than above at 22-1/2 brix, light straw color, light citrusy nose with a slight grassiness in the background, good acid, medium body, firm varietal flavors and a strange chocolate finish.

1979 Los Olivos Vineyard Reserve de Cave Chardonnay: Light straw, moderate varietal fruit and oak in the nose; good balance, elegant fruit in the mouth with a round oily texture, and a tart lemony finish.

1979 Cabernet Franc: Made by Gwen Rigby, this first year crop was just going through malolactic, had good extract and loads of fruit to show some promise for this variety, but whether it will ultimately be bottled separately or be blended with Cabernet Sauvignon, is still unanswered.

OUT OF THE BOTTLE

1978 Chardonnay: Straw color, ripe fruit and lots of oak in the nose, medium-heavy body, good balance on the low acid side, oily texture, raisony fruit that seems sweet, and a long vanilla finish. 13.5% alc., picked at 14.5 brix.

1978 Los Olivos Vineyard Reserve de Cave Chardonnay: Straw, rich, ripe woody varietal fruit with some SO₂ in the nose, medium-heavy body, great extraction, oily ripe and oaky in the mouth, with fine balance and a long oaky finish.

1979 Gewurztraminer: Only 54 cases produced, very ripe grapefruity nose, medium body, low acid, good ripe citrusy fruit but without much spice, and a strange soapiness in the background. A little heavy for this varietal. Lacks crispness. 12.8% alc.

1978 Gewurztraminer: Barrel fermented, perfect varietal spiciness in the nose, medium body, adequate balance, fine spicy flavors, moderate finish. Slight residual sugar.

1979 Blanc de Cabernet Sauvignon: Light, copper/pink, light flowery nose, medium body; good balance, perfumed and lightly grassy in the mouth; delicate lively fruit, nice spicy finish. 13% alc., .7% residual sugar.

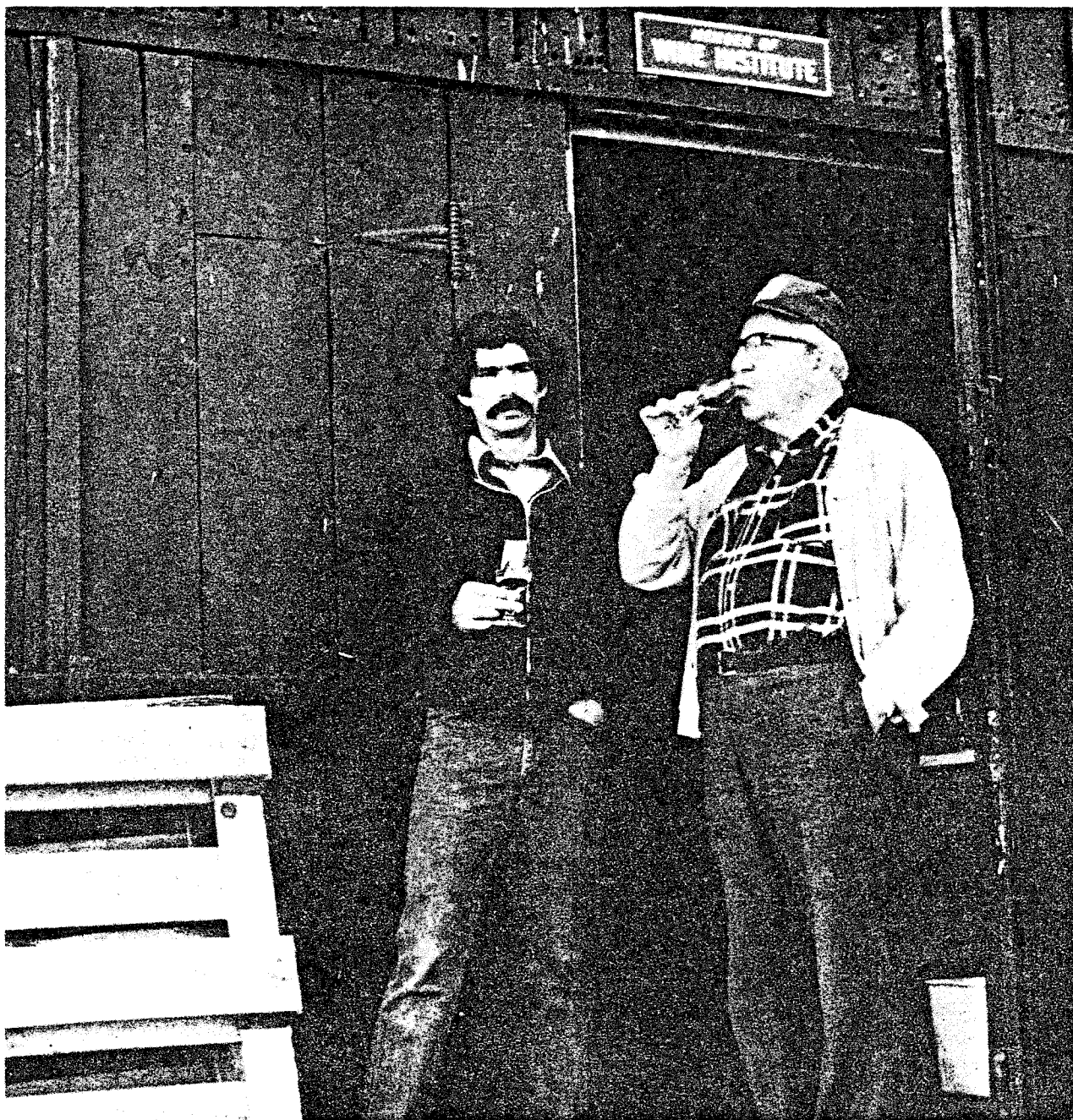
1979 White Riesling: Clear, light SO₂ and good varietal fruit in the nose with some sweetness; steely, crisp, some spritz, with green apples and hints of licorice and bubblegum in the mouth and a long spicy finish. 10.8% alc., 2.1% residual sugar, picked at just 19-1/2 brix.

J. CAREY CELLARS

OUT OF THE BARREL

1979 Sauvignon Blanc: From Brander's Los Olivos Vineyard, very pale green-gold, clean assertive varietal nose with moderate oak and some grassiness; good extract, medium body, well-balanced, nice tart finish. 13.5% alc., .87 acid, picked at 23.5 brix.

1979 Chardonnay: From Brander's Los Olivos Vineyard. In Siruge oak the wine has a buttery nose with underlying varietal fruit, medium body, perfect balance, firm, well-structured, plenty of varietal fruit over oak in the mouth, with a pleasantly tart finish. Well made Chardonnay. In Demplos oak the nose is less buttery but has more fruit,



Winemaker Rick Longoria (l) and owner J. Campbell Carey (r) of J. Carey Vineyards

the feel is a little sharper on the less round, fruitier. The two lots will be blended.

1979 Merlot: 20% Cabernet, dark ruby, excellent varietal nose, rich and round, fairly light but good fruit and slightly high in acid, with some bitter tannins in the finish.

1979 Lower Vineyard Cabernet Sauvignon: Purple, very forward, green olives under cherries in the nose; medium-heavy body, good acid, tremendous fruit (so much so it seems sweet), yet simple flavors at this stage; pleasant finish. 12.3% alc., picked at 22.6 brix. Another lot picked at 24 brix and ending up at 13.5% alcohol, was deep purple, had more depth to the nose, some tannin, chewy with more extract, good balance, and a hot tannic finish.

1979 Upper Vineyard Cabernet Sauvignon: Purple, somewhat closed nose with hints of cassis and green olives

which follows through in the mouth; medium body, some tannin. Reminds me of Alexander Valley Cabs.

FROM THE BOTTLE

1979 Cabernet Sauvignon Blanc: Salmon color, interesting nose of bitter fruit, firm center, good balance, firm closed-in fruit with a certain clean crispness and incredible delicacy for a wine of such high alcohol. Should age well. 13.5% alc., .68 acid.

1978 Lower Vineyard Cabernet Sauvignon: Inky, Similar to Rutherford's cabernet; over a year in French oak, very assertive green olives and fruit in the nose, fine extract, great fruit and vanilla in the mouth, perfect balance, some tannin, and a very long pleasant finish. Forward, but should last.

Next month, Part II: Firestone and Zaca Mesa

Zaca Mesa Winery Labels

Bearing

"Santa Ynez Valley" Viticultural Area

Vintage

| | |
|------|--|
| '75 | Cabernet Sauvignon |
| '75 | Pinot Noir |
| '76 | Cabernet Sauvignon |
| '76 | Chardonnay |
| '77 | Cabernet Sauvignon, Early Release |
| '77 | Cabernet Sauvignon, Aged in American Oak |
| '77 | Cabernet Sauvignon, Aged in French Oak |
| '77 | Chardonnay |
| '77 | Johannisberg Riesling |
| '77 | Pinot Noir |
| '77 | Rose' |
| '77 | Zinfandel |
| '78 | Cabernet Sauvignon |
| *'78 | Cabernet Sauvignon, Special Selection |
| '78 | Chardonnay |
| '78 | Chardonnay, Barrel Fermented |
| '78 | Johannisberg Riesling |
| '78 | Pinot Noir |
| '78 | Pinot Noir, Special Selection |
| '78 | Toyon Blanc |
| '78 | Toyon Noir |
| '78 | Zinfandel |
| * | Not Released |

JUN 23 1981

*'79 Cabernet Sauvignon
*'79 Cabernet Sauvignon, American Estate
'79 Chardonnay
'79 Chardonnay, Special Select
'79 Johannisberg Riesling
*'79 Merlot
*'79 Pinot Noir
*'79 Pinot Noir, Special Select
'79 Sauvignon Blanc
'79 Toyon Noir
'79 White Table Wine
'79 Zinfandel

*'80 Chardonnay, American Estate
'80 Johannisberg Riesling
*'80 Johannisberg Riesling, American Estate
*'80 Sauvignon Blanc, American Estate

* Not Released

ZACA MESA WINERY

List of Publications/Articles Mentioning Santa Ynez Valley

| DATE | PUBLICATION | ARTICLE OR COLUMN |
|-------------------|---|---|
| June 14, 1981 | San Diego Union | Wine Auction Will Be Shot in the Arm for Hospitals |
| May, 1981 | San Diego Magazine | Santa Ynez Valley -- New Mecca for the Wine Pilgrim |
| March 19, 1981 | Santa Barbara News Press | "Business Notebook" column |
| February 1, 1981 | Impact Wine & Spirits Newsletter | a paragraph beginning "The Zaca Mesa Winery, Santa Ynez, California, announces \$3.5 million capital improvements program..." |
| February, 1981 | Patterson's California Beverage Journal | a paragraph mentioning Zaca Mesa doubling its capacity to 60,000 cases a year -- mentions Santa Ynez Valley |
| January 13, 1981 | The Independent & Gazette -- Richmond, California | Wines -- Jerry Mead Luxury Wine Country Tours |
| January 4, 1981 | Lompoc Record | Wine is Red Gold in the Santa Ynez Valley |
| January, 1981 | Southern Beverage Journal | "Wine Miscellany" column |
| January, 1981 | Patterson's California Beverage Journal | California -- there's a paragraph devoted to "San Ynez Valley" |
| December 21, 1980 | Santa Barbara News Press | Zaca Mesa Winery to Double Output |
| November, 1980 | Patterson's California Beverage Journal | World of Wine |
| October 25, 1980 | Anchorage Daily News | A Great Meal Plus 16 Fine Wines |
| October 22, 1980 | Las Vegas Review Journal | There's an Ideal Wine for Each Course |
| October 1, 1980 | The Advocate | Winemaking in God's Country -- The Santa Ynez Valley in California |

(more)

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| DATE | PUBLICATION | ARTICLE OR COLUMN |
|--------------------|---------------------------|---|
| October, 1980 | Illinois Beverage Journal | Wine Buyers Report |
| September 24, 1980 | San Francisco Chronicle | God's Country is Wine Country, Too |
| August 20, 1980 | Rocky Mountain News | There'll Be Room on Shelf for Zaca |
| August 12, 1980 | San Mateo Times | The Wine Connoisseur -- Make Room for Zaca Mesa Wines |

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JANUARY 1980

United Mainliner

TRAVEL
1980

Planning
The Perfect
Vacation

A DEMANDING NEW ROLE
FOR BEVERLY SILLS

WHERE FIRESTONE
MEANS WINE

A TALK WITH
DU PONT'S SHAPIRO

SWIMWEAR
SPLASHED WITH COLOR

HELMSMAN TO THE
YACHT MAKERS

YOU ARE INVITED TO TAKE
THIS COPY WITH YOU

United Mainliner
JANUARY 1980

EAST WEST
NETWORK, INC.



*One day, if Brooks and Kate Firestone have their way,
when you hear their name you'll think of wine, not tires.*

A Vintage Case Of California Dreaming

by James Spada /photographs by John Zimmerman

Seven years ago Brooks Firestone, grandson of Harvey Firestone, the founder of the Firestone Tire and Rubber Company, decided he had had enough of the family business after twelve years. He left his position as director of the company's London office and, after several months of mulling his options, decided to become a grape farmer.

Not your usual change of career choice, to be sure, and it might have seemed to cynics at the time a classic case of a spoiled rich kid biting the hand that fed him in order to 'get in touch with nature' or something like that. But while Brooks indeed speaks of the independence, physicality and creativity of farming, there was, after all, Firestone blood coursing through those veins. After a few months of farming grapes, Brooks decided to produce wine as well, built a lavish winery on his land and created the Firestone Vineyards. All of which would have made Harvey Firestone proud.

In spite of the fact that Brooks not only knew nothing about wine but "wasn't even particularly interested in it," his vineyard, in only four

years of harvesting, has already produced some top-rank wines. It seems more than just hyperbole when Kate, his helpmate and wife of twenty years says, "One day, when you say 'Firestone,' you will think of wine, not tires."

Firestone has never regretted his decision to become a winemaker, but he admits it was an impulsive one. "I was too enthusiastic and naive to be afraid," he says. "Fools rush in—it's very true. If I knew then what I know now, I would have been a little more apprehensive." What he knows now is that wine making—quality wine making, at least—is a very slow-starting business. His vineyard, established in 1973, won't show a profit until 1981, mainly because many of its wines haven't yet reached maturity and cannot be sold. "Doing all of this has meant a definite cut in my standard of living," Firestone says, "but the lifestyle is really more important than the income. I wouldn't trade it for anything."

Firestone readily admits that he had advantages starting out that few others enjoy. "If I hadn't been a Firestone, I would never have been able to stick with it this long." Still, he recommends career changes to

those who really want them. "Just don't decide to go into wine making, that's all," he smiles.

Firestone, who is forty-three but whose enthusiasm, boyish charm and fitness make him look more like thirty, has a tremendous fascination with and love for his land, all of it quite justified: The Firestone acreage is nothing short of breathtaking. Situated 150 miles north of Los Angeles in the Santa Ynez Valley, there are 300 acres of vineyards and 2,800 acres of cattle ranch. From the winery building, as far as the eye can see, lush hills roll toward the horizon, fading from green to blue-gray to nearly white as they stretch out amid the misty fog which rolls in from the Pacific Ocean, a few miles to the west.

It is just this fog, which keeps the days relatively cool and the region comparatively moist, which makes this valley (in a largely desert region) suitable for growing varietal grapes. It was Brooks's father, the former ambassador to Belgium, Leonard Firestone, who purchased this prized real estate. He is now a

Kate and Brooks Firestone are as accomplished on the range as they are among the vines. Here they help in a cattle drive on their rolling Santa Ynez land.

silent partner in his son's vineyard. Another partner is Keizo Saji, chairman of Japan's Suntory Spirits and Wine Company, primarily a whiskey manufacturer. But it is Brooks alone who runs the show.

And Brooks is dead serious about making his vineyard profitable. He oversees every phase of the wine-making process and pays tremendous attention to detail. "There is no great secret to wine making," he says. "It is mostly taking care. We have very careful temperature controls, we age wines in European oak barrels, and cleanliness is very important." Paradoxically, Firestone says that if too much care is taken with the grapes themselves, the wines will suffer. "If you treat them too well, the wines overproduce and the grapes become plump and watery. We just leave them to their own devices, and we've been lucky: We've produced some first-rate wine grapes."

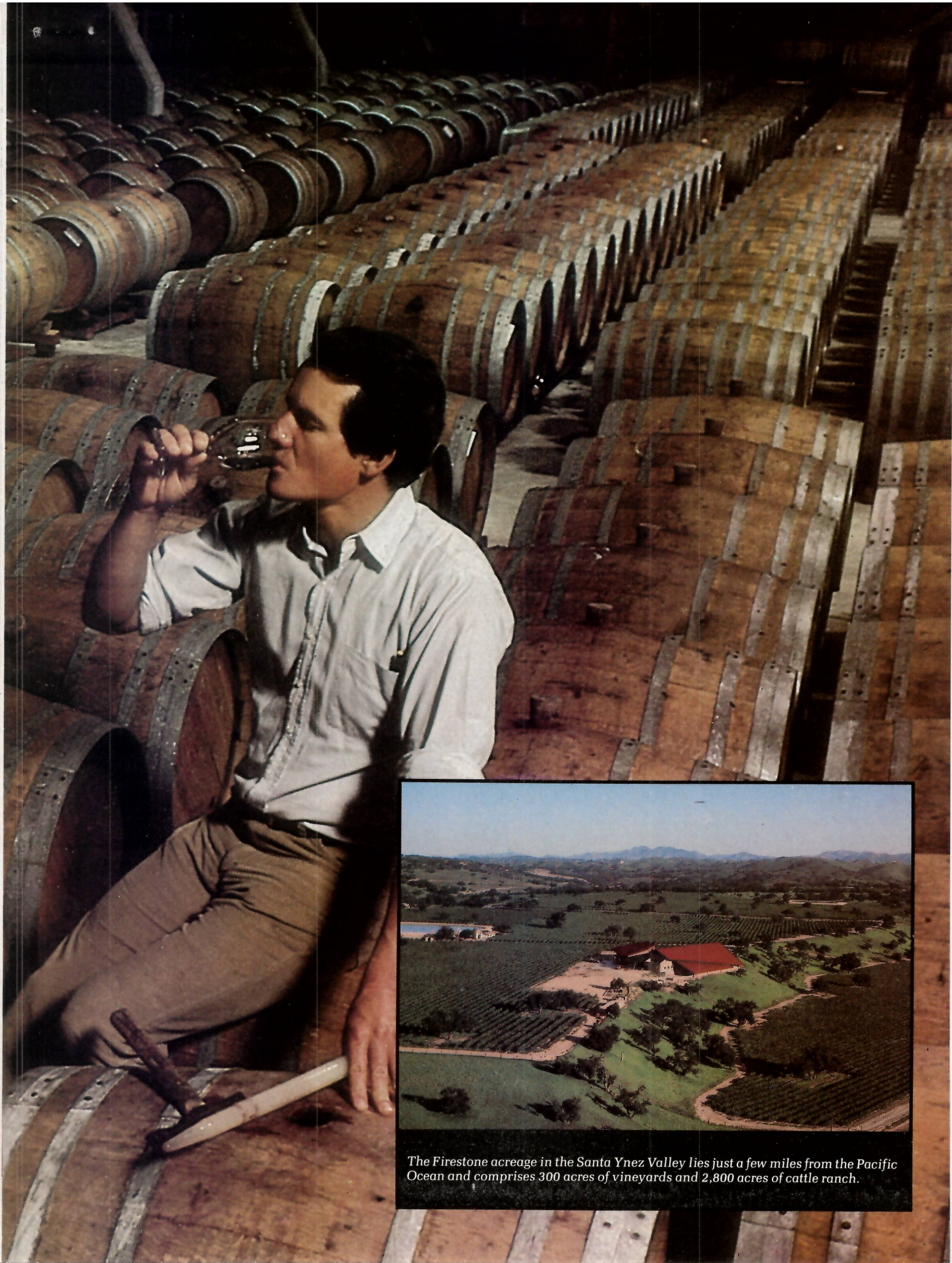
Brooks's dedication to the production of fine grapes lays a foundation for the complex process of wine making. That process Firestone entrusts to his wine maker, Tony Austin. "I supervise things, but it is Tony who actually makes the wine. And he's as much of a perfectionist as I am." Andre Tchelistcheff, the dean of California winemakers and Austin's mentor, consults with Firestone and Austin on frequent visits down the coast from the Napa Valley, a premier wine-producing area.

Every phase of the wine making process is completed on the premises, from the crushing of the annually harvested grapes ("the skins are crushed with red wines, but not with white," Brooks explains) to the fermentation process in huge, gleaming tanks, to aging in perfectly symmetrical rows of those European oak casks, down to the bottling and shipping to stores.

All of this is done in the winery building, dedicated in September of 1975. A glorious tribute to the wine-making art, the four-level structure is made entirely of redwood and pine, has red-tiled floors, huge barn doors and stained-glass windows. So proud of the building is Firestone

Brooks oversees every phase of the wine-making process from grape crushing to cask aging. Here, he and Kate check the progress of their 1978 Cabernet Sauvignon.





The Firestone acreage in the Santa Ynez Valley lies just a few miles from the Pacific Ocean and comprises 300 acres of vineyards and 2,800 acres of cattle ranch.

California Dreaming

that his wine labels picture the winery in its various stages of construction in sketches by the artist Sebastian Titus.

By some standards, the Firestone vineyard is small. "You could put our entire winery in one of Gallo's tanks," Brooks quips. In the interests of quality, he wants to limit his output to 70,000 cases a year, a middle ground among wineries. Considering the brief time the Firestone label has been on the market, the wine has gotten more than its share of applause. To the surprise of even Brooks, the Vintner's Club rated his 1977 Johannisberg Riesling number one among twelve in a 1978 winetasting. Currently, the Firestone wine list also offers Cabernet Sauvignon, Gewurztraminer, Arroyo Merlot and Chardonnay. There will be others, but no jug wines. "We can only do so much," Brooks says, "so why not do the best?"

The Firestone vineyard is a small-scale operation, keeping it something of a family affair. There are but twelve employees, all of whom seem quite fond of Brooks and his top assistant, wife Kate.

Kate is an attractive, amiable woman of forty-two who has retained more than a hint of her British accent. When Kate met Brooks in New York in 1956, she was a soloist with London's Royal Ballet. Two years later, when they wed, she gave up dancing, a pursuit she had followed for sixteen years. "It would have been too hard to combine marriage and that kind of career," she says. But while she accompanied Brooks on his Firestone Tire and Rubber Company assignments in California, Ohio, Rome and London, she did have pangs of regret. "I had to be involved in dance somehow," she says. "I did quite a bit of teaching and directing in San Francisco right after our marriage." In Ohio, she formed a small ballet company. "It is now the Ohio ballet," she says with evident pride. "It's still small, just twenty dancers, but it's a brilliant company. I'm

Kate and Brooks enjoy the fruits of their labor in their country home, which lies in the midst of their cattle ranch.

tickled pink with it."

Although she was perhaps even more an urbanite than her husband, Kate fully supported his decision to take up grape farming in the thirteenth year of their marriage. "I saw this valley about six months after he first did, and I knew exactly why he loved it so much. I had no doubts about making the change. I just felt intuitively that it was the right decision. Now I wouldn't swap it with anyone. It's a marvelous life."

Kate's contributions to the vineyard are many. At harvest time, she joins Brooks and the farmhands in picking the grapes, acts as weighmaster and keeps a tally of what comes from where. "I just act as a helping hand wherever I'm needed." She also sets up and conducts tours for visiting groups, which can be a demanding labor. One morning during the harvesting season, for example, two busloads of people arrived unannounced. Nevertheless, they were shown the vineyards, given the background of wine making and a tour of each step in the wine-making process, and served chilled wine with the compliments of the Firestones.

One gets the impression that the Firestones enjoy this chance to meet people and show off their wine. Their excitement over recognition of their wines is almost childlike and charming: A cover of *House Beautiful* with a table setting that just happened to include a bottle of Firestone wine is prominently displayed round the Firestone premises.

The Firestones' own table often includes wines other than their own. "We have to keep up on what the competition is doing," says Brooks with a smile. But he easily warms to an appreciation of wine in general. "Wine is important," he enthuses. "It's a food. It's healthy. There's a whole society of doctors who see wine as a digestive aid. It can be a mild sedative, and hospitals serve wine with meals. A glass of wine before dinner makes for happier diners—not high, just congenial."

In fact, the Firestones seem to be able to inject that spirit into the rest

of their lives, too. They possess a *joie de vivre*, and seemingly endless energy for fun. They entertain pleasantly in the midst of the cattle ranch in their country house, a charming place with rich, dark woods and huge, sunny French windows. "We're constantly having weekend guests," says Kate. "Friends from England, mostly, and friends of friends of friends." She laughs.

The ranch, where cows, sheep and horses graze freely, requires almost as much attention as the vineyard and winery. "There always seems to be something to deal with," Brooks says. "If it isn't the usual floods and drought, it's something unique. Lately, a group of pet dogs, tame and lovable by day, have begun to pack at night and roam about attacking the livestock. We've had some animals killed. It really is the strangest thing. The following morning the dogs will be back on the porches, waiting for their morning meal."

With all the demands on them, the Firestones still find time for other pursuits. Brooks is involved in a riding show, and was the master of a local fox hunt recently. He frequently travels around the country promoting wine. Kate still has not completely forsaken her first love, ballet. She choreographs for the local high school and is a member of the board of an organization devoted to attracting the best possible ballet troupes to California. She is especially active when the Royal Ballet, her alma mater, visits and was co-chairperson of the attendant gala for the ballet's last two visits.

"You know," says Brooks, returning as he always does to the subject of wine, "this is a craft, a creative process. It gives me a great sense of achievement to be producing these wines. Wine enhances civilization. The appreciation of fine wine is the mark of a truly civilized person. My grandfather had to walk to school and had to plow fields with a tractor that had metal wheels. He wanted to make a product to enhance people's lives—and he did. The problems he faced are no longer with us. But I think that my product also enhances people's lives. I feel that I'm making a real contribution, too." ■



January 22, 1982

Mr. Charles Bacon
Research and Regulations Branch
Department of the Treasury
Bureau of Alcohol, Tobacco and Firearms
Washington DC 20226

Dear Mr. Bacon,

Our local group of vintners met and approved the recommendations your department made concerning the boundaries of our proposed Viticultural Area to be known as "Santa Ynez Valley." The changes represented no exclusion of existing vineyards and posed no foreseeable difficulties, with one exception, and that is that "(6)" should read: "Then northeast in a straight line for approximately 2.6 miles to the southwest corner of the La Zaca Land Grant." Your version reads southeast and this would be erroneous.

We have responded to the other requests of your letter of November 5, 1981, in the following manner:

1. We have enclosed with this letter a description of our soils and key for the Soil Association Map previously furnished and it is labeled "Addenda for Appendix IV."
2. We are supplying information labeled "Additional Information for 'Narrative Description'" which outlines average daily temperatures within the Valley, heat summation days, and other pertinent weather information.
3. The approximate size of our proposed Viticultural Area is two hundred eighty-five (285) square miles.
4. We have drawn in the existing vineyards on the U.S.G.S. maps, and have enclosed Appendix V to identify the vineyards. The total acreage under vines in the proposed Viticultural Area is approximately one thousand two hundred (1,200) acres.

Mr. Charles Bacon
Bureau of Alcohol, Tobacco and Firearms
January 21, 1982
Page 2

Thank you very much for your assistance. Please contact me
if any further information is necessary.

Sincerely,

A handwritten signature in cursive script that reads "Allen Russell".

J. Allen Russell
General Manager

JAR/cj
encs.

ADDENDA FOR APPENDIX IV
SOILS OF THE SANTA YNEZ VALLEY

(Refer to Soil Association Map that accompanied original petition.)

Most of the vineyards of the Santa Ynez Valley are located in the following soil associations:

- Group 6 Positas - Ballard - Santa Ynez Association: Nearly level to moderately steep, well-drained and moderately well-drained fine sandy loams to clay loams on terraces.
- Group 9 Chamise - Arnold - Crow Hill Association: Gently sloping to very steep, well-drained and somewhat excessively drained sands to clay loams on high terraces and uplands.
- Group 10 Shedd - Santa Lucia - Diablo Association: Strongly sloping to very steep, well-drained shaly clay loams and silty clays on uplands.

A small portion (less than five per cent) of the vineyards is located in:

- Group 1 Sorrento - Mocho - Camarillo Association: Nearly level to moderately sloping, well-drained to somewhat poorly drained sandy loams to silty clay loams on flood plains and alluvial fans.

Positas Series

The Positas series consists of well-drained fine sandy loams that have a clay subsoil. These soils are in the upper Santa Ynez Valley on smooth, bench-like terraces that are broken by narrow, steep-sided drainageways. Slopes are 2 to 30 percent. The vegetation is annual grasses, forbs, and scattered oak trees. Elevations range from 400 to 900 feet. The average annual rainfall is 15 to 20 inches, the average annual air temperature is about 60° F., and the frost-free season is 300 to 320 days. Positas soils are associated with the Santa Ynez soils.

In a representative profile, the surface layer is brown fine sandy loam about 18 inches thick. The subsurface layer is pale-brown heavy fine sandy loam about 3 inches thick. The subsoil is reddish-brown and brown clay and gravelly clay about 27 inches thick, underlain by weakly consolidated very gravelly clay. In some areas the surface layer is cobbly fine sandy loam.

Positas soils are used for shallow-rooted irrigated crops, for dryland grain, and for range.

Ballard Series

The Ballard series consists of well-drained fine sandy loams and gravelly fine sandy loams that formed in alluvium derived from acid shale and sandstone. These soils occur on remnants of old terraces that have been somewhat dissected by drainageways. Slopes are 0 to 15 percent. The vegetation is annual grasses and forbs and scattered large oak trees. Elevations range from 500 to 1,000 feet. The average annual rainfall is 15 to 20 inches, the average annual temperature is 58° F., and the frost-free season is 270 to 300 days. Ballard soils are associated with Chamise, Positas, Santa Ynez, and Elder soils.

In a representative profile, the surface layer is grayish-brown gravelly fine sandy loam about 18 inches thick. The subsoil is light yellowish-brown and yellowish-brown gravelly loam, gravelly heavy loam, and very gravelly sandy loam that extends to a depth of about 59 inches. The substratum is very pale brown, very gravelly, stratified loamy sand. In some areas the soil lacks gravel in the surface layer.

Ballard soils are used mainly for pasture and range, and to a limited extent for dryfarmed grain. Where water is available, they are irrigated for orchards, alfalfa, pasture, and field crops.

Santa Ynez Series

The Santa Ynez series consists of moderately well drained gravelly fine sandy loams underlain by gravelly clay subsoils. These soils developed on old water-laid terraces, commonly in swales, but also on higher terraces. They occur in the vicinity of Santa Ynez. Slopes are 2 to 30 percent. The vegetation is annual grasses, forbs, and scattered oak trees. Elevations range from 600 to 800 feet. The average annual rainfall is 15 to 20 inches, the average annual air temperature is about 60° F., and the frost-free season is 260 to 300 days. Santa Ynez soils are associated with Positas soils.

In a representative profile, the surface layer is gray and light brownish-gray gravelly fine sandy loam and loam about 22 inches thick. The subsurface layer is light-gray fine sandy loam about 3 inches thick. The subsoil is dark grayish-brown to light-gray gravelly clay, very gravelly clay, and very gravelly clay loam extending to a depth of more than 60 inches. In some places the texture of the surface layer is clay loam.

Santa Ynez soils are used for irrigated and dryland crops and for range.

Chamise Series

The Chamise series consists of well-drained soils that developed over gravelly beds of silt and clay and sandy water-deposited materials. These soils have a sandy loam, loam, clay loam, or shaly loam surface layer and a shaly clay subsoil. Chamise soils normally contain a large number of water-rounded fragments of Monterey Shale. These soils are on dissected high terraces in widely scattered areas, extending from the coast to the vicinity of Los Alamos. Slopes are 2 to 72 percent. The vegetation consists of annual grasses and oak trees; brush grows on the steeper and eroded areas. Elevations range from 200 to 1,500 feet. The average annual rainfall is 12 to 20 inches, the average annual air temperature is about 58° F., and the frost-free season is 240 to 300 days. Chamise soils are associated with Tierra soils.

In a representative profile, the surface layer is dark-gray and gray shaly loam about 18 inches thick. The upper part of the subsoil is light brownish-gray shaly clay and very shaly heavy clay loam about 19 inches thick. The lower part of the subsoil is pale-brown very shaly clay loam to a depth of 60 inches and more. In places the surface layer is sandy loam, shaly sandy loam, loam, or clay loam.

Chamise soils are used mainly for range. Small areas are used for dryland hay and grain and for irrigated crops.

Arnold Series

The Arnold series consists of somewhat excessively drained sands that developed over soft sandstone. These soils occur in widely scattered areas south and west of Orcutt, in the Vandenberg Air Force Base, and in the vicinity of Los Alamos. Slopes range from 5 to 45 percent. Arnold soils occur at elevations of 200 to 1,500 feet. The average annual rainfall is 14 to 18 inches, the average annual air temperature is 58° F., and the frost-free season is 260 to 300 days. Arnold soils are associated with Oceano, Marina, Narlon, and Tangair soils.

In a representative profile, the soil is light-brown to very pale brown sand about 55 inches thick. It is underlain by very pale brown, soft, porous sandstone that can be dug with hand tools. Reaction is medium acid to strongly acid.

Vegetation varies widely on the Arnold soils. On north-facing slopes there is generally a dense growth of oak trees with an undercover of sparse annual grasses, forbs, and California sagebrush. On south-facing slopes the vegetation is generally a combination of annual grasses, forbs, scattered oak trees, and California sagebrush. Steep areas normally are covered with brush.

Arnold soils are used for range and annual pasture. They erode readily and contribute sand, silt, rocks, brush, and other debris to lower lying areas.

Crow Hill Series

The Crow Hill series consists of well-drained loams that formed in soft, diatomaceous shale. These soils are on uplands in areas where slopes range from 15 to 75 percent. These soils occur within 20 miles of the coast, from the vicinity of Casmalia south into the Santa Ynez Mountains. The vegetation is annual grasses, forbs, and oak trees on the less steep areas. Brush grows on the steep, severely eroded areas. Elevations range from 200 to 1,500 feet. The average annual rainfall is 11 to 18 inches, the average annual air temperature is about 58° F., and the frost-free season is 275 to 325 days. Crow Hill soils are associated with the Santa Lucia soils and with Shedd soils, diatomaceous variant.

In a representative profile, the surface layer is gray loam and silt loam about 21 inches thick. The subsoil is gray light silty clay loam, underlain at about 36 inches by fractured diatomaceous shale.

The Crow Hill soils are used for range and for dryland hay and grain.

In many places the deposits of diatoms are several hundred feet thick and are quite pure. There are large-scale mining operations in the Santa Ynez mountains near Lompoc. The diatomaceous materials are used for many industrial purposes.

GROUP 10

Shedd Series

The Shedd series consists of well-drained silty clay loams underlain by calcareous shale bedrock at a depth of 18 to 50 inches. These soils occur on hills and mountains throughout all the survey area except the drier eastern part of the Cuyama Valley. Slopes are 15 to 75 percent. The vegetation is chiefly annual grasses and bur clover, although extensive steep and shallow areas are covered with purple sage. Elevations range from 200 to 2,500 feet. The average annual rainfall is 14 to 16 inches, the average annual air temperature is about 60° F., and the frost-free season is 180 to 290 days. Shedd soils are associated with Linne soils.

In a representative profile, light brownish-gray, pale-brown, and light-gray silty clay loam overlies soft, partly consolidated, fragmented shale at a depth of about 43 inches. The soils are calcareous throughout.

Shedd soils are used mainly for range, but small areas are used for dryland hay and grain.

Santa Lucia Series

The Santa Lucia series consists of well-drained very shaly clay loams 20 to 44 inches deep over shale. They occur on hills and mountains in the northern and western coastal part of the survey area. These soils have slopes of 9 to 75 percent. The vegetation varies widely. The most typical plant cover is oak trees with annual grasses and forbs. Sagebrush covers some of the shallow, eroded, and very steep areas. A few areas are fairly open and have annual grasses, forbs, and scattered oak trees. Elevations range from 300 to 3,000 feet. The average annual rainfall is 14 to 22 inches, the average annual air temperature is about 58° F., and the frost-free season is 210 to 300 days. Santa Lucia soils are associated with Crow Hill and Lopez soils.

In a representative profile, very dark gray shaly clay loam and very shaly clay loam about 24 inches thick is underlain by fractured, hard, brittle, siliceous shale bedrock.

The Santa Lucia soils are used for range, wildlife, and watershed.

Diablo Series

The Diablo series consists of well-drained silty clays underlain by calcareous shale or mudstone at a depth of 20 to 40 inches. They occur on rounded hills and mountains in widely scattered areas in the western part of the survey area. Slopes are 9 to 75 percent. The vegetation is annual grasses, forbs, and a few scattered oak trees. Elevations range from 500 to 3,000 feet. The average annual rainfall is 12 to 20 inches, the average annual air temperature is about 60° F., and the frost-free season is 250 to 275 days. Diablo soils are associated with the Linne and Santa Lucia soils.

In a typical profile, the surface layer is very dark gray and dark-gray silty clay about 26 inches thick. A pale-olive, calcareous, silty clay substratum extends to a depth of about 35 inches. It is underlain by strongly calcareous mudstone.

Sorrento Series

The Sorrento series consists of well-drained sandy loams to clay loams that formed in recent water-deposited sediments. These soils occur extensively on flood plains and alluvial fans in the Santa Maria Valley, and to a lesser extent in other valleys in the survey area. The soils have slopes of 0 to 9 percent. The vegetation is annual grasses, forbs, and scattered oak trees. Elevations range from 100 to 1,800 feet. The average annual rainfall is 12 to 20 inches, the average annual air temperature is about 60° F., and the frost-free season is 190 to 300 days. Sorrento soils are associated with Mocho soils.

In a representative profile, the surface layer is grayish-brown heavy loam about 37 inches thick. Below is pale-brown and light yellowish-brown, stratified heavy loam and fine sandy loam. In some places the texture is sandy loam or clay loam throughout the profile. In places the soil is underlain by sand and gravel at a depth of 40 to 60 inches.

Where water is available, the Sorrento soils are used for irrigated crops. Some areas are used for dryland hay and grain.

Mocho Series

The Mocho series consists of well-drained silty clay loams developed from recently deposited alluvium. These soils occur on alluvial fans and on flood plains in the Santa Maria and Santa Ynez Valleys and to a minor extent in the smaller valleys of the surface area. Slopes are 0 to 2 percent. Vegetation is annual grasses and forbs. Elevations range from 40 to 1,800 feet. The average annual rainfall is 12 to 20 inches, the average annual air temperature is about 59° F., and the frost-free season is about 190 to 320 days. Mocho soils are associated with the Metz and Sorrento soils.

In a representative profile, the surface layer is grayish-brown, calcareous silty clay loam about 26 inches thick. Below is grayish-brown and pale-olive, calcareous, stratified silty clay loam extending to a depth of 60 inches and more.

Most areas of Mocho soils are irrigated and are used for a variety of crops. Some areas are used for nonfarm purposes.

Camarillo Series

The Camarillo series consists of somewhat poorly drained very fine sandy loams to silty clay loams that developed in recently deposited alluvium derived from sandstone and shale. These soils are on low alluvial fans and flood plains. Slopes are 0 to 2 percent. The vegetation consists of a wide variety of water-tolerant plants. Annual grasses and forbs grow in areas where the drainage problem is least severe. The most poorly drained areas are covered with willows and sedges. Elevations range from near sea level to 100 feet. The average annual rainfall is 12 to 15 inches, the average annual air temperature is about 59° F., and the frost-free season is 275 to 330 days. Camarillo soils are associated with Mocho soils.

In a representative profile, the surface layer is calcareous, brown and grayish-brown very fine sandy loam about 36 inches thick. Below this is stratified, mottled, calcareous sand to very fine sandy loam extending to a depth of 80 inches or more. Surface texture ranges from sandy loam to silty clay loam.

Camarillo soils are used for pasture, small grain, and hay. Some areas are used for irrigated crops.

ADDITIONAL INFORMATION FOR "NARRATIVE DESCRIPTION"

1. The following are excerpts from "Santa Ynez Varietal Grape Feasibility," a study completed in 1972 by Dr. V. E. Petrucci of California State University at Fresno.

"Hail... and high temperatures during the growing season, particularly during the green and ripening stages of fruit development... can cause considerable damage. None of any serious consequence has been reported for the area."

"Finally it can be concluded that by comparing the Santa Ynez Valley climatic region (2680° days) to the climatic regions of Santa Maria (2185° days); and the most famous Napa Valley (3000° days) it has an ideal climate for growing the classical premium table wine grape varieties."

2. Table 1 (attached) illustrates the degree days of Solvang, the approximate center of the proposed viticultural area.

3. Table 2 (attached) illustrates the freezing temperatures recorded over a five year period in Santa Ynez.

4. Table 3 (attached) illustrates the average temperature recorded at The Firestone Vineyard from 1973 - 1981.

5. Fog is quite common in the morning in the Santa Ynez Valley and generally burns off by mid-day (see Table 4). The months of August and September have more than half the number of days with fog. This presence of fog is not a limiting factor but does tend to reduce the total temperature for the area (making it cooler). At the westernmost point, that which is near the intersection of Santa Rosa Road and Salsipuedes Creek, the temperatures remain the coolest, and during the growing season, there is a definite, noticeably measurable difference in temperature between the land lying east of this point and that which lies west in what is commonly referred to as the Lompoc Valley. The fog also reduces the total amount of light and its intensity thus slowing the rate of photosynthesis which would cause lower sugar accumulation in the fruit.

TABLE 1

SOLVANG DEGREE DAYS
(Historical average)

| Month | Mean Maximum | Mean Minimum | Mean Temperature | Degree Days |
|---------------------|-----------------|-----------------|---------------------|----------------|
| April | 72.0 | 41.5 | 56.8 | 204.0 |
| May | 72.5 | 43.5 | 58.0 | 248.0 |
| June | 79.6 | 48.0 | 63.8 | 414.0 |
| July | 83.8 | 51.0 | 65.6 | 483.6 |
| August | 80.2 | 51.0 | 65.6 | 483.6 |
| September | 80.6 | 48.2 | 64.4 | 432.0 |
| October | 78.3 | 44.8 | 61.6 | 359.6 |
| Total degree days = | | | | 2680.6 |

Average historical degree days - 2680.60 = low Region II

Rainfall at Solvang is approximately 16 inches

TABLE 4

Number of Foggy Days (AM) During Growing Season
(April - October)

| | <u>1970</u> | <u>1969</u> | <u>1968</u> | <u>1967</u> | <u>1966</u> |
|-----------|-------------|-------------|-------------|-------------|-------------|
| April | - | 4 | 1 | 1 | 13 |
| May | 6 | 7 | 6 | 14 | 12 |
| June | 7 | - | 4 | 8 | 14 |
| July | 12 | 3 | 8 | 13 | 19 |
| August | 18 | 16 | 7 | 19 | 15 |
| September | 8 | 20 | 15 | 14 | 14 |
| October | - | 7 | 8 | 9 | 13 |

TABLE 2

SANTA YNEZ
 FREEZING TEMPERATURES RECORDED
 April 1-May 15, 1966-1970

| Month | 1970 | 1969 | 1968 | 1967 | 1966 | |
|-------|------|------|------|------|------|-----|
| April | 1 | | | 32° | | |
| | 2 | 28° | | | | |
| | 3 | 28° | | 32° | | |
| | 4 | 32° | | | | |
| | 5 | 32° | | | | |
| | 6 | | | | | |
| | 7 | | | | | |
| | 8 | | | | | |
| | 9 | | | | 32° | |
| | 10 | | | | | |
| | 11 | | | | | |
| | 12 | 29° | | | | |
| | 13 | | | | | |
| | 14 | | | | | 32° |
| | 15 | 29° | | | | |
| | 16 | | | | 31° | 32° |
| | 17 | | | 29° | | |
| | 18 | | | 28° | | |
| | 19 | | | | | |
| | 20 | | | | 31° | 31° |
| | 21 | | | | | 31° |
| | 22 | | | 29° | | |
| | 23 | | | 29° | | |
| | 24 | | | 30° | | |
| | 25 | | | | | |
| | 26 | | | | | |
| | 27 | | | | | |
| | 28 | | | | | |
| | 29 | | | | | |
| | 30 | | | | | |
| May | 1 | | | 32° | | |
| | 2 | | | | | |
| | 3 | | | | | |
| | 4 | | | | | |
| | 5 | | | | | |
| | 6 | | | | | |
| | 7 | | | | | |
| | 8 | | | | | |
| | 9 | | | | | |
| | 10 | | | | | |
| | 11 | | | | | |
| | 12 | | | | | |
| | 13 | | | | | |
| | 14 | | | 32° | | |

Summary
 last 5 years

Number of days
 32° F or below = 22

Number of days that
 frost would hurt
 grapevine
 (30° F or below) = 9

TABLE 3

Monthly Average Temperatures (°F)
The Firestone Vineyard

| | <u>April</u> | <u>May</u> | <u>June</u> | <u>July</u> | <u>Aug.</u> | <u>Sept.</u> | <u>Oct.</u> |
|---------|--------------|------------|-------------|-------------|-------------|--------------|-------------|
| 1973 | 55.8 | 61.8 | 67.4 | 65.6 | 66.1 | 64.0 | 62.7 |
| 1974 | 56.0 | 58.4 | 63.6 | 69.4 | 67.4 | 67.3 | 62.1 |
| 1975 | 50.0 | 58.6 | 62.5 | 66.5 | 69.0 | 68.9 | 61.5 |
| 1976 | 55.1 | 62.1 | 67.7 | 69.0 | 69.3 | 70.2 | 67.4 |
| 1977 | 59.6 | 58.6 | 68.9 | 71.4 | 72.4 | 69.6 | 65.4 |
| 1978 | 61.1 | 65.9 | 68.8 | 70.9 | 65.0 | 65.0 | 62.6 |
| 1979 | 58.7 | 63.4 | 67.8 | 69.9 | 70.4 | 72.8 | 69.5 |
| 1980 | 57.2 | 57.5 | 61.7 | 68.3 | 69.0 | 66.9 | ----- |
| 1981 | 57.8 | 61.3 | 73.2 | 69.8 | 69.9 | 67.3 | ----- |
| Average | 56.8 | 60.8 | 66.8 | 69.0 | 68.8 | 68.0 | 64.5 |

----- = no data

APPENDIX V

Vineyard Locations
in the
Santa Ynez Valley

Note: Vineyards are identified on maps by a circled number in red.

| <u>USGS Map</u> | <u>Identifying Number</u> | <u>Owner</u> |
|------------------|---------------------------|------------------------|
| Los Alamos | 1 | Babcock |
| Zaca Creek | 2 | The Firestone Vineyard |
| Zaca Creek | 3 | Giersch |
| Zaca Creek | 4 | Brown |
| Zaca Creek | 5 | Douglas |
| Zaca Creek | 6 | Ballard Canyon Winery |
| Zaca Creek | 7 | J. Carey Cellars |
| Foxen Canyon | 8 | Zaca Mesa |
| Zaca Lake | 9 | Zaca Mesa |
| Los Olivos | 10 | Evans |
| Los Olivos | 11 | Lennon |
| Los Olivos | 12 | Brander |
| Los Olivos | 13 | Young |
| Los Olivos | 14 | J. Carey Cellars |
| Los Olivos | 15 | Bascomb |
| Santa Ynez | 16 | Ott |
| Santa Ynez | 17 | Caldwell |
| Santa Ynez | 18 | Vina de Santa Ynez |
| Santa Ynez | 19 | Benedict |
| Solvang | 20 | Vega |
| Solvang | 21 | Vega |
| Santa Rosa Hills | 22 | Lafond |
| Santa Rosa Hills | 23 | Sanford and Benedict |
| Santa Rosa Hills | 24 | Marks |