

Item 2: Callaway Vineyard and Winery Petition

PETITION

TO ESTABLISH THE VITICULTURAL AREAS OF
TEMECULA, MURRIETA AND RANCHO CALIFORNIA
UNDER TITLE 27 CODE OF FEDERAL REGULATIONS, PART 9

Submitted to the Director
Bureau of Alcohol, Tobacco & Firearms
U.S. Department of the Treasury
Washington, D.C. 20226

By Callaway Vineyard & Winery
32720 Rancho California Road
Temecula, California 92390

September 11, 1981

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INTRODUCTION AND SUMMARY

This is a petition to establish official appellations for three viticultural areas in Riverside County, California: Temecula, Murrieta and Rancho California. Temecula and Murrieta are six miles apart, and both are within the larger area of Rancho California. The three areas are geographically, climatically, historically, politically and popularly distinct. Each of the areas grows premium quality wine grapes under different viticultural conditions, and produces different wines.

The three appellations are proposed in this single petition because it seems most effective and least costly for ATF to examine the evidence relating to these areas in a single proceeding. Moreover, the areas should be considered jointly because ATF has already received a petition from a group called "Rancho California/Temecula Winegrowers Association" which proposes calling all three areas, totaling some 100,000 acres, by the single name "Temecula."

We, with vineyards and winery actually located in Temecula, take vigorous exception to that petition. We see it as an attempt to ride the coattails of the name which has become a valuable, meaningful appellation for wine consumers. It was presented on behalf of an informal group which took no vote

upon the petition. It misleadingly implies that Callaway Vineyard & Winery and its viticultural experts support the boundaries proposed by the Association.

By urging BATF to extend a recognized place name to areas that are not now, and never have been, known by that name on wines or otherwise, the petition invites the Bureau to cross a line which the agency refused to cross even in the "Napa Valley" proceeding, and which under its regulations it cannot lawfully cross.

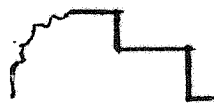
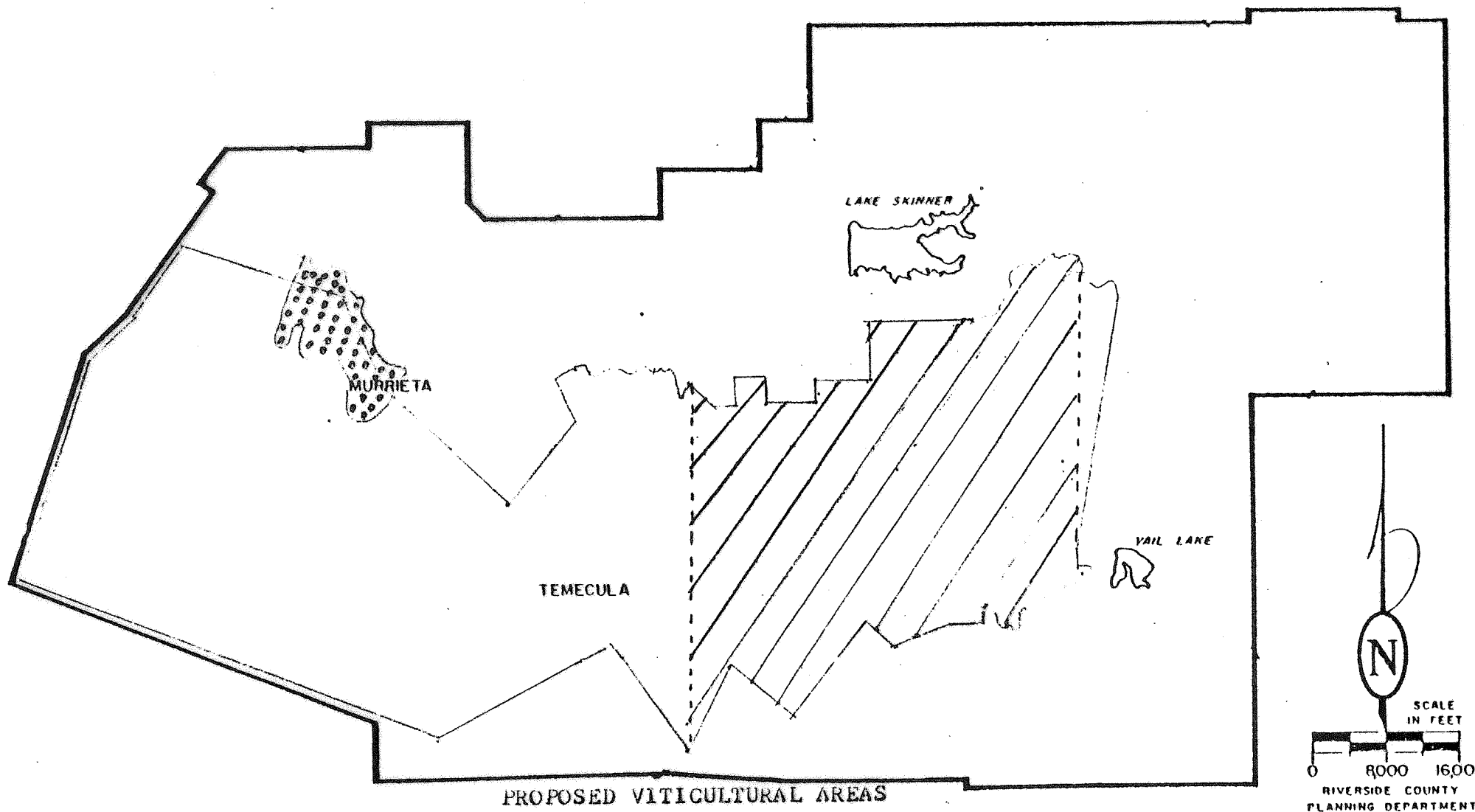
The petition's proposals would usurp the good will which some Temecula winegrowers have established, at great cost and effort, in the appellation. It would deceive consumers as to the true place of origin of the wines.

We do not seek to draw narrow appellation boundaries around our own vineyards, nor do we denigrate the quality of grapes grown in any of the three areas. There is room for all. We simply point out that the areas are, in fact, known by different names, that they are naturally endowed with significantly distinct grape growing conditions, and that wine labels must truthfully communicate this to the consumer.

Based upon these factual differences, the evidence of which is presented in the following pages, we respectfully petition ATF to delimit a Temecula viticultural area of about 33,000 acres, a Murrieta area of about 2,500 acres, and a Rancho California area of about 90,000 acres which includes the

acreage of Temecula and most of Murietta. The proposed boundaries of the areas are drawn on the map on the following page for convenience of the reader. The boundaries are also drawn on the following eight United States Geological Survey maps submitted with this petition: 7.5-minute maps of Fallbrook, Temecula, Pechanga, Vail Lake, Wildomar, Murrieta, Bachelor Mountain, and Sage.

SOUTHWEST TERRITORY STUDY AREA



Rancho California



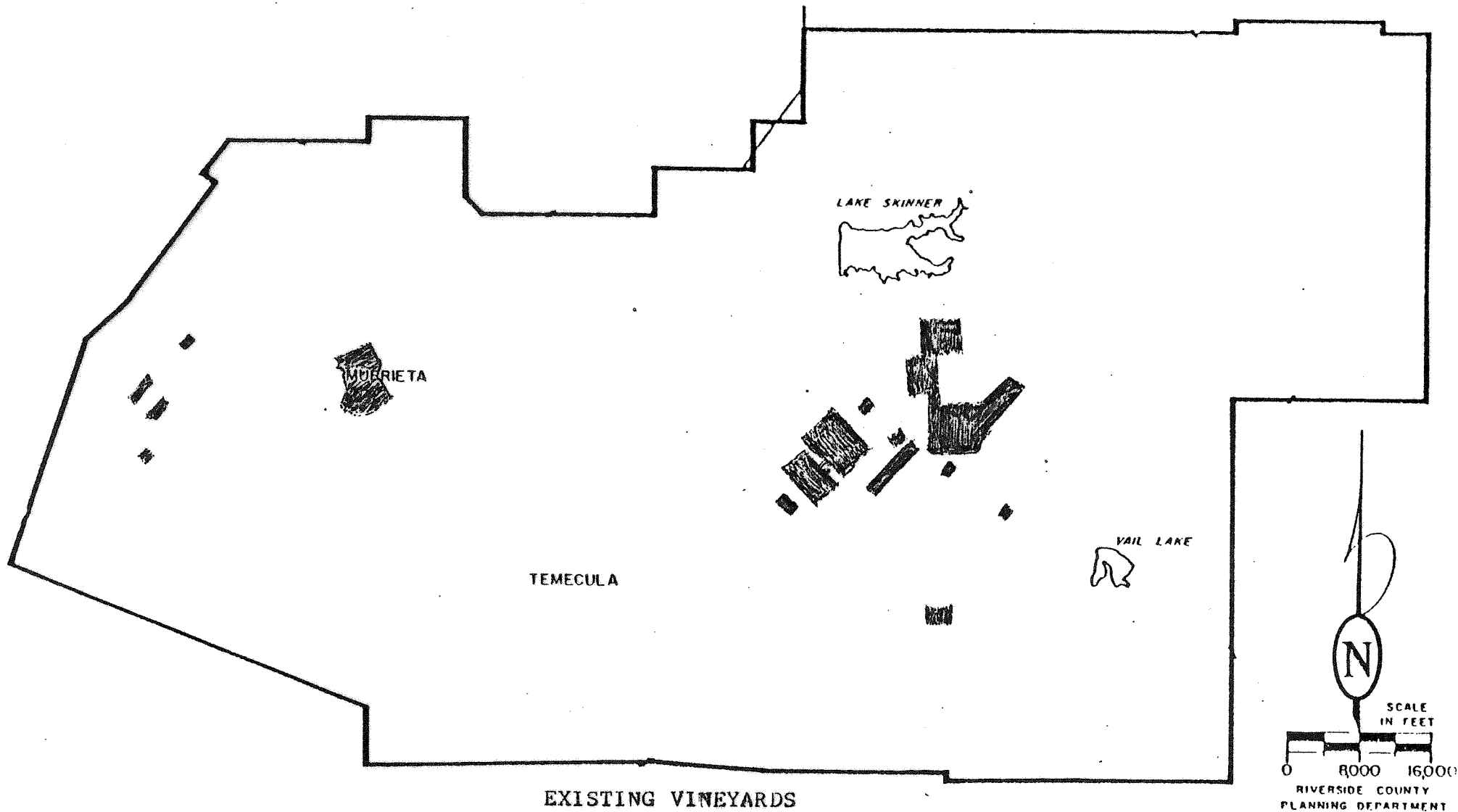
Temecula



Murrieta

(Map shows general concept only. Please refer to U.S.G.S. maps for boundaries.)

SOUTHWEST TERRITORY STUDY AREA



(Schematic representation only. Not to scale.)

I - WHY THE ASSOCIATION'S PETITION MUST BE REJECTED

A) Nature of Association and origin of its petition:

The Association's petition of June 15, 1981 was submitted on behalf of "the Rancho California/Temecula Winegrowers Association, having as its membership virtually all of such winegrowers." (Petition, p. 10.) It is difficult to understand why, in a petition to the government, the Association claimed "virtually all" of the winegrowers in the region as members but omitted to mention that the winery which has played the major part in creating local and national recognition for the "Temecula" appellation, and which has produced an estimated 80% of all the wines which have been sold under that appellation,¹ is not a part of the group and does not support its petition.

1 Callaway Vineyard & Winery has sold approximately 210,000 cases under the Temecula appellation since its first releases in 1975. We estimate that all other wineries combined may have sold approximately 50,000 under that appellation, at all times up to the present. This last figure is an estimate only, based upon personal knowledge of the trade; no firm statistics are publicly available.

The method used to adopt the June 15th petition is equally difficult to understand. The petition was prepared by the law firm of Dickenson, Peatman & Fogarty of Napa, and the historical study was written by William Heintz of Sonoma, both located nearly 600 miles from Temecula. As far as we have been able to learn, there were no meetings or systematic contacts between these consultants and the majority of local winegrowers before June 13, 1981.

On June 13th, the consultants' 11 page petition, maps, and 90 page historical study were simply presented at a barbecue which local winegrowers attended. After the group socialized and consumed food and wine, Mr. Richard C. McMillan of McMillan Farm Management Company, Mr. C. Richard Lemon of the Napa law firm, Mr. Heintz, and Mrs. Joan Hanley, spoke to the gathering about the petition. Copies of the petition, and some copies of the historical study, were handed out. No vote was taken on the petition or its proposed boundaries.² Only two days later, on June 15th, 1981, the petition was sent to ATF on behalf of "the Rancho California/Temecula Winegrowers Association, having as its membership virtually all of such winegrowers."

2

Sheets were circulated for signature, and the attendee from Callaway Vineyard & Winery and others were told that their signatures indicated attendance only; at least one other grower has reported to us that he thought his signature indicated his agreement to share the costs of the petition, though not his approval of the proposed boundaries.

ATF probably assumes that the petition and historical study were paid for by the Association in whose name it was submitted, but the assumption appears to be wrong. Mr. Richard C. McMillan of McMillan Farm Management Company came to Callaway Vineyard & Winery in the latter part of June and stated that he and his company had paid for it and he now was seeking reimbursement from the local winegrowers who wished to participate.

The McMillans' own vineyard holdings are very small, about six acres, but their Company manages several local vineyards owned by others. One of the largest of those the Company manages is the 300 acre Murrieta Vineyards, a subsidiary of the Atlantic Richfield Company (ARCO).

This connection is relevant because Callaway Vineyard & Winery was in litigation in 1980 with Franciscan Vineyards of the Napa Valley, to enjoin Franciscan's use of a "Temecula" appellation on a wine made from grapes grown at ARCO's Murrieta Vineyards.³ The law firm representing Franciscan in that action was Dickenson, Peatman & Fogarty of Napa. Mr. C. Richard Lemon, a partner in that firm, is an officer of Franciscan Vineyards, Inc. Mr. Lemon is also the lawyer who prepared the "Temecula" petition for the Association.

³ Callaway Vineyard & Winery v. Franciscan Vineyards, Inc.
Superior Court of the State of California, County of
Riverside, No. 135378, filed February 21, 1980.
See note 44 , infra, explaining the litigation.

It seems that persons associated with the Murrieta Vineyards are eager to identify the grapes from that area as Temecula grapes. When we held a meeting of local winegrowers over a year ago, on May 9, 1980, at Callaway Vineyard & Winery, those persons and some others disagreed with our proposal to limit the Temecula appellation to the area northeast of the town of Temecula. As reported by the Rancho News, May 15, 1980, p. 1:

"Those who disagreed felt that the Temecula appellation should include all areas of Rancho California including vineyards in La Cresta [Santa Rosa mountain area] and Murrieta. They believed that the larger the area the greater the selling power, and that it's more profitable to get as much mileage out of the publicity the name 'Temecula' brings as possible." (Emphasis added.)

We reject the notion that an appellation can be stretched for these motives, or any others, beyond its natural boundaries. It is terribly short-sighted to even wish to do so. It simply may not have occurred to those who wish to stretch the name Temecula that a better alternative is available, which is in their and in consumers' long-range interest: to call each area which possesses a distinct identity and distinct viticultural characteristics by its own official appellation.

B) Misleading implications of support:

The Association's petition and historical study give the misleading impression that Callaway Vineyard & Winery, and its vineyard manager, John Moramarco, support the Association's proposal. Mr. Moramarco is quoted at length on page seven of the petition, and again on pages 62-63 of the historical study by William Heintz. Ely Callaway and his winery are the subject of extensive discussion at pages 70-72. Mr. Moramarco is again mentioned, along with Mr. Stephen O'Donnell, the Callaway winemaker, on page 72. The entire Callaway operation is made to appear to be an integral, supportive part of this study and petition.

Nowhere do the writers disclose that they never talked to Messrs. Callaway, Moramarco, O'Donnell, or anyone else connected with the winery. Nowhere do they disclose that Moramarco's comments about the microclimate referred only to the viticultural area northeast of the town of Temecula, and not to the area proposed by the Association. Nowhere do they disclose that the Callaway Vineyard & Winery, in fact, strongly opposes the Association's proposal.

C) Failure to produce evidence that the 100,000 acre area within petitioners' boundaries is known as "Temecula."

Regulation 27 CFR 9.3(b) requires petitioners to provide, among other things, "(1) Evidence that the name of the viticultural area is locally and/or nationally known as referring to the area specified in the application; [and] (2) Historical or current evidence that the boundaries of the viticultural area are as specified in the application."

The authors of the Association's petition and historical study, apparently, did not understand what this regulation says. They have provided no evidence at all that their proposed viticultural area is locally and/or nationally known as "Temecula," or that the boundaries of Temecula are as they propose. Indeed, they have provided a good deal of evidence to the contrary. What they have principally provided, however, is copious historical irrelevancies which obscure the fact that they have not responded to the regulation.

Thus, we are treated to interesting but irrelevant accounts of Ramona, Earle Stanley Gardener, and the time the Clorox Company advertised on national television that "We actually took away everybody's Clorox in Temecula, California." ⁴

⁴ Heintz, Historical study, p. 66.

The extended discussions of the region's viticultural history also wholly miss the point. They merely annotate the obvious: that farmers have grown some grapes in the area since the late nineteenth century, and that individual farm families from time to time have made wine for their own home consumption. There is probably not one farm region in the state of California to which these statements cannot be applied. Most of this region's grapes were no doubt consumed on the farm as fresh fruit, jelly, or raisins. Of the grapes that did go into homemade wines, few--if any--were the fine, premium varietals for which the area's wines are renowned today. And, until the 1970's, there is no record of a single drop of commercial wine ever being made in this area, much less any wine that ever went to market labeled with a Temecula appellation of origin.⁵ One is led to the conclusion that William Heintz himself was led to by his study: "Quite obviously, from the history gathered here, Temecula Valley and the Temecula region have an almost insignificant wine making history."⁶

⁵ The closest the region ever came to marketing a beverage made from grapes before the 1970's, according to Heintz's study, was in 1937 when a "Santa Fe Distillery, Murrieta, California" operated for one year with the intention of making grape and fruit brandy. (Historical study, pp. 41-42.) There is no evidence that the brandy was ever marketed, and brandy is not table wine; it is of interest, however, that the Distillery registered its address with the Social Security Administration and with the Wine Institute as "Murrieta, California," not "Temecula." Id.

⁶ Historical study, p. 49.

Only in the 1970s were wines labeled for the first time with a Temecula appellation of origin. This link of the name Temecula with wine is recounted fully in part II A)5. below. But the short of it is that since the first wine labeled "Temecula" was released in 1972, some 3,120,000⁷ bottles of wine have been sold to consumers under that name, and all of it--with an isolated exception of a few thousand cases--originated in the eastern part of the region, which is the area actually known as Temecula. That isolated exception met with protest, and on subsequent front labels the winery in question removed "Temecula" and merely stated the appellation of origin as "California."⁸ It is not an instance upon which to build a history of "outside usage" of the appellation, and petitioners do not even try. They are content to say nothing at all about the evidence of the boundaries covered by the name "Temecula"; they rest, instead, upon 90 pages of history which is beside the point.

⁷ Estimate based on probable sales of about 260,000 cases. See note 1, supra.

⁸ See note 44 , infra, explaining the Callaway v. Franciscan litigation which involved a 1978 Chardonnay produced by Franciscan.

It is possible that the authors of the Association's petition share the perception of some within the industry that anything is possible in securing an appellation of origin from ATF, so long as you immerse the issues in a cloud of history. Unfortunately, this is the inference that many in the industry drew from the Bureau's action in the Napa Valley proceeding.⁹

We, however, think that the Bureau drew a clear line in the Napa Valley proceeding on the use of historical evidence. ATF did not authorize the use of history as a "fudge factor" which could be used to stretch any renowned appellation to cover any nearby areas with a history of growing grapes. The Bureau permitted the extension of the appellation "Napa Valley" to the eastern county because, as it stated:

"The record shows that grapes grown in eastern valleys such as Pope Valley and Wooden Valley have been used to produce "Napa Valley" wines since the early 1900's." (46 Fed. Reg. 9061, Jan. 28, 1981.)

In sum, since grapes from outside the Napa Valley proper have gone to market for many decades under "Napa Valley" wine labels, that outside area has become to be understood as part of what the name "Napa Valley" means when used "in grape-growing and wine-producing references." (Id.)

9

See, James Laube, "Napa Valley 'Appellation' Set," The Wine Spectator, February 16-28, 1981, p. 1; "California Scene," Vintage Magazine, February, 1981, p. 10.

But, in that same proceeding, when someone urged the Bureau to extend the "Napa Valley" name to vineyards that are divided by the Napa County-Sonoma County boundary, the Bureau refused, saying:

"ATF believes that although there may be some viticultural similarities between an area in Sonoma County and an area in the Napa Valley viticultural area, the area in Sonoma County does not meet the requirements of 27 CFR 9.3(b) (1) since the area has not been known as 'Napa Valley.'

Also, property located outside the boundaries of a viticultural area may not be included in that viticultural area even if it is part of a larger parcel of property divided by the viticultural area boundary. ATF believes that to hold otherwise would make the regulations meaningless and possibly mislead consumers of wines labeled with a viticultural area appellation of origin." (Id. at 9062. Emphasis added.)

It is this line which the petition of the Rancho California/Temecula Winegrowers Association now asks ATF to cross. For the Association's petition contains no evidence that the appellation "Temecula," in grape-growing, wine-producing, or any other context, has historically or currently extended to the 100,000 acre region they propose. As described in part II A) below, this region in fact is essentially the area known as "Rancho California," and it includes Temecula and portions of Murrieta as well as a large amount of other territory. It is as if petitioners had picked one small, well known viticultural area within the Napa Valley--such as Carneros or Rutherford--and tried to call the whole of Napa Valley by that name. That did not happen in the Napa Valley, of course,

because Napa Valley is itself already a prestigious appellation. Here, however, "Rancho California" is not yet a famed appellation so petitioners aspire to make the whole of Rancho California into "Temecula," apparently because "they believed that the larger the area, the greater the selling power, and that it's more profitable to get as much mileage out of the publicity the name 'Temecula' brings as possible."¹⁰

Even if the climate and geology of the entire Rancho California area were identical, which they are not, ATF would be legally compelled under its own regulations and the Federal Alcohol Administration Act to reject the Association's petition on the ground that it fails to offer evidence that the 100,000 acre proposed viticultural area is known by the name "Temecula."

¹⁰ Rancho News, May 15, 1980, p. 1.

II - WHY ATF SHOULD GRANT THIS PETITION TO ESTABLISH THE
VITICULTURAL AREAS OF TEMECULA, MURRIETA, AND RANCHO
CALIFORNIA

A) Evidence of the names and boundaries of
each of the three areas:

1. Historical evidence

Temecula

The word Temecula is derived from a geographical name of the Luiseño Indians, and may be roughly translated as "place where the sun breaks through the white mist."¹¹ A group of Luiseños applied the name ("Temeku") to the area which their forebears first settled 1,000 to 1,500 years ago¹², and the Indians themselves eventually became known as "Temekus." Archaeologists place the Temeku village center about a mile south of the present town,¹³ near the Rainbow Gap and Temecula Canyon. It is reasonable to assume that the name the Indians applied to their land referred not to their village alone but also the surrounding area which is characterized by bright sun and misty marine air which flows into the area through the Gap and the Canyon.

As the Indian village and population were largely replaced by new immigrants in the last half of the 19th century,

¹¹ Horace Parker, The Historic Valley of Temecula: The Temecula Massacre, p. 22 (Paisano Press, Balboa Island, Calif., 1971).

¹² Riverside County Planning Dep't., Southwest Territory General Plan: Research & Analysis Report, p. X-1 (1977).

¹³ Id. p. X-6.

the town site called Temecula was moved at least twice: in the 1850's when it served as a Butterfield Stage stop, and in 1882 when the California Southern Railroad built its tracks nearby. The first site was about five miles southeast of the second, and the second is still the site of the town today.¹⁴

Beyond the town sites, the first formal definition of an area named Temecula came in 1844 when Mexican Governor Micheltoarena deeded about 26,608 acres to a Mexican citizen and called the area Rancho Temecula. Next, in 1845, Governor Pico deeded to Pablo Apis, Chief of the Temekus, the Rancho Little Temecula containing 2,283 acres. In the same period, the two adjoining land grants were made: Rancho Pauba, 26,597 acres, deeded in 1844; and Rancho Santa Rosa, 46,500 acres, deeded in 1846.¹⁵ Within these four grants, the name Temecula was associated not only with the two Temecula Ranchos and the village of that name, but also with areas of Rancho Pauba. The name of the creek running through Pauba Valley within the Pauba grant is Temecula Creek. And the grisly event of 1847 known as the Temecula Massacre--in which many Indians lost their lives in "the bloodiest battle of the Mexican War in California"--took place in Long Valley in the Pauba.¹⁶

¹⁴ Id.

¹⁵ Robert G. Cowan, Ranchos of California (1956), pp. 59, 94, 101. Cowan mentions a grant of the Rancho Temecula land in 1835, before the grant by Governor Micheltoarena in 1844; but it seems the ownership was disputed, and it is unclear whether the 1835 grant was called by the name Temecula.

¹⁶ Horace Parker, The Historic Valley of Temecula: The Temecula Massacre, supra, p. 18.

Murrieta

In 1884, Juan Murrieta, then owner of Rancho Temecula, sold the northern 14,000 acres of it to developers who laid out a town and called it Murrieta.¹⁷ From that date to the present, some 97 years, the area that once was the northern end of Rancho Temecula has been known as Murrieta.

The name and identity of the area called Murrieta were well established from the very first. In 1890, An Illustrated History of Southern California (Lewis Publishing Co., Chicago, 1890) gave separate, detailed descriptions of Temecula (p. 53) and Murrieta (pp. 59-61). The promotional booklet Thriving, Tempting Temecula and Magnificent Murrieta,¹⁸ written in 1909, devotes 17 grandiloquent pages to the chapter on Temecula, and 7 more to the chapter on Murrieta.

Rancho California

In 1904, Walter Vail, Arizona cattleman, bought most of the four land grant ranches and combined them into the "Vail Ranch," though the old names persisted in local usage along with "Vail Ranch."¹⁹

In 1964, Kaiser Aluminum and partner corporations bought the 87,500 acre Vail Ranch, later added about 10,000 acres of land, and began developing a planned community

¹⁷ Tom Hudson, Lake Elsinore Valley, p. 148 (Laguna House Publishing, 1978).

¹⁸ Reprinted in Horace Parker, The Historic Valley of Temecula: Thriving, Tempting Temecula of 1909 (Paisano Press, Balboa Island, Calif., 1967).

¹⁹ Bennie Hudson, "The Big, Wide Land," The High Country Journal, No. 11, p. 33 (Winter, 1969).

which it called Rancho California.²⁰ As before, the 19th century place names--Temecula, Murrieta, Santa Rosa, and others--persist, now alongside "Rancho California." The Kaiser group, and its successor Kacor (a Kaiser subsidiary), have given new neighborhood names to identify sub-areas. The road previously known as Long Valley Road has been renamed Rancho California Road. A commercial plaza with a motel, restaurants, shops and offices has been developed on the opposite side of Interstate Highway 15 from the town of Temecula, and the plaza is called Rancho California. It is clear, however, from Kacor's marketing literature that the name Rancho California applies to the entire 97,500 acre region, not just to the shopping center.²¹ As Kacor has developed and sold off its land, other real estate firms have unanimously adopted the name Rancho California to refer to the same 97,500 acre area in the continuous exchange of real estate.²² The one political institution which has given boundaries to Rancho California, the Rancho California Water District, essentially adheres to Kacor's boundaries of Rancho California, as discussed below.²³

20 Gruen Associates, General Plan For Rancho California, p. 6 (February, 1973; revised March, 1973).

21 Kacor Realty, Rancho California (brochure with map, undated but current as of 1981).

22 See, e.g., map reproduced by the real estate firm Rancho Consultants, Inc., 1980-81, for public distribution, p. 28 infra.

23 See p.p. 27-28, infra.

In summary, the historical evidence indicates that the name Temecula was associated with the village of the Temekus and their surrounding lands of undefined extent; with the town sites nearby where the stage and later the railroad trains stopped; with the Mexican land grants of Rancho Temecula, Rancho Little Temecula, and areas of the Pauba grant. The name Temecula does not appear to have been associated with any areas within the Santa Rosa land grant nor, after 1884, with the Murrieta area.

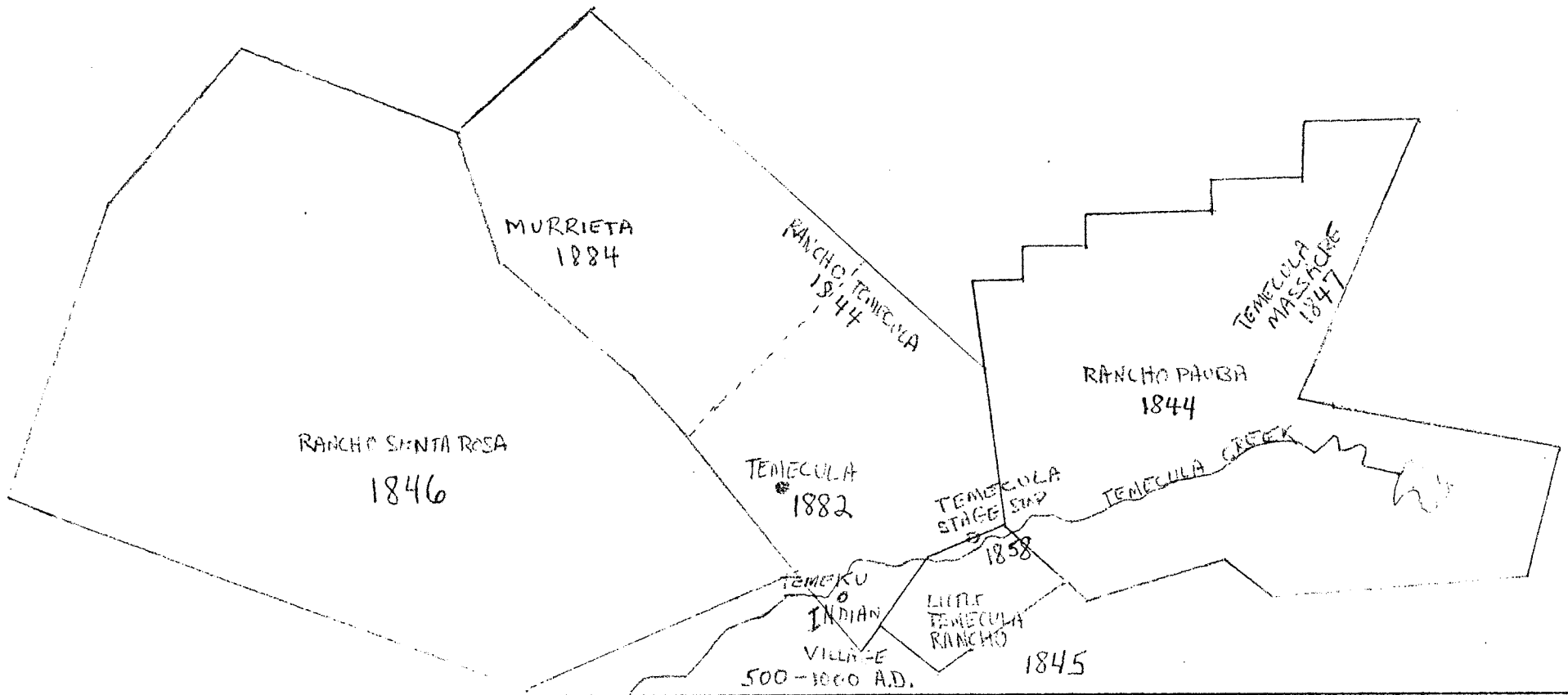
The evidence indicates that Murrieta, laid out in 1884 on the northern 14,000 acres of Rancho Temecula, has been a well established name for that area since that date.

The evidence indicates that since 1964 a large region of 97,500 acres, consisting mainly of the old Vail Ranch, has been known as Rancho California, a planned community developed by Kaiser.

The following maps depict this historical evidence.

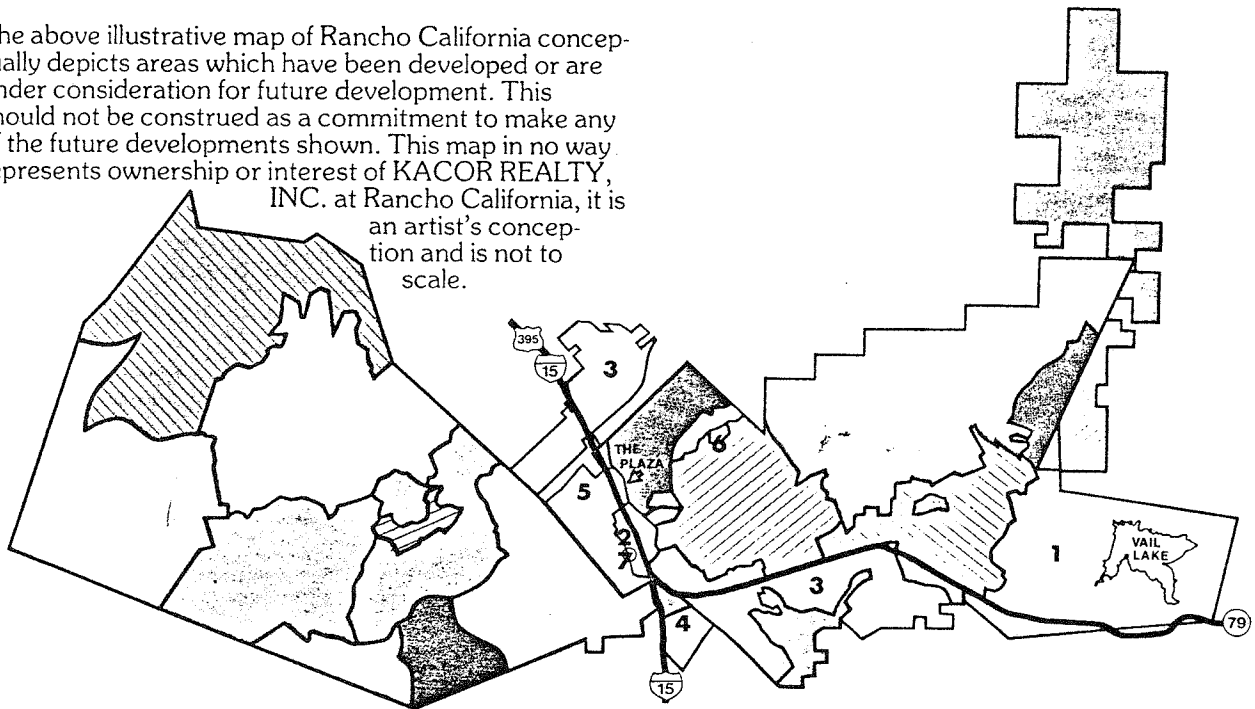
HISTORICAL PLACE NAMES AND THEIR BEGINNING DATES

(Adapted from Bennie Hudson, "The Big, Wide Land,"
The High Country Journal, No. 11 (Winter, 1969))



RANCHO CALIFORNIA

The above illustrative map of Rancho California conceptually depicts areas which have been developed or are under consideration for future development. This should not be construed as a commitment to make any of the future developments shown. This map in no way represents ownership or interest of KACOR REALTY, INC. at Rancho California, it is an artist's conception and is not to scale.



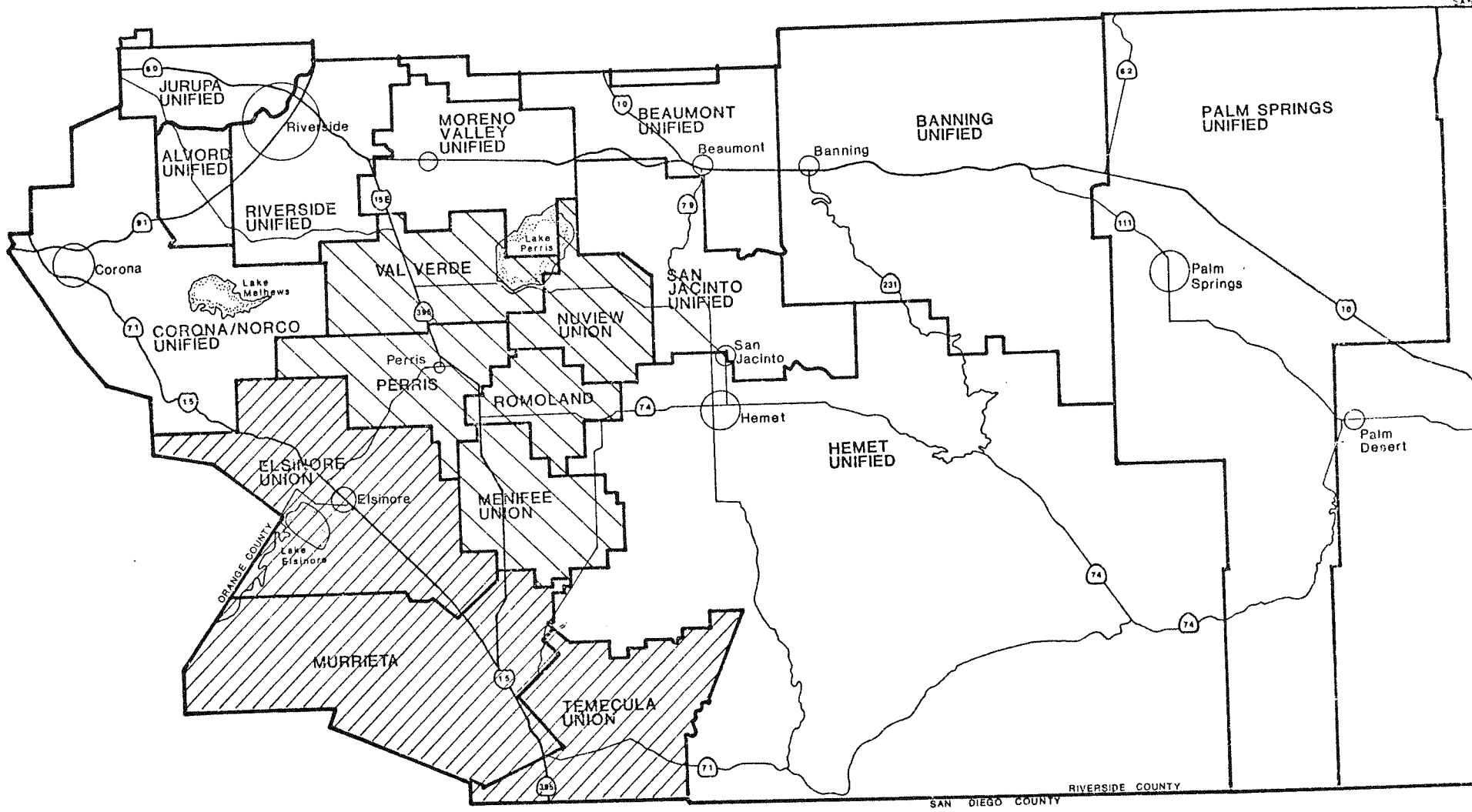
2. Political boundaries

Temecula, Murrieta and Rancho California are unincorporated communities. Their closest level of general local government is the government of Riverside County. The communities, therefore, have no municipal political boundaries of their own. There are, however, units of specialized local government--the school districts--which provide perhaps the most fundamental of all government services and which are governed by elected boards which reflect their communities. The political boundaries of these districts are good evidence of what the residents see as the boundaries of their own cultural and political communities.

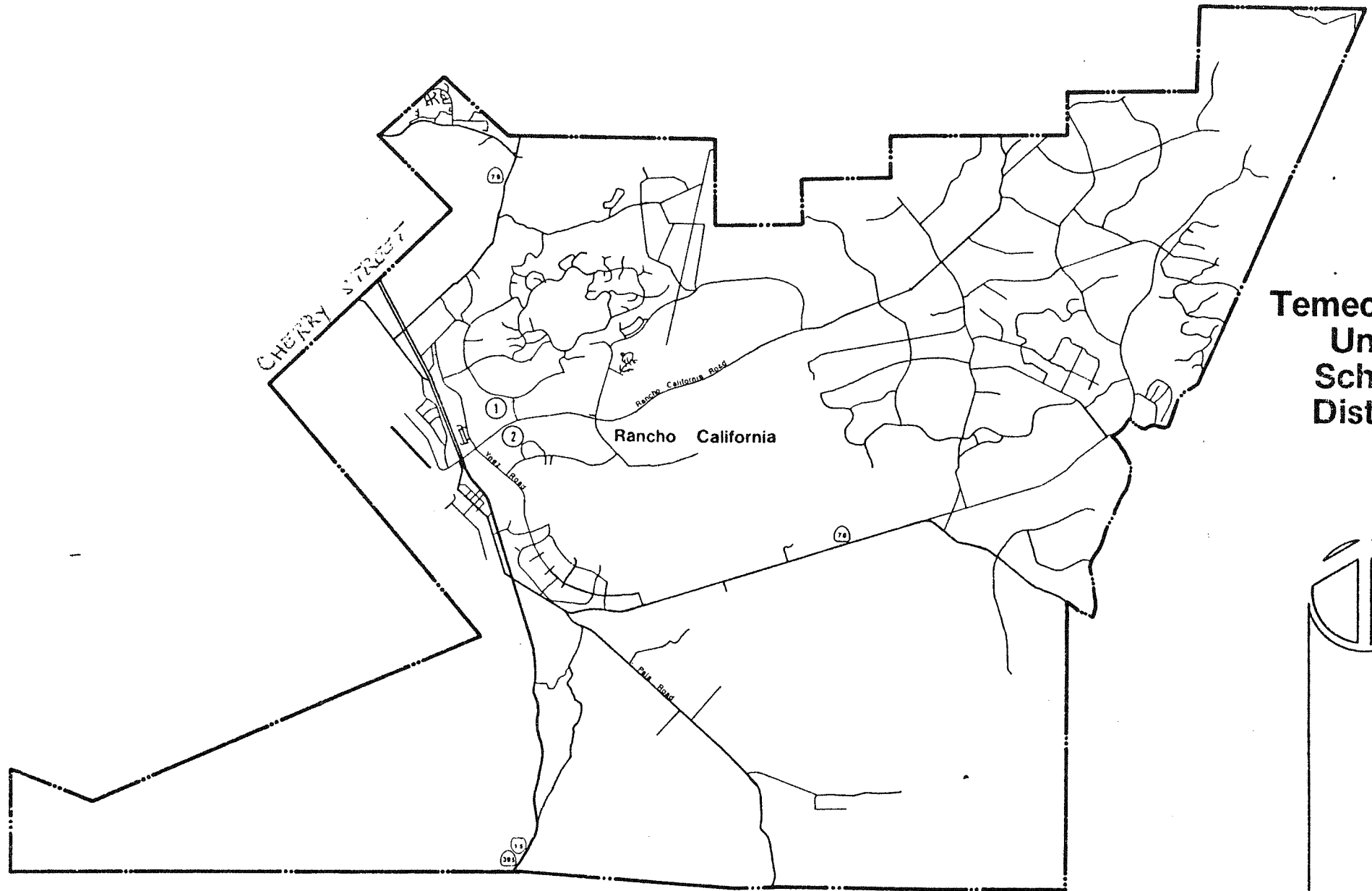
Temecula and Murrieta each has its own school district. These two districts cover the territory of Rancho California, so there is no separate Rancho California school district. The Murrieta district extends essentially over the town of Murrieta and the Santa Rosa land grant area. The Temecula district covers the rest of the Rancho Temecula and Little Temecula land grants, and the Pauba grant except for a portion near Vail Lake, plus some land between the Little Temecula grant and the San Diego County line.

The boundaries are drawn on the following official maps.²⁴

²⁴ Riverside County, Superintendent of Schools, School Districts, Community College Districts of Riverside County: Official Boundary Maps and Legal Descriptions (July, 1979).

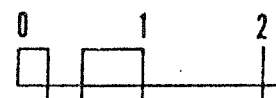


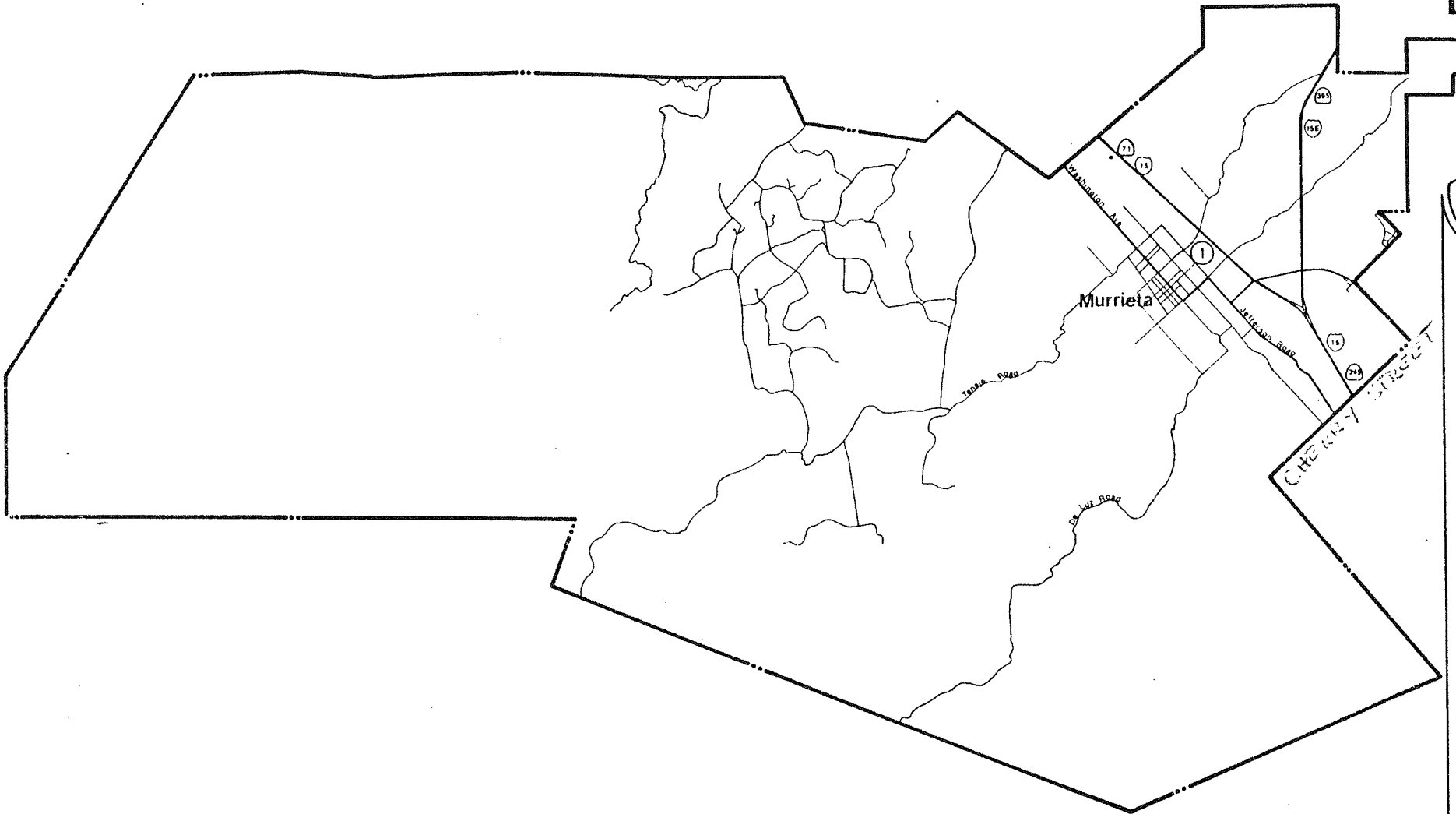
School Districts of Riverside County



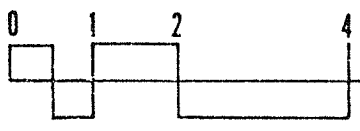
**Temecula
Union
School
District**

- 1. Temecula Elementary
- 2. Vail Elementary





1. Murrieta Elementary



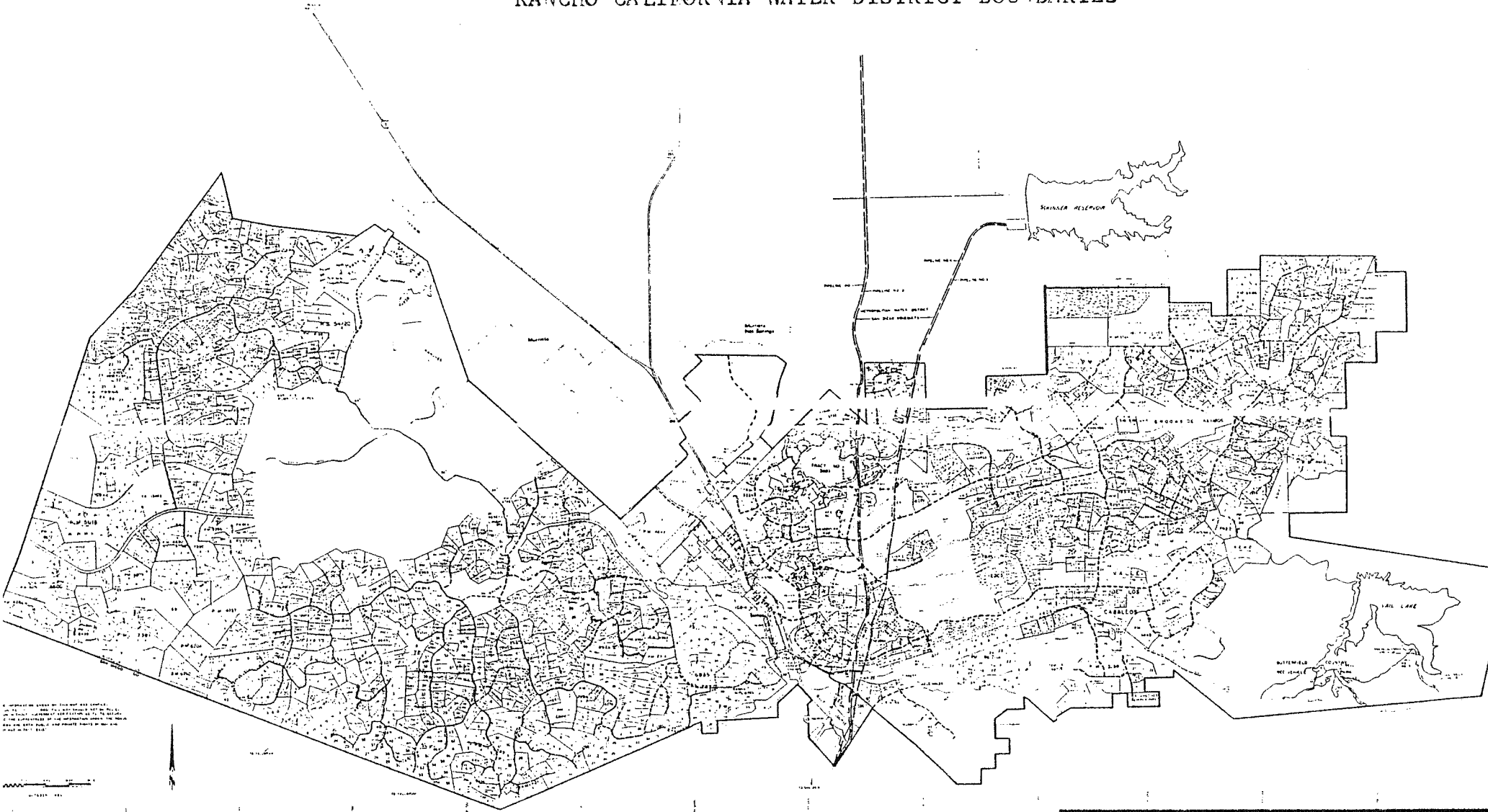
Other principal governmental districts with political boundaries in the region are the Santa Rosa Community Services District which provides road maintenance and (soon) rubbish collection in most of the Santa Rosa land grant area; the Murrieta Fire District²⁵ and the Murrieta Mutual Water Company²⁶ which provide their services within the developed portions of the town of Murrieta; and the Rancho California Water District. This latter district, whose services are critical for agricultural as well as urban development, is the one political institution to define borders of the area called Rancho California. A map of the Water District's boundaries follows. (The map has been reprinted, from Water District maps, by a local real estate firm, Rancho Consultants, Inc.)

25 Riverside County Planning Dep't., Southwest Territory General Plan: Research & Analysis Report, p. XIV-12 (1977).

26 Id., p. XIV-38.

RANCHO CALIFORNIA

RANCHO CALIFORNIA WATER DISTRICT BOUNDARIES



COMPLIMENTS OF

RANCHO CONSULTANTS CO., INC. PHONE: (714) 676-5736

SPECIALIZING IN RANCHO CALIFORNIA SINCE 1971



In summary, the evidence of political boundaries discloses that the names Temecula, Murrieta and Rancho California refer to three distinct political and cultural areas: Temecula to the eastern area, Murrieta to the western area, and Rancho California to the entire region. The name Santa Rosa is another existing place name, though the area to which it refers is also covered by the names Murrieta (school district) or Rancho California (water district); that area is never referred to as Temecula.

3.. Names used by local commerce

The communities of Temecula, Murrieta and Rancho California are clearly distinguished from one another in local commerce.

The U.S. Postal Service maintains a Post Office in Temecula and another in Murrieta. The Temecula Post Office is the oldest in Riverside County, and when local interests

evidently tried to change its name a few years ago to "Rancho California," the citizens of Temecula protested vigorously.²⁷ The Zip Code for the Temecula Post Office is 92390, and for Murrieta it is 92362. The Zip Code system of the Postal Service is used to identify individual post offices and their delivery areas. The Postal Service assigns no Zip Codes to rural areas where there is no delivery. Persons in those areas are free to go to any post office where they can rent a "lockbox" or pick up their mail over the counter through "general delivery."²⁸ For that matter, even persons who reside in an area receiving home delivery may, if they wish, rent a lockbox or use general delivery at any post office they choose.

The following map of the U.S. Postal Service, published in the yellow pages of the local telephone directory, shows the current delivery areas for the Temecula and Murrieta Zips. Note that, like the school district boundaries, Temecula covers the eastern area and Murrieta the western.

27 Tom Patterson, "Residents of Temecula Fight to Preserve Name of Town," Daily Enterprise (Riverside, Calif.) December 3, 1973, p. B-2.

28 U.S. Postal Service, Domestic Mail Manual, Parts 951, 953 (1981).

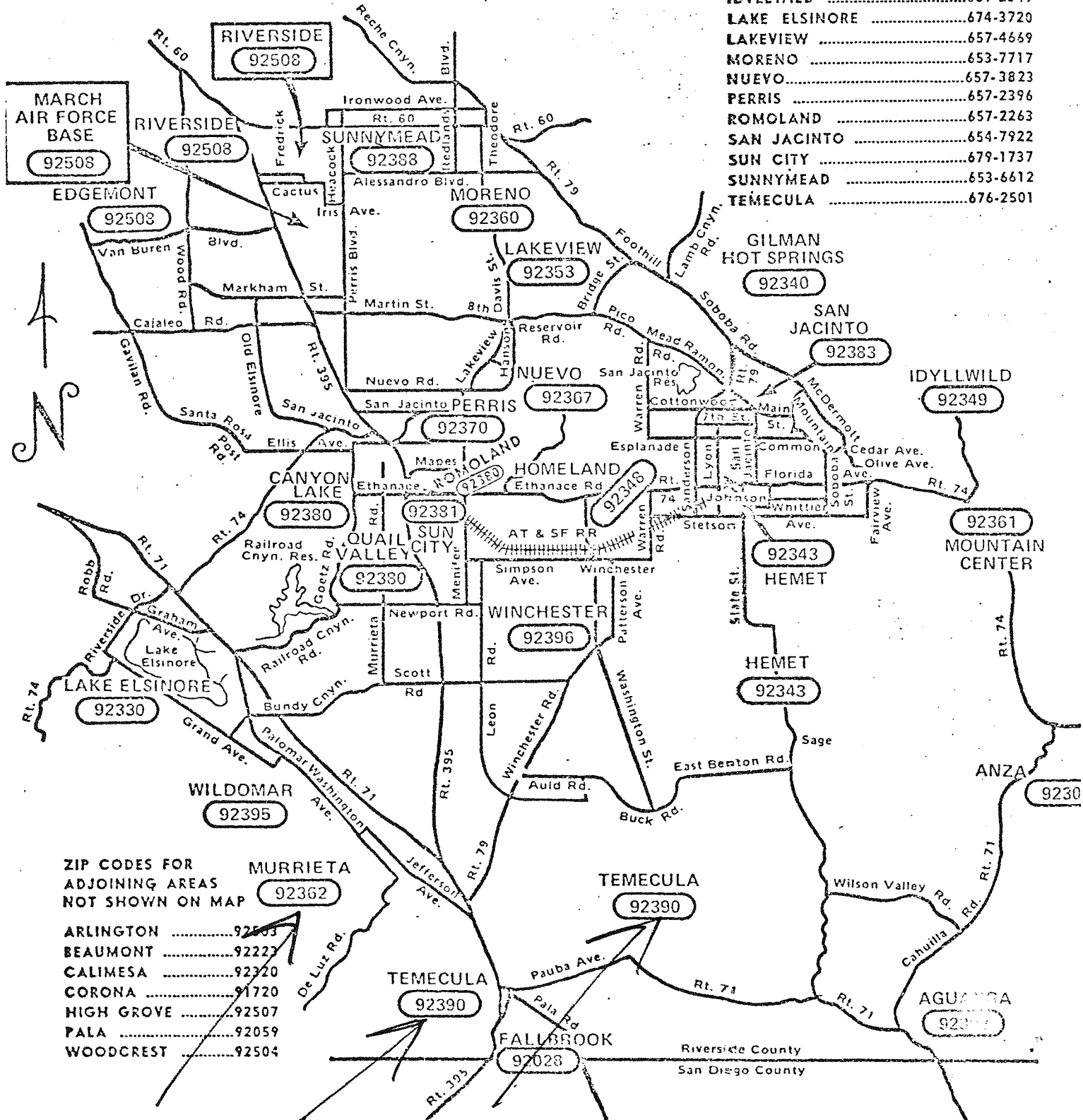


POSTAL ZIP CODES

HELP US HELP YOU. USE ZIP CODE

FOR ADDITIONAL ZIP CODE INFORMATION, CALL

AGUANGA	925-2145
HEMET	658-3263
HOMELAND	926-1866
IDYLLWILD	659-2349
LAKE ELSINORE	674-3720
LAKEVIEW	657-4669
MORENO	653-7717
NUEVO	657-3823
PERRIS	657-2396
ROMOLAND	657-2263
SAN JACINTO	654-7922
SUN CITY	679-1737
SUNNYMEAD	653-6612
TEMECULA	676-2501



ZIP CODES FOR ADJOINING AREAS NOT SHOWN ON MAP

ARLINGTON	92503
BEAUMONT	92227
CALIMESA	92320
CORONA	91720
HIGH GROVE	92507
PALA	92059
WOODCREST	92504

Riverside County
San Diego County

Of particular interest is the fact that the 300 acre Murrieta Vineyards, owned by ARCO and located in the Tenaja Road area of Murrieta, is within the delivery area of the Murrieta Post Office. While we do not know whether any mail is actually delivered at the vineyard site, since anyone is free to rent a box at any other post office, it is nevertheless the case that the vineyard is within the delivery area of Murrieta. This fact was confirmed by U.S. Postal Service employees at the Murrieta Post Office.²⁹ They also confirmed that the horse ranches adjacent to the vineyard are served by the Murrieta Post Office, and that there are discussions within the Postal Service currently about extending Murrieta's delivery service to the major golf course being developed by ARCO just beyond the vineyard, on Clinton Keith Road.

These same postal employees, and another in the Temecula Post Office,³⁰ confirmed that there is no delivery of mail to the major portions of the Santa Rosa land grant area in the hills, and that persons residing there would probably choose to receive mail at lockboxes or general delivery in the Murrieta or Wildomar Post Offices.

²⁹ Interview with Ms. Dorothy Bush and Mr. Donald Kennedy, Murrieta Post Office, August 13, 1981.

³⁰ Interview with Mr. R. A. Gurney, Temecula Post Office, August 13, 1981

Further evidence of the names actually used in local commerce is offered by the telephone directory of General Telephone Company. It indicates that Temecula and Murrieta are separate communities. Its cover reads: "Hemet/Perris/Edgemont/Idyllwild/Lake Elsinore/Moreno/Murrieta/ Quail Valley/San Jacinto/Sun City/Sunnymead/Temecula." (Emphasis added.)

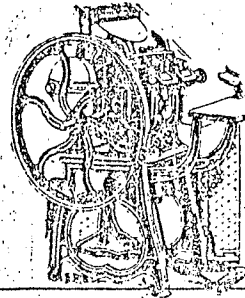
The region has two local newspapers. The title page of each shows that Rancho California, Temecula, and Murrieta are separate communities. The title lines are reproduced on the following page, in reduced size.

PUBLISHED WEEKLY

151



RANCHO



NEWS

MARK TWAIN NEVER WORKED FOR THIS PAPER



151

★ ESTABLISHED IN 1967 ★

SERVING RANCHO CALIFORNIA, TEMECULA,

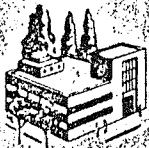
MURRIETTA, LAKE ELSINORE AND SURROUNDING AREAS

PAGE 15 NUMBER 20

TEMECULA, CALIFORNIA 92390

MAY 15, 1980

THE CALIFORNIAN



Serving Rancho California, Temecula,
Murrieta and Aguanga

and the

Valley Press



VERIFIED
AUDIT CIRCULATION

Temecula, California 92390

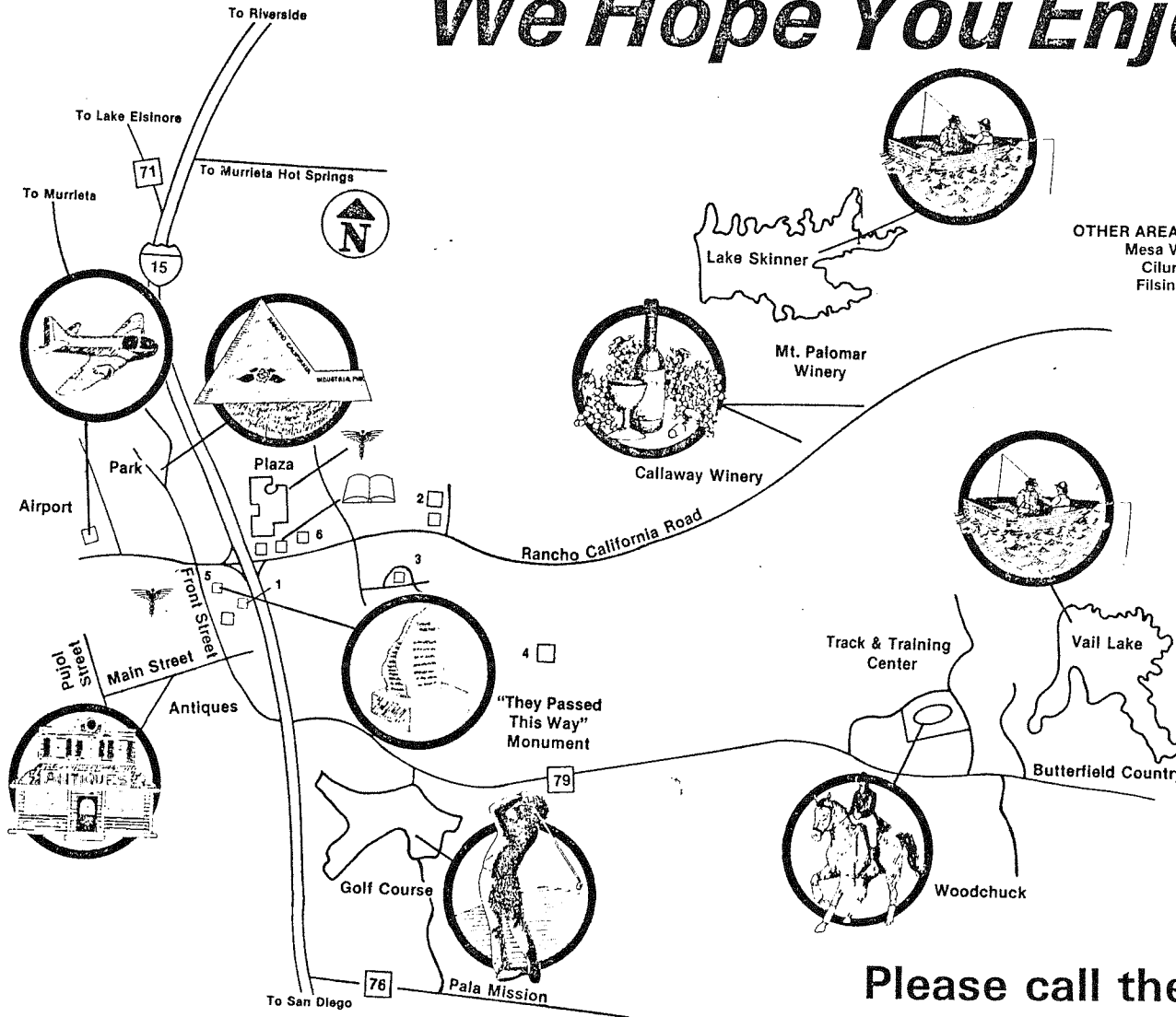
Vol. 23 - No. 27

PRICE 5c

Thursday, August 13, 1981

Additional evidence of names used in local commerce is provided by the fact that separate Chambers of Commerce exist for Temecula and Murrieta, and each publishes its own directory and promotes its own local business. The Chamber in Temecula calls itself "Temecula Valley Chamber of Commerce," but considers its area of influence to extent beyond the town and the valley proper, as shown on the following map published on pp. 24-25 of the Chamber's 1981 Directory. It should be noted that the map excludes both Murrieta and the Santa Rosa land grant areas, while it includes the remainder of the Rancho Temecula land grant, and the Little Temecula and Pauba land grants. It coincides generally with the boundaries of the Temecula School District and the postal delivery area of the Temecula Zip Code.

We Hope You Enjoy Our Valley



OTHER AREA WINERIES
Mesa Verde
Cilurzo
Filsinger

LAKES AND CAMPGROUNDS

Butterfield Country and Vail Lake
Butterfield Country and Vail Lake, 38000 Highway 79, Butterfield Country is a recreational vehicle resort featuring RV camping, dirt bike riding, miniature golf, stables, waterslides, an arcade, general store, gift shop, restaurant, saloon, horseshoe pits, shuffleboard, fishing pond, bumper boats, swimming and wading, and four-wheel cruising bikes.

Vail Lake provides fishermen with bass, bluegill, catfish, crappie and trout.

Woodchuck, 37885 Hwy 79 S., is a family resort for any type RV or tent. Gift shop, saloon, museum, arcade, swimming pool. Reservations preferred.

LAKE SKINNER, County Park. see map. Picnicking, camping, boating, swimming (pool), sightseeing, wildlife viewing, fishing, sailing, horseback riding. 787-2551. See map.

- 1 — FIRE DEPARTMENT
- 2 — TEMECULA UNION SCHOOL
- 3 — VAIL ELEMENTARY SCHOOL
- 4 — LINFIELD PRIVATE SCHOOL
- 5 — POST OFFICE
- 6 — RANCHO CALIFORNIA INN

RANCHO CALIFORNIA COMMUNITY LIBRARY 

MEDICAL SERVICES
Physicians, Dentist, Optometrist 

Please call the chamber offices
for more information. **676-5090**

4. Community opinion and popular usage

In 1975, a political scientist at the University of California, Riverside, was commissioned by Riverside County to conduct a survey of community opinion in the area.³¹ His survey "met the scientific standards of survey research."³² Among the numerous questions posed by his interviewers to a sampling of local residents was: "How would you describe the natural boundaries of your community (area), where do they stop?" The following two maps³³ represent the boundaries of the communities as defined by the perceptions of a majority of their residents in 1975. The first is the perceived boundaries of Wildomar, Murrieta, Murrieta Hot Springs, and Temecula; the second is the perceived boundaries of Rancho California.

It is apparent from these maps that in community opinion Temecula, Murrieta, and Rancho California are three distinct places. Residents in each of the areas were found to have strong, positive views of their own communities.³⁴

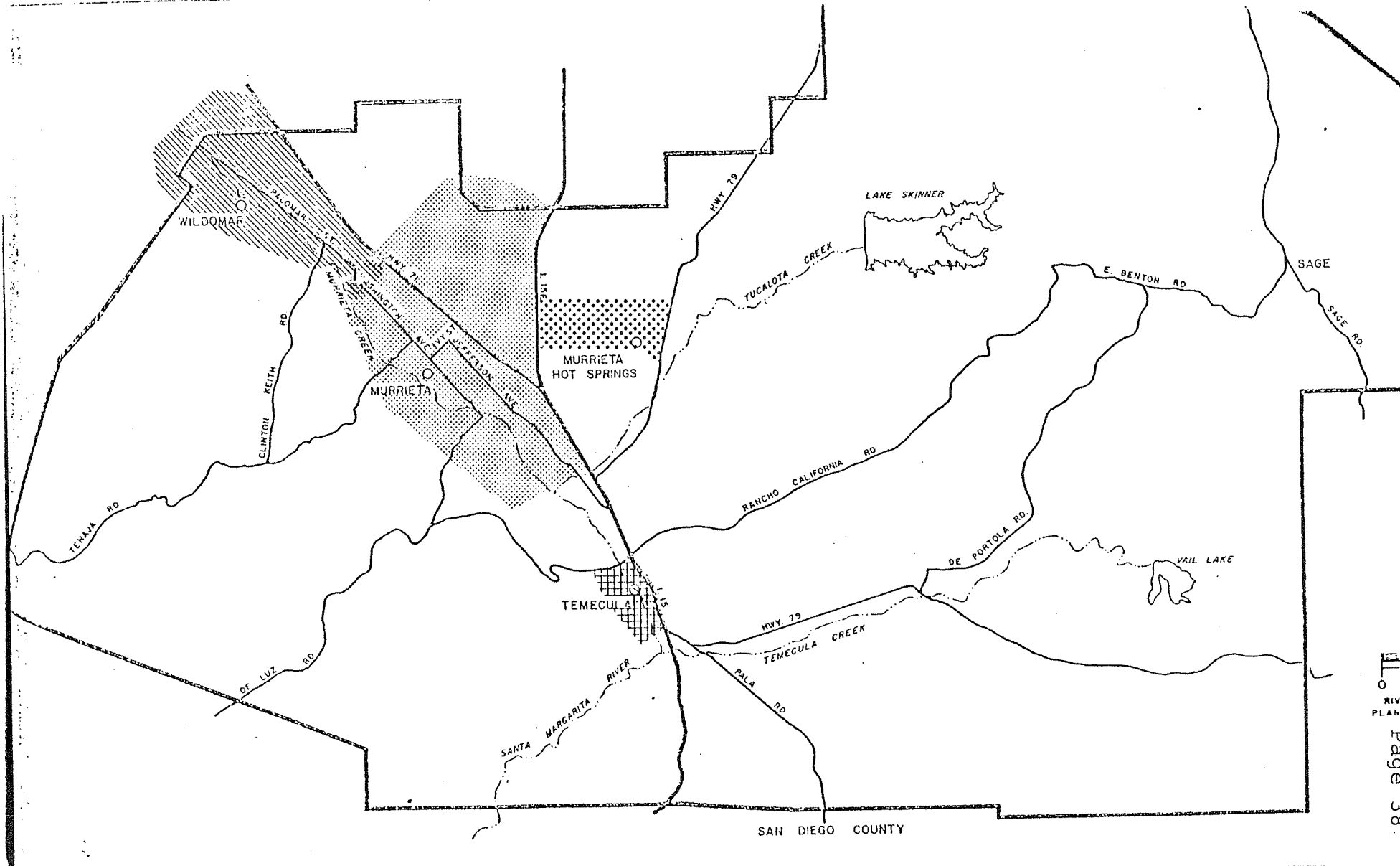
³¹ Professor Ronald O. Loveridge, Southwest Territory Community Opinion Survey (Riverside County Planning Dep't., 1975).

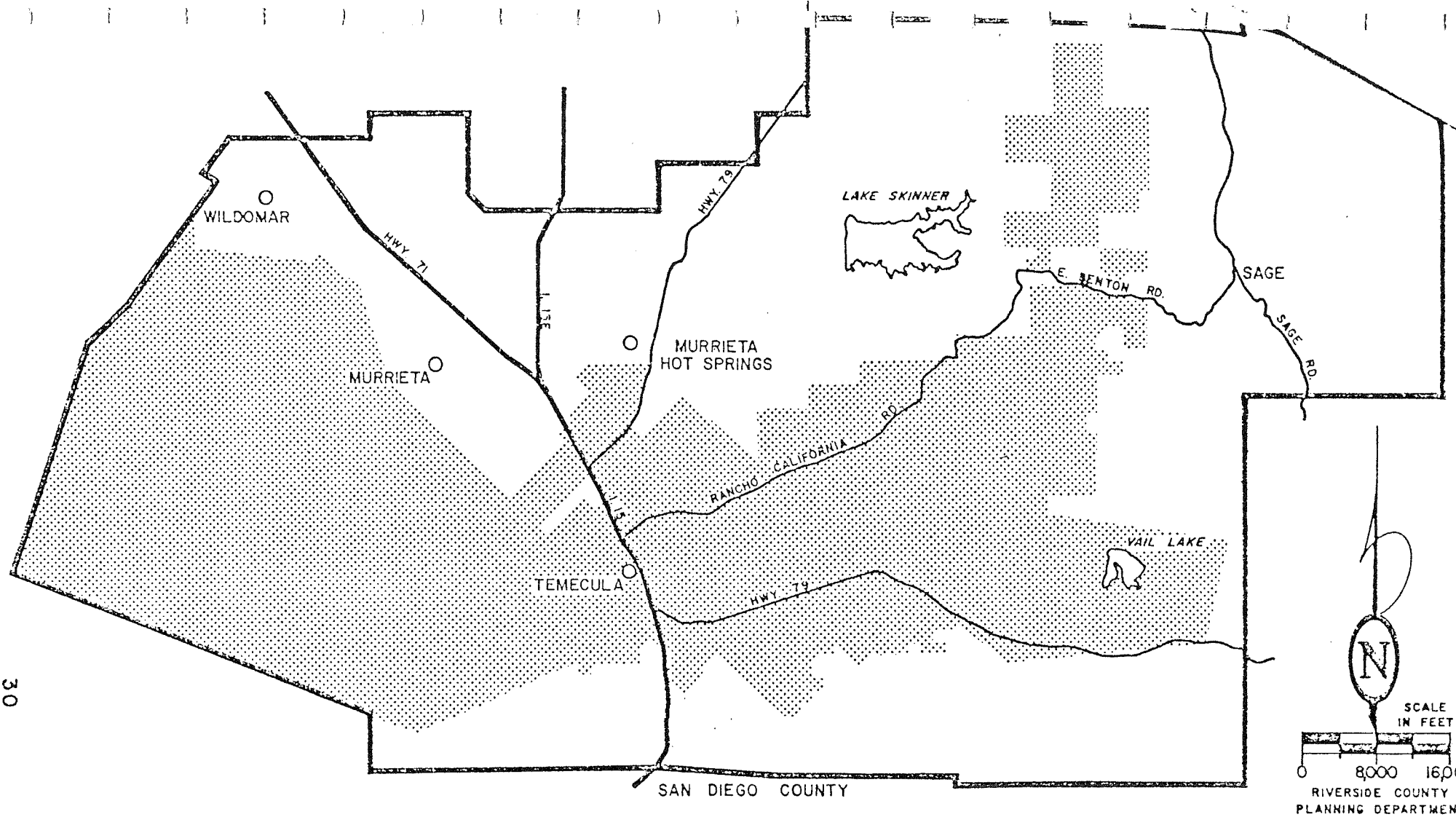
³² Id., preface.

³³ Id., pp. 28-30.

³⁴ Id., pp. 41, 59, 68.

Southwest Territory Community Opinion Survey (1975):
 Perceived Boundaries of Wildomar,
 Murrieta, Murrieta Hot Springs, and
 Temecula.





30

FIGURE 2
 RANCHO CALIFORNIA
 Southwest Territory Community Opinion Survey (1975)
 Perceived Boundaries of Rancho California

The small area attributed to Temecula on the map may be owed to the fact that all the respondents surveyed for the Temecula section lived in the small town of Temecula itself,³⁵ and therefore thought of their community as the town only. This is a logical view for the residents of the town.

When Rancho California residents, however, were asked to identify the community of which they considered themselves residents, 74% named Rancho California--but 16% named Temecula.³⁶ Since virtually the only residential neighborhoods built by 1975 were those east of the town of Temecula, it is likely that the 16% were reflecting the fact that historically the name Temecula has been associated with territory east of the town. Of course, the strongest and most recent link of the area east of town with the name Temecula is its development into a fine wine area known across the United States and even abroad. That development, however, had barely begun in 1975 when the survey was taken.

35 Id., p. 9.

36 Id., p. 59. The other 10% named individual residential neighborhoods.

Further evidence abounds that, in popular usage, Temecula, Murrieta and Rancho California refer to distinct areas. The separate Chamber of Commerce directories for Temecula and Murrieta reveal that each of those towns has its own "Town Hall Association," that Temecula has its own Historical Society, that organizations appealing to residents in all three areas typically use all three names (e.g., "Rancho-Temecula-Murrieta Kiwanis Club,") or else simply use "Rancho" or "Rancho California", ("Rancho Music Association," or "Rancho California Business and Professional Women's Club"). Ironically, the very name of the "Rancho California/Temecula Winegrowers Association" itself reveals that Rancho California and Temecula are not the same area, although the Association's petition to ATF asks that all of Rancho California, and more, be called by the single name Temecula. If that petition were successful, the Association would no doubt then change its name to "Temecula Winegrowers Association."

The historical study of William Heintz, submitted with the Association's petition, also reflects the reality that popular usage holds the areas to be different places.³⁷

³⁷ See, e.g., pp. 39-42, 54, 56.

Finally, as to the appropriate name for the area covered by the existing 300 acre vineyard owned by ARCO, local popular usage consistently refers to the area as Murrieta. One of the horse ranches very near the vineyard is named El Rancho Murrieta, and the DiGino and El Trebol Ranches, also nearby, consider themselves to be in Murrieta according to their personnel. The Skylark Gliderport, located in the dry Murrieta Creek bed immediately adjacent to the vineyard (the landing strip is marked on the U.S.G.S. map submitted with this petition), hands out a brochure saying: "We are located six miles south of Elsinore off Hwy. I-15 at Thompson Field in Murrieta."

Last, but hardly least, is the fact that the owners of the vineyard themselves refer to their holdings as being in Murrieta. A contract for purchase of grapes entered into by Franciscan Vineyards as buyer and ARCO's Joaquin Ranch Company as seller, dated August 1, 1978, reads in part:

- "1. Buyer agrees to buy and Seller to sell all of Seller's harvested grapes from Seller's Murrieta, California vineyard."³⁸

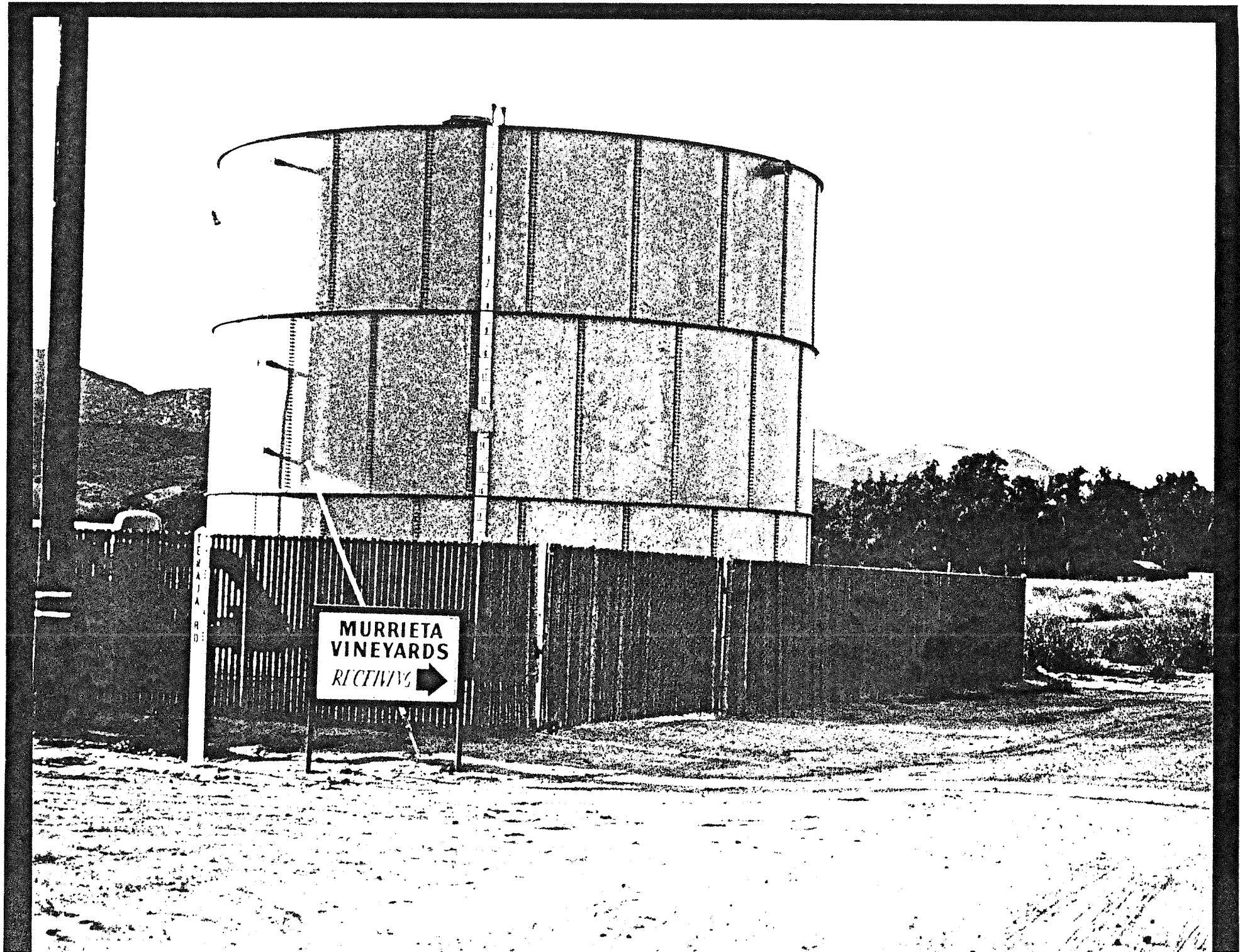
This contract was brought to light during the discovery process in the Callaway v. Franciscan litigation. Also during that litigation, signs that had identified the vineyard as "Murrieta Vineyards" were removed by the vineyard owners. These signs had been posted at the corners of Washington Avenue and Tenaja Road, and Hayes Avenue and Tenaja Road. Photographs of the signs as they had existed appear on the following pages.

³⁸ Plaintiff's Exhibit #2, Callaway Vineyard & Winery v. Franciscan Vineyards, Inc., (Superior Court of the State of California, County of Riverside, No. 135378, filed February 21, 1980.)

MURRIETA
VINEYARDS
←

TREBOL
FEED
HAY & GRAIN
EL RANCHO
TREBOL
←

PIGINO



**MURRIETA
VINEYARDS**
RECEIVING →

FARM

5. Usage by wineries and wine-consuming publicMurrieta

The link of the name Murrieta with commercial wine has been limited, to date, to the existence of the 300 acre Murrieta Vineyards and the local signs that were once posted identifying the vineyard. To the best of our knowledge,³⁹ Murrieta has not appeared on wine labels as an appellation of origin yet, though Callaway Vineyard & Winery has offered to make wine from Murrieta Vineyards grapes and bottle it under a Murrieta appellation. Callaway continues to be interested in that possibility, and no doubt others will be similarly interested when the unique location and microclimate are recognized by an official Murrieta appellation.

Rancho California

The link of the name Rancho California with commercial wine is a fairly strong one, though few, if any, wine labels have carried Rancho California as the appellation of origin. Since the 1960's, Kaiser and its partners have promoted commercial grape growing and wine making as a key part of the Rancho California planned community. Kaiser published a 31 page booklet, Vineyard Development Program, in 1969 which included reports by a University of California Agricultural Extension Service expert and a wine industry economic expert. The booklet stated that "Rancho California, in cooperation with several private consultants and the University of California, developed

³⁹

We have requested ATF label approval records to verify this. The records have not been received as of this date.

test vineyards which will serve as a foundation vineyard for future planting stock."⁴⁰ The booklet contained a map of the area marked out for vineyard development; it pictured the area east of the town of Temecula, and showed the Buck Mesa (now often called Mesa Grande) divided into vineyard parcels for sale. Kaiser also widely distributed a map of Rancho California on which the Buck Mesa area was designated by a little picture of a vineyard under the caption "Tree Crops and Vineyards."⁴¹ Thus, a "Rancho California" vineyard area began to be mentioned in the industry and in the consumer literature.⁴² By the early 1970's, Kaiser had developed, or had sold off for development by others, vineyard lands in other sections of Rancho California. The ARCO vineyard at Murrieta, and several small vineyards in the La Cresta neighborhood of the Santa Rosa mountains, were planted in the 1970's. Thus, by the mid-1970's, the link of the name Rancho California to commercial grape growing and wine making extended to the widespread eastern and western portions of the Rancho.

Temecula

Meanwhile, the district on the mesa northeast of the town of Temecula was undergoing phenomenal growth as a viticultural area. By 1981, there were approximately 1700 acres of fine, premium varietals under cultivation, and there were 6 bonded wineries in operation there. The link of the name Temecula with

⁴⁰ Rancho California, Vineyard Development Program, p. 5 (1969).

⁴¹ See reproduction of map in Bennie Hudson, "The Big, Wide Land," The High Country Journal, No. 11, pp. 24-25 (Winter, 1969).

⁴² See, e.g., Leon D. Adams, The Wines of America, pp. 284-285 (1973).

this particular part of Rancho California was initially forged by Brookside Vineyard when it released the first wine made under the Temecula appellation in 1972. Since that year, perhaps 10 wineries have sent to market some 3,120,000 bottles⁴³ of wine with the Temecula appellation of origin--all of it produced from grapes grown in this same particular district east of the town. The only exception, to our knowledge, was when a Napa Valley winery labeled a few thousand cases of wine made from Murrieta grapes with the Temecula appellation; that usage met with immediate protest, and was subsequently abandoned.⁴⁴

43 This is an estimate only, based on personal knowledge of the trade; no figures are publicly available. See note 1, supra.

44 Franciscan Vineyards bottled a "1978 Temecula Chardonnay" made from grapes grown at ARCO's Murrieta Vineyard. (A previous Franciscan 1977 Temecula Riesling was made from Temecula grapes though a certain, unknown quantity of Murrieta grapes was blended in.) As soon as the Chardonnay label came to the attention of Ely Callaway, he telephoned Franciscan to protest its use of the appellation and to ask that "Temecula" not be used on similar wines in the future. He followed this by letters to ATF on August 14, and to Franciscan on August 16 and 31, 1979.

ATF's Oakland office investigated. Bureau headquarters reported to Mr. Callaway that it was "unable to obtain a consensus from viticultural experts as to the area which might be considered the Temecula wine growing region. Since Temecula has no definition at this time as a viticultural area and is without delimited boundaries as such, we are in no position to disallow Franciscan Vineyards from using it on their wines. 'California' is considered the acceptable appellation of origin on labels showing 'Temecula, California'." Mr. Callaway was urged to file a petition to define the area under ATF's regulations. (Letter from Alan B. Graham, Chief, Commodity

[continuation of footnote]

Classification Branch, to Ely Callaway, December 21, 1979.)

Mr. Callaway asked ATF to reconsider on December 28, 1979, and ATF conducted a second investigation, this time from its Santa Ana office. Its inspector wrote a report which was informative but which contained a key factual mistake, namely, "that Murrieta Vineyards was in the area served by the Temecula post office and that their address was legally Temecula." (Report of Inspector West, paragraph 16, February 11, 1980.) This mistake, evidently based on a misunderstanding by a post office employee (id. at paragraph 11), largely influenced the inspector to conclude that "there is not enough information available" to define the area to exclude the Murrieta Vineyards area; she again recommended that Mr. Callaway file a petition to establish viticultural area boundaries. (ATF Assignment and Report of Inspection, Inspector West, February 15, 1980.) (See pp.29-32, supra, for discussion of actual post office boundaries)

Callaway was concerned that Franciscan would put many more bottles of Murrieta wine on the market under the Temecula label before Temecula was finally delimited by ATF. He filed suit to enjoin Franciscan under consumer deception and unfair competition statutes. (Callaway Vineyard & Winery v. Franciscan Vineyards, Inc., Superior Court of the State of California, County of Riverside, No. 134378, filed February 21, 1980.) Several months later, with the litigation on-going, Franciscan backed away by releasing its 1979 wines with no Temecula appellation on the front labels. Although "Temecula" appeared in very small type on the back label of the 1979 Chardonnay, and this use was still objectionable under California law, the use did not constitute the official appellation of origin under ATF regulations. Therefore, Franciscan's action appeared to substantially reduce the threat to the appellation until official boundaries could be established by ATF. For this reason, Callaway Vineyard & Winery dismissed its suit.

In the aftermath, Mr. Justin Meyer of Franciscan stated to the press on October 1, 1980 that "even before Callaway instituted his lawsuit Franciscan had made the decision to remove Temecula from the front label of its 1979 wines." However, Callaway's attorney took Mr. Meyer's deposition on April 4, 1980 and asked him, "Does Franciscan intend to market any of the wine that it produces from the Chardonnay grapes from Murrieta Vineyard, 1979, under the appellation of Temecula, California?", to which Mr. Meyer replied: "Yes." (Deposition of Justin Meyer, April 4, 1980, Callaway Vineyard & Winery v. Franciscan Vineyards, Inc., supra.)

The remarkable growth of the Temecula viticultural area was accompanied by equally remarkable attention from the public. A considerable amount of this attention resulted from the investment and efforts of Callaway Vineyard & Winery. Callaway was not the first to plant grapes in Temecula, but the winery was the first to be built there, and it was, and is, the largest: Callaway has produced about 80% of all the wines ever labeled with a Temecula appellation.⁴⁵ Although the winery has spent virtually nothing on advertising, it has told the story of Temecula, its location, and microclimate, to many thousands of consumers across the country. The Callaway label bears a picture of the mist rolling through the Rainbow Gap toward the eastern vineyards, and all but a fraction of the bottles produced by Callaway have borne a prominent Temecula appellation on the front label. The back labels have all carried a map pinpointing the precise location of Temecula. Ely Callaway has personally traveled to at least half of all the states in the nation to describe Temecula to groups of wine tasters. Callaway wines are on the wine lists of a great many major restaurants through the country, as partially noted on the following pages.

⁴⁵ This is an estimate only, based on actual Callaway case sales of 210,000 cases from Fiscal 1976 to August 31, 1981, compared with an estimated total of 260,000 cases for all Temecula wines. See note 1, supra.

A FEW OF CALLAWAY'S RESTAURANT ACCOUNTSNATIONWIDESELECTED CHAIN LOCATIONS

Chuck's
 Far West Services (Reuben E. Lee,
 Moonraker, Gorda Liz, etc.) --
 in California and Oregon
 Hyatt Regency and Hyatt House --
 Selected throughout United States
 Nantucket Lobster Trap -- all
 locations
 Reuben's
 Victoria Stations - Quinn's Mill --
 various locations, California,
 Texas, Georgia, and Oregon

ARIZONA

Arizona Biltmore, Phoenix
 Camelback Inn, Scottsdale
 Registry Hotel, Phoenix
 The Tack Room, Tucson
 Trader Vics

COLORADO

The Broker, Denver
 Cafe Promenade, Denver
 Chateau Pyrenees, Denver
 Fairmont Hotel, Denver
 Golden Horn, Aspen
 Ute City Banque, Aspen

FLORIDA

Cricket Club, Fort Lauderdale
 Down Under, Fort Lauderdale
 The Forge, Fort Lauderdale
 The Breakers Hotel, Palm Beach
 La Vielle Maison, Coral Gables

GEORGIA

The Abbey, Atlanta
 Hilton, Atlanta
 Midnight Sun, Atlanta
 Omni Hotel, Atlanta

HAWAII

Hyatt Regency, Honolulu
 Kapalua Bay Hotel, Maui
 Mauna Kea Beach Hotel, Kawaihae
 Nick's Fish Market, Waikiki

IDAHO

Arid Club, Boise
 Chart House, Boise
 Christiania, Sun Valley
 Duchin Room, Sun Valley
 Warm Springs, Sun Valley

ILLINOIS

Maxim's, Chicago
 Nick's Fish Market, Chicago
 Ritz Carlton, Chicago
 Sage's East, Chicago

MICHIGAN

Joe Muer Sea Food, Detroit
 London Chop House, Detroit

NEVADA

The Las Vegas Hilton, Las Vegas

NEW YORK

Four Seasons
 Gallagher's Steak House
 Grand Central Oyster Bar
 "21" Club
 Windows on the World

OREGON

The Benson, Portland
 Rian's, Portland
 Salishan Lodge, Gleneden Beach

TEXAS

Chaparral Restaurant, Dallas
 Fairmont Hotel, Dallas
 Galleria Hotel, Houston
 The Grand Hotel, Houston
 Houston Oaks, Houston
 Tony's Restaurant, Houston

VIRGINIA

The Homestead

WASHINGTON

The Broadway, Seattle
 Canlis, Seattle
 Longacre's Race Track, Renton
 McCormick's, Seattle
 The Olympic Hotel, Seattle
 Ray's Seafood Restaurant, Seattle
WASHINGTON, D.C.

Four Seasons Hotel
 Maison Blanche
 Metropolitan Club
 Sheraton Carlton

A FEW OF CALLAWAY'S RESTAURANT ACCOUNTSENTIRE CHAIN (CALIFORNIA)

Ancient Mariner/Rusty Pelican
 Bob Burns
 Dask 'n Cleaver
 Chart House (Selected)
 Chuck's (Selected)
 Continental Restaurant
 Systems - (Hungry Hunter,
 Monterey Jack's, etc.)
 Lawry's
 Lord Charley's
 Plankhouse
 Restaurant Adventures
 Reubens
 Velvet Turtle

BEVERLY HILLS

Adriano's
 Beverly Hills Hotel
 Beverly Hilton Hotel
 Beverly Wilshire Hotel
 The Bistro
 The Bistro Garden
 Butterfield's
 Carlos & Charlie's
 Century Plaza
 Chambord
 Chasen's
 Jimmy's
 La Scala
 Ma Maison
 Mandarin
 Stratton's

LA JOLLA

La Jolla Beach & Tennis Club
 Le Cote d'Azur
 Top o the Cove
 The Tavern

LOS ANGELES

Biltmore Hotel (Bernards)
 Bonaventure Hotel
 Crocker Bank (Executive
 Dining Room)
 Jonathan Club
 Hyatt Regency
 Los Angeles Athletic Club
 Stadium Club

NEWPORT BEACH/CORONA DEL MAR

Ambrosia
 Amelia's (Balboa)
 Antonello's Ristorante
 Bernard's
 Cano's
 Chanteclair
 Crown House
 Delaney's
 Fernleaf Caffe
 Five Crowns
 Hemingway's
 Josh Slocum's
 Lakeside Restaurant
 Las Brisas
 Marriott
 Newport Ritz
 Registry Hotel
 Riviera
 Sheraton
 South Coast Plaza Hotel
 The Surf & Sand
 Villa Nova

PALM SPRINGS, PALM DESERT,
RANCHO MIRAGE

Cecil's
 El Dorado Country Club
 Medium Rare
 Melvyn's
 The Nest
 The Springs
 Wally's Desert Turtle

PASADENA

The Chronicle

SAN DIEGO

Anthony's Harborside
 Anthony's Star of the Sea
 The Debauchery
 Hotel Del Coronado
 Lehr's Greenhouse
 Little America Westgate
 Holiday Inn (Embarcadero)
 Maison des Prescadoux
 Mr. A's
 Rancho Bernardo Inn
 Salmon House
 Thee Bungalow
 Town & Country Hotel

SAN FRANCISCO

The Carnelian Room
 Ernie's
 Hyatt Regency-Union Square
 Lehr's Greenhouse
 Nut Tree Restaurant (Sacramento)
 Perry's
 Sam's Seafood Bar & Grill
 Scomas
 Scott's Seafood Bar & Grill
 The Stanford Court Hotel
 Trader Vic's
 Washington Square Bar & Grill
 Waterfront Restaurant

SANTA MONICA

Cafe California
 The Chronicle
 Famous Enterprises Fish Company
 Michael's

SOLANA BEACH

La Mediterranee

When one of Callaway's first releases, the 1974 Temecula White Riesling, was selected as the only wine to be served at a Bicentennial luncheon in honor of Queen Elizabeth II in New York on July 9, 1976, the press became extremely interested in Temecula and how it produced the wine chosen to be served to the Queen. The "Temecula story" was quickly picked up and retold scores of times in print here and abroad for the last several years. The points that are driven home to the readers are that the name of the area is Temecula, that it is several hundred miles south of California's northern fine wine regions, that the vineyard area is about 23 miles from the Pacific Ocean, and that it possesses a unique microclimate because it is cooled by strong winds which flow through a gap in the coastal mountains and across the mesa east of the town.

The following press excerpts have been culled from the many scores of articles, and are offered here only as evidence that the name Temecula has been linked in the mind of the wine-consuming public with that small viticultural district east of the town of Temecula and in the direct path

of the ocean winds. The press attention began in 1975, even before the luncheon for the Queen:

Frank Prial, New York Times, November 19, 1975: "Temecula is near San Diego, more than 600 miles from what is usually considered California's premium wine country. Mr. Callaway was taking advantage of what wine men call a microclimate. The Callaway vineyard is subject to winds and mist that cut through a mountain gap as they come from the Pacific, 23 miles away."

Robert Lawrence Balzer, Los Angeles Times, November 9, 1975, and Milwaukee Sentinel, November 13, 1975: "It is incredible news that table wines of extraordinary finesse are being produced from vineyards in Southern California. Those vineyards, planted in 1969 by Ely Callaway, retired president of Burlington Industries, rib the rolling hills of a 1,400 foot high plateau four miles due east of Temecula, 23 miles inland from the Pacific Ocean. Sea mists from the Rainbow Gap in the coastal mountains give the site that requisite microclimate so essential"

George Starke, California Critic, February 1976: "A bold new wine-growing drama is being played out in the rolling hills of Temecula. . . .The Temecula hills make up a small area of rolling hills located east of the town of Temecula and 20 miles from the ocean. The area is located due east of Rainbow Wind Gap, a V-shaped notch in the mountain range that separates the Temecula valley from the sea. . . .One can almost set one's watch at 2 p.m. when a unique temperature reversal begins. Onshore winds, generated over the cool Pacific Ocean, funnel through Rainbow Wind Gap and spread their cool, moist zephyrs over the Temecula hills. By 4 p.m. the fresh ocean breezes have dropped the air temperature into the seventies. At sundown, the temperature is in the sixties and will drop another ten degrees before the next dawn."

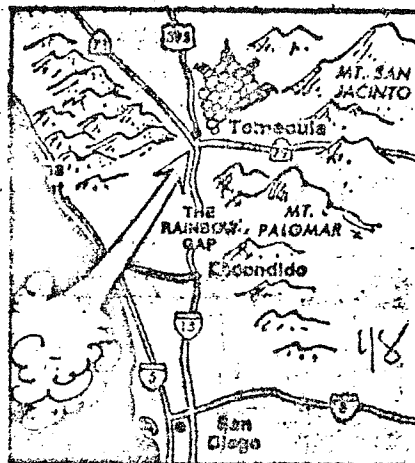
Richard McKenzie, The Atlanta Journal, July 28, 1976: "Callaway Vineyard lines on a strategic group of hilltops, situated on a direct path between the Salton Sea (the lowest body of water in the U.S.) and a mountain pass (Rainbow Gap, next to Mount Palomar) leading toward the Pacific some

23 miles away. Thus, every afternoon, drawn by the natural atmospheric low pressure over the Salton Sea, cool ocean mists spread over this narrow stretch of land. These mists hover over the vineyards until the sun burns them off the next morning."

Frank Prial, New York Times, August 25, 1976: "TEMECULA, Calif.--. . .[Mr. Callaway's] vineyards lie on rolling hills directly in the line with mountain gaps toward the Pacific to the west and the furnacelike desert to the east. Each day, the below sea level desert pulls moist, cooling breezes and mist off the ocean, lowering the temperature on leaves and grape clusters."

Courtney Swensen, Redwood Rancher, Viticultural Issue, February 1976, cover story: "Callaway of Temecula." "Situated in the agricultural section of the vast development known as Rancho California, the site was picked because of its highly granitic, well-drained soils and because it is strongly influenced by mists and breezes from the Pacific Ocean."

Carl Cannon, Los Angeles Times, May 8, 1977: "Choice Grapes Grown in Unlikely Area." "Four years before, he had planted 134 acres of varietal grapes atop a hill near Temecula, in Rancho California. . . .The soil of this seemingly arid region was decomposed granite akin to some of the great vineyards of France and Germany, and the micro-climate had a quirk which brought cooling moist mist from the Pacific Ocean 23 miles away. . . .To fully explain the process, he engaged the services of the man who supplied Dwight Eisenhower with long-range weather information in Europe during World War II, Dr. Irving Krick of San Diego. In summary, Krick, famed for his cloud seeding experiments in the 1950's, told Callaway that his property was in the center of a kind of meteorological vacuum cleaner. . . .These ocean winds keep the area cool enough for the growth of fine wine grapes." The Los Angeles Times illustrated Carl Cannon's story with this map:



MIST—Cool, moist ocean mist is drawn across the vineyard through coastal mountain gap.
Times map

Ruth Ellen Church, Chicago Tribune, June 16, 1977: "About that wind chill factor: The winery and vineyards are on a hill-top 4 miles east of Temecula, at 1400 feet elevation, 23 miles from the Pacific. A gap in the coastal mountains acts as a funnel to bring cooling ocean breezes over the vines."

Arnold E. Landsman, Chicago Sun-Times, June 17, 1977 (accompanied by a photo of the vineyards and the Rainbow Gap mist): "I have listened for years to California vintners talk of 'microclimates'--a small patch of ground that has a totally different weather pattern than the general area surrounding it. And this is the most truly phenomenal example I have ever witnessed."

Peggy Katalinich, Minneapolis Star, September 28, 1977: "It's a 'breeze' to make good wine in hot land." "Not only the wind but also the strong velocity accounts for the fact that Callaway's grapes mature about the same time as those in Napa Valley."

Harry Waugh, Wine Diary, Volume Eight, 1976-1978 (London, 1978): "From a geographical point of view this vineyard is something of a freak, situated in an area very far south. . . but when the desert warms up it draws sea air from the Pacific Ocean, only twenty-three miles away, through a gap in the mountains. . . .Now on the market are exceptional rieslings from Callaway, Chateau St. Jean and Joseph Phelps to mention but a few."

James Willett, Beverly Hills Magazine, February and March, 1978: "Callaway Vineyard and Winery, Temecula, southern California. . .He discovered the vineyards were located in a particularly unique micro-climate."

Richard Louv, San Diego Magazine, September, 1978: "The hills above Temecula and Rancho California offer a strangely different weather pattern than the surrounding area."

Howard MacAllister, Portland (Oregon) Magazine, October, 1979: "Yes, Callaway wines from Temecula. First let us establish the location. At an elevation of 1,600 [sic] feet, 23 miles from the Pacific Ocean. . .almost due west of the Salton Sea. . . .Were it not for Rainbow Gap, a break in the hills between vineyard and ocean, it would probably not exist."

Phyllis van Kriedt, California Wineletter, September, 1979: "We visited Callaway last month. The 150-acre vineyard and immaculate winery are impressive. The location--pictured aptly on his label--where cooling afternoon fog flows through the Rainbow Gap, is equally impressive."

Dan Gillmor, Vermont Living (Sunday Rutland Herald and Sunday Times Argus), June 22, 1980: "The Callaway vineyard and winery are located in Temecula, a southern California town near San Diego. That wine grapes could successfully be grown in that area was something of a surprise to the wine industry. But due to a series of advantageous climatic conditions at the vineyard, Callaway enjoys what is known as an ideal micro-climate, one in which the surrounding areas may be hostile to grape cultivation, but in which the vineyards themselves are ideally placed."

Marie Ryckman, Cincinnati Enquirer, July 2, 1980: ". . . vineyards and a winery at Temecula, Calif. Callaway Winery lies 23 miles inland from San Juan Capistrano and 600 miles south of the regions where California's fine wines are 'supposed to be made.' "

David Hart, Times-Advocate (Escondido, Calif.), June 9, 1981: "The facts are that Temecula has a perfect microclimate for growing premium varietal grapes, from which the finest wines are made. Even though the town is 23 miles east of the ocean, cool sea breezes rush through Rainbow Gap in the afternoon."

6. Conclusion

As required by 27 CFR 9.3 (b) (1) and (2), the previous pages are evidence of the names and boundaries of the proposed viticultural areas of Temecula, Murrieta and Rancho California. In sum, the evidence shows:

- The three areas historically developed distinct identities and clearly separate boundaries.
- Although the areas have no municipal boundaries because they are unincorporated, they do possess the significant political boundaries of the Temecula School District, the Murrieta School District, and the Rancho California Water District; and these boundaries indicate that the Temecula area is in the eastern portion, the Murrieta area in the western portion, and Rancho California applies to most of the entire region.
- The United States Postal Service, the Temecula and Murrieta Chambers of Commerce, all local real estate firms, the local telephone company, the two local newspapers, and the other institutions of local commerce, consistently refer to Temecula, Murrieta and Rancho California as three distinct geographical and economic entities. The Zip Code areas of the Postal Service, and the territory considered by the Temecula Chamber of Commerce to be its sphere of influence, generally coincide with the school district boundaries.

- Community opinion and popular usage always treat the three names of Temecula, Murrieta and Rancho California as referring to distinct geographic and social communities.
- The wine-consuming public has been given repeated information, nationwide and internationally, about the precise location of the Temecula viticultural area east of the town and in the direct path of the winds flowing through the mountain gaps.

In light of this evidence, it necessarily follows that the Rancho California/Temecula Winegrowers Association's attempt to call the entire 100,000 acre region "Temecula" must be rejected under ATF regulations. It further follows that ATF should recognize the distinct identities of Temecula in the eastern portion, Murrieta in the Western portion, and Rancho California covering the whole region. And because these three areas have climatic and geographical features which distinguish them from one another and from surrounding areas, each of the areas deserves to be established as an official viticultural area under 27 CFR Part 9. It is to the climatic and geographical evidence that we turn next.

B) Evidence of the distinct microclimates
of each of the three areas

1. Wind effects

There is a consensus of all who have studied the matter that the Rancho California region is affected by marine winds that keep its air cleaner and its summer temperatures cooler than areas immediately to the north, south and east.⁴⁶ The marine influence is limited in extent, and stops even before reaching such nearby, very warm towns as Elsinore (15 miles) and Sun City (14 miles).

Even within Rancho California, an area of nearly 100,000 acres or 156 square miles, the ocean winds affect some portions more than others. This is because the winds funnel through the narrow Rainbow Gap and Temecula Canyon near the town of Temecula, and as they fan out they lose moisture and velocity according to their path, to the terrain and its elevation, and to distance. The Temecula airport, practically at the mouth of the Gap and the Canyon, reports normal wind velocity during summer afternoons of about 21 to 26 miles per hour; the direction is nearly always from the southwest to the northeast, a magnetic heading of 210 degrees.⁴⁷

⁴⁶ See Gerard A. DeMarrais, George C. Holzworth and Charles R. Hosler, U.S. Weather Bureau, Technical Paper No. 54, Meteorological Summaries Pertinent to Atmospheric Transport and Dispersion Over Southern California (1965); Riverside County Planning Dep't., Southwest Territory General Plan: Research & Analysis Report, pp. II-1 to II-19 (1977); J.F. Davidson Associates, Little Temecula Rancho Environmental Impact Report (Riverside Co. Planning Commission, 1974).

⁴⁷ Interview with Temecula airport manager, August 14, 1981.

Thus, the vineyards in the Temecula viticultural area on the relatively flat, 1,400 foot elevation mesa beyond the town of Temecula, lie directly in the path of the strong winds from the Gap and the Canyon. The typical wind direction at Callaway Vineyard & Winery is southwest to northeast, or a magnetic heading of 205 degrees--almost exactly the direction of the winds as they come through the breaks in the coastal mountains. New plantings at Callaway are laid out on 205 degrees for this reason.

The Murrieta viticultural area, lying sharply to the west of the mouth of the Gap and the Canyon through which the winds blow, receives an indirect and significantly weaker benefit from these winds. As a result, the area is warmer and the grapes ripen faster than in the Temecula area.

These findings have been confirmed by Dr. Irving P. Krick. In the early 1970's, before Ely Callaway constructed his winery at his vineyard site, he sought the advice of Dr. Krick regarding the Temecula microclimate and its long range possibilities. Dr. Krick was chairman of the department

of meteorology at California Institute of Technology in Pasadena from 1933-1948, was deputy director of weather services in the European Theatre of Operations and then chief of the weather information section under General Eisenhower during World War II, and he has been president of his own meteorological consulting firm based in Southern California for many years. In recent years, his clients have included international corporations, public utilities and the White House.

Callaway Vineyard & Winery recently asked Dr. Krick to take another look at the microclimate situation in Rancho California and to tell us specifically what differences, if any, are caused by the wind patterns in the Temecula and the Murrieta portions of Rancho California. In addition to his prior experience and his earlier report in the 1970's, Dr. Krick examined the wind stream charts included in the U.S. Weather Bureau Technical Paper No. 54, and the Riverside County Planning Department report (1977) which are referred to in footnote 46 above.

Dr. Krick's reply appears on the following pages.

ESTABLISHED 1932

IRVING P. KRICK ASSOCIATES, INC.
WEATHER ENGINEERS748 Vella Road
Palm Springs, California 92264
(714) 325-9677FROM THE
OFFICE OF THE PRESIDENT

20 August 1981

Mr. Ely Callaway
President
CALLAWAY VINEYARD & WINERY
32720 Rancho California Road
Temecula, California 92390

Dear Mr. Callaway:

At your request, I and my associates have assembled data on the microclimates of the Rancho California area. We find substantial variations within the area, as a result of terrain effects on the windflow arriving from the ocean during the growing season.

My judgments are based not only on official government weather data and various climatic studies of the area, such as that prepared for you and your associates in 1974, but also upon my own experience in forecasting for precise locations throughout southern California for motion picture photography in connection with the activities of the major studios. This work was initiated during my tenure as Professor of Meteorology at the California Institute of Technology as early as the 1930s. One of the major problems involved the prediction of the time at which coastal clouds penetrating the southern California valleys would clear during morning hours so that exterior shooting could begin. Our studies discerned wide variations in this time factor, due to topographical influences and distances from the coast. The penetration of Marine air into the coastal valleys during the summer months is affected by the arrangement of the hills and the general configuration of the valleys.

Our early studies dealt primarily with conditions in the San Fernando Valley, where air would flow through passes such as that near Glendale, and then turn westward into

Mr. Ely Callaway
20 August 1981 - 2

the San Fernando Valley, where Paramount Ranch and other studio locations were situated. We noted that it was always cooler near Glendale than farther westward in the San Fernando Valley. This was due to the fact that the air had to turn westward from Glendale, losing energy in so doing, and moving more slowly the farther west it penetrated. This caused temperatures to rise more rapidly during the morning hours in the western San Fernando Valley than at Glendale, thus causing any fog or low clouds that had persisted during the night to clear earlier at these locations than at Glendale.

The situation at Rancho California during the summer months exhibits the same characteristics, and therefore areas such as Murietta to the west of the pass through which marine airflow enters the area will be warmer than the Callaway Vineyard, which is in the direct path of this airflow. Thus in summer, when the grapes are maturing, maximum, minimum and mean temperatures at Murietta will be several degrees higher than at Callaway Vineyard.

In order to illustrate this principle, I refer you to Figure 11-1, entitled "Generalized Wind Patterns, Southern California Coastal Area July 1200-1800 PST" -- in other words, the windflow during the afternoon hours over the Rancho California area and adjacent regions.

I am enclosing copies of this figure on which the locations of Callaway Vineyard and Murietta have been identified, together with both the approximate boundaries proposed by the Association and those proposed by Callaway, for designating areas of similar microclimates.

It is clear to me that Murietta falls far to the west of your proposed boundaries and therefore reflects a distinctly different microclimate, to which maturing grapes are so sensitive.

Mr. Ely Callaway
20 August 1981 - 3

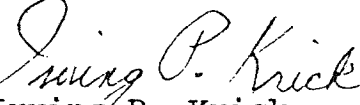
I am enclosing extra copies of these maps so that you may redraw these boundaries and the pertinent locations you wish to consider, such as your vineyard, in relation to Murietta.

I felt that by superimposing these boundaries and specific locations on the actual streamline chart, it is possible to explain why there are microclimatic differences even within Rancho California.

We confirmed these phenomena during the exhaustive analysis and report we developed in 1974 entitled "Grape Ripening-Weather Relation Study for the La Serena Vineyard Area." You will recall that you and your associates at that time required this detailed report as an element in considering the major expenditure that would be involved in construction of the Callaway Vineyard. I am enclosing herewith a copy of the first 21 pages of the subject report, which enumerates the extensive sources of data we studied at that time and also used as a reference in connection with this letter.

I trust that this brief explanation, based on my review of pertinent material and my long experience in matters of this kind, will suffice for the moment in connection with your current deliberations. Should you desire additional information please do not hesitate to call me.

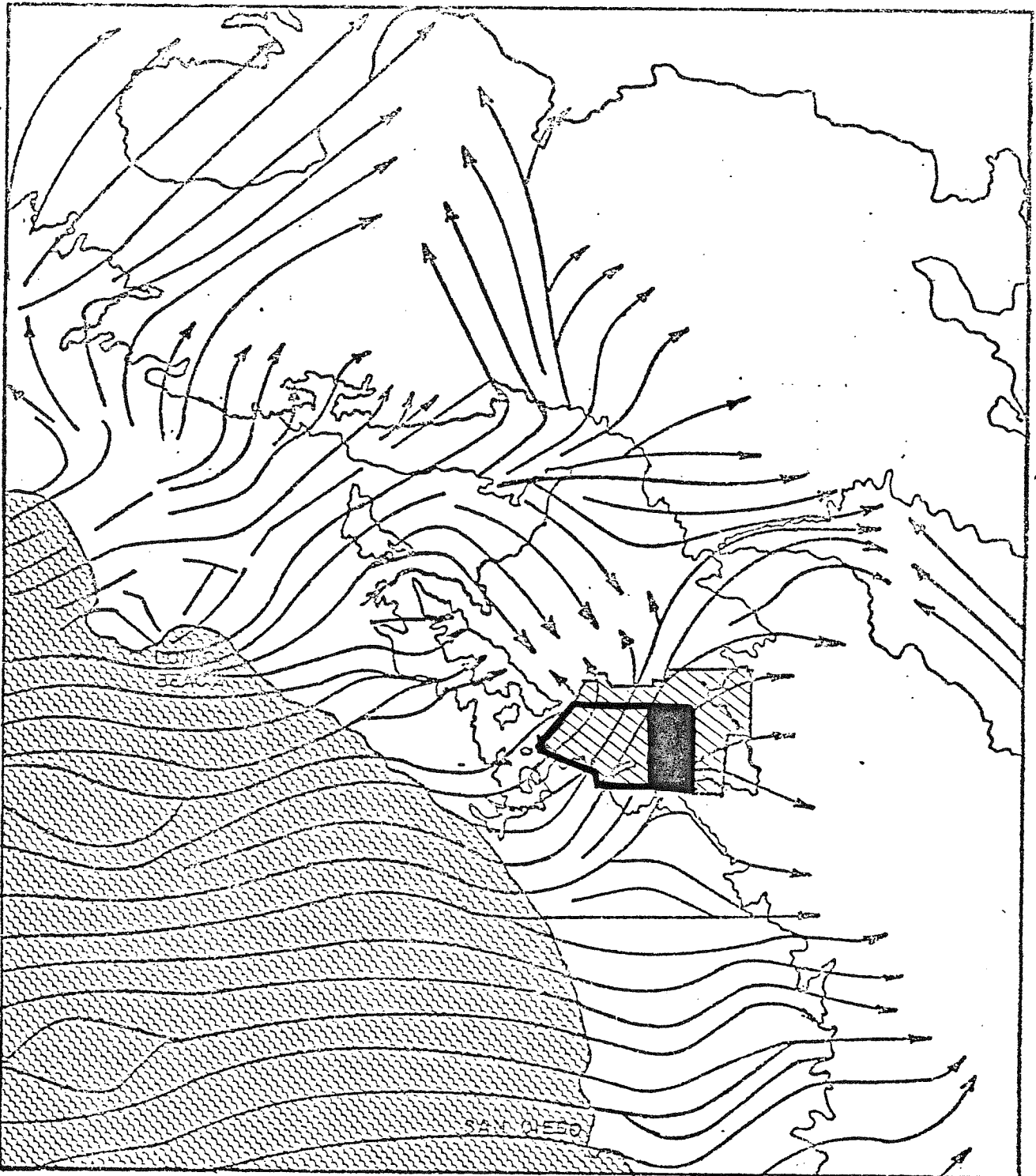
Sincerely yours,


Irving P. Krick

ipk/hr
encl

— = approximate area proposed by Association for Temecula.

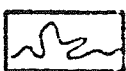
■ = approximate area proposed by Callaway for Temecula.



Riverside County Planning Department, Southwest Territory General Plan: Research and Analysis Report p.II-5 (1977)

.FIG. II-1

GENERALIZED WIND PATTERNS
SOUTHERN CALIFORNIA COASTAL AREA
JULY 1200-1800 PST.



FEET ABOVE MEAN SEA LEVEL
1000 - 2500

SOURCE:

BASED ON GENERALIZED
WIND PATTERNS MAP -
STREAMLINE CHART FOR
JULY: U.S. WEATHER BUREAU
TECHNICAL PAPER NO. 54
1965.

FROM 1974 STUDY
KRICK ASSOCIATES, INC.

III SOURCE OF DATA

An attempt was made to secure as much pertinent data as possible that would be directly representative of weather conditions in the Temecula-Rancho California-Poole and Callaway's Vineyards area. The data studied are as follows:

- 1) HYGRO-THERMOGRAPH data for period June 1, 1971, to July 2, 1973 -- location identified as Pauba 3M (except 7-27-71 to 8-3-71 missing). Data furnished by Poole Properties Inc.
- 2) HYGRO-THERMOGRAPH data for period July 3, 1973, to January 22, 1974 -- location identified as Pauba #4. Data furnished by Poole Properties Inc.
- 3) WEATHER INFORMATION for October 1973 for La Serena Vineyards. Data furnished by Poole Properties, Inc.
- 4) MICRO CLIMATE DATA, April 1971 - August 1973. Poole's Vineyards (Rancho California) through December 1972 and thereafter identified as Pauba-Poole location. Data furnished by Poole Properties, Inc.
- 5) MICRO CLIMATE DATA, April 1971 - August 1973, Callaway's Vineyards (Rancho California) through December 1972 and thereafter identified as Pauba-Callaway location. Data furnished by Poole Properties Inc.

- 6) MICRO CLIMATE DATA, January 1971 - August 1973, Station Pauba #3M, Rancho California. Data furnished by Poole Properties Inc.
- 7) WEATHER DATA, June 1967 - December 1970. Station #3, Parcel D-1, Long Valley. Data furnished by Poole Properties Inc.
- 8) San Jacinto Reservoir Daily Data for January 1961-June 1972, Metropolitan Water District of Southern California. Data furnished by Poole Properties Inc.
- 9) DAILY SEA-SURFACE WATER TEMPERATURES, Scripps Institution Pier, La Jolla, California. January 1940 - October 1973. Furnished by Scripps.
- 10) SEA-SURFACE TEMPERATURE MAPS (actuals) May 1960 - August 1970, includes area between Lat. 25° - 50° and east of Long. 135° to Coast.
- 11) Same as 10) -- Maps showing the normals for 1961 - 1970. Furnished by Scripps.
- 12) METEOROLOGICAL SUMMARY LISTS, AIR POLLUTION CONTROL DISTRICT - COUNTY OF LOS ANGELES. Daily data which includes 30 pollution and meteorological parameters for the period January 1, 1950 through October 31, 1973. Furnished by Air Pollution Control District of Los Angeles County. A detailed description of Master Variable in coded sheets included in APPENDIX as well as copies of the computer tabulated data sheets.
- 13) WEATHER TYPE CATALOGUE for North America including the eastern part of the Pacific, unpublished, for

period December 31, 1906 to December 24, 1959
(Summer period through 1973), Irving P. Krick
Associates Inc.

- 14) CLIMATOLOGICAL DATA, CALIFORNIA, 1950-1973,
U.S. Department of Commerce, NOAA, Environmental
Data Service, in cooperation with Department of
Water Resources, State of California. Includes
daily data for all observational stations.
Certified by Director, National Climatic Center,
Asheville NC.
- 15) LOCAL CLIMATOLOGICAL DATA, Daily data for 1950 -
1973 (City Letters), U. S. Department of Commerce,
ESSA Environmental Data Service. Data for San
Diego (Lindbergh Field - SAN) and for L.A. NWS
(National Weather Service) (International Airport -
LAX) used in this report. Certified by Director,
National Climatic Center, Asheville NC.
- 16) TOPOGRAPHIC MAPS
 - a) Bachelor Mountain Quadrangle, Riverside
County, 7.5 minute series 1953
 - b) Temecula Quadrangle, 7.5 minute series
1968
 - c) Contour Map, intervals every 200 feet
with supplemental contours at 100 foot
intervals, Santa Ana N1 11-8 (by Hubbard
1959 - Transverse Mercator Projection).

[END OF KRICK REPORT]

2. Heat Summation

Heat summation data, calculated as "degree days" and evaluated under the Region I through V system of Professors Amerine and Winkler, are partially available for Rancho California but are not too helpful. Since the degree-day system uses mean temperatures, which are figured by taking the sum of the high and the low and dividing by two, its results have long been recognized to be misleading when a high or a low is hit for only a brief time. Thus, the system is a blunt instrument, not suited for measuring micro-climatic differences. In addition, none of the weather stations used to collect the underlying data has ever measured the effects of the significant wind chill and moisture factors on the surface of the vines; the stations normally measure the temperature inside a wooden box. As Andre Tchelistcheff has pointed out, ". . .not only summation of temperatures, but also the humidity and air movement and fog, all these are very important."⁴⁸

Kaiser classified the viticultural area northeast of the town of Temecula as a cool Region III to a cool Region IV.⁴⁹ Two viticultural consultants independently examined degree day data for Kaiser in the early 1970's.⁵⁰ Looking

⁴⁸ Quoted in Robert Benson, Great Winemakers of California (1977), p. 117.

⁴⁹ Rancho California, Vineyard Development Program, (1969), p.14.

⁵⁰ Reports by Richard Break and by Justin Meyer. Portions of these reports were released to Callaway Vineyard & Winery in 1980 by ATF under the Freedom of Information Act. The portions received are undated, but the context disclosed that the Break Report was earlier and that the Meyer Report was completed in 1972.

at their reports together, it appears that the Temecula area northeast of the town would rank as a low Region IV (with an average of 3598 degree days from six different stations, two of the stations reporting for four years, one for three years, and three for one year each). It further appears that Murrieta, as measured by records from a former Soil Conservation Station in the town of Murrieta, would rank as a mid-Region IV (with 3771 degree days average for most of 1954 through 1957). In addition, it appears that spots in the Santa Rosa Mountains at the Santa Rosa Springs area are Region II or III (2,665 degree days in one year from one station, and 3,106 degree days in the same year from another station).

These data suggest roughly that there is a range of coolness within the relatively cool Rancho California region. The Santa Rosa Springs numbers are of a magnitude sufficient to confirm the fact--well-known locally--that the very coolest portion of the Rancho is in the higher elevations of the Santa Rosa Mountains. But the data are not fine-tuned enough to isolate the significant microclimatic differences in the rest of the Rancho. Consultant Richard Break noted particularly in his report that the data did not reflect the rapid changes in temperature brought about by the ocean winds, and stated,

"For this reason it is my opinion that the temperature records and summation of heat information here-in presented does not necessarily present the area's true regional characteristics as far as how it may be expected to affect the varieties selected for production of wines."⁵¹

⁵¹

Report by Richard Break, supra, unnumbered page, last paragraph of Section IV, Weather.

Consultant Justin Meyer's Report was subject to the same caveat. In a Rancho California internal memorandum on Meyer's Report, this comment was made:

"Meyer based conclusions on data available, which was adequate but may not tell the whole story. Marine breezes in the afternoon are a real factor, but are not included in degree day calculations or even mentioned in the report."⁵²

3. Residents' Testimony

Mr. Break tested his data by talking to local residents. He was trying to get a comparison of the weather at an area east of the town of Temecula and the weather at Murrieta:

"I have also visited with a number of older residents living near the subject property. Some of these men have lived in this area all of their lives. Their collective comments would indicate that the fall, winter and spring minimum temperature on the subject property tend to be warmer than those reported at Murrieta. And also they agree that the summer time highs are generally lower by comparison."⁵³

Comments of other local residents are to the same effect: Murrieta, during the summer growing season, is warmer than the Temecula area. Mr. Ira Rail, born in 1900, who has lived most of his life in the area and now lives

52 Rancho California memorandum from John Mekeel to Roger Hall, October 9, 1972. Included with Justin Meyer report received from ATF, and evidently sent to ATF by Mr. Meyer originally.

53 Report by Richard Break, supra, fifth paragraph of Section IV, Weather. (Emphasis added.)

in Murrieta, was quoted by William Heintz:

"We get an ocean breeze here quite often in the summertime and the year-round and it makes a difference in our climate. We have the breeze that comes through like now in here, we get that breeze but there are days when we don't get it--it's quiet and it gets pretty hot. You take our temperature here. Now Elsinore is 12 miles away and Hemet and those places down there, they don't get the results that we get here. Temecula is always a little cooler than it is here too."⁵⁴

John Moramarco, Callaway vineyard manager, is a tenth generation viticulturalist. His father, Joe Moramarco, had a winery in Los Angeles in the early 1900's, and another in Fontana near Riverside in the 1940's. John recalled some of the early days for local historian Tom Hudson who wrote an article on the area's wines in 1979:

"In the 1930's we used to drive through Temecula, and my father would say that somewhere in the higher levels of the Pauba Ranch good wine grapes could be raised, the reason being that there is a cool breeze that blows here that you don't get north of here or south of here."⁵⁵

The late Sam Hicks was a notable resident of the region for decades and wrote proficolly on the area's history. The "Sam Hicks Monument" to the early settlers of Temecula can be seen in the park across from the Temecula Post Office. In 1979, Mr. Hicks sent Ely Callaway the following letter about the difference between Temecula and Murrieta:

⁵⁴ Heintz, Historical Study, submitted with petition of Rancho California/Temecula Winegrowers Association of June 15, 1981, pp. 53-54 (Emphasis added.)

⁵⁵ Tom Hudson, "Wine For A Queen," The High Country Journal, No. 48, p. 12 (1979).

SAM HICKS

Temecula, Ca. 92390

August 14, 1979

Mr. Ely Callaway
Callaway Winery
32720 Rancho California Road
Temecula, California 92390

Dear Ely:

In response to your question the other day regarding noticeable differences between the Murrieta and Temecula districts of Southern California, I am inclined to state that differences do exist — and that there are several.

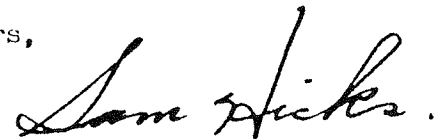
As a Temecula resident for the last thirty two years I have failed to notice hardly any similarities between the two villages. Climate-wise, Murrieta is considerably hotter in summer because it is so situated that the afternoon wind which cools Temecula misses Murrieta. Murrieta purports to provide its residents with "Country Living At Its Best", and has until very recently been anti-development oriented which, as you know, is in contrast to the burgeoning growth surrounding Temecula.

Historically the two villages have always been separated by a gap much wider than the six miles which lie between them. Temecula was an early hub of activity because geographically it was situated where the Southern Immigrant Trail and the overland route from Utah Territory to the southern coast of California intersected. The Butterfield stages, which ran through Temecula from 1858 to 1861, until Civil War hostilities induced the Postal Service to cancel the Overland Mail contract, never honored Murrieta because Murrieta wasn't there. Consequently the Overland Mail stages passed a few miles east of that townsite, servicing Temecula's P. O. since 1859.

One of the most obvious differences I have noticed between the two districts occurs in soil conditions. I recall planting grain and harvesting hay for the Vail Company in the Slaughterhouse Canyon area northwest of Murrieta in 1947 and 1948 on the same lands where there now grows a large grape vineyard. The soil there was a heavy red clay which we, while farming it, called "adobe" because of the manner in which it clung to our cultivating discs. As I remember the soils of the Vail Ranch in Pauba Valley, Wolf Valley and the principal grain producing lands of Long Valley and Buck Mesa were of much lighter texture and therefore easier to cultivate.

Hopeful that the above information may be helpful, I am

Sincerely yours,



4. Thermograph Records

There do exist hard data on the specific temperature differences between the ARCO vineyard at Murrieta and the Callaway and other vineyards in the Temecula area. Thermographs in these vineyards record temperatures hour by hour. While these instruments do not solve the problem of measuring the actual effect of the wind chill factor on the vines, they do present a more precise picture than the gross heat summation records or the personal testimony just recounted.

We have been observing the ARCO vineyard at Murrieta very closely this growing season, as in the past. We are certain that the vineyard at Murrieta is always warmer during the growing season, around the clock every day, than our own vineyard and others on this northeastern mesa. The average daily temperature at the Murrieta vineyard is four to seven degrees warmer than our own and the other vineyards in our district. Thus, the grapes mature more slowly and are harvested later in our area than in the Murrieta area. The rate of maturation is, of course, a key factor affecting the character of the grapes and, in turn, the wine.

We are setting forth on the following pages data from our own thermograph for the six weeks prior to this writing. These data are fairly representative of the temperatures that prevail on this northeastern mesa as a whole. For example,

data from thermographs in the Bell vineyards, at the far northern edge of our proposed Temecula viticultural area, show temperatures at those vineyards to be only slightly different from ours. The data are limited, but they indicate differences in average daily temperatures of only about 1.5 degrees.⁵⁶ This agrees with more extensive data showing the Brookside vineyard, nearer to ours, to have a growing season average of only 1.3 degrees difference from ours.⁵⁷ Significantly, these slightly different temperatures are, with rare exception, always cooler temperatures. This again underscores the fact that the Temecula viticultural area is cooler than the Murrieta area.

Thermograph records from our own vineyards are presented in the following chart. We believe it would be useful for the managers of the ARCO vineyard at Murrieta to release their thermograph data for the comparable period so that ATF can compare the two.

⁵⁶ The only data available to us at this writing covered May, June and July of 1978.

⁵⁷ Brookside data available to us covered the three-year period 1971 to 1973.

AVERAGE DAILY TEMPERATURES AT CALLAWAY VINEYARD
BASED UPON 24-HOUR THERMOGRAPH

1981

July 14:	74.8	August 1	69.8
July 15:	73.8	August 2	78.3
July 16:	74	August 3	68.4
July 17:	71	August 4	68.2
July 18:	72.7	August 5	69.6
July 19:	73.1	August 6	73.3
July 20:	82.5	August 7	74.5
July 21:	76.8	August 8	74
July 22:	71.4	August 9	74
July 23:	70.7	August 10	77.7
July 24:	70.8	August 11	70.9
July 25:	68.5	August 12	69.5
July 26:	69.6	August 13	71.2
July 27:	77.9	August 14	72.9
July 28:	70.3	August 15	77
July 29:	69.1	August 16	72.3
July 30:	67.6	August 17	75
July 31:	69.2	August 18	73.3
		August 19	76.4
		August 20	78.9

August 21	82.6
August 22	78.1
August 23	74.8
August 24	78.1
August 25	83.7
August 26	84.2
August 27	85.5
August 28	85.1
August 29	81.1
August 30	74.9

5. Harvest dates, sugar and acid levels

Finally, the proof of the vineyard is in the picking, and the grapes at the vineyard in Murrieta are always picked earlier--normally by a week or more--than the grapes in the Temecula area northeast of the town. This fact, consistent with all the microclimate data presented in the foregoing pages, leads once again to the conclusion that the Temecula area is cooler than Murrieta and that the coolness affects the rate of grape maturation.

The current growing season presents the typical picture (although this growing season, here and throughout most of California, is atypically shorter than in normal years). Samplings during this season at numerous vineyards have shown that grapes growing in the Temecula area have, on the same dates, registered lower sugar levels, higher acid levels, and lower pH levels (all indicating slower maturation), than grapes of the same varieties growing in the Murrieta vineyards. Harvesting this year at Murrieta began August 12 and was completed for all varieties grown there (Chardonnay, Riesling, Sauvignon Blanc and Chenin Blanc) by September 2. Harvesting in the Temecula area began August 27 and will not be completed for those varieties until about September 15.

6. Conclusion

The petition of the Rancho California/Temecula

Winegrowers Association merely characterized the entire region as Region II or III, without discussing the data supporting that characterization, or the imprecision of the heat summation method, or microclimatic differences. Our evidence--gathered from expert studies, opinion of local residents, and recorded factual data--discloses the following:

--The entire Rancho California region enjoys a relatively cooler climate for grape growing than surrounding areas. Like the Napa Valley, however, it has several microclimates within it which significantly affect viticulture. The range of microclimates may even span Regions II through IV.

--The Temecula viticultural area northeast of the town of Temecula is cooler, and therefore grape maturation is slower, than in the Murrieta area. This is owed principally to the fact that the Temecula area lies in the direct path of the moist ocean winds which flow through the Temecula Canyon and Rainbow Gap.

--The Murrieta viticultural area, out of the direct path of the winds, is several degrees warmer at all times during the growing season than the Temecula area, and while it produces grapes of excellent quality they are nevertheless different from Temecula grapes. It is not surprising to find microclimatic differences of this sort between vineyards several miles apart. The phenomenon is well known in the Napa Valley where, for example, Carneros and Oakville, or Rutherford and Calistoga, are separated by few miles but enjoy

very different microclimates.

C) Evidence of the distinct geology and soils
of each of the three areas

1. Rancho California

The 90,000 acre Rancho California viticultural area proposed here is physiographically distinguished from the surrounding areas by the Santa Rosa Mountains (known formally as the Santa Rosa plateau)⁵⁸ which are included in and constitute the northwest to southeast border of the area; the Oak Mountain barrier which provides the eastern boundary; and the less distinct, but recognizable change in topography along the northern border marked by such features as the Tocalota Hills, Bachelor Mountain and Lake Skinner.

The General Soil Map published as part of the U.S. Soil Conservation Service's Soil Survey⁵⁹ of the area, and reproduced below, shows five basic types of soil associations running throughout the area. Thus, like the Napa Valley, this large viticultural area is physiographically distinguishable from surrounding areas, but there is no significant uniformity of soils. Rather, the key feature of nature that sets this area apart is, like the Napa Valley, its relatively cooler climate, as discussed earlier.

⁵⁸ This and the other geological information in this section are taken from John F. Mann, Jr. Geology of a Portion of the Elsinore Fault Zone, California (California Department of Natural Resources, Division of Mines, Special Report 43, October 1955).

⁵⁹ United States Dep't. of Agriculture Soil Conservation Service, Soil Survey Western Riverside Area California (1971).

2. Temecula

The proposed Temecula viticultural area lies entirely within the geological formation known as the Temecula Basin and, specifically, that part of the Basin described by Mann as "occupied by the low, rolling topography of the Pauba mesas, which are remnants of alluvial fans formed during late Pleistocene time."⁶⁰ All but small portions⁶¹ of the area are at elevations of 1200 to 1500 feet, and this relatively uniform, "low, rolling" topography is easily observable spreading northeast of the town of Temecula.

More importantly, a single soil association predominates in the area, the Hanford-Tujunga-Greenfield association, as plotted on the General Soil Map reproduced below. Other soils that appear frequently in the area with this predominant association, such as the Arlington and Ramona series, all share a key common denominator with the predominant association: they developed in alluvium from granitic materials. Grape growers here, as in other wine regions of the world, have counted the granitic soils as a valuable asset.⁶²

⁶⁰ John F. Mann, Jr. Geology of a Portion of the Elsinore Fault Zone, California, supra, p. 4.

⁶¹ Some portions, mainly in the Pauba Valley, are somewhat lower.

⁶² Andre Tchelistcheff has emphasized the importance of the granitic soils in Temecula: "I've got my hopes. As a matter of fact, I've even got proof that the greatest Rieslings will be produced in the very cold regions of

3. Murrieta

The proposed Murrieta viticultural area starts at the edge of the Murrieta Creek bed and climbs the slopes of the Santa Rosa Mountains to about the 1500 foot contour line. It extends parallel to the Creek as far southeast as Miller Canyon, where it is blocked by the sudden steep rise in elevation, and as far northwest as the far side of Slaughterhouse Canyon, after which point the area begins to become known as the town of Wildomar. Thus, physiographically the Murrieta viticultural area is distinguishable because it occupies a strip of bottom slopes extending to the edge of a creek bed and running parallel with it. The Murrieta Creek lies on top of the Elsinore Fault. Mann refers to that section of it as "the downdropped sliver of Murrieta trough."⁶³

The General Soil Map of the Soil Survey shows two soil associations running through this area, the Friant-Lodo-Escondido and the Monserate-Arlington-Exeter. While the latter soils developed from granitic materials, the former developed from mica-schist, and metamorphosed sandstone and schist.⁶⁴ In addition, detailed mapping of the existing 300

[continuation of footnote]

Santa Barbara County and in Temecula in Riverside County! There are two reasons: Riesling matures there very late, as it matures very late in the upper Rhine. And they are grown in gravelly, light, granitic soils which are only available there." Quoted in Robert Benson, Great Winemakers of California (1977), p. 119.

⁶³ John F. Mann, Jr. Geology of a Portion of the Elsinore Fault Zone, California, supra, p. 4.

⁶⁴ Soil Survey, supra, pp. 46, 13, 31, 33, 43, 30.

acre vineyard in this area indicates the predominant soil type there to be Arbuckle, which developed in alluvium from meta-sedimentary rocks.⁶⁵

In sum, the soils in the Murrieta viticultural area are a combination of two predominant associations, and the Arbuckle series which predominates in the existing vineyard. They differ from the single predominant association and related series which exist in the Temecula viticultural area, in that the Temecula soils are all granitic alluvium whereas the Murrieta soils have some granitic soils but are dominantly metasedimentary soils and metamorphosed sandstone and schist.

Two experts conducted recent field inspections of the soils in the proposed Murrieta and Temecula viticultural areas at our request. One is soils expert John R. Reid, who helped write the Soil Survey when he was employed by the U.S. Soil Conservation Service. The other is viticultural expert Harold P. Olmo, Professor Emeritus at the University of California, Davis. Their reports confirm these findings, and are presented after the General Soil Map reproduced on the next page.

⁶⁵ Soil Survey, supra, Map Sheet 156.

SOIL ASSOCIATIONS

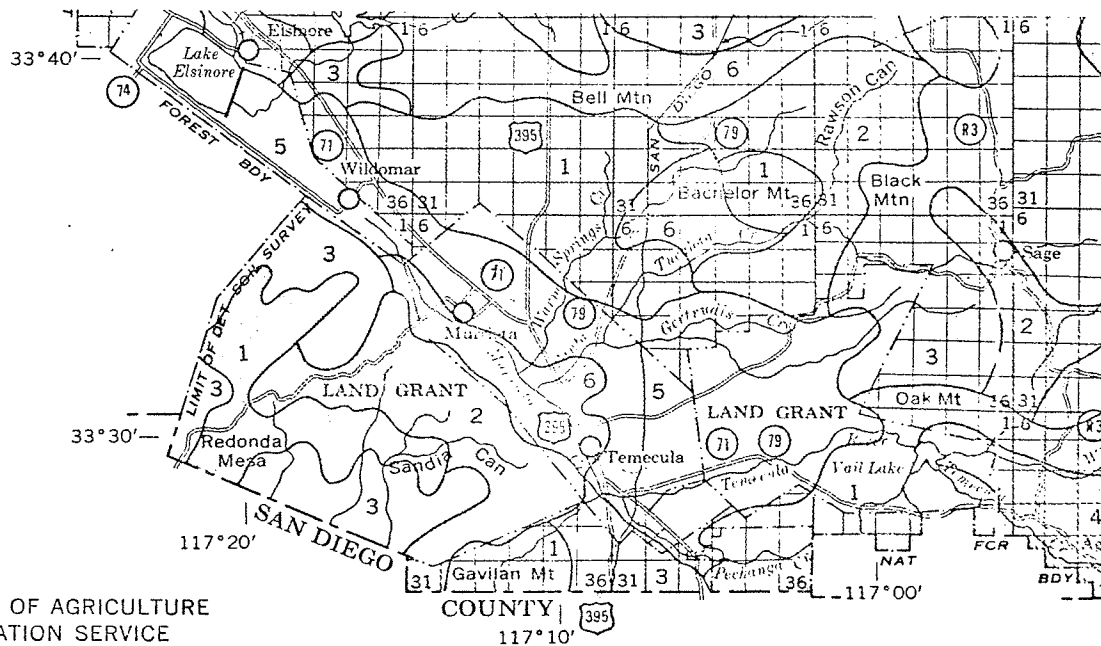
SOILS OF THE SOUTHERN CALIFORNIA COASTAL PLAIN

- 1 Cajaico-Temescal-Las Posas association: Well-drained, undulating to steep, moderately deep to shallow soils that have a surface layer of fine sandy loam and loam; on gabbro and latite-porphry
- 2 Friant-Lodo-Escondido association: Well-drained and somewhat excessively drained, undulating to steep, shallow to deep soils that have a surface layer of fine sandy loam and gravelly loam; on metamorphosed sandstone and mica-schist
- 3 Cieneba-Rock land-Fallbrook association: Well-drained and somewhat excessively drained, undulating to steep, very shallow to moderately deep soils that have a surface layer of sandy loam and fine sandy loam; on granitic rock
- 4 Badland-San Timoteo association: Well-drained, rolling to very steep, moderately deep calcareous loam, and very shallow soils; on inland sea sediment and soft sandstone
- 5 Hanford-Tujunga-Greenfield association: Very deep, well-drained to excessively drained, nearly level to moderately steep soils that have a surface layer of sand to sandy loam; on alluvial fans and flood plains
- 6 Monserate-Arlington-Exeter association: Well-drained, nearly level to moderately steep soils that have a surface layer of sandy loam to loam and are shallow to deep to a hardpan
- 7 San Emigdio-Grangeville-Metz association: Very deep, poorly drained to somewhat excessively drained, nearly level to strongly sloping soils that have a surface layer of calcareous loamy sand to loam; on alluvial fans and flood plains
- 8 Traver-Domino-Willows association: Moderately well drained to poorly drained, nearly level to gently sloping, saline-alkali soils that have a surface layer of loamy fine sand to silty clay and are moderately deep to very deep to a calcareous hardpan

SOILS OF THE SOUTHERN CALIFORNIA MOUNTAINS

- 9 Tollhouse-Sheephead-Crafton association: Excessively drained to well-drained, gently rolling to steep, shallow to moderately deep soils that have a surface layer of loam; on granitic rock
- 10 Mottsville-Calpine-Oak Glen association: Excessively drained to well-drained, gently sloping to moderately steep soils that have a surface layer of loamy sand to fine sandy loam; on alluvial fans and valley fill

September 1970



U. S. DEPARTMENT OF AGRICULTURE
SOIL CONSERVATION SERVICE
U. S. DEPARTMENT OF THE INTERIOR
BUREAU OF INDIAN AFFAIRS

UNIVERSITY OF CALIFORNIA AGRICULTURAL EXPERIMENT STATION

GENERAL SOIL MAP WESTERN RIVERSIDE AREA, CALIFORNIA

Scale 1:31
1 0 1 2 3
| | | | |

John R. Reid

[REDACTED]
Temecula, CA 92390

August 26, 1981

Mr. Ely Callaway
Callaway Vineyards
32720 Rancho California Road
Temecula, CA 92390

Dear Mr. Callaway:

Attached is the soils information you requested in regards to the differences if any between the Murrieta Vineyard area and the Callaway Vineyard area.

My basic information was obtained from the USDA Western Riverside Soils Survey and my own personal experience as a Soil Conversationist with the USDA Soil Conservation Service in the Temecula area.

I helped provide basic information to the survey and also helped in the writing of the report.

Sincerely,



John R. Reid

JRR/lb

enclosure

VINEYARD REPORT

These two vineyard areas are located in the Temecula-Murrieta area of Riverside County. There is a distance of 13 miles between the vineyard areas.

There are two soils predominantly present, the Arbuckle series and associations in the vineyard area west of the town of Murrieta, and the Arlington series and associations of the vineyard area, northeast of the town of Temecula.

Both soils are developed from alluvium but are different in that the Arlington is granitically developed from Igneous rocks and the Arbuckle is gravelly developed from metasedimentary rocks.

The Arbuckle soils are usually associated with the Cortina, Garretson, and Perkins soils while the Arlington soils are associated with the Hanford, Greenfield, Romona and Buren soils. See attached maps.

The Arbuckle soil has a brown gravelly surface while that of the Arlington is a brown loam.

Without going into more detail it is obvious that there is a difference between these soils.

(REPORT OF PROFESSOR H.P. OLMO)

Soil conditions in the Murrieta and Temecula Vineyard areas.

On several occasions I have visited the vineyards established on the lower slope of the Santa Rosa Range, just south of the town of Murrieta. The soils of these slopes have not been classified in existing soil maps and differ markedly from the alluvial sandy loam and loam soils of the Monserate-Arlington-Exeter association to the north of Murrieta in the valley floor. The orientation of the present vineyards is predominantly north-east and is dissected by large, deep ravines. The area had a natural and dense cover of chaparral and some rocks which required land clearing and rough leveling before planting. The soils are predominantly gravelly or rocky, being a part of the talus slope. They are much darker in color and of complex origin, containing rocks of volcanic as well as sedimentary origin. The soil forming detritus is not the granitic boulders so prominent in capping other mountain ranges to the eastward. The soils eroded at the base of the slope are loamy soils, much heavier in texture than the coarse sands of the Upper Temecular River basin to the east of Temecula.

The soils beginning near Temecula and extending eastwardly up the valley belong to an entirely different association, Tujunga-Hanford-Greenfield.


These are very deep, well-drained soils of purely alluvial origin, predominantly sandy loam to coarse sandy soils formed on alluvial flood plains or eroded terraces of an original plateau.

-2-

The natural vegetation is predominantly annual grasses, with a few scattered oak trees. The physiography of the Temecula basin now planted to scattered vineyards is thus entirely different from the Murrieta vineyard district.

Since the soils of the two vineyard regions are of entirely different origin and orientation, it is very likely that the wines produced in the two areas will also differ. It is well recognized that darker-colored and rocky soils retain more heat. It has been observed that the same variety ripens much earlier in the Murrieta vineyard area than in the Temecula River basin. Likewise the moisture holding capacity of the Murrieta vineyard soil is expected to be much lower and the vines become stressed more easily during maturity of the fruit. This is known to change the chemical composition of the fruit and the resulting wine.

Reference on soils: Knecht, Arnold A. Soil survey of western Riverside area, California, U.S. Soil Conservation Service, Washington, D.C., 1971.


H. P. Oimo
Professor of Viticulture, Emeritus

September 1, 1981

III - DESCRIPTION OF PROPOSED BOUNDARIES

Based upon the foregoing evidence, and in accordance with 27 CFR 9.3 (b) (4) which requires boundaries to be described in terms of features found on U.S.G.S. maps, we propose these specific boundaries:

A) Rancho California

Proposed boundaries are generally the same as those of the Rancho California Water District, except at the far eastern border. A Water District map appears on page 28 above.

The rationale for following the Water District's boundaries is that the District is the one political institution to define an area called by the name Rancho California. Its boundaries offer the certainty, required by 27 CFR 9.3 (b) (1) and (2), that the viticultural area is actually known by the name proposed for it. The other institution to define an area called Rancho California is the private real estate development firm Kacor and its Kaiser-connected predecessors. The Water District's borders are virtually the same as those used by Kacor, except on the far east. The difference there is unimportant, however, since our proposal excludes the far eastern edge of even the Water District's boundaries.

We exclude territory at this eastern border for the same reason that the Rancho California/Temecula Winegrowers Association excluded it from its petition: the area is divided by the rise of the Oak Mountain Barrier.

and is devoted largely to recreational uses in the Vail Lake district. It is very unlikely that commercial vineyards would ever be planted there, or in the contiguous Rancho California area along the eastern border directly north. Therefore, after skirting the Oak Mountain Barrier, our proposal follows the old land grant boundary to the northeast, which was the original boundary of the Vail Ranch and Kaiser's early land acquisition.

Viticultural areas, of course, are to be based on climate, soils and other distinguishing geographical features. 27 CFR 9.3 (3). But ATF has made clear that "use of political boundaries and survey lines is appropriate where they coincide with the distinguishing geographical features or where they reasonably describe an area which possesses a distinguishing viticultural characteristic."⁶⁶ Even human structural boundaries, such as highways, may be appropriate where they closely approximate natural features or provide a demarcation line from areas unsuitable for grape growing.⁶⁷

Such is the case here. As the evidence adduced earlier showed, the distinguishing natural features of Rancho California are the Santa Rosa Mountains and the adjoining basin, plus a relatively cool climate. A short distance out of the basin, the climate becomes much warmer. While this distance

⁶⁶ 45 Fed. Reg. 41633 (June 20, 1980) (Augusta Proceeding).

⁶⁷ 46 Fed. Reg. 39811 (August 5, 1981) (Santa Maria Valley Proceeding); 46 Fed. Reg. 41492 (August 17, 1981) (San Pasqual Valley Proceeding).

varies and is difficult to map with precision, it is at least clear that all of the territory actually known as Rancho California--as defined by Water District boundaries--is within the cooler climate. In fact, the District's boundaries probably come as close as any other attempt would come to delimit the territory which enjoys this cooler climate. We have adhered to the District's boundaries generally (except, as noted, on the eastern border). But when the District's boundaries were unnecessarily complicated to describe on the basis of features found on U.S.G.S. maps, we have deviated in very minor ways by following survey lines or roads or land grant lines.

Therefore, the description of the Rancho California viticultural area is as follows:

From the intersection of longitude line 117°15' and the Rancho Santa Rosa Land Grant boundary north of Cole Canyon, the boundary follows the Santa Rosa Land Grant boundary to the northwest, then to the southwest. The boundary then proceeds southeast to a point near Gavilan Mountain where it heads northeast until it joins the Rancho Temecula Land Grant boundary next to the Santa Margarita River.

The boundary follows the Rancho Temecula Land Grant boundary to the southeast, past the San Diego Aqueduct, then to the northeast, to the Little Temecula Land Grant boundary. The boundary follows the Little Temecula Land Grant boundary southeast, then northeast until it joins the Rancho Pauba Land Grant boundary. It follows that boundary southeast and then northeast, but includes the adjoining Section 13, Range 2 West, Township 8 South. The boundary proceeds northeast along the 1400 foot contour line of Oak Mountain to the 117°00' longitude

line. It heads north along that line until it rejoins the Pauba Land Grant boundry.

It follows the Pauba Land Grant line to the west briefly, and then travels northeast to where the Land Grant boundary joins East Benton Road. The boundary travels along East Benton Road to the west, then southwest, until it joins Warren Road. At that point, the boundary includes Sections 13 and 14 in Range 2 West of Township 7 South, and rejoins the Pauba Land Grant boundary at the southwest corner of the Section 14.

The boundary follows the Pauba Land Grant south, west, south and west, and then includes Section 20 in Range ~~3~~ 2 West of Township 7 South. From the southwest corner of that Section 20, the boundary goes briefly west until it joins the Rancho Temecula Land Grant line and travels along that line to Winchester Road. It heads briefly south on Winchester Road and then west on Webster Avenue (now Murrieta Hot Springs Road) to Interstate Highway 15E. The boundary travels southeast on 15E to a point even with Cherry Street on the west. The boundary turns southwest and proceeds down Cherry Street. It continues in the same direction after Cherry Street ends, until the boundary joins the Rancho Santa Rosa Land Grant line. It then turns northwest along that Land Grant line, and continues to follow the line to the beginning point at the 117°15' longitude line.

B) Temecula

Proposed boundaries for the Temecula viticultural area are drawn to reflect the evidence offered in this petition relating to the geographical extent of the name Temecula, to the particularly cool microclimate, and to the soil.

The boundaries proposed are wholly within that area historically and currently known by the name Temecula. To determine that area, we have principally relied on the political boundaries of the Temecula School District, the boundaries of the trading area known as Temecula as evidenced by the Postal Zip Code delivery area and Chamber of Commerce usage and other local business usage, popular social usage, and usage to date by wineries and the wine-consuming public.

Within that area known by the name Temecula, there is a somewhat smaller area directly within the path of the strong southwest to northeast winds which are mainly responsible for making the area's microclimate cooler than other areas. A map following depicts the path of these winds.

Also within that area known by the name Temecula, there is a somewhat smaller area which possesses the alluvial, granitic soils which distinguish this grape-growing area from others in Rancho California. A map following depicts the extent of these soils, as approximated on the basis of the General Soil Map which appears on page 84 above.

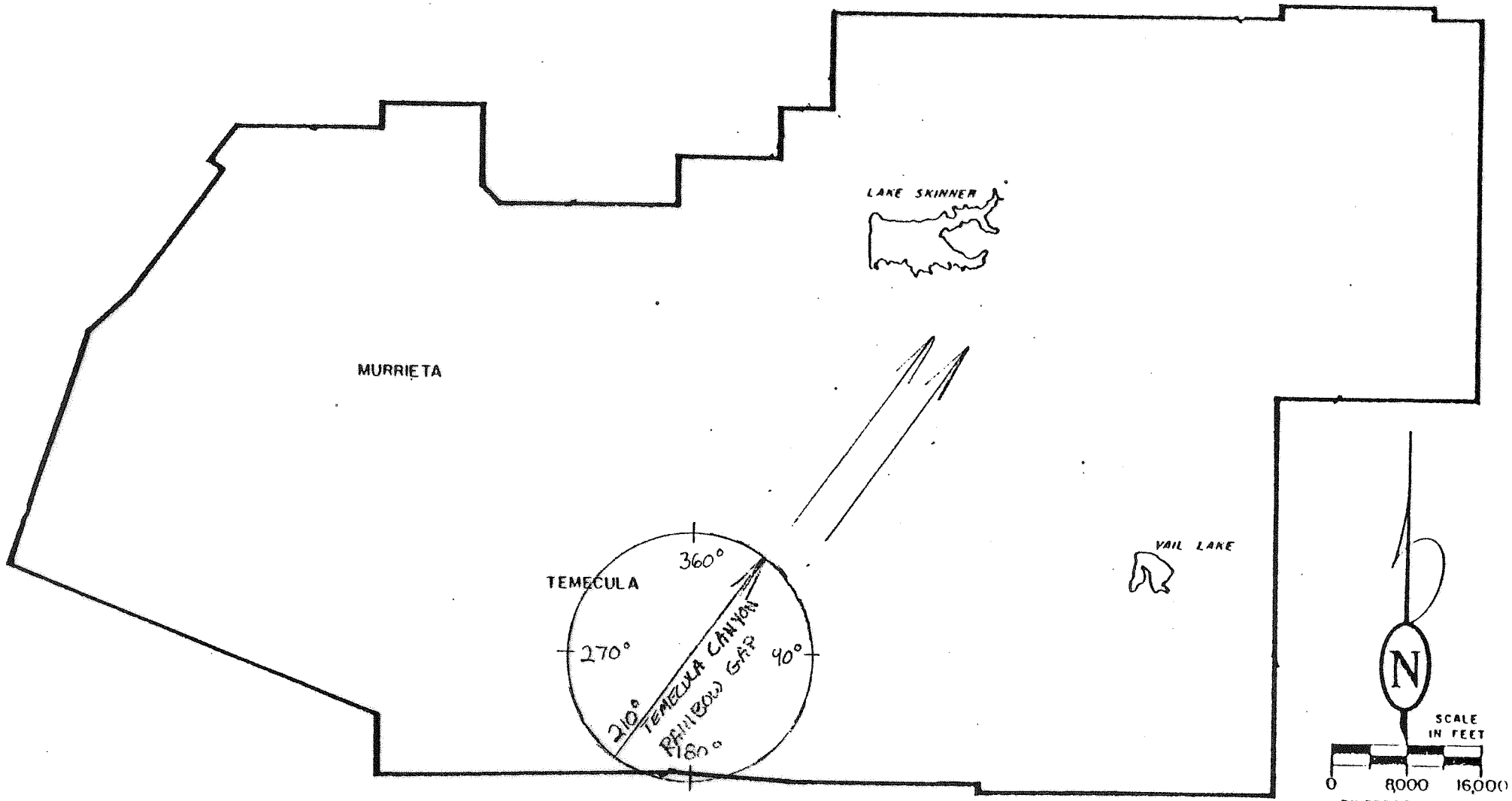
It will be noted that the proposed boundaries for Temecula are the same as those for Rancho California except on the western and eastern borders. The western boundary was

drawn as a straight north-south line in order to establish a reasonable demarcation of the area to the west which cannot be fairly said to lie in the direct path of the winds. It was also drawn to reasonably define the beginning point of that "low, rolling" mesa topography of about 1200 to 1400 feet which characterizes most of the viticultural area.

The eastern border was drawn as a straight north-south line in order to reasonably encompass the soil association indicated on the General Soil Map, and to exclude other soil associations. Soils, of course, do not run in straight lines, but, as the following maps reveal, this line fairly well captures the desired soil area; moreover, the line is a workable, describable boundary, whereas a more complicated line may be impractical.

The northern and southern boundaries, though based on the same political boundaries at those points as the boundaries for Rancho California, actually do reasonably delimit the wind effects, the topography and the soils that distinguish the Temecula viticultural area from its surroundings.

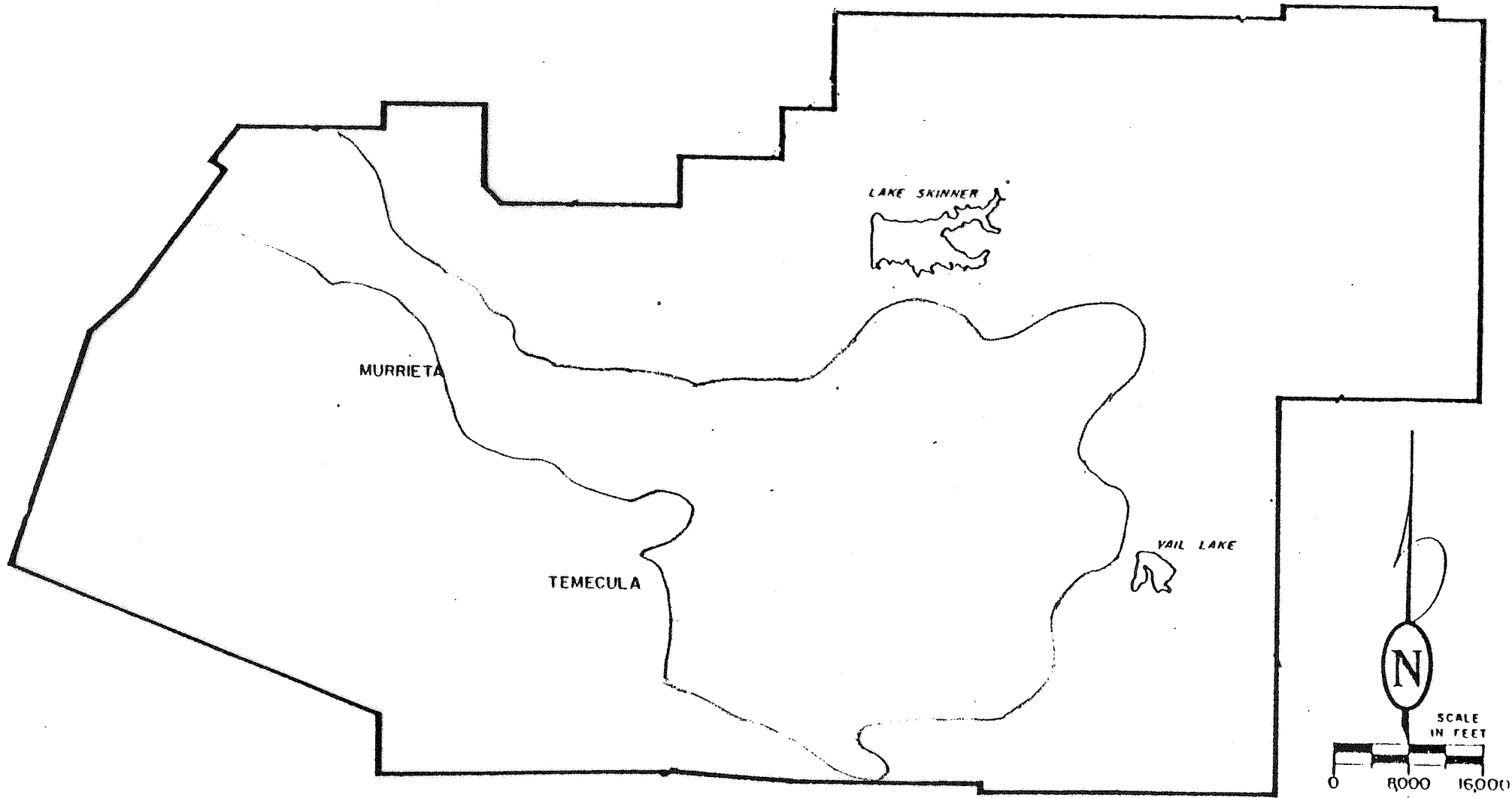
SOUTHWEST TERRITORY STUDY AREA



DIRECT PATH OF OCEAN WINDS
(Please see pages 59-68.)

SCALE
IN FEET
0 8000 16000
RIVERSIDE COUNTY
PLANNING DEPARTMENT

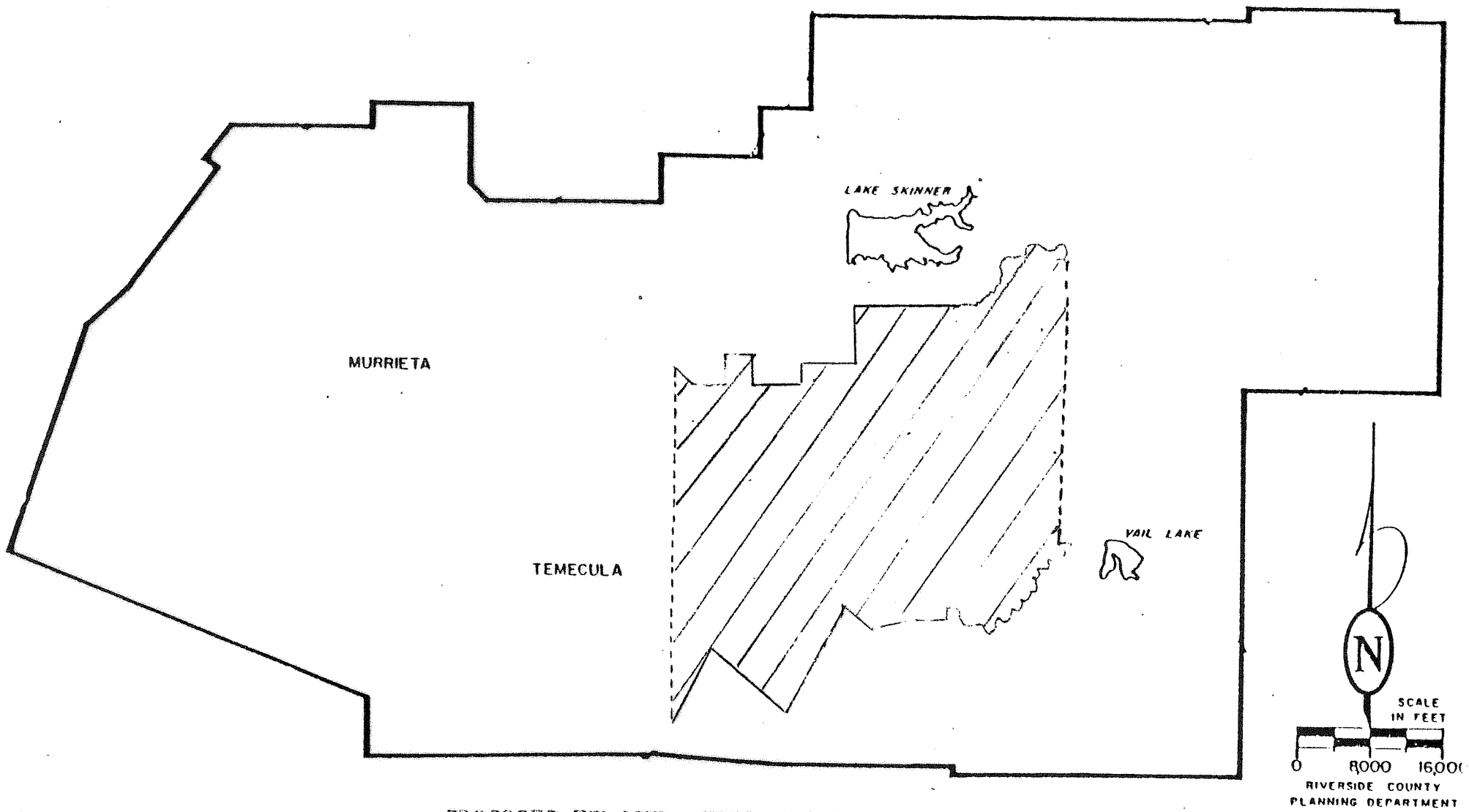
SOUTHWEST TERRITORY STUDY AREA



EXTENT OF HANFORD-TUJUNGA-GREENFIELD SOIL ASSOCIATION

(Adapted from General Soil Map, page 84)

SOUTHWEST TERRITORY STUDY AREA



PROPOSED TEMECULA VITICULTURAL AREA

(Map shows general concept only. Please refer to U.S.G.S. maps for boundaries.)

Therefore, the description of the Temecula viticultural area is as follows:

The beginning point is that point where the survey line which divides Range 3 West from Range 2 West intersects with the Rancho Temecula Land Grant line near Winchester Road and Tocalota Creek. The boundary of the viticultural area follows that survey line directly south until it again meets the Rancho Temecula Land Grant line, this time southeast of the Santa Margarita River.

The boundary follows the Rancho Temecula Land Grant line to the southeast, then to the northeast where it joins the Little Temecula Land Grant Line. The boundary follows the Little Temecula Land Grant line southeast, then northeast until it joins the Rancho Pauba Land Grant line. It follows that line southeast and then northeast, but includes the adjoining Section 13, Range 2 West, Township 8 South. The boundary proceeds northeast along the 1400 foot contour line of Oak Mountain to the $117^{\circ}00'$ longitude line. It heads north along that line until it rejoins the Pauba Land Grant Boundary.

The boundary follows the Pauba Land Grant line to the west briefly, and then travels northeast briefly to the point where the Land Grant line is intersected by the survey line of the western boundary of Section 33, Range 1 West, Township 7 South. The viticultural area boundary then heads straight north along an imaginary line that would have been the continuation of the Section boundaries but for the fact that

the territory within these land grants was not sectioned.

When the boundary reaches East Benton Road, it turns west and travels along East Benton Road west, then southwest, until it joins Warren Road. At that point, the boundary includes Sections 13 and 14 in Range 2 West of Township 7 South, and rejoins the Pauba Land Grant boundary at the southwest corner of that Section 14.

The boundary follows the Pauba Land Grant south, west, south and west, and then includes Section 20 in Range ²/₃ west of Township 7 South. From the southwest corner of that Section 20, the boundary goes briefly west until it joins the Rancho Temecula Land Grant line, then follows that line northwest to the beginning point at the survey line which divides Range 3 West from Range 2 west.

C) Murrieta

The proposed Murrieta viticultural area is physiographically distinguishable from its surroundings because it occupies a strip of Santa Rosa Mountain bottom slopes extending to the edge of the Murrieta Creek. The strip of land runs along these slopes parallel with the Creek. As noted earlier, the soils here are fundamentally different from those in the Temecula viticultural area. They are not granitic, but instead are predominantly gravelly, are much darker in color, and much heavier in texture than the coarse sands of the Temecula area. Professor Olmo has pointed out that because the soils in the two areas are

so different, "it is very likely that the wines produced in the two areas will also differ."⁶⁸

In addition, as the earlier discussion showed, Murrieta enjoys a unique microclimate during the growing season that, though relatively cool, is warmer than areas in the higher elevations of the Santa Rosa Mountains, and also warmer than the Temecula viticultural area.

We have tried to encompass these geological, soil, and climatic features within our proposed boundaries. We have not extended the boundary further up the mountain slopes along the western edge because of the rapid rise in elevation, change in soils, and change in temperatures. Similarly, we have not extended the boundary beyond the Murrieta Creek bed along the eastern edge because of the change in soils, the lack of temperature data for that area, and because most of the area there is occupied by the developed portions of the town of Murrieta and it seems unlikely to be planted to commercial vineyards.

All of the area within our proposed boundaries lies inside the area known by the name Murrieta, as determined by Murrieta School District boundaries, by Murrieta Postal Zip Code area, and by commercial and popular usage.

It should be pointed out that not all of our proposed Murrieta viticultural area is within the boundaries of the Rancho California viticultural area. The Rancho California

⁶⁸P.88, supra.

boundary in this section follows the old Santa Rosa Land Grant line, because that is the border of the area that has ever been known by the name Rancho California. Our Murrieta boundary follows the Murrieta Creek bed, most of which lies a little beyond the Land Grant line. Portions of the existing vineyards owned by ARCO at Murrieta do lie in this area between the Land Grant line and the Creek bed, and we think it also makes viticultural sense to extend the area to the edge of the Creek since the Creek sets a natural limit to the soil and microclimate zone which unify this viticultural area. The only slight disadvantage to having this deviation from the Rancho California boundary is that those few grapes grown between the Rancho California boundary and the Creek will not be entitled to the Rancho California appellation.⁶⁹ It is unlikely that this will prove to be a serious inconvenience since users of grapes grown in this area will probably prefer to use the more exclusive Murrieta appellation. Moreover, should any winery wish to use the Rancho California appellation on wines made partially from the few grapes grown between the Rancho California boundary and the Creek bed, it may do so within the limited percentages allowed by ATF for blending of outside grapes.

Therefore, the description of the Murrieta viticultural area is as follows:

⁶⁹ This is the rule even when a single vineyard is divided by a viticultural area line. See p. 14, supra.

The beginning point is the intersection of Ivy Street and the Murrieta Creek. The boundary proceeds southwest on Ivy Street to the 1500 foot contour line at Miller Canyon. The boundary follows the 1500 foot contour line northwest, around Cole Canyon, and around Slaughterhouse Canyon. At the point on the northwest side of Slaughterhouse Canyon where the elevation is singled out on the U.S.G.S. map as reaching a 1496 foot peak, the boundary then heads straight northeast for a short distance to Murrieta Creek. It then turns and follows the Murrieta Creek southeast back to the beginning point.

IV. CONCLUSION

We believe the evidence presented in this petition responds fully to the requirements of 27 CFR Part 9, and provides a sound basis for wine appellations which will be in the interest of consumers and all the winegrowers in this region. We therefore request the Director of the Bureau of Alcohol, Tobacco and firearms to establish the viticultural areas of Temecula, Murrieta and Rancho California.

Respectfully submitted,

Ely Callaway, President
CALLAWAY VINEYARD & WINERY

By: Robert W. Benson
Robert W. Benson
Attorney for
Callaway Vineyard & Winery

RWB:tf



Her Majesty Queen Elizabeth II, and His Royal Highness the Prince Philip, Duke of Edinburgh, and dais guests toast the President of the United States at a Bicentennial celebration luncheon July 9, 1976, Waldorf Astoria, New York City. Luncheon sponsored by The Pilgrims and The English Speaking Union [U.S.]. The wine: 1974 Estate Bottled White Riesling from Callaway Vineyard and Winery, Temecula, California, 92390.

CHEFS DE CUISINE ASSOCIATION OF CALIFORNIA, INC.

AFFILIATED WITH: AMERICAN CULINARY FEDERATION, INC.

THE AMERICAN ACADEMY OF CHEFS

Los Angeles, Calif.

June 15, 1979

Although Southern California is not as well known as the North and Central coastal regions for wine production, you can tour a premium vineyard and winery during your convention. A tour/seminar is being developed specifically for the interest of the American Culinary Federation.

Callaway Vineyard and Winery's basic objective is to produce wines which are rich and complex so as to compliment a wide range of appropriate foods. Their wines grace the lists of twenty of the leading restaurants in San Francisco, the Pump Room in Chicago and the Four Seasons and Windows of the World in Manhattan, etc. Retail prices on these wines range from \$5 a bottle to above \$20 for late-harvested wines which have been infected with botrytis cinerea, or "noble rot." They are among the highest priced wines in California.

The tour/seminar will be most informative and technical. You will be right in the vineyard looking at and talking about the grapes. You will walk by and discuss the process of wine making with its modern technical equipment. You will view the storage and bottling operations as well. And for your enjoyment and further education you will taste these outstanding wines. Food service will be a part of the program, complimenting the wine tasting.

It is intended that you meet owner Ely Callaway, former president of Burlington Industries. Wine maker Steve O'Donnell is expected to give the tour and provide a most educational opportunity. He has made wine in Napa for Beringer. The program is being coordinated by Dr. Joseph N. Koppel, Associate Professor of Hotel and Restaurant Management, California Polytechnic University, Pomona.

The vineyard's 150 acres is planted in the direct path of the cooling breezes that sweep in daily from the Pacific Ocean, located only 23 miles away. These breezes come through what's called the 'Rainbow Gap' in the Santa Margarita Mountains. and helps explain this unique micro-climate setting. On your tour you will see this actually happens.

The tour/seminar is scheduled for Sunday, July 15. The first bus will depart at 8:30 a.m. returning at 3:30 p.m. The second bus will depart at 10:30 a.m., returning at 5:30 p.m. Upon arrival in Los Angeles you can make your reservation. Because of the limited seating, delegate chefs will have the first priority of attending this event. Spouses are welcome to attend other attractions being made available. If there are unfilled seats, spouses may attend. This program promises to be popular, so please reserve early.

Wine is a most appropriate mate and compliment to the culinary arts that all chefs represent. This is your opportunity to learn more about wine and to have an enjoyable day in California. Make your reservation for the tour/seminar of Callaway Vineyard and Winery!

Arts & People®

DECANTING

We want to make wines that really intrigue the palate, the kind of wines that when you lift the glass, say, "Wait a minute ... I'm something special."

Ely Callaway, whose Callaway Vineyard & Winery in Temecula, Calif., produces fine varietal wines, was in New York with his wife, Nancy, and winemaker, Stephen O'Donnell. They brought some of their new wines.

Some 12 years ago, Callaway left as president of Burlington Industries to devote his time, thought and capital to winemaking in the then untried and unlikely desert area of southern California. His vineyards and winery are 23 miles inland from San Juan Capis-



Ely Callaway

WWD photo

trano and 600 miles south of the regions where California's fine wines are customarily made.

The energetic, spare-framed Callaway planted his first vines in 1968 and completed the winery in 1974, when he introduced his first white wines, a white riesling and chenin blanc. "Today, when our bottlings have practically tripled our original 20,000 cases, white wines are still 85 percent of our production," he explained. O'Donnell, an innovative and dynamic winemaker, is continually experimenting with techniques to keep the wines as true to their basic characteristics as possible.

O'Donnell has been experimenting with various types of wood for his wines. "The type of wood and length of time the wine spends in it is a tricky procedure," he said, "and each affects the wine differently.

"For example, French Limousin oak imparts a vanilla-like flavor to the wine; Ger-

man Spessart oak, a walnut flavor; Yugoslavian oak lends a citrus-like taste, and American oak gives a kind of wood-pencil overtone. A wine left too long in American oak can become bitter. Oak also affects the wine's color, giving white wines a golden tint and reds, a darker, browner hue."

Among the '78 vintages tasted, the fume blanc, labeled White Mist, English for the Indian name, Temecula, reflects O'Donnell's careful use of oak. The sauvignon blanc grapes were fermented bone dry and aged for a short time in 60-gallon German white oak barrels. The result is a rich, full-bodied white wine with the distinct fruity, racy varietal characteristics that mark the Pouilly Fume and Sancerre wines of the Loire Valley in France.

It makes an elegant companion to poached salmon and other fish. Retail price is \$6.99.

The '78 chenin blanc-dry is fresh tasting and fruity, with good balance and flowery bouquet. It makes a lovely aperitif. Or serve

More Callaway wines arrive

it with fish and white meats. Retail price is \$5.79.

A dessert wine popular since its first vintage in '73 is Sweet Nancy, made from late-harvested chenin blanc grapes. Both Callaway and O'Donnell are excited about their newest dessert wine, Santana, named for the Santa Ana winds that blow warm, dry air across the vineyards at certain times. Santana is made from white riesling grapes heavily influenced by botrytis cinerea, the "noble mold" that produces the great French Sauternes and German sweet dessert wines.

O'Donnell compares Santana with a fine German beerenauslese for its intensive concentration of grape sugars, golden color and honeyed bouquet and flavor. "Serve it by itself, or with ripened peaches or a light dessert," he said.

Santana will retail at \$8.95 a fifth and \$4.95 a half-bottle — a nice way to taste and tell.

— DORIS TOBIAS

Savoring wine

Syndicated

Callaway Winery takes aim at restaurant market

by Tom Gable

How does a new and struggling winery in Southern California of all places, find a niche in the battle for space on retailers' shelves?

In the case of Ely Callaway and his Callaway Winery of Temecula, it meant bypassing the traditional retail outlets and concentrating its marketing on the burgeoning restaurant business of the United States.

"We found our niche by making pleasant, consistently dry and palatable white wines for restaurants," says Callaway, a smart marketeer who was president of Burlington Industries before going into the agriculture business. "Restaurants always have problems getting a continuous supply of better wines, so we came in and offered them consistency in both product and supply."

He came around with the right approach at the right time. Two-thirds of all California wineries were started after 1970 and not all have prospered in their attempts to crack the retail market.

"With today's couples, both of them usually work," he said. "So instead of staying at home, both like to get out at least once a week and spend \$45 or \$50 on a good dinner with wine. The big chains—W.R. Grace, Saga and the like—realize this and spend large amounts of money building restaurants to cater to this market. So the growth we've enjoyed has actually been caused by the growth of another market. They now depend upon us to meet that growth with better quality wines."

The Callaway wines have almost always been controversial. First, they are from Southern California. Secondly, they were made in a style some found fault with—heavy varietal aromas with distinctive regional backgrounds, bouquet from aging in German oak, and lack of depth on the palate when compared in blind tastings against other wines of the same variety. New winemaker Steve O'Donnell is evolving the operation into more

American and French oak barrel aging and introducing other techniques to overcome some of the criticism. But the wines go well with food, and that's the name of the game.

"Our wines sell because they are different and because of their compatibility with food," Callaway said. "We don't claim to be the best in the world. But we are doing a good job."

In keeping up with demand, 80 percent of the Callaway wines are of the white varieties, 20 percent are red. When the winery first started planting on

some 150 acres of hill-sides, they omitted Chardonnay because it did not seem appropriate. Callaway recently changed direction and grafted Chardonnay onto 10 acres of old Johannisberg Riesling vines.

The first vintage of 1978 yielded 1.5 tons per acre. In subsequent vintages, the yield should climb to three or four tons. Callaway also has access to other Chardonnay acreage.

"We will be a factor in the Chardonnay market," Callaway said.

Callaway wines can be found in most major cities in the United States and include Cabernet Sauvignon, Petite Sirah, Zinfandel, Sauvignon Blanc, Fume Blanc (the same as Sauvignon Blanc but made in a different style), Chenin Blanc, Johannisberg Riesling

and Chardonnay. Callaway wines start at about \$5 a bottle in retail stores and can go above \$20 for their late-harvested wines which are infected with botrytis cinerea, or noble rot, the same mold that concentrates the sugar and flavor in the wines of Sauterne

and, in some vintages, the late-harvest wines of Germany.

Callaway currently produces about 60,000 cases of wine from its winery on Rancho California Road. Visitors are welcome. Organized tours and tastings are also invited.

Harry Waugh's Wine Diary

VOLUME EIGHT: 1976-1978

Christie's Wine Publications: 1978

Editor: Michael Broadbent MW

Editorial adviser: Edmund Penning-Rowsell

London, England

At Peppone's
Friday May 6

The third session that John Movius had arranged for me to meet the growers took place at another Italian restaurant called Peppone's where the standard of cooking was equally good. Alas, since space restricts my writing to vinous matters, I regret that I am unable to describe adequately the remarkable dishes I have been privileged to taste at these four really fine restaurants.

It is now widely recognised that excellent wines are being made in California from the *chardonnay* grape but until recently not so much has been said about the *riesling*. As will be seen, with this varietal too, great progress is being made.

Among the guests were Steve McAnlis, Chuck Hanson, Roberto Pasternak and Jim Kronman, a Les Amis du Vin director. The growers were represented by the wine maker, Walter Schug of Joseph Phelps, Dick Arrowood from Chateau St.-Jean (incidentally one of the biggest producers of table wine grapes whose vineyards are near Porterville), Bob Marzoian, one of his directors, and Steve O'Donnell, the wine master of Callaway. We also had the pleasure of the company of Giovanni Paoletti, the owner of the restaurant.

Ungrafted
phylloxera-free
vines

The meal began with two white *rieslings* from Callaway, both from ungrafted vine-stocks. There are some areas in California where there is no phylloxera, and it is therefore possible to plant the original vinifera roots. There are of course instances in Europe where ungrafted vines have lingered on, for instance the *nacional* vintage port from Quinta do Noval in Portugal, but hardly sufficient for real impact. Also when I visited the minute vineyard of Romanée-Conti in 1947 the old pre-phylloxera vines there had just been pulled up and replaced with grafted stocks.

The Callaway Winery

The 134-acre Callaway vineyard near Temecula was first planted in 1969, and, as their vines mature, the wine made from them may give us an insight into the kind of wine to which our forebears in the nineteenth-century were accustomed.

A tasting of California
T.B.A.s
(May 1977)

Wine

1976 Johannisberg Riesling
Selected Late Harvest T.B.A.
Joseph Phelps
✓ 1975 White Riesling T.B.A.
Callaway

1975 Johannisberg Riesling
T.B.A.
Chateau St.-Jean

Tasting notes

A pretty, golden colour; fine rich bouquet; great quality and, at the finish, a simply splendid fruit-acidity.

A paler colour; rich and delicious. The words may be ill-chosen but it had a flavour reminiscent of the finest toffee! (14.7% alcohol)

A pale, golden colour; very rich bouquet; a huge rich wine. With quality such as this, the Germans will really have to look out.

From a geographical point of view this vineyard is something of a freak, situated in an area very far south, between Los Angeles and San Diego, where the climate is so warm no one would imagine vines would grow, let alone produce table wine. The soil is granitic, similar to that in the Beaujolais district and the fact that vines can thrive in it is thanks to an exceptional micro-climate. As Steve O'Donnell explained, the average temperature in the neighbourhood is as high as 91° but when the desert warms up it draws sea air from the Pacific Ocean, only twenty-three miles away, through a gap in the mountains and, to quote his words, 'this causes a wind chill factor on the vine leaves'.

Botrytis

The vines planted are *cabernet-sauvignon*, *zinfandel*, *petite sirah*, *riesling* and *chenin-blanc*. It is, however, the last-named which brought almost instant attention to this winery. The very first crop of *chenin-blanc* was affected by the *botrytis cinerea*, common in Barsacs and Sauternes and parts of Germany, but hitherto extremely rare in California. The result of this *botrytis* was called 'Sweet Nancy' after Mr. Callaway's wife.

As mentioned earlier Myron Nightingale was the pioneer of *botrytis* wines at Cresta Blanca, and more recently there has been the successful 1973 Edelwein Beerenauslese made by Freemark Abbey. Progress in this respect continues unabated, for now on the market are exceptional rieslings from Callaway, Chateau St.-Jean and Joseph Phelps to mention but a few. Since, latterly, I have had the good fortune to visit California almost every six months, each time something exhilarating and new seems to be happening. For the student of wine California must be one of the miracles of this age.

Seated as I was between three of the actual makers of these *botrytis* wines, the tasting and accompanying discussion proved an illuminating experience.

A tasting of California botrytis wines (May 1977)

Wine	Tasting notes
✓ 1975 White Riesling Callaway	From ungrafted vines planted 1969. Clean, crisp with, as I thought, an accentuated varietal character.
✓ 1976 White Riesling Callaway	Just bottled. A nice but still undeveloped bouquet, but tasting well with good fruit acidity and quite a <i>goût de terroir</i> (earthy). Steve mentioned that while these grapes were ripening there had been the first fall of rain in the area for eleven years!
1976 Regular Riesling Joseph Phelps	Attractive bouquet; a lovely fruity flavour, medium-sweet and a good finish.
1975 White Riesling Late Harvest Veedercrest	On the rich side, but by comparison with the above three rather heavy and clumsy.
1975 White Riesling Late Harvest Veedercrest	The same wine as the last, but with 11 per cent <i>gewürztraminer</i> added. Much nicer both on nose, and palate with more elegance. It had quite a rich finish.
1976 Gewürztraminer Late Harvest Chateau St.-Jean	Good fruit; fairly rich but attractive fruit-acidity at the finish. 4 to 4.5 sugar and acid at finish about 17.25 – something really exciting.
1975 Johannisberg Riesling Late Harvest Chateau Chevalier	A lot of yeast; very sweet and on the heavy side.
1975 Johannisberg Riesling Late Harvest Caymus	Slightly <i>pétillant</i> and rather sweet; an excellent example of a botrytised <i>auslese</i> .

Lunch at 'Harry's Bar'
Saturday May 7

The fourth lunch arranged to meet the wine growers was held at Harry's Bar, a replica, I understand, of the famous Harry's Bar in Venice. It belongs to and is managed by my good friend Jerry Magnin of Spectrum Foods Inc. The first course, Carpaccio, was so spectacular to look at, as well as so delicious, that a description is necessary: it consisted of raw sirloin of beef cut wafer-thin, spread, almost like a huge flower petal, across the plate, the whole with a light covering of Carpaccio sauce.

Although we were well into May, believe it or not, John Parducci had been prevented from coming on account of snow, hail and frost at his vineyard near Healdsburg, just north of the Napa Valley. The drought in northern California had lasted for nearly two years, so presumably even snow was better than nothing. Jerry Magnin joined us, and among the guests were Richard Ellwood of the Lords and Ellwood Winery, and Steve O'Donnell of Callaway.

Our aperitif was a fragrant very fruity 1976 Chenin Blanc, just put into bottle by Parducci.

A tasting of Zinfandels
(May 1977)

<i>Wine</i>	<i>Tasting notes</i>
1975 Callaway (13.5°)	Very dark; rich bouquet; a huge rich wine with a trace of sweetness, some tannin. The grapes used came from ungrafted vines and this appears to be a good augury.
1970 Sterling	Slightly different bouquet (old oak perhaps?); full-bodied, quite rich with a dry finish. A well-made wine.
1974 Burgess	Attractive bouquet; lighter in style. It was fragrant but lacked something.

Cabernets and Petite-sirahs
(May 1977)

<i>Wine</i>	<i>Tasting notes</i>
1972 Cabernet-sauvignon Parducci (matured in wood)	Lovely bouquet; fine quality with a good finish.
1973 Cabernet-sauvignon Parducci (matured in stainless steel tank)	Good bouquet; plenty of fruit, but it struck me as a bit dull.
<u>1975 Petite Sirah (14.1° Callaway</u> (from ungrafted vines)	Colour almost black; good bouquet; very rich and powerful. Splendid with cheese. A wine with a great future.
1973 Petite Sirah Parducci (bottled February 1976)	Dark colour; well-bred bouquet; rounded and full of flavour. Good quality.
1974 Petite Sirah Burgess	Dark colour; a nice rich bouquet; somewhat thinner than its two predecessors.

From these tastings, it does begin to appear that vines grown on their own root-stocks are producing a greater intensity of varietal character – doubtless time will tell. The history of 1975 Callaway Petite Sirah was: ageing for fourteen months in German oak barrels, never filtered, but fined once with the whites of egg; in bottle since February 1977.

Summing up the wine scene in California

To sum up, some of the highlights of this visit have been:

- (a) The fine *chardonnays*, especially those of the 1973 and 1974 vintages of Chateau Montelena, the 1973 of Hanzell, and especially the 1974 Beringer made from ungrafted vines in the warm Santa Barbara area.
- (b) The breakthrough in *merlot*. One has but to mention the 1974 Stag's Leap Wine Cellars and the 1974s from Sterling and Veedercrest. According to *The Wine Scene*, at several blind tastings, between February and April 1976, *merlots* of this calibre competed favourably with such illustrious protagonists from Bordeaux as Pétrus, Trotanoy and La Fleur-Pétrus of the 1970 and 1971 vintages.
- (c) The Johannisberg Rieslings, especially the dessert ones: wines such as those from Joseph Phelps, Chateau St.-Jean and Callaway have leapt into prominence.
- (d) Lastly, but perhaps most interesting of all to wine lovers, the production of wines from ungrafted root stocks. These are early days, because since the 'breakout', as it were, from the Napa Valley which was formerly considered to be the *only* high-quality California wine district, it has been discovered that equally good quality wines can also be produced in areas which hitherto had not been regarded seriously, because of their much warmer climatic conditions. What indeed is more dramatic, and may be vitally important, is the fact that in some of these areas there is no phylloxera, and growers have consequently been able to plant varietal vines on their original roots. Myron Nightingale has achieved this 'miracle' with his 1974 Santa Barbara Chardonnay. Even more interesting still is what one could almost describe as the freak vineyard of Callaway, situated as it is hundreds of miles south of where any self-respecting vineyard has a right to be!

The true test, of course, would be a comparative tasting of wines made from both grafted *and* ungrafted stocks from the identical vineyard; but how is one to do that? It is important not to be led astray by enthusiasm, but it is an endlessly fascinating subject.

London wine-trade 'giants'

As a young man in the wine trade in pre-war days, I was privileged to meet a remarkable generation of retail London merchants: Nicholas Block, of Block, Grey & Block, Annie Irish of Christopher's, Dick Richards of Chalie Richards, Charles and Walter Berry of Berry Brothers, the delightful Colonel Ian Campbell, wine importer and author of *Wayward Tendrils of the Vine*, not to forget the last to go, the late André Simon – all men of tremendous stature.

How great were the pre-phylloxera clarets?

I often used to hear it said that the pre-phylloxera clarets were better than their successors on grafted root-stocks. Most of those men, then well on into their seventies, must have been aged around forty at the turn of the century, and in their boyhood, perhaps, when phylloxera and mildew attacked the vines so seriously in the early eighties. They would have had a pretty good idea of what the vintages of 1865, 1868, 1870 and 1875 must have tasted like when those great classics were comparatively young. Although, from time to time, I have had the good fortune to taste some of the great pre-phylloxera wines, they were all pretty ancient by the time they passed my lips, and I am therefore in no position really to tell whether they were necessarily greater than their grafted successors. From the experience to be gained in California over the next decade, we may perhaps be in a better position to decide whether those masterpieces from Bordeaux of the 1860s and 1870s were indeed finer than anything Bordeaux has been able to produce since. At least we can always console ourselves with the fact that the advance in technology and the methods of making wine now are a long way ahead of what they were in those far-off days when bad vintages must have been virtually undrinkable.

The Grapes of Ely's Wrath

“... Ely Callaway stomped into the California wine business like a profane technocratic cowboy...”

by Richard Louv

Photography by Richard Louv

ELY CALLAWAY leaned back against a German oak barrel of Callaway wine, narrowed his eyes, and smiled like “Pogo’s” Wiley Cat. A thin impecable representative of NBC Entertainment was sauntering toward Ely. The evening wind was coming up through Rainbow Gap, shooting across the vines and throwing the thin man’s hair around like straws of wheat. The thin man had his arm outstretched, his business card thrust toward Ely and a sincere, practiced smile in place. Mr. NBC was cool, one of those Madison Avenue types who gets private shoeshines on the 23rd floor. The way Ely was standing, though, and something about the look in his eyes, killed the power in the thin man’s smile. Ely just stood and waited.

“Mr. Callaway, I’m with NBC Entertainment...”

“What the hell is that?” Ely smiled and took the card.

“We’re an affiliate of NBC... We include such things as Disney on Parade. It’s not a Disney production; it’s an NBC production...”

“Ah’m glad to meet ya,” drawled Ely. Ely’s voice is smooth as Chenin Blanc, but something way down deep has the bite of raw whiskey.

Mr. NBC cleared his throat. “NBC is just now completing construction on what we call the K-House over the hill there, and we thought, or I thought, we might be able to cooperate with Callaway wines...”

“What the hell is the K-House?”

“Well it’s a model house where NBC employees get to vacation, and it has sam-

ples from all the major industries, you know, including Burlington Industries...”

Ely, the former president of Burlington Industries, the largest textile manufacturer in the world, rubbed his nose and squinted at the thin man. “Just what kind of cooperatin’ you got in mind?”

“We figured you’d like to donate some wine over there and help promote your wine...”

Ely was silent. The thin man grinned expectantly.

“Nope. We’ve got a policy. No free wine.”

Nobody gets freebees, not even wine critics (some of whom Ely says “always got their hand out”). It’s not unusual for producers of expensive wines to refuse freebees, but this is a winery that one critic has said “didn’t have a right to exist.” It’s broken all the rules, and Ely Callaway takes special pleasure in setting new rules. The 8,000 tourists who visit his winery each year are also refused tastings.

Mr. NBC was not used to getting turned down. He turned on his heel and headed out into the wind, shaking his head and grinning.

Ely winked at the writer. “One of the restaurants in New York had a reception the other night for Prince Charles. They’d heard that my wine was served to the Queen on her visit to America during the bicentennial, so they expected me to load ’em up with some cases. I told ’em that just ’cause Mom liked the wine didn’t mean I had to give some to the goddamn son!”

All of Ely’s teeth were showing. The thin man had disappeared, hunched over in the

dark.

Callaway Vineyard and Winery, near Temecula and Rancho California, one hour’s drive north of San Diego, is hundreds of miles from California’s Napa Valley, the traditional source of most fine California wines. Arnold E. Landsman, a Chicago wine writer, wrote recently, “The fact that this is some 600 miles south of the Napa Valley would indeed be reason enough for traditional wine people to consider this some degree of madness, as everyone knows that the heat of southern California is suitable only for citrus fruit, cacti and Disneyland.”

Callaway started making new rules as fast as he broke old ones. He began by enlisting his own experts—including renegade meteorologist Dr. Irving Krick, who helped General Dwight Eisenhower with long-range World War II weather forecasts for the European front—and came up with his own solution: a microclimate. A mountaintop site was selected at the 1,600-foot level, 60 miles from San Diego.

The hills above Temecula and Rancho California offer a strangely different weather pattern than the surrounding area. Only about an hour’s drive from Palm Springs, temperatures in the region reach into the high 90s. Callaway’s vineyard enjoys a climate even cooler than do Napa, Sonoma, or Mendocino counties, the cradles of California wine. The vineyard lies directly in the path of a breeze that at about one o’clock in the

Right: No one tastes a Callaway wine for free except Ely Callaway himself. Callaway has plowed \$4 million into proving the experts wrong about southern California wine.

afternoon pours in from the Pacific Ocean, 23 miles away, and gushes through Rainbow Gap. The Salton Sea is due east of the vineyard and, because it has the lowest atmospheric pressure in southern California, pulls the cool, moist coastal air over the vines. The wind chills the surface of the leaves and slows the rate of maturation. Such conditions are a vintner's dream.

Callaway resembles his land. Like the semi-arid southern California soil he has chosen, his face is tough, the skin having been eroded into a geography of deep and forbidding crevices. It is not the face of a corporate executive. And as he must have seemed sometimes out of place among blander types along Mahogany Row, his style is hardly what one would expect of a producer of fine wines. He is, in fact, a microclimate of his own.

He gets his face up close to yours and looks right at you like some kind of hybrid between LBJ, the German arms merchant Krupp and Pinky Lee. His eyebrows jump up and down; each precise sentence surprises and pleases him.

His philosophy is simple: "Turn a minus into a plus." He smiles. His eyebrows wiggle. He sums it up again: "Turn a minus into a plus."

Like LBJ, he leads his listeners around by the ear. Sometimes his charm is so effervescent it makes you want to duck. The guy is maddening; none of his friends can remember ever seeing him particularly unhappy. He goes around turning his minuses into pluses like water into wine. He even lists an ex-wife as a personal reference. She still apparently loves him; everybody loves him. Except quite a few wine merchants and Callaway's colleagues to the north. To Callaway, they devote about as much welcome as an aquarium-full of angelfish would show a piranha.

Callaway was born into Southern aristocracy. His uncle owned the huge Callaway Mills in La Grange, Georgia, where Ely grew up. From age 10, when he planted a peach orchard and invested his profits in Callaway Mills, Ely's rise has been achieved, in part, by knowing the right people—by being part of a network of good ol' boys who sought the South's revenge by overachieving in the North.

His goal was to be the youngest success at whatever endeavor he chose. Completing a 21-day ROTC correspondence course shortly before World War II, he entered the U.S. Army as a second lieutenant in the Quartermaster Corps. Because he re-enlisted when war broke out ("I was at the right place at the right time and I had courage"), Callaway, at 21, became the official purchasing and contracting officer for all cotton apparel used by the Army. "I was barely old enough to legally sign a contract, but I was the only man in

"... Ely Callaway's revolutionary wine-making methods may usher in a renaissance in San Diego viniculture that all but shriveled away in the heat of the 1940s..."

the U.S. Army who could buy a shirt." At 24, he became the youngest major in the Quartermaster Corps and dealt directly with the heads of every powerful textile manufacturer in the country.

The contacts served him well in his subsequent rise in the textile industry, where he became the youngest vice-president of Burlington Industries and eventually (at 48) its president.

During his executive tenure at Burlington—from 1965 to 1976—annual net sales rocketed from \$850 million to \$2 billion. "Hell," says Callaway, "Burlington would have grown practically that much if I wasn't there." Still, he is credited by his associates with being responsible for much of the growth, in part because Callaway was, more than most administrators, a super-salesman. Callaway was the man who brought the world pantyhose. "What a stroke of genius," exclaims one acquaintance. "Always before, if a woman ran one of her hose, she could grab a matching stocking to wear. But after Ely got through, she had to go out and buy a whole new set. What merchandising!"

But as Callaway neared his mid-50s, he became increasingly aware of the pressures of corporate life. "I decided I wanted to live a long time." For one thing, he was tired of political strong-arm tactics: "The Nixon Administration continually demanded illegal contributions from me. The corporations were lucrative targets. But I happen to be built in a way that they didn't scare me, and I didn't give in. Still, it gets kind of tiring having the most powerful people in the world telling you what to do." (Callaway's cousin, Bo, was President Ford's ill-fated campaign chairman, whom Ely insists was "railroaded out of his position by the press." Ely supported Jimmy Carter.) "It was a real disillusioning period," he says with a grimace. "The politicians putting pressure on us were

the same ones making donations illegal."

His good friend Roy Menninger is president of the Menninger Foundation, headquartered in Topeka, Kansas. One of the best-known psychiatrists in the world, he wonders aloud why Callaway took such a radical turn away from the halls of power and influence. "The change was completely unexpected. I don't believe there were any power plays going on behind the scene; Ely just wanted out. I think he did something in response to what we now call the 'mid-life crisis,' only he did it before there was a name for what upwardly mobile middle-class types are likely to do when they reach his age."

Menninger says there are two popular myths regarding big-business executives. One is that they have to be ruthless individuals, and the other is that they are truly powerful within their sphere of influence. "Ely has a remarkable combination of graciousness and determination, along with the capacity to focus on what he is doing, which allows him to make things happen that nobody expects. He is acute at sizing people up, but at the same time surprisingly able to give others their due without taking anything away from himself. Not many people can combine all that and still be pleasant. There are a great many people who are put off by him because he doesn't look worried enough. He has a strong sense of his own self, which creates envy in others."

To Menninger, it is ironic that a man at the top of the industrial world would have to slip off to a vineyard in order to find an avenue for *personal* accomplishment. "The layman assumes that the president of a corporation makes all the rules, but the opposite is true. It is common for the organization to be so interdependent that there is not much room for individual expression. You're either a big cog or a little cog. Like a lot of executives, Ely probably got tired of doing other people's business. The industry may not have had enough room for someone with his independent spirit, and he was probably looking for a way to express himself. The aspect of his change that is hard to understand is that rebellion is usually the reaction of someone who wants to set himself free, but I've never thought of Ely as being oppressed. He's never looked for windmills with which to joust."

The Callaway rebellion, then, is "an interesting consequence of Ely's complexity." Menninger describes Callaway as "a maverick with a new idea; he's like the little boy who saw that the emperor had no clothes. While he was in the textile business he was part of the establishment, and now he's challenging the establishment. But his change makes sense: One of the ways of dealing with the directionlessness and depression of a mid-life crisis is by choosing a task which involves an *external enemy*."

Callaway insists that his adventure with wine is the first time in his life he has really risked anything. "Always in the past, all I could lose was my job. I've sunk practically everything I have—about \$4 million—into a long shot."

Menninger is skeptical that there was ever really that much risk. "He knows damn well what he's got."

"The country boy is just a put-on. He's really a smoothy," says his old friend and former employee Tish Baldrige, who was Jackie Kennedy's White House social secretary. "The way he dresses, the way he handles a party at '21' . . . Ely just moves with such ease. He knows when to compliment the women and when to talk business with the men. I think he took the country out of himself a long time ago. Maybe he's putting it back in with the vineyards."

Even with 30 years in the upper crust levels of New York, Ely never lost his southern roots, according to Vernon Jordan, one of Callaway's Southern cronies. Jordan is head of the National Urban League and the black leader who challenged Carter earlier this year to repay his debt to black voters. Says Jordan, "Ely and I, two boys from Georgia, sought each other out in New

York." Jordan credits Callaway with helping change Northern corporate attitudes toward Southerners.

Callaway is a New Southerner. He raised \$18 million in corporate donations for the United Negro College Fund. Jordan remembers, "One time Ely was stricken with gall stones on the morning he was supposed to speak at a fund-raising dinner for us in Atlanta. He was taken to an emergency room, and even though he was hurting like hell, he dictated his speech into a cassette, which we played at the luncheon." There's no way to stop Ely Callaway when he's got his mind made up, says Jordan, who traveled to Temecula and "walked all over Ely's vineyards. I could see his persistence budding out of the ground."

A few days after Jordan made these comments, Callaway's secretary called this writer. "I know I shouldn't be laughing," she said, "but Ely just called from New York. I guess he's talked with Vernon Jordan. Ely asked me to call you and make a correction: He had *bladder* stones, not *gall* stones. He says *bladder* stones don't hurt so bad. He wants you to get that right."

Striding through the warehouse at his Sunaesthetic-looking winery—a sterile

growth of tin and trailers rising from the barren countryside—Callaway touched his tanks and sniffed the air. He stopped and slapped one of the tanks. "I'm an outsider in the wine business, but I don't mind it." His eyes were smiling. "That's part of the appeal of my wine. This is an agricultural produce *entirely* different from . . . *potatoes*, oranges, melons. No numbers involved here. Can't judge wine by numbers; it's all subjective. The *location* in which the wine is produced has almost as much to do with a wine critic's judgment as the wine itself. They get real emotional about a thing like that . . . about Napa Valley." Callaway snorted, and headed back out of the warehouse. Subordinates were traipsing after him with clipboards.

"Hell, the biggest snobs on God's earth are northern California wine snobs. Wine's a snobbish product anyway, so a northern Californian is particularly uppity when he looks down his nose at his southern California po' cousin, sitting down here in a god-damn smog hole." He stopped suddenly; the

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guys with the clipboards almost piled into him. Callaway's eyes got bright. "So this situation called for (Callaway raised his finger, the aides stood back) *creative merchandising*." He didn't move for a moment. The he turned and lead the parade toward the vineyard.

Ely's creative merchandising is based, more than anything else, on exploiting southern California's chauvinism toward northern California: "I knew if I produced a fine product up in Napa Valley, nobody would notice. But if you do something well where people don't expect you to, hell, the marketing's a shoe-in. Within a 110-mile radius from where I'm standing are 11 mil-

lion potential users, the largest fine-wine market in the world. And they're just waiting to feel proud of their own local brand.

"Maybe a lot of my upsetting nature," he adds, "has to do with my ability to exploit the rivalry between northern and southern California. It's as intense as the competition between Georgia and New York, except you people never had a war. I recognized your chauvinism and knew it would play favorably into my hands."

He yelled over the wind. "People in this business are myopic. To produce fine wine in southern California is such a radical change that it's hard for people to believe it. But if you look into the future, you can see

dozens of microclimates with conditions similar to ours in southern California. Sure, we're controversial; the mere fact that we're existing is breaking myths. We create uncertainty, animosity and jealousy."

Indeed, as pointed out by Gary Shaw, a reporter for the San Diego Daily Transcript (a newspaper for and about business in San Diego), Callaway's methods may usher in "a renaissance in San Diego area viniculture which all but shriveled away in the heat of the 1940s. Escondido, El Cajon, Poway and Fallbrook were once grape-growing centers, but now only Ferrara Winery in Escondido and Bernardo Winery of Rancho Bernardo, both of dubious distinction, remain."

According to San Diego Magazine wine writer Tom Gable, Callaway's effort may be symptomatic of a growing wine industry in southern California. "Right next door to Callaway is the Mount Palomar Winery, which is doing some good work. Several vineyards sell grapes to Brookside, so you don't see their names on the labels. But more people are getting interested in the entire process. This month, San Pasqual Winery, near the Wild Animal Park, will be the first commercial winery in San Diego County since prohibition. San Pasqual has leased acreage from San Diego, and has brought in scientists from U.C. Davis and Fresno. I think that winery will do well, although they're aiming at a slightly lower price range than Callaway and are operating with half the capital that Callaway initially invested. Ely really did things right."

Unlike Ferrara, Bernardo, Brookside and other southern California wineries, Callaway has refused the temptation of quick profits on medium or low-priced wines, and he has chosen to compete directly with the 30 or so fine wineries in northern California. He has poured most of his savings (about \$4 million) into his production and has purposefully kept the yield of fruit to a minimum—the first step in assuring good wine. His nonconformist production methods are exorbitantly expensive; thus he produces wine that he says can and does demand from \$5 to \$7 per bottle. One variety sells for \$25 a bottle.

After hiring Karl Werner, a well known German winemaker, as a consultant, one of the first rules Callaway broke involved fertilizer. Deciding against the standard, synthetic fertilizers, Callaway went European. Because his land contains large amounts of decomposed granite similar to soils in European vineyards, he dumped about 500 truckloads of well-rotted cow manure on his land, a practice he repeats annually. Unlike most winemakers, who prefer neat, tilled vineyards, Callaway lets weeds grow between the rows: the weeds breed insects which feed on grape-threatening pests, thus eliminating the need for pesticides.

He uses a centrifuge—anathema to some

fine wineries—to remove unwanted solids, such as skin, pulp or soil, and has spent huge sums on enough fermentation tanks to allow white wines to ferment almost two months, rather than the usual 15 days. And instead of fermenting red wines the normal three to five days at 55 degrees, he allows the juice to ferment for two to three weeks at 65 degrees. And he pays his pickers by the hour instead of by weight to encourage them to care for each grape. Shears are used to cut the branches of grapes from the vine, instead of the traditional hooked knife, in an effort to minimize bruising and the resultant oxidation.

Callaway commands considerable loyalty from his staff, who, as professionals, feel they're involved in something important. Callaway pointed to three flags flying over the winery, representing the United States, California and Mexico. "We honor our pickers with that Mexican flag," he explained. Vineyard manager, John Moramarco, a tenth-generation viticulturist, finish-prunes every vine personally before growing season. "Few other wineries have a manager who does the pruning himself," claims Callaway.

Unlike Napa Valley grapes, Callaway's vines are planted on their own root stock. Even the oak barrel used to mature the wine is made from rare, extremely hard wood from Germany's Spessart Mountain range.

The result of all this expense is that Callaway is producing six basic premium varietal grapes for his wines, which include Chenin Blanc (which he named "Sweet Nancy" after his wife), Sauvignon Blanc, White (Johannisberg Riesling), Cabernet Sauvignon, Petite Sirah and Zinfandel.

Wine writers, like the New York Times' Robert Benson, expound on the virtues of Callaway wines: "Their fruit is immense, their varietal character intense and rather unlike varietal character produced in other regions." San Francisco's *The Wine Investor* newsletter, also pointed to the wine's "intensity of flavor." Wine expert Leon Adams calls it "the Callaway miracle." Andre Tchelischeff, probably the most famous wine connoisseur, tasted the 1974s and rated them all 16 or better on a 20-point scale. New West's Philip Reich wrote that Callaway wines "taste different every few minutes for hours on end, throwing out new flavors like Henny Youngman tosses out one-liners." San Diego Magazine's critic Tom Gable described Sweet Nancy as having the body of "30-weight oil," and he meant it as a compliment.

One of Callaway's luckier breaks came when his 1974 vintage White Riesling was chosen as the only wine served to Queen Elizabeth during her bicentennial tour last summer. (The wine was ushered to the Queen by Dr. Grayson Kirk, president

emeritus of Columbia University and chairman of the wine committee of the Pilgrims of the United States, who arranged the Queen's lunch. Some of Callaway's critics cried foul, claiming that Callaway and Kirk are long-time friends. Callaway denies he has ever spoken to Kirk.) The bicentennial connection was, wrote Robert Benson, "apropos: Callaway is a revolutionary."

Not everyone is ready to march to Callaway's drum. San Francisco wine writer Earl Singer gives Callaway bad reviews. San Francisco's Robert Finnigan and the Los Angeles Times' powerful wine writer, Nathan Chroman, have written barely a word about Callaway. "They may not like our wine," says Callaway, "but they *know* we're significant. Now why haven't they written about us? Because they've got an emotional interest in Napa Valley."

In fact, Callaway hints darkly that the interest may be more vested than emotional for one of the more influential wine writers who pan Callaway wine. He is referring to a story by Van Delaney, a pseudonym for Los Angeles Magazine's wine writer, who is the muckraker of the industry. Delaney charges that one major wine critic owns an interest in a Napa Valley winery.

Says New West's wine writer Phil Reich, "People have a right to be suspicious of most wine writers (but not, naturally, of me). I'm trying to decide whether to continue as a wine writer; you can't write truth sometimes without cutting off your sources. The winery owners put the gentlemanly squeeze on you. The pressure works both ways."

Much of what Callaway says about the byzantine world of wine, which he claims is emotionally and at times financially dishonest, Reich agrees with. "Callaway is a truth-speaker with a touch of paranoia. He has certainly alienated a lot of people in the business, and I think he enjoys the controversy. He forgets, though, that he's not in the corporate world, and he can be extremely pushy. He's out here with the small fry. If he were still dealing with people as tough and hard-skinned as he, nobody would bat an eye."

Even though Reich likes Callaway wines—and once was employed by Callaway to produce a series of descriptive promotional notes—he suspects Callaway of some "honest finagling" in achieving his coup with the Queen: "The story I heard was that somebody in the White House strongly suggested Callaway's wine be served to the Queen, which is a perfectly logical choice considering the European flavor of his wine. But remember, we're talking about a level of society and power where you don't get through the door if you aren't a member of the old-boy network. Callaway's connections didn't hurt."

Callaway has also alienated a number of

high-class retail distributors—a highly risky maneuver. In the beginning, Callaway was his own chief salesman. He would march into a store, turn on his Georgia charm, and according to one retail distributor, “get your arm behind your back and twist it hard. You’d end up with a big supply of Callaway wine, a broken arm, but you’d be smiling!”

Callaway also has the nerve to hover over his distributors. If a store is not promoting his wine as aggressively as he thinks it should, or is not paying bills on time, Callaway will march back in and remove the remaining supply. One outraged distributor calls him “the first Cal Worthington of the wine industry.” The distributor accuses Callaway of pre-selling his first cases of wine to friends and then convincing premium California gourmet stores to stock the wine, “which sold quickly at first because the sales were rigged.” The distributor now carries Callaway wine “because of all the publicity he generates, not because we think it’s a good wine.”

Although no disenchanted distributors would allow their names to be used, Bill Shapiro, wine buyer for the Vendome chain, says, “A lot of the distributors want to be kowtowed to. ‘Kiss my butt’—that’s what they want. And Ely Callaway won’t do it. That’s another tradition he’s broken, and it’s about time.” Shapiro’s first encounter with Callaway was memorable: “He bawled me

out for not reading the material he’d sent me. I was really taken aback. I hadn’t seen a book that mentioned his wine, so he left the store for a few minutes, bought the book, and brought it back to me.

“He asks customers in the store if they’ve heard of his wine, and if they haven’t, he makes them stand there and find out. He’s a barnstormer all right, but he’s got a good product.”

A few days after one of the most critical distributors had lambasted Callaway to this writer, the distributor called Callaway up and, according to Callaway, “asked to return to the fold,” not because of the wine, but because of the anticipated publicity. With all pretensions to the contrary, retailers of fine wine may be no more saintly than any other businessmen. Profit is mightier than the palate.

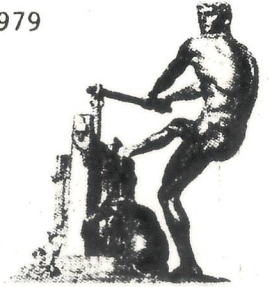
According to Tom Gable, “In Ely’s mind, the proof of his wine is in the marketing; especially in its acceptance in restaurants. His operation is fantastic from the technological, marketing and business standpoints. But the wine is made in a style that, overall, just doesn’t appeal to me. That doesn’t mean that it’s good or bad, just that I have a personal preference.” Other critics have their doubts about how Callaway wine will age. They point out that a winery’s future success cannot be determined by the wine produced during the first two years.

In the meantime, his sales are leaping (boosted, Callaway insists, by only \$350 in advertising . . . and a lot of free publicity because of his “creative merchandising”). Critic Reich reports Callaway wines are more appreciated “the farther east you go, where people are more accustomed to European wine, and more distant from northern California wine snobbery.” And most observers agree that if Callaway wine stands the test of time, southern California could blossom into an important fine-wine producing region.

* * *

Mexican women in their white smocks were disappearing into the night. Callaway’s winery was shutting down for the day. Followed by John Moramarco, Ely walked through the fields to his office trailer. His sales manager was dictating a letter at a roll-top desk. “Never,” droned the manager, “has so much been consumed by so many in so short a time.” Ely went to his own office and sat down. He grinned and looked at the ceiling. The sales manager came in and announced that one more retailer was angry and had refused to carry Callaway wine anymore. The cold, moist wind, charging through Rainbow Gap, rattled the trailer violently. “Wait’ll next year,” Ely said, and started his high-pitched cackle. “Wait’ll next year.” So much for the mid-life crisis. #

Robert Lawrence Balzer's Private Guide to Food & Wine



CHENIN BLANC AND THE NEW PLATEAU



A TASTING OF CHENIN BLANC

A Comparative Critique

When the wine boom of the early 70's seemed to offer get-rich-quick incentives to both the qualified and unqualified willing to put varietal vines into the earth, Cabernet Sauvignon and Chardonnay loomed as the big money crops. Selling, from premium vineyards at more than \$1,000 per ton, with no ceiling in sight, the splurge of planting began. Alas, it was 3 to 1 in red wine varieties. In rapid word-association, what follows "boom"? . . . you guessed it, and history underscored it . . . "bust".

Not for everyone, happily. And equally happily, the price-drop on wine grapes lasted only one year before the climb back upwards began, speculators having been weeded out in the tumult. No one had a trusty crystal ball. There were serious articles on the coming "grape glut" but it didn't really happen.

Eight short years into the seventies, there's no shortage of Cabernet Sauvignon around, to be sure, but equally invisible to the most sage of viticulturists was the next consumer tangent . . . the white wine switch! By the thousands and thousands, 5 o'clock dry martini sippers, and even enough of the 3-martini lunch crowd asked often enough for white wine instead to make it a bar necessity. Among the vintners, many joined the "iffida" ranks . . . "if I'd only planted white grapes instead of red!"

Where Chenin Blanc is concerned goes back to 1955, when Peter and Robert Mondavi decided to re-christen their slow-selling Charles Krug White Pinot (a mistaken use of the Pinot name, derived from Pineau de la Loire) to the varietal designation as "Chenin Blanc". With the new cool fermentation techniques, a small amount of residual sugar, the Charles Krug Napa Valley Chenin Blanc went to the State Fair at Sacramento, and came home with more than a gold medal, consumers were wild about it. It went onto allocation immediately. The word spread, and so did the general planting of Chenin Blanc. The Charles Krug Chenin Blanc is still on allocation, and winemakers everywhere in the State prize the generous bearing vines. Fruity, thirst-quenching editions of California Chenin Blanc have created fans for the wine by the millions.

Some like it dry, and some like it sweet-edged. In his first year as a winemaker, Ely Callaway of Temecula found the "noble rot" on some of his autumn clusters of Chenin Blanc, and he made an almost syrupy-sweet dessert table wine, naming it for his wife, "Sweet Nancy". Ed Friedrich, of San Martin, with German technology and patterns emphasizing the fruitiness of the grape, with low alcohol, and high varietal essence, developed a "Soft Chenin Blanc". David Stare, in Sonoma, experimented with a totally dry version, touched with oak, it became an alternative for Chardonnay, less costly, and inevitably ingratiating to drink.

All of which lead to the present selection of Chenin Blanc as our profile subject for this issue. We've not leaned at all upon the French origins of the grape, the Loire Valley, because California winemaking has attained its own new plateau.

Our 38 editions of Chenin Blanc, including one entry from Washington State, were grouped as best we could from label information and culled literature about the wines, into four general categories: (1) those thought to be dry; (2) non-vintage bottlings; (3) vintage selections; and (4) dessert types. Our Panel met in the afternoon, spending five hours with these well-made wines, I scribbled on the bottom of my evaluation sheet, "very good, clean wines as a class, far better than as many Vouvrays." Chauvinism it may be, but also fact. The scores aren't very high, but then we're approaching affordable daily table wines, not those memorable "Sunday" wines with the big price tags.

GROUP 1 — Dry CHENIN Blanc	Price	Rating
1. SAN MARTIN 1977 Monterey County Chenin Blanc. Produced and bottled by San Martin Winery, San Martin, Ca.	\$3.00	17.0
<i>Comment:</i> Winemaker Ed Friedrich's impeccable fermentation techniques, with stainless steel, preserves the maximum fruitiness. The wine never touched wood, is sweet-edged despite the dry category, but minimal in residual sugar. The fruitiness makes it seem sweeter than it is. Delightful wine and good value.		
2. KENWOOD 1977 California Dry Chenin Blanc. Produced & bottled by Kenwood Vineyards, Kenwood, Ca.	\$4.00	16.3
<i>Comment:</i> The bouquet is not as fruity nor flowery as one might hope for, but the wine has a soft and winning thirst-quenching dryness, marking it easily for table service.		
3. THE MONTEREY VINEYARD 1977 California Chenin Blanc. Produced & bottled by The Monterey Vineyard, Gonzales, Monterey County, Ca.	\$3.95	15.8
<i>Comment:</i> A slight hint of wood here modifies the fruity bouquet of Richard Peterson's well-made, prize-winning wine. Beautiful color, fine gold.		
4. CALLAWAY VINEYARD & WINERY 1977 Dry Chenin Blanc. Grown, Produced & Bottled by Callaway Vineyard & Winery, Temecula, Ca.	\$4.50	15.6
<i>Comment:</i> As clean and freshly intriguing as apple cider from an orchard! A happy-making wine for its downright good-tasting, grapey zing.		
5. LOUIS M. MARTINI 1976 California Mountain Dry Chenin Blanc. Produced and Bottled at the Winery by Louis M. Martini, St. Helena, Ca.	\$3.25	15.3
<i>Comment:</i> Fine and complex bouquet, almost macho in its well-defined assertiveness. Well-balanced dry table wine. Outstanding wine, outstanding value. I liked it 18 points worth.		
6. PRESTON VINEYARDS 1977 Sonoma County Chenin BLanc. Produced and Bottled by Preston Winery, Dry Creek Valley, Healdsburg, Ca.	\$3.50	14.8
<i>Comment:</i> An appley bouquet, seeming almost a little soapy, but the good, clean wine, with a short finish leaves a nice lemony after-taste.		
6. SOUVERAIN 1977 North Coast Dry Chenin Blanc. Produced & bottled at the winery by Souverain, Geyserville Ca.	\$4.00	14.8
<i>Comment:</i> Silky white wine. A good varietal by winemaker Bill Bonetti, but lacking the peach-fresh bouquet of another edition.		
6. STAG'S LEAP VINEYARD 1977 Napa Valley Chenin Blanc. Produced & Bottled	\$4.50	14.8

THE WINE INVESTOR

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DETAILED REPORT FROM CALLAWAY, PLUS MODEL OF 60,000-CASE SUPERPREMIUM WINERY--Callaway Vineyard of Temecula, first superpremium winery in southern California, is privately held and therefore not required to report operating details. However, founder-CEO Ely Callaway (pres/CEO of Burlington Industries before he retired to found the winery), has released considerably detailed figures of his 4-year-old operation. The former textile exec also has developed a financial model of a 60,000-case superpremium winery to be built (theoretically) in 1979.

The Callaway operation shipped 64,000+ cases from first release in Nov75 through Jul78. Total returns were under .5%. Shipments for FY78 (ending 31Oct) were 30,000+ cases; projected FY79 shipments, 40,000+ cases.

Product mix is 80% whites, 20% reds, almost all dry, all estate bottled, all premium varieties; the winery has produced no generics, bulks, or secondary labels. Its receipts average \$40+ per case across the product line, after all discounts. Only \$300 has been spent for advertising.

A major source of sales is restaurants, with representation in 20 states. Interestingly, 6% of Callaway's entire production has been sold through restaurants in San Francisco, heart of northern Calif wine country--where wines from the southland are oft pooh-poohed. Some 20 SanFran eateries, mostly very swank, have Callaway on their wine list.

The '75 reds (most recent released) and '77 whites are virtually sold out; shipments to wholesalers outside Calif have been suspended. The '76 reds should be in release around the time you read this (CabSauv and Petite Sirah; no Zin, due to rain damage); '78 ChenBl and SauvBl ship in Mar79, '78 FumBl May, '78 Riesling Jul, 77Zin Apr. The '77 "Sweet Nancy" ChenBl, which Ely deems "our best to date," will ship next month. Prices hold on ChenBl-Dry (not "Sweet Nancy") at \$4.50, lowest-priced item in the line, rise on all others. Top price is \$16 for '77 Sweet Nancy. CabSauv is \$7, Petite Sirah \$6.75, others \$5.25-\$5.75.

Ely Callaway's start-your-own-winery projections appear on the facing page. The model winery, to be constructed in '79, aims for peak production of 60,000 cases of estate-bottled, vintage-dated, premium varietals in 1983, with sales volume peaking in 1986.

---BARB

Basic Objective: To grow, vinify, bottle, and sell dry table wines which have unusually appealing characteristics on a consistent basis; which improve with age in bottle for a relatively long time; and which are particularly appealing as compliments to a relatively wide range of well prepared foods. Specialize in dry whites (less than 0.1% residual natural grape sugar).

WINERY INCOME STATEMENT
Projected for 1986

Gross Sales	\$3,000,000	(100%)
Cost of Sales	<u>1,290,000</u>	(43%)
Gross Profit		\$1,710,000 (57%)
Expenses		
Marketing, Sales & Delivery	\$ 300,000	(10%)
General and Administrative	450,000	(15%)
Interest	360,000	(12%)
Total Expenses		<u>1,110,000 (37%)</u>
Net Profit Before Taxes		\$ 600,000 (20%)

Assumptions for Model:

- 150 acre vineyard planted in 1974. Construct winery 1979. Full output of winery (60,000 cases annual) reaches market 1986.
- Source of grapes: 65% from company owned vineyard - 35% purchased grapes.
- Wines produced: 100% premium varieties, estate bottled, vintage dated
 - 80% Whites - Chardonnay, Chenin Blanc, Sauvignon Blanc, White Riesling
 - 18% Reds - Cabernet Sauvignon, Zinfandel, Petite Sirah
 - 2% Specialties - Variations of above.
- Wine yield in bottle = 160 gallons per ton of grapes crushed.
- Prices: wholesale revenue to winery is equivalent to a weighted average of \$50 per case for entire product mix --- net revenue to winery after all trade discounts.
- Distribution: 75% in California - 25% other states. Within California, sales are made by winery sales organization direct to restaurants and retailers. Sales through wholesale distributors outside California.
- Advertising expenses: zero; promotional expenses - 1% of sales.
- Company is highly leveraged through long term debt.
- Estimated investment required through 1985:

Vineyard	\$ 1,800,000
Winery Building & Site	1,600,000
Winery Equipment	1,600,000
Inventory	<u>1,500,000</u>
	\$ 6,500,000
- Start-up Losses (through 1984)

	<u>1,000,000</u>
Total Investment	\$ 7,500,000

CALLAWAY GETS HIS JUST DESSERTS

Vintner turns havoc of dry winds into sweet success

By PEGGY ROUX

When ill winds blew across his Callaway Vineyards in Rancho California last year at harvest time, owner Ely Callaway found the good.

It was a year in which devilish Santa Ana conditions played havoc with Callaway's white Riesling vintage.

Lingering, dry, warm winds forced early maturation of the grapes. And sugar concentration spiraled upward to 37 percent. Twenty-two percent is normal for white Riesling grapes and the dry white wines usually produced of this berry.



PEGGY ROUX

Callaway wine maker Steve O'Donnell was beseeched to apply a simple Callaway philosophy: "Turn a minus into a plus."

The plus came earlier this month when he bottled up a sweet essence and called it "Santana." It is a fruity, honey-flavored triumph over the harshness of the Santa Ana condition that brought it to fruition.

Callaway offers one other dessert wine, dubbed "Sweet Nancy" after Callaway's wife. It was produced under similar but shorter-lived Santa Ana

conditions in 1977, said O'Donnell, but from chenin blanc grapes and in smaller quantity.

In keeping with demand, about 80 percent of Callaway's wines are of the dry, white dinner variety. (Twenty percent are red.)

"Normally, less than 1 percent (of production) goes into dessert wine," said Callaway, "maybe 200, 300 cases."

Santana is an exception at 1,000 cases. It will also be less expensive than comparative wines, which sell from \$15 upward. The price tag on Sweet Nancy is \$16 per bottle. Santana will sell for \$8 per bottle or \$4.25 per 10th.

Southern California wine bibbers so inclined will be able to taste and critique this newest Callaway offering when it comes on the market June 1.

It was estate-bottled last week at the Callaway winery, four miles east of Temecula, where meticulous attention is paid to climate conditions — a source of intrigue for visitors.

The vineyard's 150 acres is planted in the direct path of cooling breezes that sweep in daily — under usual conditions — from the Pacific Ocean, 23 miles away, and charge through an inverted triangle called "Rainbow Gap" in the Santa Margarita mountains.

They create what Callaway calls a unique "micro-climate" (meaning small-area climate) that is strangely different from surrounding areas' and sets his vineyards apart from typical arid California southlands more suited to citrus fruit, cacti, bougainvillea and avocado trees.

"Ten miles in any direction, you might not be able to grow grapes," Callaway said.

To prove the difference in climate between his vineyards and neighboring Fallbrook, just minutes away, Callaway planted bougainvillea outside the winery.

"It froze to a nub," he said. "Avocado trees can't take the freeze here, either."

The micro-climate was a decisive factor in Callaway's selection of the Rancho California site to start his own winery after he retired as president of Burlington Industries.

The Temecula Indians who lived in the area recognized the influence of the unusual weather on their lands. Their name, Callaway notes, later changed to Temecula by the Spaniards, roughly translates as "valley of the diffused sunshine" or "sun shines on the white mist."

This white mist of coastal air is pulled through the gap every afternoon, often with great velocity, by atmospheric pressure from the Salton Sea, due east, over Callaway's vines. Locals say you can almost set your watch by the regularity of the winds.

The winds chill the surface of the grapes and grape leaves, slowing maturation.

A vintner could ask for little more. Callaway is proud of the fact that, because of this wind-chill factor, his grapes mature about the same time as or even later than those in Napa, 550 miles north. Unless, perchance, an untimely Santa Ana strikes. But Napa growers have their own anathema, Callaway points out: "They often lose to rain at harvest."

According to O'Donnell, the unusual harvest that produced Santana was heavily influenced by weather play on "noble rot," the vintner's term for botrytis cinerea mold, something wine makers are happy to have around at harvest time. The first 13 days of cool, damp September '78 weather had caused formation of the mold to begin its normal process of penetrating the grape skins.

But when the climate suddenly reversed into a seven-day Santa Ana (the winds usually are of much shorter duration) dehydration of the grapes rapidly increased.

The result was intensified grape sugars, acid and honey-like flavor. It ruined prospects for the usual dry white Riesling, said O'Donnell, but created an exceptional essence for dessert wine.

"We have had Santa Anas every year," he said, "but never before to the extent of '78."

Bert Howard, wine-appreciation instructor for UCSD Extension, is one who would raise a glass of Santana in toast to that untimely spell of dry winds.

One of the few fellows who has sampled this wine, Howard calls it "excellent." He said it is comparable to the German trockenbeeren-auslese wines, also produced from a sugar-intensified, late-harvest white Riesling grape but selling for four to eight times the cost of Santana.

Other Callaway wines, on the market for four years now, have been praised by experts and connoisseurs.

Easterners compare Callaway wines with European vintage, and many Californian experts say they stand up well against competition from farther north. This is a compliment, considering there was a time wines from Southern California were considered non-entities.

Callaway said he is the first in the area to produce premium wines, those priced usually from \$5 to \$7 per bottle. He's hoping Southern Californians will take pride in a product produced on home ground.

Thus, another reason Callaway eschewed the prestigious Napa wine country and settled in Southern California: the marketing angle.

"This is the largest single wine market in the world. There are 11 million people in Southern California who drink wine and have the money to spend," he said.

Callaway has concentrated his marketing heavily in the restaurant business, and his wines are now listed on menus across the country, including some very swank eateries — from Chicago's Pump Room, Manhattan's Four Seasons and Windows of the World and Beverly Hills' The Bistro to a number of San Francisco restaurants where wines from the southland are often snubbed.

Callaway said his wines have been widely received in the restaurant market because they are considered pleasant, dry and palatable. Still, they are not without controversy.

Some critics find fault with "heavy aromas," production and aging processes or such subjective concerns as "lack of depth on the palate," while others extol Callaway winery virtues.

"To produce such fine wine in Southern California is such a radical change, it's hard for some people to believe," said Callaway.

Santana may be the first locally produced wine named for its Southern Californian legacy.

Callaway's winery and vineyards are open to visitors and organized tours.

THE *Winetasters*

OF WESTCHESTER

100 Chatsworth Avenue, Larchmont, N.Y. 10538

AMERICAN WINES

California: Winetasters' Loves you!

The California miracle continues to unfold and enrich our love of good wines. The technology, the art, the curiosity, the vision, the dedication and the love of winemaking are all growing. New wineries and winemakers appear each year, many producing fine wines that further enlarge the scope of California's success.

A few years ago the California miracle beamed its light on Temecula, near San Diego, where Elj Callaway by-passed more traditional growing areas and began producing good, very interesting wines in his fantastic micro-climate. Two years ago the whole Monterey Peninsula began to assume new importance for its oceans of vineyards and the increasing use of the Monterey name in varietal appellations. And now, just a few months ago, the fine Firestone vineyard near Santa Barbara was joined by a new neighbor, Santa Ynez Valley Winery, who just released their first wines—all white, all good, all very exciting!

WINETASTERS' is proud to be among the very first merchants outside of California to recognize what's going on there and to feature the largest and most unusual selection in the entire metro area. We visit there regularly and spend time at both established and new wineries—talking, tasting, learning and acquiring new and exciting wines.

With prices of French wines going out of sight, it makes more sense than ever now to taste and enjoy America's best wines. We're delighted to give you the opportunity to do just that and believe a whole new world of pleasure awaits you.

TRADER VIC'S

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(415) 776-2232

June 29, 1978

Mr. Ed Russell
Callaway Vineyard
Box 67
Temecula, California 92390

Dear Mr. Russell,

Somebody bought me a case of Petite Sirah and I took it home last night and enjoyed a glass. I believe you are going to have the finest red burgundy in California, but the wine is being sold at least two years too soon. The color has just begun to come and the nose and flavor have just begun to come. I would like to have about 25 cases of this wine for our cellar and we will put it down there for at least two to three years before we sell it.

Congratulations on a good effort.

Sincerely,


Victor J. Bergeron

:jl



Volume III, No. 18

San Diego, California

December 16, 1978-January 15, 1979

Recent Releases

Sweet Nancy,

Callaway duo

Callaway Vineyard & Winery, Temecula, CA, has released 1977 "Sweet Nancy," a botrytised Chenin Blanc, and 1978 Zinfandel "Noel," their version of a "Nouveau."

Definitely a dessert type wine,

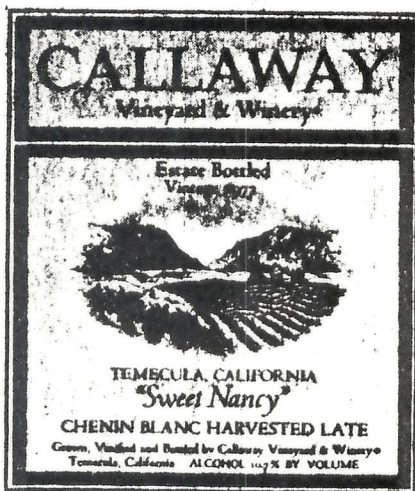
characteristics abound, and the sweetness is held in check by good acidity. Residual sugar is 9%; total acidity by volume, .9%. Fermented 10 months, aged in German white oak; 1200 cases; tenth price, \$8.50; fifth, \$16/CA.

Noel were produced. Realizing the limited availability, even though Callaway wines are distributed in many parts of the nation, we really liked 1978 Noel and wanted to alert you to seek it out; \$5/CA.

The 1977 Sweet Nancy is the first non-100% varietal wine produced by Callaway. To increase the quantity, this bottling is 20% botrytised Johannisberg Riesling. We think it's a delightful dessert wine, with the potential to develop for many years.

For a wine made in the Nouveau style, Zinfandel Noel is a really big youngster. Young and fruity with distinctive berry character, Noel is deep in color and dry. Alcohol is 14.5% by volume.

This is the second year Callaway has produced Noel, with the recommendation that it is best consumed during the holiday season. Made by the method known as "carbonic maceration," a style of winemaking favored in the Beaujolais area of France but seldom used in California, only 187 cases of



Sweet Nancy (named after Ely Callaway's wife, Nancy), is rich, complex and well-balanced. Luscious botrytis

FIRST CLASS MAIL

APRIL-1979



CALIFORNIA WINELETTER

Phyllis van Kriedt

P.O. Box 70 • Mill Valley, CA 94941

Callaway Vineyard and Winery
32720 Rancho California Rd.
Temecula, CA 92390

FIRST CLASS MAIL

CALLAWAY
AS EXPANDED
ITS AGING
AND FERMENT-
ING CAPACITY

Even as the crow flies it's a long distance from Field Stone to Callaway Vineyards and Winery near Temecula in Southern California. But here is another winery whose vines were planted with meticulous attention to soil and climate. On the market for nearly four years now, Callaway wines have been widely praised by wine experts and connoisseurs. With nearly a million dollars worth of new equipment added in 1978, the winery now expects to ship 45,000 cases this year -- all varieties -- including four '78's: Chenin Blanc - Dry (\$4.50), Sauvignon Blanc - Dry (\$5.50), Fumé Blanc (\$5.75), White Riesling (\$5.50); two '77's: Zinfandel (\$5.25) and "Sweet Nancy," a heavily botrytised Chenin Blanc, (\$16.00); and two '76's: Cabernet Sauvignon (\$7.00) and Petite Sirah (\$6.75)...From the first time we tasted Callaway wines, we've always had a personal preference for their Dry Chenin Blanc and their Zinfandel. This year's releases are no exception, but the whole line is well worth your sampling. The wines are intensely varietal, carefully balanced, and stand up very well indeed against the competition from further north. Time was when wines from Southern California were considered nonentities. Callaway has changed all that. The combination of granitic soil and cool microclimate, plus relentless pruning -- the average yield in Callaway's vineyards is around two tons per acre -- and ultra-modern equipment has brought Ely Callaway's dream of top varietal wines from a Southern California location to exciting fruition.

red carpet **wine
report**

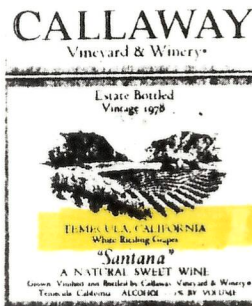
produced and published by red carpet wines and spirits merchants



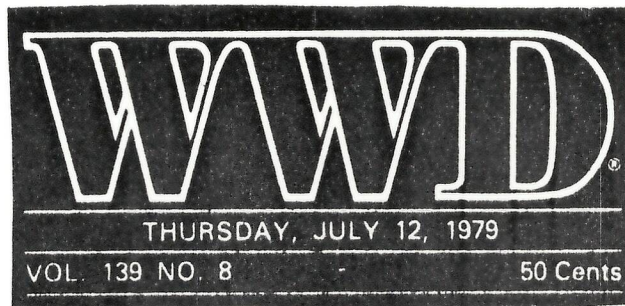
JULY

CALLAWAY "SANTANA" WHITE RIESLING '78

\$7.50



This dessert wine of almost 13% residual sugar has garnered rave reviews everywhere its been previewed. Rich luscious fruit and a strong acid backbone balance the sugar out to perfection.



California wines — an art form

Robert Lawrence Balzer, a dean among California wine writers, has written and illustrated a splendid compendium, "Wines of California" (Harry N. Abrams, \$25), that reflects his ebullient personality and his tremendous expertise and good taste — in wines — focusing here, of course, on the wines of his native state.

It's a sumptuous book and obviously, Abrams, which also published "The Joys of Wine," by Clifton Fadiman and Sam Aaron,



has concluded wine is an art form, worthy of being perpetuated in opulent print.

This maxi-size volume is generously illustrated with photographs taken by Balzer — a triple-threat man — that point out the details of the grape-growing and wine-making processes.

Balzer's approach to wine is practical as well as poetic. He tells us what happens in California to cause its wines to improve so impressively over the years, and who made it happen; where in that climatically varied state it happened and which wines he thinks

are now the best buys.

He treats each of California's five wine regions separately, with a clear and helpful detailed map in color for each region. His description and discussion of 128 of the state's best-known vineyards enables the reader to make, in effect, a personal tour of each, escorted by a knowledgeable and witty guide.

For each vineyard he appends a Sampler Selection of recommended buys, with cogent tasting notes. For example, for Stag's Leap Wine Cellars, Napa, he says:

"Johannisberg Riesling (Birkmyer Vineyard). A long wine of delicate complexity Cabernet Sauvignon. So rich in substance you can almost chew it. Velvet-soft, full varietal fragrance."

Of Wente Bros., Livermore, he writes:

DECANTING

"Grey Riesling. Light, white, dry wine from the chausse gris grape; never disappointing, of standard excellence and value."

Of Callaway Vineyard & Winery, Temecula: "Sauvignon Blanc. Dry. Vintage, estate-bottled, silky characteristics of Loire and dry Graves wines — but Californian."

For those who wish to visit the wine regions, Balzer's detailed chapter, "Touring California Wine Trails," will be invaluable. Lunch and dinner stops are knowledgeably interpolated. (Balzer also reviews restaurants periodically.)

"Wines of California" was edited by wine maven Darlene Gals. It's a lovely book to own and makes a swell gift to a wine-loving friend.

—DORIS TOBIAS



**OUTSTANDING PREMIUM TABLE WINES
FROM EIGHT DISTINGUISHED CALIFORNIA WINERIES**

This August we are pleased to present over two dozen Premium California table wines, from eight of the Golden State's finest wineries. We have had the pleasant opportunity of tasting every one of them, and have found them to be uniformly excellent. Case prices listed reflect a discount of 15%; assorted cases are offered at a 10% discount.

CALLAWAY VINEYARD & WINERY - Temecula, California

- Chenin Blanc - Dry, 1978* Bottle, \$4.85; Case of 12, \$49.47
- Fumé Blanc, 1978* Bottle, \$5.95; Case of 12, \$60.69
- Petite Sirah, 1976* Bottle, \$6.95; Case of 12, \$70.89
- Zinfandel, 1977* Bottle, \$5.45; Case of 12, \$55.59

CHALONE VINEYARD - Soledad, California

- Pinot Blanc, 1978* Bottle, \$9.95; Case of 12, \$101.49
- Gavilan French Colombard, 1978* Bottle, \$4.45; Case of 12, \$45.39
- Jurgensen's Edna Valley Chardonnay, 1978** ... Bottle, \$9.85; Case of 12, \$100.47
- *Made and bottled especially for Jurgensen's by Chalone Vineyard.
- Pinot Noir, 1977* Bottle, \$9.95; Case of 12, \$101.49

CHATEAU MONTELENA WINERY - Calistoga, California

- Chardonnay, 1977* Bottle, \$9.50; Case of 12, \$96.90
- North Coast Johannisberg Riesling, 1978* Bottle, \$6.75; Case of 12, \$68.85
- Sonoma Cabernet Sauvignon, 1974* Bottle \$10.25; Case of 12, \$104.55
- North Coast Zinfandel, 1976* Bottle, \$6.75; Case of 12, \$68.85

CHATEAU ST. JEAN WINERY - Kenwood, California

- Napa Valley Fumé Blanc, 1978* Bottle, \$6.75; Case of 12, \$68.85
- Sonoma County Gewürtztraminer, 1978* Bottle, \$6.95; Case of 12, \$70.89
- Sonoma County Chardonnay, 1978* Bottle, \$7.95; Case of 12, \$81.08
- Sonoma County Cabernet Sauvignon, 1976* Bottle, \$7.75; Case of 12, \$79.05

GEYSER PEAK WINERY - Geyserville, California

- Champagne, Brut* Bottle, \$7.15; Case of 12, \$72.93
- Chardonnay, 1977* Bottle, \$5.65; Case of 12, \$57.63
- Cabernet Sauvignon, 1975* Bottle, \$5.65; Case of 12, \$57.63

LLORDS & ELWOOD WINERY - Fremont, California

- Johannisberg Riesling, 1977* Bottle, \$5.65; Case of 12, \$57.63
- Rose of Cabernet, 1978* Bottle, \$4.35; Case of 12, \$44.37
- Cabernet Sauvignon, Cuvée 9* Bottle, \$5.65; Case of 12, \$57.63

JOSEPH PHELPS VINEYARDS - St. Helena, California

- Johannisberg Riesling "Early Harvest," 1978* ... Bottle, \$5.85; Case of 12, \$59.67
- Gewürtztraminer, 1978* Bottle, \$6.45; Case of 12, \$65.79
- Cabernet Sauvignon, 1976* Bottle, \$9.75; Case of 12, \$99.45
- Pinot Noir, Heinemann Mountain Vineyard, 1975* Bottle, \$8.35; Case of 12, \$85.17

ROBERT MONDAVI WINERY - Oakville, California

- Fumé Blanc, 1977* Bottle, \$6.45; Case of 12, \$65.79
- Chenin Blanc, 1978* Bottle, \$5.45; Case of 12, \$55.59
- Napa Gamay, 1977* Bottle, \$4.35; Case of 12, \$44.37
- Cabernet Sauvignon, 1975* Bottle, \$8.25; Case of 12, \$84.15

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- Fancy Pantry (D. A. Lamb)
7852 Girard Avenue, 454-2121, 459-3331
- LOS ANGELES (J. Ryan)
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- PASADENA (E. Elwood)
842 E. California Blvd., 792-3121
- Linda Vista (A. DeFevere)
1172 Linda Vista Avenue, 796-9191
- RANCHO MIRAGE (R. Houston)
71701 Highway 111, 346-8007
- SAN DIEGO (J. Lockwood)
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1177 California Street, 885-6065
- SAN MARINO (R. Clark)
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**Jurgensen's
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Wine of the Month
**Costieres du Gard
(White), 1976**
(Domaine de l'Espiguette)
Bottle, \$4.99

Case of 12 (15% discount), \$50.90
Made and bottled by the French Oenological Station in the south of France called "Sicarex" (the French counterpart of the U. C. Davis School of Oenology), this wine has great freshness, floweriness, and light delicate charm. At Sicarex they use the most up-to-date equipment and are able to produce wines under perfect conditions. This delightful white wine is made primarily from a blend of Ugni Blanc and Grenache Blanc grapes. We think it represents a superb value. Costieres du Gard White is a perfect wine for summer enjoyment.

WINE TALK

A First Vintage From Southern California Tried

By FRANK J. PRIAL

In 1969, Ely Callaway, then president of Burlington Industries here, put himself into the wine business by planting a vineyard near Temecula, Calif., at a time when many people were doing the same thing. The difference in Mr. Callaway's case was that Temecula is near San Diego, more than 600 miles from what is usually considered California's premium wine country.

Mr. Callaway was taking advantage of what wine men call a micro-climate. The Callaway vineyard is subject to winds and mist that cut through a mountain gap as they come from the Pacific, 23 miles away. Thus the climate is more akin to that of Napa, far to the north, than to that of Palm Springs, only a few miles away.

Mr. Callaway later retired from Burlington and now devotes all his time to the wine business. He built a small winery at his vineyard and the first examples of his efforts are now for sale in a few stores here, Morrell & Co. and Sherry-Lehmann among them.

7 Wines Tasted

The seven Callaway wines were tried at a small tasting the other night. They were sauvignon blanc, white riesling, chenin blanc, chenin blanc (late picking), zinfandel, cabernet sauvignon and petite sirah.

The last three, the reds, are not yet on sale. In fact, the Zinfandel was only bottled last month and the other two will not be bottled until next year and may not be

released for a couple of years after that.

Suffice it to say that the reds appeared to be big, powerful wines with long life expectancy. The regular whites can match all but a few of the top-range North Coast and Monterey white wines. At the informal tasting, the riesling was judged the outstanding white, with the chenin blanc and the sauvignon following very closely. They are beautifully balanced wines and probably will improve in the bottle for several years to come.

The first three whites are from the 1974 vintage. The late harvest chenin blanc is from the 1973. From his accompanying literature, Mr. Callaway is evidently very proud of this wine, which was made in the style of a rare auslese of Germany. That is, the grape clusters were picked individually after they had been attacked by botrytis cinerea, a rare mold. This mold concentrates the flavor and the sugar in the grapes.

This was the least successful of the wines at the tasting. Perhaps it was because chenin blanc is not the grape for this kind of treatment; perhaps the wine needed more aging, or maybe it was just because it was so different. It was found to have a peculiar, apricot-like taste that in no way resembles any of the other botrytised wines of Europe or California.

The Callaway wines are priced by Morrell & Co. at \$4.59 for the sauvignon blanc, \$4.99 for the riesling, \$3.99 for the chenin blanc

and \$15.50 for the chenin blanc late harvest.

There are late harvests and early wines and this is the season for both. While the northernmost vineyards in California and the Rhine Valley are still picking, the first wines of the same vintage are already on the market.

These are the so-called "nouveau" wines: beaujolais and côtes-du-rhône from France and gamay beaujolais from California. It started with beaujolais and the fad became so popular, the vintners of the Rhône Valley and at east one winery in California, Sebastiani, have picked up the custom.

The wines are bottled only a few weeks after their first fermentation and should be drunk within a few months. Each year, there is a race to see whose new beaujolais

will be the first to be sold in Paris, London and New York, after the French Government gives the word that permits bottling. This year the date was midnight on Nov. 14.

One of the first here was not a beaujolais, but a côtes-du-rhône called, appropriately, Rhonecote. It is in various local shops at about \$2.49 a bottle.

In Elizabeth, N.J., the state plans to auction off a \$15,000 wine collection next Monday. The wine was confiscated two years ago from a Bergen County man who tried to sell it privately. New Jersey law (and New York's, too) forbids the sale of alcoholic beverages by anyone without a license, even someone who owns it.

According to Joseph H. Lerner, a deputy director of

the State Division of Alcoholic Beverages, the owner, Frank Roth of Franklin Lakes, was warned after he put an advertisement in a local newspaper. When he persisted, he was visited by an undercover agent who bought some of the wine with marked bills. When the sale was completed, the money and all Mr. Roth's wine were confiscated.

Mr. Roth was charged with selling liquor without a license but a grand jury declined to return an indictment. The confiscation remained, however.

Mr. Roth was not the only one to have problems with his wine. Sometime after it was confiscated, two agents of the beverage commission were allegedly caught taking some of the better bottles from the collection and were dismissed.

PLEASURES OF WINE

By **BOB MORRISEY**

If Ely Callaway accomplishes all that he has set out to do, Temecula, California, U.S.A., may become as famous a geographical location in the wine world as Bordeaux, France.

"Aw, come on now," you're saying?

"Read on," I say.

Only a few years ago, Ely Callaway was a very busy business executive in New York City. He was president of Burlington Industries, Inc., no small corporate responsibility.

One of many big decisions he made in the year 1969 was to acquire some land near Temecula and establish his own vineyard of premium grape varieties.

After retirement, he came to California, constructed an ultra-modern and efficient winery in the midst of his vineyards, and now devotes full time to administering his small wine estate.

It's the first of its kind in Southern California and a tribute to Callaway's management expertise. On the other hand, Callaway is quick to credit much of his success to the discovery of the perfect climatic conditions in which his vineyards are located.

The former New Yorker is also the first to admit that he knows less than is required about vineyards and winemaking. He easily solved that with good business sense in choosing members of his management team.

As winemaker he has Karl Werner, former winemaker of Schloss Vollrads of the Rheingau in Germany. The lush 134 acres of hilly vineyards are the responsibility of John Moramarco, a 10th generation viticulturist. Executive vice president for sales and planning is Ed Russell, a top pro in his field.

With that sketchy background on how it all came together over the past six years, let's talk about the end product — Callaway wines.

The first four or seven varietals to be produced were released only about a month ago. Already they're becoming the talk of the industry. They should be. These estate bottled wines are something to talk about.

The 1974 Chenin Blanc (\$3.75) is an excellent example of that popular varietal, certainly among the finest I've experienced.

The same applies to the 1974 Sauvignon Blanc — Dry (\$4.50) and 1974 White Riesling (Johannisberg) (\$5). Both are superior specimens of those types of wines.

And then there's the 1973 Chenin Blanc — harvested late with botrytis cinerea — known as "Sweet Nancy." It's as rare as it is magnificent. Truly an experience. Renowned wine expert Andre Tchelistcheff gave this one 20 out of a possible 20 points in his critical evaluation. Even at \$15 a bottle, it won't be around long.

Still to come are Zinfandel, Cabernet Sauvignon and Petite Sirah — when Karl Werner decides

they're ready. All three, which I tasted at the winery, promise greatness with further development.

Besides being very much impressed with the beauty and care of the vineyards, the immaculate, functional winery and the very high wine quality, I'm particularly struck by the dedication and enthusiasm displayed by the people involved.

There are those who would insist that Southern California is not an ideal location for growing great wine varietals and producing premium wines. Ely Callaway and his people know all the negatives, I found, but they're busily turning them into pluses, while letting their products speak for themselves.

And it's all happening in our own backyard.

WINE Connoisseur

By ROBERT LAWRENCE BALZER



EVEN AMONG resident and sophisticated California wine lovers, it is incredible news that table wines of extraordinary finesse are being produced from vineyards in Southern California.

Those vineyards, planted in 1969 by Ely Callaway, retired president of Burlington Industries, rib the rolling hills of a 1,400 foot high plateau four miles due east of Temecula, 23 miles inland from the Pacific Ocean.

Sea mists from the Rainbow Gap in the coastal mountains give the site that requisite micro-climate so essential to such noble vitis vinifera as Chenin Blanc, Sauvignon Blanc, White Riesling, Cabernet Sauvignon, Petite Sirah and Zinfandel.

An incidence of Botrytis cinerea, the "noble rot" which depends upon moisture in the air, has already occurred in the Callaway Vineyards and produced perhaps the first Botrytis'd Chenin Blanc wine in California history.

A case of this 1973 late harvested Callaway wine is on its way to Count Alexander de Lur Saluces, owner of Chateau d'Yquem, producer of the world's most celebrated Sauternes, to satisfy his own curiosity about this phenomenal wine of Southern California.

IF ALL OF this is straining credulity, here are the unsolicited comments of Leon Adams, veteran wine expert, author-historian of the California wine scene, who first detected the presence of the Botrytis mold in the Callaway Vineyards:

"Now that I have tasted your first bottled wines, and am hearing their rave praises from other tasters, I know it has come true. I consider this of historical importance in the development of fine wines in California."

There is similar gospel about the Callaway Vineyards and wines from the state's most renowned enologist, Andre Tchelischeff, a man meager in praise, but eloquent when it is due:

"My congratulations should be expressed to your whole team in the vineyard, and the winery, of course, specifically for your candor, patience and clairvoyance in the process of building such an outstanding project in the new subregion of California."

Sam Aaron, New York's leading wine merchant, and author of "Joys of Wine," is equally ardent in his post tasting praise:

"Your Cabernet Sauvignon, though not yet ready to drink, shows astonishing promise. I strongly suspect it will ultimately achieve the stature of the famed Bordeaux growths."

QUESTIONS are bound to be rising as to how this triumph has been achieved in an area heretofore believed to be outside the environmental perimeters for fine wine in California. The moist coolness is endemic to the area.

The name of the area comes from the language of the Temeku Indian tribe, meaning "land where the sun shines through white mist." Beyond soil, climate and selection of actual vine stock is the art of pruning and ultimate "cluster thinning" that reduced the possible 10 tons per acre yield to a richly concentrated, less than two tons per acre harvest — a deliberate step toward quality.

Callaway's winemaker is Karl Werner, former wine master of Schloss Vollrads in the German Rheingau. Cooperage for the aging of both red and white wines was personally selected in Germany by Werner from 200 year old oak trees. The most sophisticated and advanced technological stainless steel equipment for the fermentation processes incorporates designs by Werner with European manufacture.

Grapes arrive from the fields with nary a single leaf, berries only in handcut clusters, in gondolas only half filled to prevent any juicing. Within 70 minutes of harvest, the blood of the grapes is undergoing its slow, temperature controlled transformation into wine.

THE RED wines will be fined with the whites of fresh eggs and, before bottling, the white wines are fined with Hausenblase, a solution made from the cured, dried flotation bladder of the Black Sea sturgeon, imported from Russia.

Thus far, only four white wines have been released: A 1974 Chenin Blanc, 1974 Sauvignon Blanc-Dry, 1974 White Riesling and 1973 Chenin Blanc-Harvested Late, the latter being the Botrytis'd wine, subtitled "Sweet Nancy," honoring Callaway's wife.

I have tasted all the Callaway wines, those already bottled and those being patiently aged in German oak casks and barrels. The 1974 Sauvignon Blanc-Dry has a most extraordinary roundness of taste, of satin soft finish, exquisite perfume and lingering richness for white wine.

This is the grape of white Graves in Bordeaux, of Pouilly-Fume and the Loire Valley. It tops the finest of those in recent memory. From the wood, the Petite Sirah is a wine of overpowering depths, intrigue and exotic complexity. It will probably not be released 'until sometime in 1977, but will be worth waiting for.

The Callaway Vineyard and Winery is a small estate with limited production. Inquiries concerning availability of the wines should be addressed directly to the winery, P.O. Box 275, Temecula, Calif. 92390.

MEAD ON WINE

New Callaway Wines Among State's Best

By JERRY D. MEAD

CALLAWAY WINES — Detailed in last week's column was the story of a new Southern California winery coming into being, the man behind it, and the fact that for the first time wines from our part of the state may equal in quality the best growths of our famous North Coast Counties.

Southern California has always produced wines, some of them quite pleasant, but due to the warmer climate, and other factors, they have never equalled the produce of the cooler areas farther north.

It is with almost proprietary pride that Southland wine buffs now point to Callaway Vineyards near Temecula, in the Rancho California district, when discussion of the state's fine wines becomes a topic of conversation.

This, with only four very young white wines in release. After tasting barrel samples of the red wines that will be released over the next two years, I can guarantee you that such regional pride will see monumental increase.

Why has a man named Ely Callaway been able to accomplish a heretofore impossible task? Much credit must go to such tangible quantities as people and equipment, but the real answer lies in the soil and a unique micro-climate.

What is a micro-climate? It is a small pocket of land with climate conditions atypical of the region it lies in. A small area whose temperature readings do not equate with surrounding areas.

An example of a micro-climate not related to grape production occurs in Ventura County's usually temperate Ojai Valley. This area is famous for its citrus orchards, which strongly dislike temperatures below 32 degrees. One small valley pocket, though, gets sufficiently cold in the winter to discourage the growing of citrus, yet produces fine quality apples, which aren't supposed to do well this far south.

Callaway Vineyards, which is located in what is generally thought to be the very warm southern end of Riverside County, has such a unique micro-climate.

The hillside setting of the vineyard is a contribution as is the well-drained granitic soil. But it is the flow of marine air from the Pacific Ocean, twenty-some miles away, that seems to be the major factor.

A few miles farther inland the sun seems never to dim during the crucial months of the growing season. Due to its ocean proximity, though, some strange things happen at Callaway's site.

Most mornings an ocean-influenced mist lays beautifully over the vineyards, rarely burning off earlier than ten o'clock. By the time the sun has reached its apex a few hours later, and almost as if someone (Bacchus, perhaps?) had turned on a switch, cooling and protective sea breezes reach the vineyard.

The U. C. Davis heat summation system places the Rancho California district in a temperature zone that equates with some of the state's warmer regions. The fact that Callaway may not harvest this year's Cabernet Sauvignon until well into December testifies to the existence of a definite micro-climate condition.

1974 CALLAWAY CHENIN BLANC (\$3.75) is my least favorite of the Callaway wines, though it has received high praise from other critics. It is bone-dry, and I prefer my Chenin Blanc to have a touch of sweetness.

The wine is well made, though, with no technical faults. Chenin Blanc usually shows melon and honey in the aroma; this one is missing the melon and combines the honey with an earthy quality that seems to be typical of all the Callaway whites (a contribution from the soil of this new appellation, I suspect).

1974 CALLAWAY SAUVIGNON BLANC (\$4.50), on the other hand, is my favorite of the Callaway whites. Crisp, varietal aroma (with the ever-present earthiness) including a touch of grapefruit; lively flavor and acids; tart finish. Super accompaniment to seafood and shellfish. Perfect with oysters.

1974 CALLAWAY WHITE RIESLING (\$5.00) comes close to the German style and far surpasses most California offerings. Aside from the typical Riesling aromatic characteristics is a suggestion of mint. Once again a white wine free of faults with a crisp, dry finish.

1973 CALLAWAY CHENIN BLANC-SWEET NANCY (\$15) has probably created more stir than any other Callaway wine. The grapes were affected by the rare (to California) Botrytis cinerea, "the noble rot" which concentrates sugar levels and contributes to the great wines of Sauternes and the German Trockenbeereauslese.

One noted authority has scored this wine a perfect 20 points on a scale that goes no higher. While I would not be so generous the wine is certainly unique and interesting. For my own taste I would prefer more than the three per cent residual sweetness, which is, I think, overpowered by the strong Botrytis character and aroma. Bottle age will certainly see this wine become even more complex and interesting.

1974 CALLAWAY ZINFANDEL is a hugh claret style wrapped in a velvet robe. The wine had been in the bottle for only two weeks when I tasted it and won't see release before Spring of 1976. Goodly amounts of oak are present in both aroma and flavor, with some berry showing through in both cases. Though the white wines are good, it will be this first red to see release that will assure Callaway's place in the world of California wine.

1974 CALLAWAY CABERNET SAUVIGNON was tasted from the barrel and will see at least

another six months in small oak cooperage. It is as big as any Cabernet in the state. The wine is, in its youthful condition, quite closed in, but shows every indication that it will open up to become a great California claret. The balance is superb.

1974 CALLAWAY PETITE SIRAH is one of the biggest red wines ever to enter my mouth. I fell instantly in love with it.

Also tasted from the barrel, it will see an additional year to 18 months in the wood. Inky color; huge varietal aroma; giant body. Sufficient acid and tannin to sustain it for decades. The flavor is concentrated fruit with subtle undertones of mint and eucalyptus. Youthful as it is, if I were to give one of the Callaway wines a perfect score, this would be the one.

CALIFORNIA WINELETTER
THE INDEPENDENT WINE INDUSTRY NEWS SERVICE — SINCE 1948

DECEMBER, 1975

**CALLAWAY
GRAPES —
RESULT OF
A UNIQUE
SOIL AND
CLIMATE**

**PLUS
METICULOUS
CARE OF
THE VINES**

Temecula...a small dot on the Southern California map, a short distance Northeast of San Diego.. Callaway Vineyards...a tinier dot, four miles farther East, at a 1400-foot elevation, 23 miles from the Coast, where a prevailing afternoon breeze and morning mists funnel through the Rainbow Gap to produce a perfect wind-chill factor, a micro-climate for the 135-acre vineyard. Here, in 1969, Ely Callaway, retired President of Burlington Industries, NYC, with the advice of experts from UC/Davis and his tenth generation viticulturist, John Moramarco, planted six premium varieties in the granitic soil -- White (Johannisberg) Riesling, Chenin Blanc Sauvignon Blanc, Cabernet Sauvignon, Petite Sirah and Zinfandel. The carefully selected vines have had red carpet treatment all the way. During the critical first four years very little fruit was permitted to mature. In 1974, for the first crush, the crop was severely limited by pruning and cluster thinning, with 2 1/4 tons per acre or less the maximum yield allowed. The wines are aged in German oak barrels and casks made especially for Callaway -- the wood comes from trees 200 years old, coopered in Germany to winemaster Karl Werner's specifications. Mr. Werner, former winemaster of Schloss Vollrads in the Rheingau, has brought not only his native style to the Callaway wines but "starter" yeasts as well; flown in vials from Geisenheim. The winery itself is a model of antiseptic efficiency.

**CALLAWAY
WINES —
MADE WITH
THE SAME
PAINSTAKING
ATTENTION**

Now then, what is emerging from this jewel-like operation set in its unlikely location in Southern California? We tasted first the four wines released this fall -- the '74 Chenin Blanc (\$3.75/fifth, Calif.), '74 Sauvignon Blanc-Dry (\$4.50), '74 White Riesling (\$5), and a '73 Late Harvest (heavily Botrytised) Chenin Blanc, "Sweet Nancy," (\$15). Over-all, the wines are intense -- not with the fruitiness of the Monterey County whites, but rather intensely varietal. We found them as spectacular as the setting, a sparkling luncheon in the Bank of America's Carnelian Room, 53 floors high in San Francisco. The three dry whites are marvelous, touched with just the right amount of wood. Our tasting notes show that we rated them all at 19 or 20 points out of a possible 20! "Sweet Nancy," served with dessert, is as lovely as its namesake, Mr. Callaway's wife, a truly remarkable, luscious wine with a huge, complex nose, reminiscent of a German Trockenbeereauslese. Only 500 cases of "Sweet Nancy" were produced. It's sure to be a collector's item...We tasted the '74 Zinfandel, just bottled and due for release in mid-1976, and the '74 Cabernet Sauvignon and Petite Sirah, both drawn from cask and not expected to be released until 1977/78. These maturing reds should equal the whites...Six years ago Mr. Callaway dreamed of producing fine wines in Southern California to equal or surpass anything in the coastal districts farther north. His vision has become a startling reality. If you live where Callaway wines are now available -- in fine wine shops and selected restaurants in California and New York City -- waste no time in sampling them (don't skip reading the back label). They are superb.

CALIFORNIA WINELETTER

Independent Wine News Service
C. H. & PHYLLIS VAN KRIEDT
P.O. Box 70, Mill Valley, CA 94941

*A Catalogue of Special Offerings
of the
World's Finest Wines*

JUNE 1976



JOHN WALKER & CO.

Wines and Spirits

111 Montgomery Street

San Francisco, California 94104

Summer 1976

California Wines

THE WINES OF CALIFORNIA are finding their rightful place in the finest wine cellar collections of the world. Recent auctions attest to this, as the rare old California vintages attract as much interest as their European counterparts.

Most of the problems that were present in the California Wine Industry in 1975 still exist - over production - new wineries with marketing problems - large corporations selling their wineries and vineyards where possible - and most unfortunately a number of wineries forced into bankruptcy, or quick liquidation.

These factors have caused existing wineries to be more serious about quality control, and more conservative in the pricing of their premium wines. We are receiving Napa Red and White wines under \$2.50 per bottle from well known premium wineries. Also, small boutique wineries are offering some very palatable wines at realistic prices.

All in all, these industry problems are favoring the wine consumer with better wines at lower prices. As you peruse our list of premium California wines you will find some rare and special offerings along with some very good wines that are excellent values in today's market.



BEAULIEU VINEYARDS Rutherford, Napa County

	<u>CASE PRICE</u>
801 BURGUNDY, 1972	29.70
802 CHABLIS, 1974	29.70
803 GAMAY BEAUJOLAIS, 1974	32.40
804 RIESLING SYLVANER, 1972	32.40
805 JOHANNISBERG RIESLING, 1973	43.20
806 PINOT CHARDONNAY, 1974	48.60
807 PINOT NOIR, 1972	48.60
808 CABERNET SAUVIGNON, 1973	48.60
809 CABERNET SAUVIGNON, Private Reserve, 1971	89.64

DAVID BRUCE Los Gatos

		<u>CASE PRICE</u>
810 ZINFANDEL, 1972		41.58
811 ZINFANDEL, 1973		41.58
		<u>Bottle PRICE</u>
812 CHARDONNAY, 1974, Lot 1		10.00
813 CHARDONNAY, 1974, Lot 2		10.00
814 CABERNET SAUVIGNON, 1973		10.00
815 ZINFANDEL ESSENCE, 1971		9.00

This huge, almost awkward dessert wine will have its strongest appeal to the staunchest prospectors for enological exotica.

- LIMITED QUANTITIES -

CALLAWAY VINEYARD & WINERY Temecula

		<u>CASE PRICE</u>
816 SAUVIGNON BLANC - Dry (Fume), 1974		54.00
	<i>This delicate style will intrigue you with its subtleties.</i>	
817 WHITE RIESLING, 1974		54.00
	<i>Spessart oak enhances this delicate style of fine Riesling. This fine wine from Temecula in Southern California demonstrates that ideal micro-climates may not conform to rigid textbook limitations of geographical latitude.</i>	
818 CHENIN BLANC, 1974		40.50
	<i>The delicacy of this outstanding Chenin Blanc is in sharp contrast to giant style of the Chalone wines.</i>	
819 ZINFANDEL, 1974		54.00
		<u>Bottle PRICE</u>
820 CHENIN BLANC, Harvested Late, Sweet Nancy, 1973		15.00

Ely Callaway has proven in a very short period that fine varietal wines can be made in places other than the Napa Valley. Callaway Vineyard and Winery located in Temecula (45 miles north of San Diego). Their White Riesling, Sauvignon Blanc, Chenin Blanc were listed as "Great Wines" in the Winter 1975 Edition of Buying Guide to California Wines. The Chenin Blanc, Harvested Late, Sweet Nancy was the only Chenin Blanc listed as "Very Great" in this publication.

Callaway has released only one red wine thus far - their 1974 Zinfandel - and judging from the quality of this wine, we can look forward to some real surprises in his Petit Sirah and Cabernet when they are released.

CAYMUS VINEYARDS St. Helena

		<u>CASE PRICE</u>
821 ZINFANDEL, 1974		35.10
822 PINOT NOIR, 1973		43.20
823 LIBERTY SCHOOL CABERNET SAUVIGNON		40.50

Liberty School Cabernet Sauvignon, picked in recent tastings as the best Cabernet Sauvignon value for current drinking under \$5.00

CHAPPELLET VINEYARD St. Helena

		<u>CASE PRICE</u>
824 CHARDONNAY, 1973		81.00
	<i>Some French vintners have been amazed at how well this wine has shown in their own blind tastings.</i>	
825 JOHANNISBERG RIESLING, 1973		40.50
826 CHENIN BLANC, 1974		37.80
827 CABERNET SAUVIGNON, 1972		81.00

THE CHRISTIAN BROTHERS St. Helena, Napa County

Brother Timothy Special Selections

		<u>CASE PRICE</u>
828 ZINFANDEL, Lot 7271, Bottled and Binned Nov. 1972		48.60
	<i>A glorius jewel-color, velvet-textured wine, with a delightful lingering aftertaste.</i>	
829 GAMAY NOIR, Lot 7071, Bottled and Binned, Nov. 1972		48.60
	<i>A beautiful soft wine with a delightful bouquet. Truly a California wine of intrinsic merit to be enjoyed on a regular basis, time after time.</i>	
830 CABERNET SAUVIGNON Lot 6970, Bottled and Binned Feb. 1973		64.80
	<i>An already well-balanced wine, but needs further bottle-age before it reaches its peak of maturity. It is a light claret, of beautiful color and intensity of Cabernet taste.</i>	
831 PINOT NOIR, Lot 6870, Bottled and Binned Jan. 1973		59.40
	<i>For burgundy lovers, this mingling of grape and wood can pour very happily with a steak or roast.</i>	

THE WINE SPECTATOR

PUBLISHED BY
AND FOR THE
WINE GROUP

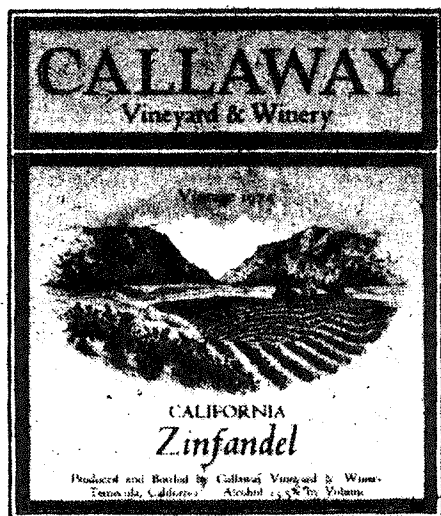
Two more Temecula wines debut; Zinfandel is first red

The growing number of Callaway fans will be delighted to learn that the Temecula winery has released two more of its 1974 vintage bottlings.

Released April 5, and available now in selected retail outlets are Callaway's

omitted his usual "estate bottled" designation for the Zinfandel.

Callaway said that even though the grapes were selectively picked, vinified, matured and bottled at the Temecula winery, most of them were grown by his

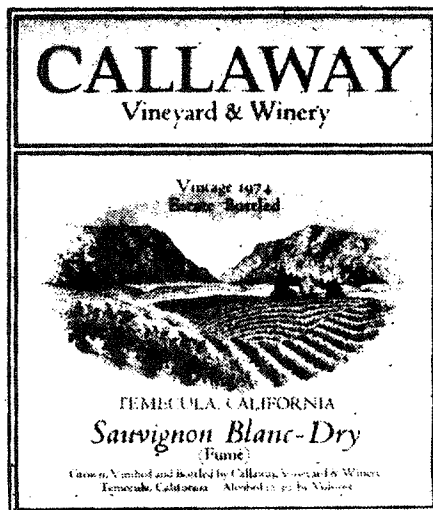


first Zinfandel and a Sauvignon Blanc-Dry (Fume') — which, like his Chenin Blanc Late Harvest named "Sweet Nancy," he has also titled. This one Callaway calls "White Mist."

The Zinfandel at \$5 (California retail) seems to have all the qualities of an excellent vintage. It is enjoyable drinking now, and according to Callaway, should improve in the bottle for 10 years.

It is also Callaway's belief that this is the only Zinfandel ever matured in 60-gallon German white oak barrels.

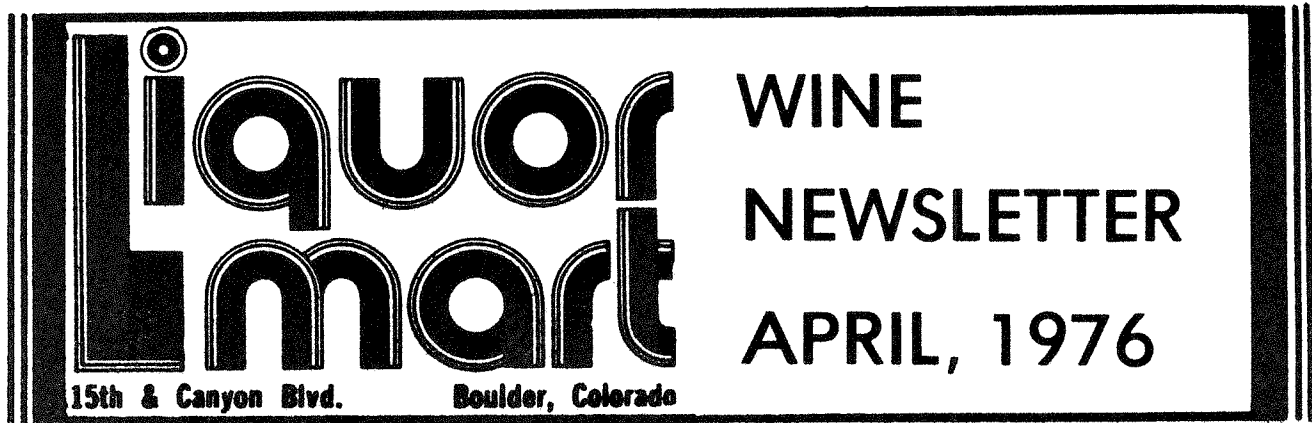
Because he believes in a strict interpretation of the rules, Callaway has



next door neighbor. Hence this wine is labeled "California Zinfandel."

One of the reasons Callaway named the '74 Sauvignon Blanc-Dry (Fume') "White Mist" was probably to avoid confusion with the earlier released regular 1974 Sauvignon Blanc-Dry.

Although of the same varietal, these are two different wines. The "White Mist" (also \$5 retail in California) is a bigger wine and almost totally dry (less than 0.2% residual sugar). Because it was matured about four times longer in white oak casks and barrels, there is a definite oakiness in the aroma and flavor.



© Philip G, Reich, 1976

CALLAWAY VINEYARD

The story of Callaway Vineyard is remarkable in every way. It is a small winery in a seemingly illogical location that was founded with the intent of producing distinctive and superb California wines. These might be the goals of any fledgling winery, but the success of Callaway in achieving all their objectives from the start is unique. The winery has described, in pages of point-by-point itemizations, the soil and microclimate conditions, technical equipment chosen, and special techniques and processes used, all oriented towards making the finest wines possible. There is not space here to detail all the elements that go into the making of Callaway wines, but here is a brief outline.

Ely Callaway founded Callaway Vineyard and Winery when he retired as president of Burlington Industries. The site he chose was, of all places, in southern California, in one of the most dramatic examples of the importance of microclimate to be seen anywhere. In the generally hot Rancho California area near Temecula, an hour out of San Diego, lay a set of hilltops directly in line with a mountain gap towards the Pacific and another break in the mountains toward the desert. Across this stretch of land, perhaps a mile and a half in width, cool ocean mists are drawn every evening that hover over the vineyard until the following mid-morning when the sun burns them off. With the help of U.C. Davis experts, Callaway had the decomposed granite soil planted in Cabernet Sauvignon, Petite Sirah, Zinfandel, Johannisberg Riesling, Sauvignon Blanc, and Chenin Blanc. The vineyard records and the performance of the vines have shown that the specific location is dramatically cooler even than other vineyards only about two miles distant. Daytime temperatures in the summer stay in the nineties and at night, they fall to the fifties. The Callaway Vineyard, in fact, is cooler than most of the premium north coast areas; the ability of the grapes to maintain high acid along with high sugar levels, and the harvest dates, some two weeks behind even the best north coast locations, bear witness to this.

For a winemaker Callaway had the good fortune to find Karl Werner, who had been winemaster at Schloss Vollrads after World War II and had done considerable work on developing the use of the centrifuge in winemaking. Callaway, Werner, and vineyard manager John Moramarco have been able to work out, piece by piece, the different factors that would affect the kind of wines they wanted to make, and the entire operation was set up to bring all these elements into consonance in the final product. To put it simply, no expense was spared at any point, and no shortcuts were taken when a longer or more difficult or more expensive way was known to produce better results.

In the vineyards the vines and grape clusters were pruned back severely at the expense of the crop for the first five years in order to encourage vigorous vine development which in the long run will result in better grapes. Crop tonnage is kept at approximately two tons per acre, a skimpy yield which ensures concentration of juice and flavor elements pulled up through the roots from the ground water. Because rainfall is virtually non-existent the only moisture comes from irrigation, which is stopped four weeks before the harvest to further concentrate the juices. The grapes are picked, ripe clusters only, when the winemaker determines that the grapes taste properly ripe for the kind of wine he wishes to make. During the harvest the grapes get from the field through the stemmer-crusher, press, and centrifuge and into the fermentation tank in little more than an hour, which virtually eliminates the problem of juice oxidation.

Both reds and whites are fermented cool, fermentation of whites often taking three or four months to complete itself. The yeasts used are complex "populations" brought from Germany rather than the single strains in use at most wineries. Whites go into large German oak ovals for aging. Reds go into small German oak casks made specially for Callaway and probably the only such barrels in use for red wines in the world. The German oak does not have the dominant biting edge of French Limousin or Nevers, and one can achieve more exacting control of the amount of wood a wine is given. Red wines are fined only with fresh egg whites, and for white wines a fining agent is used called "Hausenblase", made from the dried flotation bladder of the Black Sea sturgeon. Such thorough attention to detail would mean nothing if these activities were not kept in balance by an overall understanding of what each will contribute to the end result, and Werner has the Callaway wines as proof of his sense of the integration of all these parts.

The experience of tasting Callaway wines is not like that of other California wines, and I found it necessary when I visited the winery last January to throw out totally my expectations of what a California wine should taste like, and to re-learn on the basis of what was in the glasses in front of me. In contrast to typical good California wines which virtually jump out of the glass with their aggressive noses, assault the mouth with their powerful flavors, and overwhelm by their generosity of sensations, the Callaways follow more closely a European style. They have subtle bouquets that demand close attention to capture all their elements, mild flavors which balance against each other in the mouth, and lingering restatements of these flavors in a long finish on the palate. The fruit from the cold fermentation was thoroughly present but not overly assertive. The distinctive flavors from the granitic soil ran through all the wines and stayed on the palate, recombining with the fruit in the kind of elaborate finish one finds only rarely in the best California wines and always in the best French and German wines.

In stressing the similarity of experience to that of fine European wines I do not wish to imply that Callaways taste like French or German wines, because they don't; yet neither do they taste like other California wines. They require tasting on

their own terms. Even the whites are reclusive when first opened and can take several hours of airing before all the underlying flavors come into evidence alongside the fruit; a person who gave into the temptation to finish the bottle too soon would miss fully half the taste experience. Such unfolding with breathing is a sure sign that the wine will continue to develop in the bottle for years. The people at Callaway predict a good six years of improvement in bottle for the whites and this seems entirely reasonable.

We have some Callaway wines in stock now and more will arrive shortly. The 1974 White Riesling has the richness of flavor and the authority of a fine Rheingau Kabinett. The 1974 Sauvignon Blanc Dry defies description because it does not closely resemble any other wine from this varietal. Perhaps one would get a rough sense of what it is like by imagining a fine Graves made only of Sauvignon Blanc, therefore firmer and fresher than any Graves actually made. The 1974 Chenin Blanc has such lively fruit that one might drink it up too quickly if not told to wait for the lingering aftertaste to begin to show itself. More of this wine will arrive in April. The 1973 "Sweet Nancy" is the first Chenin Blanc with Botrytis produced in America. Such wines are produced on the Loire at Vouvray and at Quarts de Chaume and Coteaux du Layon; they take years to reach maturity, and one should expect the Callaway version to do the same.

Coming in May will be the 1974 Sauvignon Blanc Fumé, a firmer wine than the Sauvignon Blanc Dry, with more oak and more of the mineral edge of a Pouilly-Fumé. And Callaway's first red, a 1974 Zinfandel, will be released in May. It is unlike any Zinfandel I have ever tasted, with less of the berry tang but a finer edge and a longer finish than one usually finds in this varietal. It promises many years of improvement in the bottle. An extraordinary 1974 Petite Sirah and 1974 Cabernet Sauvignon are still in cask.

Callaway wines should be served with foods that show off the subtlety, delicacy, and breed of very good wines. They will reward as much attention and as much time as one is able to give them with pleasure in equal measure.

----- Philip G. Reich

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The red, white and sparkling wines of California; a dream come true.

Waving two folded umbrellas like wands, Ely Callaway warms up to his favorite subject, wine, as the rain continues its gentle downpour on his hillside vineyard.

Pointing one of the umbrellas like a projectile to Rainbow Gap, he explains the sea mists undulating through the pass allow for the previously impossible — creation of premium table wines in Southern California.

Like a diamond accidentally found in a pile of rhinestones, the 134-acre site was an unexpected marvel to the wine industry.

"I believe in doing a lot of research before I start a project," explains the former industrialist and native of Georgia, about his choice of land, 1400 feet above sea level, four miles east of Temecula, 23 miles inland from the Pacific Ocean.

"Oh, I got my share of disdainful comments, both to

my face and behind my back. But I'd already been supplied with information on this area by researchers at UC Davis. I knew this site had a microclimate, and soil which was unique.

"Southern Californians already suffer from an inferiority complex about their northern neighbors, and both are defensive about European wines. I wanted to create a wine they could be proud of, and in the process upset a lot of preconceived notions and prejudices," he says.

Don Quixote, at age 56, has never appeared in a stranger guise. A Southern gentleman of the old school, Callaway has a pretty Dulcinea, wife Nancy, and an amiable Sancho Panza winemaker, Karl Werner, former winemaker of Schloss Vollrads in the German Rheingau.

His not-so-impossible dream, however, seems to be on the verge of becoming a reality. Part of Callaway's sec-

ond career success, the building of a premium wine chateau in Southern California, is based on his business philosophy.

"In business, it is essential to overcome attitudes and prejudices of others. Essential to this goal is a superior product or it will not be accepted."

Claiming he's not in the business just because he loves wines, Callaway adds other considerations led to his final business decision.

"I knew if I could produce a superior wine here, I'd be in an unequalled merchandising position. We're in the middle of the biggest high-priced wine market in the world here in Southern California. So why not take advantage of it?"

Taking advantage of the unique site, favorable climatic conditions, and ultimately attaining a profit, says Callaway, calls for precise and shrewd analysis of the market and choice of personnel.

"It's important to set a high standard of honesty and integrity, determining whether you are fulfilling a public need, and whether the right people are working for you."

In Callaway's case, along with Werner, he hired vineyard manager John Moramarco, who personally finishes the "prunes" on every vine. There are 450 vines per acre and it takes four months to complete the process. This is only a small part of Callaway's quest for perfection.

Living in an unpretentious tract home, he avoids frills at the vineyard and winery, expending money where it will show on the final product rather than on the physical structure itself.

No expense is spared on equipment or processing, which is conducted with meticulous care.

Teutonic discipline comes from Werner, who has installed 60-gallon oak barrels in

which Sauvignon Blanc-Fume and all the reds are maturing. Other larger oak barrels contain the Callaway Chenin Blanc, White Riesling and Sauvignon Blanc-Dry.

These large oak ovals are selected in Germany by Werner and live-steam leached to eliminate any excess bitter tannin.

Other German imports include yeast strains or population of these: From Steinberg for white wines, and Asmanhausen for red wines, all flown in vials from Geisenheim, the enological center of German wine production.

Callaway claims these yeasts give character in nose and palate, and prefers to use population of yeasts rather than standard strains.

Granitic soil is another plus factor for Callaway, enhanced by pruning and "cluster-thinning," hand harvesting, transporting the grapes in small gondolas only half-filled, and

fast processing of juice after harvest — an unbelievable 70 minutes.

In comparison to the yield of his neighbors, who will have five or 10-ton harvests per acre, the discarding of whole clusters of fruit prior to ripening has reduced Callaway's yield to less than two tons per acre, again emphasizing his insistence on quality.

Other interesting technological advances are: The nylon-fingered de-stemmer; use of a Westphalian centrifuge prior to fermentation; fining of white wines with Hausenblass, a solution made from the dried flotation bladder of the Black Sea sturgeon, and red wines with the whites of fresh eggs; and 2-inch corks imported from Portugal.

Explaining use of the fining process, Callaway says this takes a bit of the raw edge off the finished product, physically eliminating minute parti-

cles that even the centrifuge won't take out.

"It's a 1000-year-old process, entailing use of the egg whites on the red wines, and the dried flotation bladder of the Black Sea Sturgeon for the white wines.

"All the great red and white wines of Europe are finished this way, but it's rarely done in this country, because it's too expensive," he says.

Another plus factor which could have been a negative is water. According to Callaway's meteorologists, the Salton Sea, east of the vineyard, attracts the moisture-laden air like a magnet. It allows for a climatic condition called "convection cooling," a wind-chill factor contributing to both moisturization and cooling of the vines.

"It can read 92 on the thermometer," explains Callaway, "but because the

wind is coming from the ocean, laden with moisture, and at a rapid enough speed, it cools the leaf surface of the vines. This is something new, because no one has ever measured the effect on the growth of grapes. If there's a wind, however, the thermometer is only a small factor."

This continuous gentle blanket of mist, says Callaway, along with controlled watering, permits him to cut off irrigation three or four weeks before harvest, allowing the grapes to get lean.

"This intensifies the fruit's character by eliminating excess water," explains Callaway. "We don't have to worry about sudden rains, like our neighbors 600 miles to the North, so we don't rush the harvest, allowing our grapes to hang on the vines until they're ready."

Thus far, only four white

wines have been released: A 1974 Chenin Blanc, 1974 Sauvignon Blanc-Dry, 1974 White Riesling and 1973 Chenin Blanc-Harvested Late, the latter creating more of a stir than any other Callaway wine on the market.

The reason? Grapes used to make it were affected by the rare (to California) Botrytis Cinerea, or noble rot, which concentrates sugar levels. It was subtitled "Sweet Nancy," honoring Callaway's wife.

Earliest known inhabitants of the area, the Temeku Indians, called it right. In their language, Temeku meant "Land where the sun shines through the white mist."

This mist factor also must have intrigued and influenced Jean Louis Vignes, California's first vineyardist and importer of *vitis vinifera* from France.

"Don Luis," as he was fondly called, acquired tract where Callaway is located in 1861 out

of the original Spanish land grant, but was too old at the time of purchase to cultivate and make proper use of the property.

In spite of its long sleep, however, the land of the white mist has come to life again. Its bounty, has attracted thus far the praise of wine authorities such as Leon Adams, Paul C. Kovi, and Andre Tchelistcheff, noted enologist.

It's also attracting the attention of selected restaurants and wine shops. Callaway's output is small, and he's discriminating about who sells his product.

"We sell our product in approximately 22 stores in the Los Angeles area, but we are discriminating, because we want to preserve the mystique and be promoted by people who understand and appreciate our product," he says.

— Ava Gutierrez

Ely Callaway (above) discovered an oasis of land in Southern California for growing grapes for premium table wines. East of Temecula, 23 miles inland from the ocean, moist, cool winds blow through mountain gaps (left) to cool the leaves of his vines. Wines are fermented in closed, double-jacketed, stainless steel tanks (below) for controlled temperature.

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THE WINE SPECTATOR

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La Jolla, California

April 1-15, 1976

CALLAWAY CONFOUNDS CRITICS

By Rob Brewster

TEMECULA, CA -- There are still some wine critics, and perhaps a few envious wineries in Northern California, who seem reluctant to believe quality premium wines can be produced from a 134-acre vineyard nestled in the hills about four miles east of this small, historic western town.

Some critics almost begrudgingly concede in their evaluations of Callaway wines that they are good, sound wines of high quality. But, these critics seem to feel intimidated by the very successful marketing efforts of owner Ely Callaway and his number

two guy, executive vice president Ed Russell.

The fact that some of the most respected and authoritative wine experts in California, as well as elsewhere, have already scored some of the Callaway wines almost out-of-sight on the standard scale of 0-20, appears to rattle some observers.

Fortunately, Callaway does not rattle easily. He shouldn't after his years in the corporate world in New York city where he carried the responsibilities of president of the massive Burlington Industries (a textile giant) before retiring and coming West to oversee his vineyards.

On the contrary, Callaway's position from the first day he released his four whites to the marketplace is that the consumer should be the judge.

Contrary to the opinion of some writer-critics, the wine public has given an almost overwhelming reception to the new wines of Temecula, and you can't argue with the bottom line on the sales ledger.

All this in a period of about six months. That has got to be some kind

of record in the industry.

Callaway attributes the high quality of his wines to the micro-climate in which his vineyards are located. He discovered this acreage back when he was still Burlington's boss. Like the good businessman that he is, he checked the area out carefully, leaning on all the experts he could find.

He bought it, then hired John Moramarco, a tenth-generation viticulturist, to get the vines in the ground and growing.

When the first producing harvest was ready some years later, Callaway brought in Karl Werner, a former winemaker with Schloss Vollrads of the Rheingau in Germany, to make the wine.

Meanwhile, on the recommendation of experts who, by now, had determined that his grapes would be of the highest quality, Callaway went ahead and built a small winery right in the midst of his vineyards.

The winery is not lavish. It doesn't even come close to a French chateau in design. It is an ultra-modern, highly

functional facility, employing the finest wine-making equipment and technology available today.

To date, Callaway has released a Chenin Blanc (\$3.75), Sauvignon Blanc-Dry (\$4.50), White Riesling (\$5) and a one-of-a-kind Chenin Blanc Late Harvest (botrytised) (\$15). All are estate bottled, vintage 1974, and are selling extremely well.

Soon to be released is the first red, a 1974 estate bottled Zinfandel now in the initial stages of bottle aging. Later, perhaps a year or more, will come 1974 Cabernet Sauvignon and Petite Sirah, now aging in 200-year-old German oak.

Callaway varietals released so far are excellent to outstanding in quality -- and getting short in quantity in the case of some varietals from the first production.

The fact that Callaway and Russell have done a superior job in marketing their new product should not be some kind of penalty, rather a plus.

And, like Callaway says, the consumer should be the final judge.



CALLAWAY VINEYARDS at Temecula are surprising some critics who are reluctant to believe quality premium wines can be

produced in this area. Nonetheless, the four white wines released by Callaway to date have earned high marks from both consumers and

many authoritative wine experts. Callaway attributes the high quality of his wines to the micro-climate in which his 134-acre vineyard exists.

CALIFORNIA WINELETTER

C. H. & PHYLLIS VAN KRIEDT

SINCE 1948

P.O. Box 70, Mill Valley, CA 94941

CALLAWAY'S
FIRST RED

The other day we were browsing through a wineshop in S.F.'s Cannery and what should we spy but a display of Callaway Zinfandel. It's the '74 (\$5.00). We sampled a bottle with a roast crown of lamb. This is an elegant wine, typically intense (as are the Callaway whites), almost an essence of Zinfandel, distinctive in style, smooth and delicious. Callaway continues to prove that fine California varietals can come from Southern California. THE WINELETTER, #110

CALIFORNIA CRITIC



George Starke

Callaway Wines

Now—Premium Varietals from Southern California

A bold new wine-growing drama is being played out in the rolling hills of **Temecula** in San Diego County. If the results of the unprecedented experiment there are successful, a new and exciting chapter will be added to the California wine industry.

In the **Temecula** hills just 40 miles north of San Diego, Ely Callaway, retired president of the giant Burlington Industries, has set out to prove that table wines to match the quality of any in the state can be grown in Southern California. The hot, Southern California climate has been long recognized as unsuited for the production of fine table wines. Premium varieties fail to mature properly and yield fruit low in acid and high in sugar. The resulting wines have poor color, little bouquet and are vapid and flabby on the palate. However, as the University of California field station records show, the **Temecula** climate is very atypical of Southern California. There, a unique combination of winds and topography result in climatic conditions that may be as ideal as any in the state for growing premium table wines.

The **Temecula** hills make up a small area of rolling hills located east of the town of **Temecula** and 20 miles from the ocean. The area is located due east of Rainbow Wind Gap, a V-shaped notch in the mountain range that separates the Temecula valley from the sea. Each morning of the growing season, these hills are covered by the ubiquitous California coastal fog. By 9 am, the fog has dissipated and the sun begins to warm the earth; by noon, the sun is a bright fireball and beats down on the earth with an intensity that makes a broad-brimmed hat almost an instrument of survival. One can almost set one's watch at 2 pm when a unique temperature reversal begins. Onshore winds, generated over the cool Pacific Ocean, funnel through Rainbow Wind Gap and spread their cool, moist zephyrs over the **Temecula** hills. By 4 pm the fresh ocean breezes have dropped the air temperature into the seventies. At sundown, the temperature is in the sixties and will drop

another 10 degrees before the next dawn. These seemingly ideal wine growing conditions, plus the challenge to grow fine wines in a new area, led Ely Callaway in 1969 to acquire 124 acres and to begin his courageous experiment.

Growing fine wines required dedication each step of the way—from vine to glass. Callaway's dedication almost borders on fanaticism. The first step, obviously, was to find a winemaker who would be willing to risk his reputation to share in the bold Callaway experiment. The man selected was Karl Werner, a man who in skill, energy and dedication was suited to the task. Werner is a huge man with impeccable professional requirements: a graduate of Geisenheim, nine years of European winemaking experience (Schloss Vollrads) plus California winemaking experience at Robert Mondavi and at Oakville. Werner fervently believes that winemaking begins in the vineyard and that it is absolutely essential that the winemaker has a strong voice in vineyard management policies. Only in this way can he be assured of the quality of the grapes he will have to work with.

All Callaway grapes are estate grown. Vineyard management is overseen by John Moramarco, a tenth-generation viticulturist, who is equally dedicated to the Southern California experiment. In the vineyard, one sees the Callaway dedication. Drip and overhead sprinklers assure optimum watering conditions. Weed control consists of chopping off the weed tops to allow the roots to rot and provide oxygen conduits to the subsurface, rather than weed control through plowing which breaks the surface moisture seal of the earth. Pickers are instructed to recognize mature fruit and then are paid by the hour rather than the lug to assure that only mature fruit reaches the crusher.

The winery and its facilities reflect clearly Werner's innovative genius. The winery is an austere, functional building—air-conditioned corrugated steel shell housing a veritable museum of the finest winemaking equipment available. Almost all of the equipment has been designed or modified by Werner to meet his special requirements.

When up to full production, Callaway operations will produce only 30,000 cases a year. Callaway believes that fine wines can be made only by small batch processes and, of course, the California roster of its finest wines corroborate this concept without exception.

At each phase of the winemaking process, Callaway has gone to extra effort to reach out for perfection. Grapes are crushed under a blanket of CO₂ to arrest oxidation. The Werner-modified press is a special design to prevent crushing of the pips which can yield off flavors in the finished wine. Fermentation is carried out in 3,500-gallon, water-jacketed, paddle-stirred, stainless-steel vessels. No Callaway wines are filtered; clarification is accomplished by selective centrifuging. The red wines are fined, as in the Medoc, with beaten whites of fresh eggs. The whites are fined with Hausenblase, a solution made from the flotation bladder of the Black Sea sturgeon. All aging is done in furniture-quality German white oak personally selected in Germany by Werner. (The exclusive use of German white oak is another Werner innovation. California winemakers traditionally use French and Yugoslavian oak.) Certainly the type of cooperage used is an important factor in a wine's ultimate character and it is possible that the exclusive use of German white oak will be the unique taste signature of the Callaway wines.

Now about the wines—three reds, Cabernet Sauvignon, Zinfandel and Petite Sirah; and three whites, Chenin Blanc, Sauvignon Blanc and White Riesling, constitute the Callaway inventory. The reds are still in the wood; the whites were released to the market in October, 1975.

I first tasted the Callaway white wines at their premier tasting at Sequoia Cellars in Newport Beach. (Another innovation worth mentioning: All Callaway wines are delivered to Southern California outlets by air-conditioned truck. Certainly no other winery in California has taken this last but most important step to prevent the wine from suffering any mishandling in transportation to the retail outlets.) My initial reaction to the newly bottled wines was that all had a distinctive, awkward, young-wine character. (Incidentally, the Monterey wines which were released earlier this year exhibited similar character.) I retasted the Callaway wines at the winery near the year's end; the bottle age of even that short period made a distinct difference. Recognizing that the wines were made from still young vines and have had little time to gather character in the bottle, I experienced the clear mark of quality—a quality I had never experienced in a Southern California wine. All wines are fermented out bone-dry. The Chenin Blanc is beautifully balanced and very clean on the palate. The Sauvignon Blanc has an extraordinarily good nose for so young a wine and fine body. The Riesling has a touch of botrytis which gives it a faint cinnamon taste—a very assertive wine and a very interesting one. Also released is a 1973 heavily botrytized Chenin Blanc named "Sweet Nancy"; the wine is a rarity and expensive at \$15 a bottle. I think the wine needs a lot more bottle age to be a value at that price.

Although the reds are still a year and more away from release, Karl Werner graciously let me taste these infant wines. What huge wines they will be! The color extraction Werner has achieved is enormous, more than I would have believed possible from Southern California grapes. The Cabernet is a big, dark wine with exciting flavors. The

Zinfandel is dark, huge and packed with fruit. The Petite Sirah is so big Callaway may have to package it in sticks rather than in bottles. I asked Werner what he thinks the wine will eventually be. He shrugged his massive shoulders and replied, "Who knows? No man has ever made a wine like this before."

Callaway certainly is one of the most exciting wine operations in the state. Although the Callaway vines and wines are still very young, if the quality beginning to emerge continues, Southern California may be boasting some of the finest wines in the state (this statement is sure to raise chauvinistic hackles in Napa). If such a prophecy would come true, the present release of Callaway wines may become sought-after, first editions by collectors. In any event, serious students of California wines will want to buy, taste and follow this exciting wine adventure in Southern California.

Palm Springs Life

DECEMBER 1975 VOLUME XVIII, NUMBER 4

Ely Callaway and his Wines

Executive-turned-vintner upsets settled ideas/By Dolly Maw

There is nothing particularly unusual about people having second careers and being successful in them. But it is decidedly unusual for someone to tackle a career in a field where the top successes have been a grandfather-to-father-to-son operation for

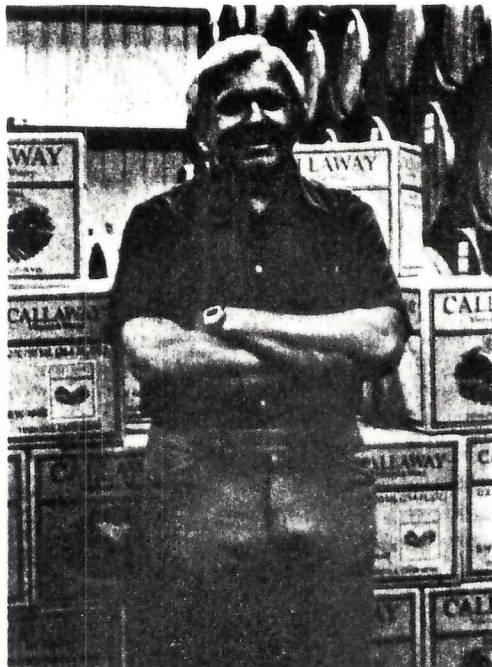
centuries. Moreover, there have been definite ideas about *where* good wine grapes could be grown. The well-established caste system according to locale was Europe first, with some grudging acknowledgement that Northern California was producing some passable wine. But Southern California? Absolutely beyond the pale. It doesn't even appear on wine-oriented maps of California.

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Y

Perhaps Southern California received its stigma of "not a proper grape-growing place for finer wines" from the dramatic and quixotic activities of a Bunyanesque character of the wine industry, "Count" Agoston Harazathy, the colorful, multi-careered "founder" of our wine industry who, incidentally, ended up in the jaws of an alligator



Edward Russell, Callaway's executive vice president in charge of sales and planning.

on the Amazon. Harazathy planted his first vineyard in Mission Valley, San Diego. The crop was poor. Going north, he established vineyards and founded the winery which is Buena Vista. This was the beginning of the whispering campaign that the land down south was inferior.

Then came another equally Bunyanesque figure out of the East, executive industrialist Ely Callaway, former president of Burlington Industries, Inc., now a resident of Eldorado Country Club, Indian Wells. This was not your usual executive seeking a tax write-off and a "weekend vineyard." He had serious things in mind.

First of all, he questioned, why *not* Southern California? Surely there must be certain micro climates that, given the right treatment, would produce superior grapes.

He obviously has found the right place. With the aid of experts from the University of California at Davis, and of viticulture expert John Moramarco, the Callaway Vineyard was planted near Temecula at Rancho California. The selection of this particular hilltop site was done with great care. It was chosen because of its highly granitic, well-drained soils and because its exact location is strongly influenced by mist and breezes from the Pacific Ocean 23 miles away. It is also affected by massive coastal and inland mountains which directly influence the wind patterns at Callaway Vineyard.

The vineyard site is historically interesting. About a thousand years ago, the

known as Temecula were the people of the Temeku Indian tribe. In their ancient Indian language, "Temeku" meant "Land where the sun shines through the white mist." This same white mist is still there, favorably influencing the Callaway grapes.

There is something definitely romantic about grapes and vineyards. It began with Noah. "And Noah became a husbandman and he planted a vineyard" . . . (Genesis 9:20, 21). Grape growing began in Southern California when Father Serra planted the sword and the vine at San Diego in 1759. Roots from Spain were stuck in the soil, tended and picked by Indians under the supervision of Franciscan Fathers, harvested and made into a drinkable beverage. Some of the *aguardiente* (brandy) was sold to settlers. Simple grape farming continued. Later, the blight and the prohibition brought grape growing to a halt with the exception of those vines destined for sacramental wines.



Winemaker Karl Werner, formerly with Schloss Vollrads in the Reingau, Germany, now among Callaway experts.

The southern area is beginning to awaken from its dormancy with various plantings throughout northern San Diego County, but no one has tackled the production of fine wines in the manner of Ely Callaway. Applying the same scientific research and management principles that led to Burlington Industries' producing fine fabrics, he set about raising superior grapes, which also called for the construction of a winery, for there had to be complete control from the first to the last step. This is the first winery in the history of Southern California devoted exclusively to the production of fine wines made 100 percent from premium varietal grapes, matured in European oak and aged in the bottle before sale — a very significant statement.

Callaway's premise was that given the right soil in the right location (determined by qualified experts) fine wines could be

scale vineyard and winery; much money, and lots of time. There are no shortcuts."

Putting all these ingredients together has been the dedicated task of Ely Callaway. He resigned his position with Burlington Industries, moved to California and has devoted his time exclusively to the realization of the goal he set for himself when his vineyard was started in 1969.

His almost heretical theories were greeted with great scepticism and much condescension on the part of the Northern California wine growers, and with even more doubts by their peers, the European wine hierarchy.

This scepticism didn't daunt Callaway in the least. He continued on his course, surrounding himself with the most expertly trained people he could find: John Moramarco, a tenth-generation vineyardist; Karl Werner, former winemaker at Schloss Vollrads in the Reingau, Germany. Winemaker Werner designed most of the specialized equipment and the winery layout. He personally selected the German oak for the barrels and casks made in his native country. The winery, termed "modest in size" by Mr. Callaway, is a gem in every respect. It is as surgically clean as a hospital and filled with the most advanced and obviously costly equipment obtainable. The ambience is one of reverence for the grape and a ritualistic devotion to bringing out its

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WINE (continued)

finest potential.

Ely Callaway is completely goal-oriented. He questioned every single step of previously established wine production. Some of his innovative processes caused raised eyebrows among the "old guard" vintners. Callaway's answer was, "The proof will be in the wine."

His theories have been substantiated.

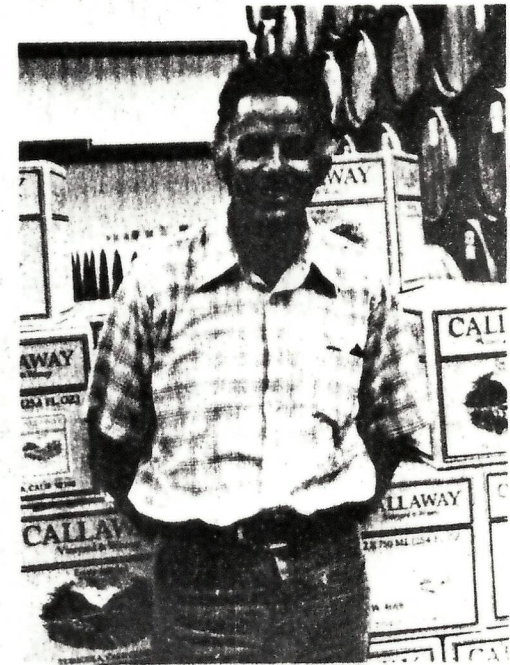
Robert Balzer writes: "The impossible has happened in Temecula." At a blind wine-tasting, the 1974 Callaway Sauvignon Blanc-Dry received ecstatic praise from him and also from Andre Tchelistcheff. To quote Balzer, "A winery and its vineyard begins with a man and his dreams. Resulting greatness in the wines is almost wholly due to his (Callaway's) initial determination and the multitude of decisions to be made along his way towards the achievement of his goals. To my knowledge, such wine quality has never before happened in Southern California."

Enologist Andre Tchelistcheff states: "After tasting of the 1974 wines, your laboratory technician offered us the most delicious botrytis wine of 1973, which, of course, should be considered as a glorious wine bringing exciting feelings to the consumer . . . wine which merits the full 20-point score status that I granted to this wine, not as a result of thinking but rather as a spontaneous reflex to its originality."

Leon Adams, noted author of "Wines of America," says: "Now that I have tasted your first bottled wines and am hearing their rave praises from other tasters, I know it has come true. I consider this of historical importance in the development of fine wines in California."

John Brenna, president of the Wine Consultants of California, writes, "Thank you for the opportunity to taste the results of one of the most daring developments in the history of the California wine industry. Your first wines capture varietal character at the highest echelon of achievement."

Sam Aaron, president of Sherry-Lehmann, Inc., of New York, wrote to Callaway: "Clifton Fadiman, my co-author of the book 'The Joys of Wine,' and my associates at Sherry-Lehmann conducted a blind tasting. Thirty wines of the Napa-Sonoma Valleys were pitted against eight wines produced by you in the high hills of the Temecula region in Southern California. The results proved astonishing to all of us. In every case, regardless of varietal grape involved, the Callaway wines always fell well above midpoint. Three of your wines — Zin-



John Moramarco, a tenth-generation vineyardist, is Callaway's viticulture manager.

fandel, Petite Sirah and Sauvignon Blanc — received First Award. All well-informed wine lovers are aware of the complexity and longevity achieved by the great vineyards of France, Germany and Northern California. Few of us are aware that the potential for greatness also exists in Southern California, provided you get high up in the hills where there is a favorable soil and climate whose potential can be brought out by a dedicated wine-maker and wine-grower. But above all, there must be a proprietor who loves wine-making and wine-drinking; who loves what he is doing and never compromises. In my opinion, dear Mr. Callaway, you are such a proprietor. Congratulations!"

To sum it up — Mr. Callaway, you have

Minneapolis Star, Wednesday, July 14, 1976

*With Great Pride and Much Pleasure, We Announce That
The 1974 Callaway White Riesling
Was Selected as the Only Wine to be Served*

at

*The Luncheon Sponsored by
The Pilgrims of The United States*

and

*The English Speaking Union of The United States
in Honor of*

HER MAJESTY QUEEN ELIZABETH II

and

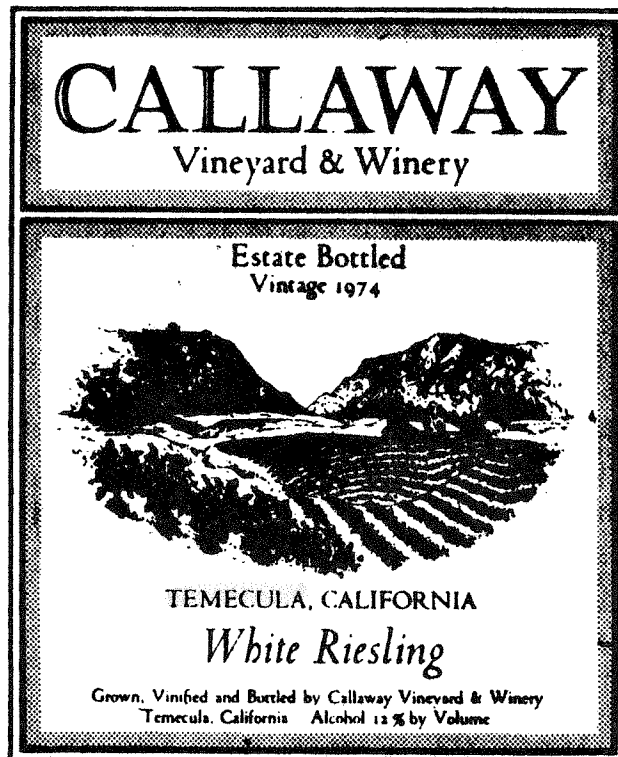
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DUKE OF EDINBURGH**

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San Francisco Chronicle
Business World

★

THURSDAY, JULY 8, 1976

51

Queen's Lunch

Little Winery Meets Royalty

By Donald K. White
Financial Editor

THE QUEEN OF ENGLAND drinks white wine with roast beef.

She also drinks it with striped bass and with fresh fruit in a chocolate cup.

Despite the implications, her majesty is not in the pay of the people who make Blue Nun, the treacly import whose clever advertising is far superior to the product itself.

The white wine with beef aberration is not quite of the queen's doing but rather of her hosts at tomorrow's mass lunch at the Waldorf-Astoria Hotel in New York.

By consensus of a pre-luncheon tasting committee, the wine selected to be served throughout the lunch is from an obscure Southern California vineyard and winery. It is Callaway 1974 riesling.

The committee consisted of members of the Pilgrims Of the United States and the English Speaking Union, co-sponsors of the lunch, who tasted a wide variety of U.S. wines, predominately from California, before zeroing in on the Callaway riesling, which sells for \$5 a fifth at retail.

★ ★ ★

THE SELECTION of the little-known San Diego county winery to provide the wine came as a surprise to its owner, Ely R. Callaway Jr. who quit as president of Burlington Mills in 1969 to plant varietal grapes on a 1400-foot plateau 30 miles north of San Diego and 23 miles inland.

When he heard that his riesling had been picked, Callaway rushed to New York to help round up the 720 bottles to be served the guests tomorrow. At something less than one-half bottle per guest, the royal affair clearly will not be a bibulous orgy.

According to Fred Russell, executive vice president of Callaway Vineyards and Winery in Temecula, the Southern California wine coup started weeks ago in Buckingham Palace when the queen was asked whether she wanted U.S. or French wine served at the events she would be attending in this country.

She opted for U.S. wine and the machinery was set in motion that ended with the selection of Callaway riesling for the Waldorf-Astoria lunch.

★ ★ ★

NO DILETTANTE businessman who got in the vineyard and winery business as a tax dodge, Callaway researched possible California sites and settled for the Temecula hill country with its cooling night Pacific fogs and warm days.

He planted chenin blanc, sauvignon blanc, white riesling, cabernet sauvignon, petite sirah and zinfandel vines and made his first wine in 1974, the riesling that the queen will drink.

Industry sources says Callaway has put about \$3.5 million into the vines and winery.

Minding the store while Callaway is in New York to savor his triumph, Fred Russell said yesterday in a phone interview from Temecula that the winery isn't yet producing profits for Callaway, but should be starting next year.

"We feel that we'll be the first new winery in California to start showing a profit within four years of the first vintage," Russell said.

If Northern California vintners were aghast at the selection of the upstart San Diego county winery for tomorrow's lunch, they can take solace in their clean sweep of last night's state dinner for the queen at the White House. The wines served were Sterling chenin blanc, BV cabernet sauvignon 1968, and Schramsberg blanc de blancs 1973.

SMALL, OBSCURE WINERY FOUND FIT FOR A QUEEN

Much to the chagrin of the French wine industry as well as the prestige premium wineries of Northern California, the queen isn't having any.

Instead, at Queen Elizabeth's bicentennial celebration luncheon this coming Friday, the only wine served will be that of a relatively obscure small winery in Southern California.

The queen, Prince Philip and the 1,700 guests at the New York luncheon sponsored by the Pilgrims of the United States and the English Speaking Union will be drinking an estate bottled 1974 Riesling from Callaway Vineyard and Winery in Temecula.

And if the selection of the San Diego County winery isn't enough to embarrass some of the better known wine makers of the world, the fact that Ely Callaway has been in business for little more than a year may.

PLEASURES OF WINE

Local wine judged fit for the queen

By **BOB MORRISEY**

This coming Friday noon, at the Waldorf Astoria Hotel in New York City, Her Majesty Queen Elizabeth II of England and His Royal Highness the Prince Philip, Duke of Edinburgh, will be honored at a luncheon attended by some 1700 people.

Only one wine will be served for the occasion, by decision of a food and wine committee composed of members of The Pilgrims of The United States and The English Speaking Union of The United States, co-sponsors of the bicentennial affair.

The single white wine selected, a 100% Riesling, was produced from grapes grown in Southern California, in young vineyards little more than an hour's drive north from San Diego.

Need any more clues?

We're talking about Callaway estate bottled White Riesling, vintage 1974, one of the first releases from the small winery nestled amongst its vineyards in the hills of **Temecula**.

Ely Callaway should be honored by the selection, as should Winemaster Karl Werner, who made the wine. They are, indeed, Callaway told me, and he'll be at the luncheon.

How did the selection come about? Why a new California wine relatively unknown in the East? I've been asking those and other questions of anybody and everybody who might have answers. Here's what I've been able to piece together.

The committee designated to choose the menu and wine(s) was apparently divided initially on whether or not the wines should be French imports (still a prejudice in parts of the East) or American.

Because the event has been planned as part of the bicentennial happenings in our country, the patriots prevailed and a single American wine it will be. (Here's to the patriots!)

How the final selection came about still remains a mystery to me, as it is to Callaway.

One day, out of the clear blue, he received a telephone call from a member of the committee who seemed not too well acquainted with Callaway wines. The committeeman quizzed Callaway a bit, then asked if he had available enough of the White Riesling to accommodate the anticipated large attendance at the luncheon.

Shortly, 55 cases of the delicate Riesling were on their way by refrigerated truck from the winery directly to the New York Hotel, arriving in late June "to give it a chance to rest up from the trip."

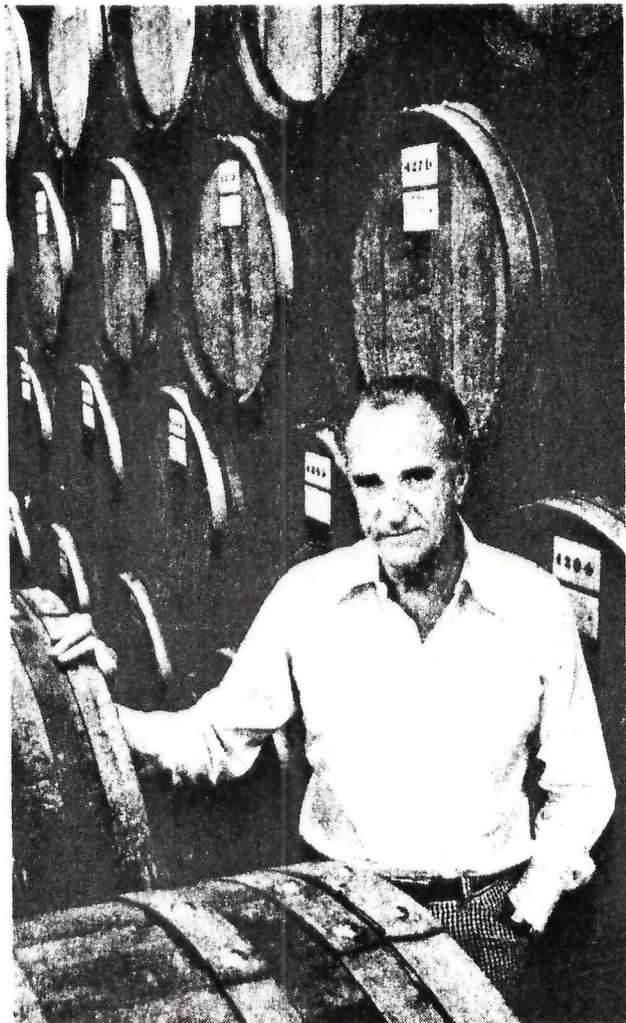
Now, how about the menu the chosen wine will accompany? It reads like this:

Bedford Striped Bass sauteed, with gooseberries; Shenandoah Valley new potatoes; filet of beef and Strasbourg Pate' in aspic with chive sauce; pea pods vinaigrette; Macedoine of seasonal fruit in chocolate shells; Waldorf Astoria macaroons, tuiles and demitasse.

The fact that the White Riesling has been chosen to complement the entire luncheon menu once again confirms something Winemaster Werner told me back when the wine was first released late last year. He assured me that this Riesling would be found most satisfactory with many different foods, including steak.

Although unable to confirm it, I'd have to assume that the Callaway White Riesling (\$5) was "tested" with the proposed menu in a trial sitting. How many others were considered I haven't been able to find out, but I imagine a number of favorites were proposed.

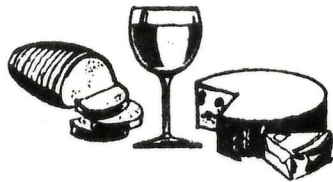
Once again, Callaway has proven to the doubters — and there are still a few around — that he can and does produce fine premium wines in little **Temecula**.



VERY GOOD YEAR — Ely Callaway is rightfully proud of his 1974 White Riesling which has been selected to be served to British royalty Friday at a luncheon in New York. — Photo by Joe Holly

JERRY MEAD

and
wine



ANAHEIM BULLETIN A7

Wed., July 7, 1976

By JERRY D. MEAD

NUMBER ONE — It was only a few weeks ago that Time Magazine, and virtually every newspaper in the country, reported on the results of a prestigious tasting conducted in Paris.

The tasting panel was highly respected; the wines were some of the best of France and California. Just in case you've been hiding under a rock somewhere, California took first place in both categories, Cabernet Sauvignon and Chardonnay.

Stag's Leap Cabernet Sauvignon 1973 (Time, in error, reported it to be the 1972 vintage) defeated such exalted Bordeaux as Ch. Mouton-Rothschild and Ch. Hait-Brion, both from the superb 1970 vintage.

Chateau Montelena Chardonnay 1973 came in number one ahead of a number of highly rated French White Burgundy produced from the same grape variety.

Just to place everything in proper perspective, the palates were all French, and all are involved in the French wine industry.

NEW HONOR — While most of you have read many accounts of the above tasting, the item you are about to read is an virtual scoop. If anyone beats me into print, I'll be surprised.

Queen Elizabeth is paying a visit to the good old U.S. of A. in honor of the Bicentennial. That, in itself, is newsworthy, but not particularly sworthy.

How does the queen's visit fit into the "Mead On Wine" column? Quite nicely, as I

will explain.

The monarch and her party are to be guests at an almost regal luncheon, Friday, at New York's Waldorf-Astoria Hotel. 1700 very special guests will attend, with a select handful present for a brief reception, preceding.

The luncheon is being sponsored by two pillars of New York society, one made up of descendants of the original Pilgrims, the other being the English Speaking Union.

You have no idea, and I probably have only a glimmer of one, as to what goes into planning such an event. Each course had to be approved by committees on both sides of the Atlantic, and I wouldn't be surprised if final approval, in each case, had to come from Buckingham Palace.

There will be only one wine served. Whose wine will receive such an honor? Who will benefit from the resultant publicity? Can you imagine sitting in with the New York committee that had to make the decision?

New Yorkers are notorious for their chauvinism toward French wines. Did they select a famous product of Bordeaux or Burgundy? I would bet that there were some votes cast in this direction.

And what about New York State wines? They too are getting better all the time, the luncheon is in New York, and, let's face it, the place will be New York politicians. Did the committee yield to home town pressures?

California, of course, had

to be in the running. America's most famous wines are produced within her boundaries. Could a New York panel possibly select a California wine?

In journalistic jargon, I have just thrown you about a dozen "teasers." Would'nt it be horrible if I told you to tune in next week for an answers? You know better!

The menu sounds delicious and very patriotic, and includes Bedford striped bass saute with gooseberries; Shenandoah Valley new potatoes; filet of beef and Stasbourg plate en aspic with chives sauce; peapods vinaigrette; seasonal fruit in chocolate shell; and Waldorf-Astoria macaroons and tuiles; demi-tasse.

The wine? Callaway vineyard, Estate Bottled, 1974 White Riesling, grown, vinified and bottled in Temecula, California.

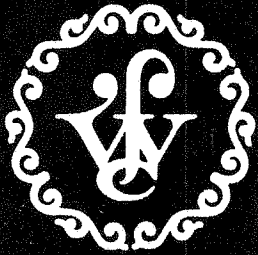
When owner Ely Callaway received the order for 55 cases of his Southern California produced white wine, he responded in typical Callaway fashion. All 55 cases were shipped, non-stop, in a refrigerated van. Ely was taking no chances of anything happening to his wine between Temecula and the Queen's table.

The 1968 Schramsberg Champagne that was served to the Chinese on Richard Nixon's first visit is now a collector's item. Finding a bottle of Montelena Char-

donnay or Stag's Leapnet is equally difficult. Since the national media hasn't had a chance to circulate this one yet, you may still have a chance to find some Callaway White Riesling, but it won't last long.

AFTERTHOUGHT: The famous, and soon to be famous, wines mentioned above are all superb. Interestingly, though they are not yet released, and may never receive the notoriety of these vintages, the 74 Ch. Montelena Chardonnay and Stag's Leap Cabernet, and the 75 Callaway White Riesling are even greater wines. If you cannot find the celebrated vintages, do not despair, in a few short months new releases will outdo what has already passed.

Address questions and comments to Jerry D. Mead, Wine Editor, P.O. Box 351, Anaheim, CA., 92805.



JULY, 1976

Callaway Vineyard's To Present Formal Wine Tasting

Callaway Vineyards of California will present a formal tasting of its wines for the Fort Worth chapter of La Confrerie Saint Etienne d'Alsace at the Club at 7 p.m. Saturday, July 17.

Club members are invited but a limited number of reservations are available. The tasting will be followed by a buffet dinner. Price is \$15 per person.

Jack Holmes and Joe Ballard discovered these wines, which involve a new concept in wine-making in California, last fall. These are the first wines produced in Southern California.

The Callaway Vineyards, Holmes explains, are in a long valley 60 miles north of San Diego.

"This valley opens into the sea and it acts like a chimney," he says. "The cool air from the Pacific comes up this valley and they have a micro-climate there that approximates that of Northern California. They (the Callaway wine-makers) feel it's superior to that of Northern California.

"These people went down there seven or eight years ago. They released their first wines last September. They are exceptional."

Holmes and Ballard, in California last September, participated in the first tasting of the Callaway wines outside the trade.

"It was our feeling," says Holmes, "that they are probably the best of the California wines where there are so many varieties involved. They are basically dealing with six varietals and we felt like the production level and the quality level of the six across the entire board were probably the best of any California winery."

"We were so enthused about them that we contacted Callaway when we were out there a month or so ago. They invited us down and were so delighted that we thought so well of them that they wanted to come and give a tasting here."

It was Holmes and Ballard who, after a trip to Europe, started the Fort Worth chapter of the Alsatian wine brotherhood in 1970. It was the first in America.



THE FORT WORTH CLUB

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July 16-31, 1976

Callaway wine fit for the queen

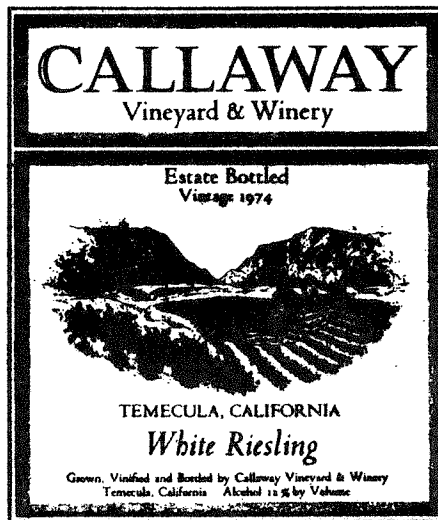
NEW YORK CITY -- A Southern California white wine from a relatively new winery was the single wine served during a special luncheon here July 9 honoring Her Majesty Queen Elizabeth II of England and His Royal Highness The Prince Philip, Duke of Edinburgh.

Callaway Vineyard & Winery's 1974 White Riesling was selected for the occasion by co-sponsors of the bicentennial celebration, The Pilgrims of the United States and The English Speaking Union of the United States.

Gathering at The Waldorf Astoria were some 1700 persons to honor the British Royalty. Among them was Ely Callaway, proprietor of the small winery in Temecula, CA, a small Western-like town about 50 miles north of San Diego.

Callaway first learned of the

selection of his wine for the special occasion only a few weeks beforehand



when he received a telephone call from New York. A member of the wine and food committee from the sponsoring groups inquired as to whether or not Callaway could make available enough of his White Riesling to accommodate the large attendance.

Fifty-five cases were shipped from the winery by refrigerated van directly to the hotel, arriving the end of June.

The Wine Spectator was unable to learn how many and what other wines were considered by the selection committee.

Callaway's White Riesling was one of the first wines released by that winery only late last year. It was made by Winemaker Karl Werner from the first harvest of grapes from the winery's own vineyards nestled in the hills about four miles east of Temecula.

CALIFORNIA BUSINESS

CALLAWAY: FINE WINE

This summer, 1,800 VIPs lunched at the Waldorf-Astoria with Queen Elizabeth II and sipped on Callaway riesling wine—a real rarity, a Southern California premium wine.

When he retired at age 55 as president of Burlington Mills in New York City in 1973, Ely Callaway set out on a long-planned career—that of a fine wine producer.

That may not be unusual, although he is not a “man of the soil,” per se. What was unusual was his choice of a vineyard, Temecula, in the hills north of San Diego.

However, there were some sound reasons for that choice, the kind you’d expect from a man who had been Burlington president 5½ years and executive vice president for 7½ years before that.

“My wife, Nancy —she’s a former San Francisco girl—and I bought the property in ‘68,” he explains. “But before we did there was extensive research on climate, soil, water and so on; a lot of it came from the University of California.

“The reason we are here instead of in the Napa Valley is because Southern California has every advantage, including being in the

middle of the largest high-priced wine market in the world.

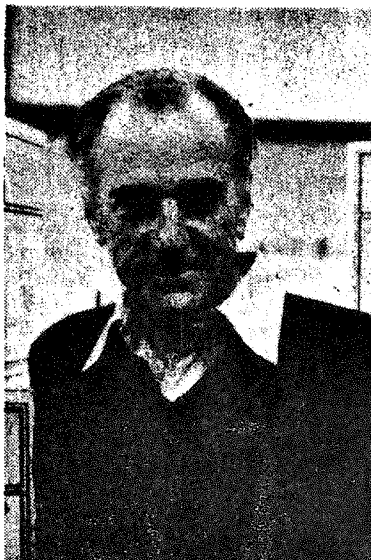
“There are 10 million people within 125 miles of us, and there is no other really premium winery anywhere near us.”

The first planting of varietal grapes was in 1969. Since then, white riesling, sauvignon blanc, cabernet sauvignon, chenin blanc, zinfandel and petite sirah have been planted there.

The winery was built in 1974, and Callaway by then had lined up a small band of experts in the field, including an experienced winemaker from Germany.

(Callaway is an articulate, soft-spoken man, with a tinge of his native Georgia still in his speech. Asked about reports he’s sunk at least \$3.5 million into the business, he says things like “That sounds good” and “You might say that.”)

When the sponsors of the luncheon for the queen notified him that his riesling had been selected, he had to hustle up 55 cases of it. (After all, the Callaway brand wines have only been on the market about 40 weeks now.)



“It was a surprise and an honor,” he says. And, he is quick to admit, a boon to marketing. The queen, herself, gave an “endorsement” when she told Callaway the wine was “very, very good.”

“The premium wine business is a snob business,” he says. “Our psychology all along has been to cater mainly to the Southern California wine buff who wants a high-priced wine he can be proud of from a provincial point of view as well as for taste.”

Today, Callaway wines are sold at the better wine shops (the “queen’s riesling” costs \$5 a fifth) and restaurants in California and 13 other states.

Advertising? “Well, we spent \$96 for an ad some time ago in a little local throw-away paper. That’s it, so far.”

July 25, 1976



The Queen's visit to the United States recently, had an impact on our own Temecula, population 220, including 3 stray cats and one dog. Ely Callaway made a statement to me about one year ago. His remark was, "I'm gonna put Temecula on the map." This month, Temecula has the distinction of producing the finest wine in the land- fit for a Queen.

During Queen Elizabeth's visit and tour of the United States, her staff hand selects hotels, cars, everything including wine to be served at state dinners and special occasions. Callaway wines were selected over hundreds of other labels.

According to wine experts in New York, San Francisco and where ever fine wines are enjoyed, the Callaway wines are the finest new wine to come along. And now, the Queen of England agrees.

The Temecula Dispatch couldn't be more proud of the honors bestowed on Ely Callaway's winery inasmuch as Mr Callaway selected the Temecula Dispatch to run the only advertisement that the Callaway Vineyards used to promote their fine wines in 1975 in the entire United States.

When Ely Callaway quietly stated that he was gonna put Temecula on the map, seeing the man he is, I didn't doubt it for a minute. Ely is a quiet man that wants to know everything, for example a landscaper was planting a tree in the Callaway's back yard Ely came out and asked why the tree was facing the direction it was. when satisfied that the tree was being planted correctly, he seemed satisfied. When I drew his ad for the Dispatch, he wanted to see it. He quietly corrected one word and asked that I make sure that people would associate his winery with Temecula. Mr Callaway is a man that knows what he wants and he will go to great lengths to investigate, research, and ask- to come up with information that he wants. He surrounds himself with hand picked employees- He will find THE right person for the task at hand, no matter the difficulty.

Very few people have impressed me as Ely Callaway has.

He has brought employment to this area, He has built a modest but without a doubt, the finest winery around, and most of all, he fulfilled his promise. I'm gonna put Temecula on the map. He sure as hell did, by producing a wine fit for a Queen "from Temecula's Own Callaway Vineyard and Winery.

Ely, thanks for remembering the Temecula Dispatch in your interview with channel 10 news, aired July 20. If there are any business students that are looking for an example to follow, I suggest, Ely Callaway.

The World of Wine

Ocean Mist Hovers Over Vinyards of Unique Winery

By RICHARD MCKENZIE

Richard P. McKenzie, a member of the Atlanta Oenology Society, will be answering readers' questions about wine. If you have a question you would like answered in this column write: *The World of Wine, The Atlanta Journal Food Department, P.O. Box 4689, Atlanta, Ga. 30302.*

"CALLAWAY" is a well known name in Georgia in the areas of agriculture, politics, and textiles. You can soon add wine to that list.

Ely Callaway (pronounced E-lee), of the famous Georgia family which gave us Callaway Gardens, greeted me as I entered the first of many winery visits throughout California. He expressed some mild disappointment that this was my first winery visit, wishing instead that it had been my last, so that I could fully appreciate the uniqueness of Callaway Vineyard and Winery.

He had a point: the only way to describe the winery is unique. Here is a winery in a very unlikely place: southern California (some ninety miles south of Los Angeles), about 600 miles from the Napa and Sonoma Valleys, proven wine areas. Many of the wine-making techniques similarly go against all the text-books rules. Needless to say, there were at first many skeptics, doubters, and critics. They are much harder to find today.

The vineyard was started in 1969 when Ely was still president of a giant textile corporation, Burlington Industries. In looking to his retirement in 1973, he decided that he wanted a second career in an area that combined an agricultural product with the packaging and marketing a finished product for the public. His solution: wine.

Callaway Vineyard lies on a strategic group of hilltops, situated on a direct path between the Salton Sea (the lowest body of water in the U. S.) and a mountain pass (Rainbow Gap, next to Mount Palomar) leading toward the Pacific some 23 miles away. Thus every afternoon, drawn by the natural atmospheric low pressure over the Salton Sea, cool ocean mists spread

We are reasonably sure that no one in America or Europe has ever made a Chenin Blanc wine to compare with this one.

Attesting to the strong coastal and mountain influences that favor the micro-climate at the Callaway Vineyard, we enjoyed a heavy invasion of the *Botrytis Cinerea* mold in our Chenin Blanc in the fall of 1973. This was one year prior to the construction of Callaway Winery, so we shipped these *Botrytized* grapes to one of Northern California's finest wineries. There this wine was made for us. Our grapes were packed in 30 pound boxes and shipped to that winery overnight in a refrigerated truck at 52° F.

Then this remarkable wine was developed under the personal supervision of Karl Werner, who was uniquely qualified to nurture it in the style of the *Beerenauslesen* of the Rheingau. As a native of that great wine region of Germany, Mr. Werner has had many years experience in making superior wines of this type.

When the *Botrytis* fungus is sufficiently spread over the grapes, their normal varietal character is replaced and the *Botrytis* character becomes dominant in the fragrance and flavor of the resulting wine.

Thus it is with the very rare essence in this bottle. It is a noble, complex, and delightfully sweet wine with a marvelous touch of acid . . . a wine we believe will continue to improve with age in the bottle for at least 12 years, given proper storage.

There are only five hundred cases of this wine, and all of it bears the unmistakable style and artistry of Karl Werner, now the Winemaker for Callaway Vineyard and Winery, Temecula, California.

For the fullest enjoyment of its fragrance and flavor, this Chenin Blanc should be served only slightly chilled.

Staff Photo: Mike Linn

Back of a Callaway Wine Label

over this narrow stretch of land. These mists hover over the vineyards until the sun burns them off the next morning.

With the help of experts from the University of California at Davis, Callaway selected six varietal wines: Cabernet Sauvignon, Petit Sirah, Zinfandel, White (or Johannisberg) Riesling, Sauvignon Blanc, and Chenin Blanc. "I believe in doing a lot of research before I start a project," said Callaway in referring to his 1400 foot vineyard. "I knew this site had a (particular) micro-climate and gravelly soil which was especially suited to the growing of fine (wine) grapes."

"I knew if I could produce a superior wine here, I'd be in an unequaled merchandising position. We're in the middle of the biggest premium wine market in the world here in southern California. So why not take advantage of it?"

"It's important to set a high standard of honesty and integrity, determining whether you are fulfilling a public need,

and whether the right people are working for you."

Working with Callaway is Karl Werner, the former winemaker of the world famous Schloss Vollrads in the German Rheingau. Joining Karl is Steve O'Donnell, a winemaker, a tenth generation viticulturist, John Moramarco; Ed Russell, who is executive vice president and Gregory Speer, Cellarmaster.

Living in an unpretentious tract home, Callaway avoids any frills at the vineyard and winery. To date he has spent \$48 on landscaping, and \$96 on advertising. Offices behind the winery are located in two trailers.

On the other hand, no expense has been spared at any point, and no shortcuts are taken when a longer or more difficult way was known to produce better results. The winery itself is ultra-modern and highly functional. The equipment is the latest and the finest, and the effort is made to control every condition from the harvesting of the grapes to delivering the wine to customers in air

conditioned trucks.

For example, every employee who prunes, thins or picks the grapes is paid by the hour. This avoids hasty, slipshod work.

Grape clusters (bunches) are cut with shears, rather than the traditional hooked knife blade. This keeps the picker from having to grasp the grapes with his other hand, and possibly bruising them.

The gondolas used to transport the picked grapes to the crusher are never more than half filled, again an attempt to keep macerating the grapes before they get to the press.

The maximum time from shearing until the grapes are in the fermenting tank is a heretofore unheard of 70 minutes. Such quickness assures less chance of unwanted oxidation, and gives a remarkable freshness to the finished product. Callaway even claims that his white wines will remain fresh in the bottle for days after they are opened.

A unique de-stemmer/crusher (made by the Amos Company especially to Callaway's specifications in West Germany) instantly separates the stems from the grapes and blows them into a waste collector. Also, the crusher is designed not to crush the seeds. This elimination of stems and seeds makes for less bitterness in the final product.

The press (a COQ Continuous Press made especially for Callaway in France) separates the white juice from the skins instantly. The juice then drops about three feet into a hopper that is filled with dry ice, so that the juice passes through carbon dioxide rather than oxygen, again avoiding as much as possible any oxidation.

Another piece of special equipment is the Westphalian Centrifuge. The proper use of this, to gently and instantly remove unwanted solid particles (including yeasts) from the wine, was pioneered some 18 years ago by Karl Werner in Germany. Very few wineries centrifuge their wines)

One last bit of specialization is the barrels used. These come in two basic sizes, 60

gallons and approximately 350 gallons, the larger ones being referred to as casks. All the barrels used come from 200-plus year old German white oak trees, and the staves are guaranteed to be air dried for at least three years. All such barrels are steam leached (a process taking from 20 to 60 hours) which removes a lot of the excess tannins from the wood before they are ever used. Needless to say, this is a somewhat controversial practice, and little understood. No other winery I visited practiced this method on a large scale basis.

But you cannot argue with

(Continued on Page 12-F)

Success Story of Winery

(Continued From Page 9-F)

success. To date five white wines and one red wine have been released. They are: Chenin Blanc, Sauvignon Blanc Dry, Sauvignon Blanc Dry Fume (White Mist), and White Riesling, all from the 1974 vintage, and a 1973 Chenin Blanc Late Harvest, which had been heavily affected by botrytis cinerea (the noble mold) and made into a sweet wine in the Beerenauslese style. This wine was actually made at another winery (as the Callaway winery had not yet been completed) and personnel at that other winery still talk about the grapes that went into this wine. This Chenin Blanc Late Harvest is called "Sweet Nancy", named after Callaway's wife, Nancy.

The lone red released to date has been the 1974 Zinfandel. Still ageing in casks are the 1974 Petit Sirah and Cabernet Sauvignon. They are scheduled for release in 1977 and 1978 respectively.

There are two other points about which Callaway is proud to the extreme (and deservedly so!). The first concerns his 1975 harvest of White Riesling. Again there was a heavy infestation of botrytis, undoubtedly the heaviest such ever seen in California. The result is (or rather, will be) the largest batch ever made anywhere in the world (so far as is known) from a single vineyard of a Trockenberenauslese style wine. Exact steps were taken in accordance with the strict German wine laws. The 200 or so gallons produced will not be ready for a few years, but they will then be a treat the likes of which are extremely rare.

The other point is about the wine I mentioned last week as being the best of its type that I had tasted in California, the 1974 White Riesling. This wine was selected above all other entries as the wine to be served at the Pilgrims Club dinner recently in New York to honor England's Queen Elizabeth. Indeed, the selection committee was so favorably impressed that they made it the only wine to be served, as it perfectly accompanied both the seafood and beef courses (in prior years at least two or more wines had been served, at least one of which had been French). The crowning glory came, though, when the Queen requested a second glass, supposedly the only time she had done that during her recent visit, and when she asked to meet the wine's maker, Mr. (and Mrs.) Callaway.

I can add but little to this type of recommendation, except that they are all definitely top premium California wines, and well worth trying, whether or not they bear a Georgia name.

To sum up the Callaway success story I will pass on a short poem found on a plaque on Callaway's desk (and signed by Ed Russell: "Late to bed and early to rise; work like hell, and economise." This would have to be Callaway's secret for success. You the consumer will be the ultimate judge, but Ely Callaway is already convinced of your decision.

Lastly, Georgians should feel somewhat honored to have access to these wines. Capacity at present is only about 15,000 cases total, and only at a few select retail outlets in California are they available. Out-of-state shipments are largely confined to New York and Georgia. Inquiries concerning availability of the wines should be addressed directly to the winery, P.O. Box 275, Temecula, California.

ORANGE COUNTY ILLUSTRATED

AUGUST 1976

WINE AND SPIRITS BY FRED RUSSELL

WINES FROM TEMECULA ... AN INCREDIBLE STORY

EVERYBODY said it couldn't be done . . . that it was impossible. Everybody that is except a handful of enologists from the University of California at Davis, and Ely Callaway.

What couldn't be done was produce premium varietal wines in Southern California. The climate and the soil just weren't right, and that's why all great California wines had to be produced exclusively in northern California (the North Coast Region as it is called).

And so it was until the fall of 1975. At that time Callaway Vineyard & Winery located in Temecula (in Riverside County just north of the San Diego County border) introduced to the wine world four white wines made from home-grown premium varietal grapes. These wines were of such quality they rivaled the best wines produced in the prestigious northern wine districts in California.

Not only that, but this heretofore unknown little winery also had "in the wood" some prodigious red wines, including a Cabernet Sauvignon which the noted Sam Aaron of New York's Sherry-Lehmann predicted "would ultimately achieve the stature of the famed Bordeaux growths."

Clearly a revolution was taking place and subsequent events have lent validity to that fact. There has indeed been a breakthrough on fine wine production in Southern California. Subsequently a premium varietal has been put on the market by a Santa Barbara-area winery, and several other new Southern California wineries are known to be nurturing their premium grapes towards maturity and ultimate bottling.

Meanwhile, back to Callaway and a brief glimpse into how it all started. There are many places in California where it can be expected that a fine wine could not be produced. Temecula would have to be high on this list.

Its history for more than a century had been that of a barren little town squatting in dusty isolation in an arid valley, about two-thirds of the way between Los Angeles and San Diego, approximately 25 miles inland from the Pacific Ocean, and surrounded by grim, unwooded hills. Most of its early history

involved various bands of roving Indians, plus the establishment at one time of a way station for the Butterfield's Overland Mail, as well as the eventual development of isolated granite quarries.

The apparent unlikeliness of this non-verdant area as a site for grape cultivation is matched by the unlikeliness of its new resident vintner, Ely Reeves Callaway, who in 1968 decided to begin a retirement career in viticulture. Callaway was born and raised in Georgia, the son of a merchandising and textile family.

His training and business career was in the textile industry. His pre-California life was centered in Georgia and New York City, where he eventually became



CALLAWAY
Vineyard & Winery

top executive of Burlington Industries, the textile giant. It is probably a very complex personal story why he chose to spend retirement years in agriculture and why he fixed upon raising premium grapes for premium wines, and in Riverside County in California of all places. The simple fact, however, is that is what he decided, and that's what brought him to Temecula.

It was not all that simple, of course. Callaway had done a lot of research, enlisting the counsel of enologists at U.C.-Davis, and, actually, Temecula, or even more accurately Rancho California, where the vineyards and winery are located, had been discovered to have a unique micro-climate in some sections, largely due to ocean breezes drifting inland through a mountain gap, and all this made these sections most suitable for the growing of varietal wine grapes.

With the aid of U.C.-Davis experts, along with that of viticulture expert, John Moramarco, the Callaway vineyard (135 acres) was planted initially in 1969. Since that time, Ely Callaway "retired," moved to Temecula, constructed an absolutely ultra-modern,

though modest-size winery on the vineyard site, and now devotes his full time to the production of his estate-bottled wines. As a matter of fact, he is about as "unretired" as it is possible to be.

Now maturing at the Callaway vineyard are six premium varietals, those considered to be most likely suited for the site—Chenin Blanc, Sauvignon Blanc, White Riesling, Cabernet Sauvignon, Petite Sirah and Zinfandel.

CALLAWAY'S eventual production will approach 30,000 cases annually. This will be possible, despite heavy vine pruning, because he is able to buy grapes from an adjacent vineyard owned by John Poole (150 acres) planted to the same mix as Callaway's property, and tended by the same tenth-generation viticulturist, John Moramarco. Poole, formerly active in Los Angeles broadcasting circles, became interested in Temecula viticulture possibilities at about the same time as Callaway, and the two worked out a sharing arrangement beneficial to both.

Callaway's dedication to perfection is clearly evident in every step of his wine production . . . extreme care in pruning (including "cluster thinning"), hand-harvesting, transporting of grapes in half-filled gondolas, maximum 70-minute lapse between harvest and fermenter, only the finest and most modern machinery, etc.

Callaway's dedication is such that maximum bacteria-free conditions in the winery are paramount, deliveries of wine to Southern California retail outlets is done via refrigerated truck, and only retail outlets similarly dedicated to proper wine storage are allocated Callaway wines.

This winery's products are generally available in Orange County's major wine shops, these currently including their 1974 Chenin Blanc, Sauvignon Blanc Dry, White Riesling and Zinfandel, plus their very special Late Harvest 1973 Chenin Blanc. Their 1975 whites will be released this fall, and their much-awaited Cabernet and Petite Sirah will emerge from the cask in late 1976 or early 1977.

Callaway is a working winery, without special visitor accommodations, but organized wine tour groups are permitted via advance reservation. Otherwise it's do-it-yourself touring on weekends. Chances are you just might find your tour guide to be the boss vintner himself.

The winery and vineyards are located on a hilltop about four miles east of the Rancho California Plaza, the address: 32720 Rancho California Road. For tour groups, phone ahead: (714) 676-5283. Adjacent to the winery is a small wine tasting and sales room, so you will never have to go home empty handed.♦♦♦

Callaway Wine, Fit for Royalty

The Atlanta Journal

Wednesday, July 28, 1976

This is the wine served Queen Elizabeth in New York at the Pilgrim's Club on her recent visit.

FACT SHEET
ESTATE BOTTLED
WHITE RIESLING (Johannisberg)
GROWN, VINIFIED AND BOTTLED BY CALLAWAY VINEYARD & WINERY
TEMECULA, CALIFORNIA

1. A dry white wine — less than 6/10ths of 1% residual sugar.

2. Wine total acidity* .64%; pH 3.10. Alcohol 11.9%.

3. Wine SO₂ — 20 ppm free; 108 ppm total.

4. Condition of grapes at crush: and immediately thereafter.

a. Hand Harvested; entirely free of leaves; September 12th to 20th, 1974.

b. Fully and properly mature grapes 21.0°Brix; total acidity* .74%.

c. Total time elapsed from grapes to juice inside fermentation tank in winery within 70 minutes after grapes were cut with hand shears from the vine.

d. Grape stems separated from grapes prior to crushing. Therefore, bitterness from stems does not enter into juice.

e. Grape seeds not crushed — due to use of soft rubber rollers in crusher.

f. Continuous and instantaneous movement of juice from crusher, through press, and into refrigerated fermentation tank (stainless steel).

5. Juice centrifuged prior to fermentation — leaving only the desirable solids for fermentation.

6. Complex strains (population) of German yeasts (for "STARTER") especially selected and imported from Germany.

7. Carefully controlled fermentation in uniquely refrigerated, small, stainless steel tanks — for approximately 12 weeks.

8. Cold stabilized to minimize subsequent formation of tartrate crystals.

9. Matured lightly in German white oak oval casks made in Germany.

10. All oak from 200 year old trees; staves air dried for 3 years; coopered in Germany to our specifications.

11. Excess tannin removed

from inside of oak casks by live steam leaching for 56 hours. Each cask was so treated prior to filling cask with this wine.

12. Wine made in the style of White Riesling of the Rheingau, Germany.

13. Traditional fining process completed by use of "Hausenblase" — an ancient "polishing" technique using small amounts of a solution made from the cured and dried flotation bladder of the Black Sea sturgeon.

14. All fining materials completely removed by normal "Racking" methods and then by centrifuge prior to bottling.

15. Constant effort made to keep this new Winery immaculately clean — to minimize chance for development of bacteria and yeast harmful to wine.

16. To minimize harmful oxidation in juice and wine, all pumps, hose fittings, valves, etc. are new and constantly observed for possible air leakage. Latest electronic device for measuring dissolved oxygen.

17. Finished wine placed in 1,000 gallon stainless steel bottling tank; then by gravity flow via "filler" into sterile bottles.

18. Closed with full 2 inch sterile cork for proper aging. Wine predicted to improve in bottle for at least six years after vintage date.

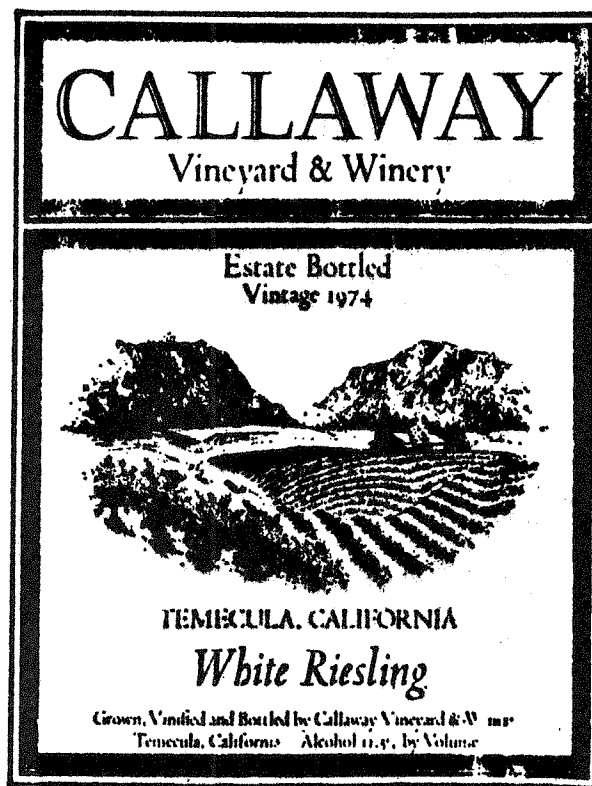
19. Bottled in classic burgundy shape; punt bottom; metric size 750 milliliters (25.4 oz.)

20. Wine bottle aged in our temperature controlled warehouse.

21. In California, much of the wine is delivered direct to our customers in our temperature controlled truck. Such temperature controlled delivery and/or warehousing is not yet feasible for distant points outside of Southern California, nor for any point in other states. We are hopeful of developing a practicable method of temperature controlled delivery to all of our California customers, but cannot promise to do so at this time.

22. The wine contains at least 95% of the varietal grape designated on front label.

*Merkel Method



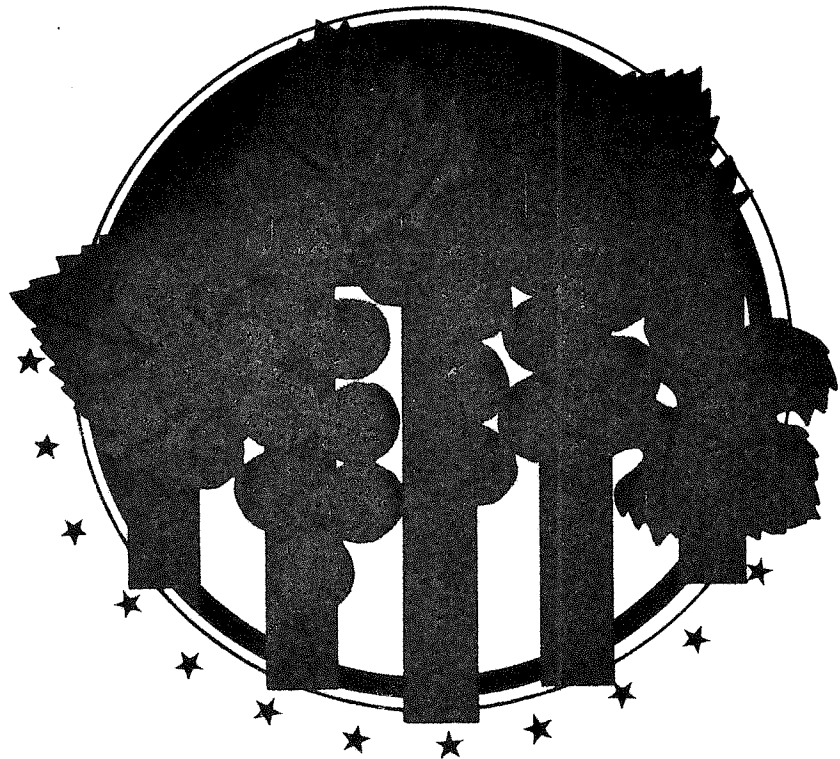
A Callaway Wine Label

SECOND EDITION, REVISED

THE Wines OF AMERICA

*The fascinating story of North American wines
and winemakers from the 16th Century to the present — a complete
guide for connoisseurs, hobbyists, and amateurs*

LEON D. ADAMS



Vineyard Company winery at Guasti. There now are two Temecula wineries, both of which welcome visitors and sell their wines at retail. On Rancho California Road five miles east of Interstate 15 (US 395) is the 100,000-gallon Callaway Vineyard and Winery, built beginning in 1974 by Ely R. Callaway, Jr., the former president of Burlington Industries. A mile farther east is former Los Angeles radio station owner John Poole's 12,000-gallon Mount Palomar Winery, opened two years later. Grapes from most other vineyards in the area supply Northern California premium wineries.

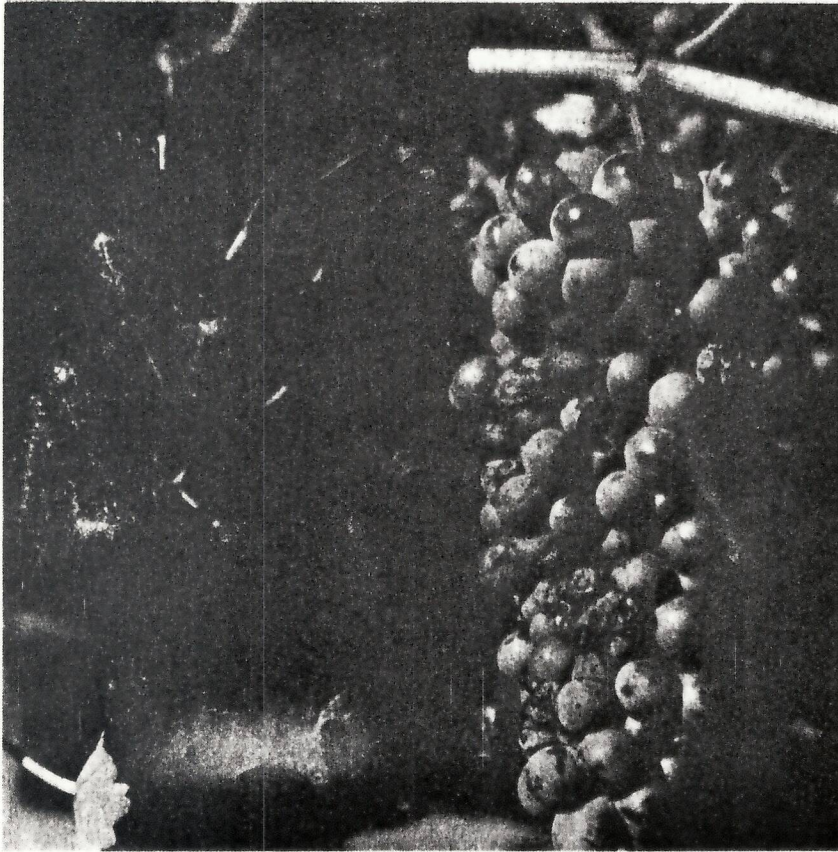
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Ely Callaway, of the Georgia family best known for their public gift of Callaway Gardens south of Atlanta, retired from the presidency of the world's largest textile firm in 1973 at the age of fifty-four. Four years earlier, planning for retirement to farming and golfing, he had planted 134 acres of premium wine grape varieties on a hill in Rancho California. On annual visits there from New York, he had studied the effect of climates on the qualities of grapes and wines. His findings convinced him that breezes flowing from the Pacific through Rainbow Gap and across his vineyard gave it a microclimate comparable to that of the north coastal counties and that his vineyard's granitic soil should produce fine wines. He decided to build a winery.

Visiting his vineyard in the autumn of 1973, I found Callaway ruefully surveying a gray mold that had formed on his first crop of Chenin Blanc grapes. The whole Chenin Blanc crop was about to be discarded. Curious, I examined the grapes and suggested that the mold might be botrytis. "What's botrytis?" Callaway asked. I explained that botrytis is the prized noble rot, rare in dry California climates, that in Europe makes it possible to produce the greatest German Rieslings and French sauternes. The mold on his Chenin Blanc was indeed botrytis. Callaway sent the grapes to a Napa winery and had them made into California's first-ever botrytized Chenin Blanc. He named the wine "Sweet Nancy" for his wife and sold the 1973 vintage for fifteen dollars a bottle.

Callaway hired Karl Werner, the former winemaker of Germany's famed Schloss Vollrads, and in the following year built his winery, which Werner equipped with winemaking apparatus of all the most advanced designs.

The first Callaway wines were released in late 1975 and received rave reviews from connoisseurs. His 1974 White Ries-



Ely Callaway, Jr.

Botrytis, the "noble mold," is starting to grow on these Chenin Blanc grapes in the Callaway Vineyard at Temecula, California.

ling was chosen by the Pilgrims Club for serving to England's Queen Elizabeth and Prince Philip at their bicentennial luncheon in New York. Virtually overnight Callaway wines became the first from Southern California to win a place beside the world's great vintages featured on wine lists and in stores. Many call it "the Callaway miracle."

Callaway wines bring premium prices that compare with the top "varietals" from the Northern California wineries with which they compete. But the 1975 "Sweet Nancy" is priced at sixteen dollars a bottle and the 1975 "TBA" White Riesling brings twenty-five. "TBA" means the proportion of botrytized grapes that meets the German standard for *Trockenbeeren-auslese* wines. Botrytis forms every year on grapes at Temecula

unless it is controlled by sprays. Morning mists are part of the local climate, which explains the town's Indian name, Temeku, which means "land where the sun shines through the white mist." The other Callaway wines include Cabernet Sauvignon, Petite Sirah, Zinfandel, the dry White Riesling, and two different Sauvignon Blancs, dry and Fumé. Callaway attributes their quality as much to especially meticulous vineyard-to-winery care as to climate and soil. John Moramarco, his tenth-generation viticulturist, personally finish-prunes and later cluster-thins each grapevine following these operations by the vineyard crew. In the cellar, where Fresno State University-trained Stephen O'Donnell is the winemaker with Karl Werner as consulting enologist, Callaway wines receive their final aging in barrels custom-made under Werner's supervision in Germany from oak grown on Spessart Mountain between Frankfurt and Würzburg.

As to climate, Callaway believes the time has come for those who study the temperatures of California winegrowing areas to recognize the western portion of Southern California as a separate "South Coastal Mountains" region.

The
New York
Times
**BOOK
OF
WINE**

Terry Robards

Mendocino, all of the Central Coast counties, including Monterey, San Luis Obispo and Santa Barbara.

The warmer zone of Region III resembles the Rhône Valley in southern France, and Gamay varieties, Zinfandel, Barbera and Semillon thrive here.

Regions IV and V are the warmest and most suitable for dessert wine grapes found in Spain and Portugal, such as Palomino, Tinta Madeira, Souzao, Mission, and Thompson Seedless, varieties that are used also for table grapes and raisins. The inland valleys and the vineyards of southern California are all Regions IV and V, with some percentage of Region III in the Central Valley. Within all of the regions microclimates exist that have conditions like those of other regions because of drainage, exposure to the sun or wind. As these become better known they are taken advantage of and replanted in varieties most suited to them.

The most important wine regions of California are discussed further under their own alphabetical listings, including Napa, Sonoma, Mendocino, Livermore, Santa Clara and Monterey. The leading wineries with national distribution also have their own listings.

CALLAWAY VINEYARD. Until Callaway Vineyard and Winery of Temecula, California, introduced its varietal wines in the fall of 1975, no one believed that outstanding wines could be made in the southern part of the state. There were too many days of too much warm sun drenching the earth to yield anything more than ordinary wine that was pleasant enough in many cases but rarely distinguished. In 1969, however, Ely Callaway, retired president of Burlington Industries, purchased a uniquely situated stretch of land in the Rancho California District east of San Diego. The vineyard, 23 miles inland from the Pacific Ocean and 70 miles west of Palm Springs, lies on a 1,400-foot plateau below the peaks of the Palomar range in a microclimate of ideal conditions for wine grapes. Morning mist hovers over the vines until the sun is high around ten o'clock, and by one o'clock in the afternoon Pacific breezes flow in to cool the vine leaves and grape-skins during the hottest part of the day. The Palomar range blocks the hot air of the desert to the east which draws the cooling marine air from the coast. Virtually no rain falls during the growing season, so the 135 acres of granitic soil are irrigated. The growing season is long, the harvest in some years continuing until December.

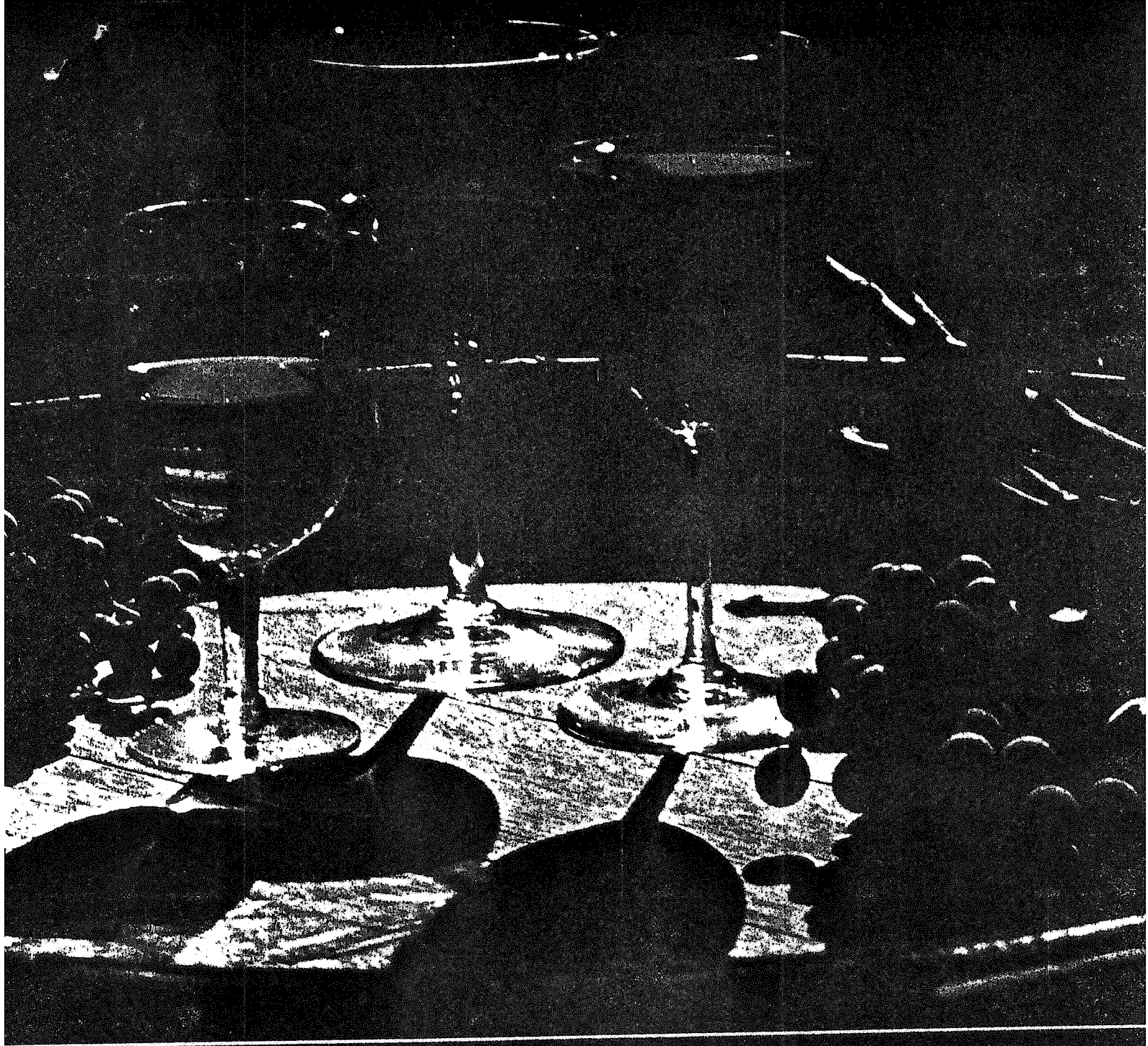
Callaway produces six premium varietals: Chenin Blanc, Sauvignon Blanc (some of which is aged in oak and labeled Sauvignon Blanc-Fumé), Johannisberg Riesling, Zinfandel, Petite Sirah and Cabernet Sauvignon, all chosen in consultation with experts at the University of California at Davis, as the varieties best suited for this spot. The climate is not considered cool enough for Chardonnay and Pinot Noir. The first wines released were three whites from the 1974 vintage and a late-harvested Chenin Blanc from 1973. The 1974 whites, Chenin Blanc, Sauvignon Blanc and White Riesling, were delightful and showed prominent varietal character. Acidity in the first two seemed higher than usual for these varietals. The White Riesling was the best-balanced of the three, fruitier but dry and pleasing. The back label on each states that it is expected to improve in bottle for at least six years.

Connoisseurs were enthusiastic about the 1973 Chenin Blanc, known also as Sweet Nancy, Callaway's tribute to his attractive wife. *Botrytis cinerea*, the grape mold that concentrates grape sugar and flavor, developed in 1973, much to the delight of German winemaker Karl Werner, formerly of Schloss Vollrads on the Rhine River and of the Robert Mondavi Winery in Napa Valley. Werner's success with this wine—a luscious nectar with 3 percent residual sugar—insures its appearance in the future, for *Botrytis* occurs naturally in the vineyard because of the cool, moist nights.

Cabernet Sauvignon was to be available in late 1976. The Zinfandel and Petite Sirah, both tasted while still in barrel, were robust and interesting reds. The Zinfandel displayed beautiful fruit and enough tannin to keep it in bloom for some time. Callaway wines have a taste of their own, part of which undoubtedly comes from their period in Spessart oak. The oval German casks and smaller 60-gallon barrels came from 200-year-old Spessart oak trees in Germany, personally selected by Werner. The casks were steam leached to rid them of excess tannin prior to the aging process. Callaway wines do not taste heavily oaked—varietal character is considered too distinctive to obscure with the taste of wood.

CHATEAU CALON-SEGUR. Château Calon-Ségur is a completely typical Saint-Estèphe, with vineyards lying in the northernmost of the great wine-producing *communes* of the Haut-Médoc peninsula above Bordeaux. It is a big and hard wine that is best drunk after two decades or more of aging. At its maturity, it is rich and supple, displaying great finesse. Calon-Ségur was classified a *troisième cru*, or third growth, in the Bordeaux classification of 1855, but it is clearly one of the best of the thirds and, with Château Palmer in Margaux, ought to be raised to second-growth status. The origins of Calon-Ségur date back to the Roman occupation of France. In the 17th century, Alexandre de Ségur owned Châteaux Lafite and Latour, as well as Calon-Ségur, in one of the most extraordinary unions of ownership in Bordeaux history. But Calon-Ségur was his favorite, a fact reflected in his motto: "I make wine at Lafite and Latour, but my heart is at Calon." A heart is an integral part of the design of Calon-Ségur's label. The production from these vineyards is high, surpassing 20,000 cases in a copious vintage, so prices have stayed attractively low.

CHATEAU DE CAMENSAC. The production of Château de Camensac, which lies in Saint-Laurent on the Médoc peninsula north of Bordeaux, is quite small and the wine is not widely distributed. The estate was ranked among the *cinquièmes crus*, or fifth growths, of the Bordeaux classification of 1855. Despite the modest volume of output, Château de Camensac is available in the export markets, partly because it is under common ownership with Château Larose-Trintaudon, a *cru bourgeois supérieur*, whose production is becoming fairly large and has recently been distributed in the United States by the giant House of Seagram. Château de Camensac produced an excellent 1970 that was supple and pleasing at a fairly young age. Under the French wine law, the production of the *commune* of Saint-Laurent is entitled



WINES OF CALIFORNIA

BY DOUGLASS LAWRENCE RALZER

Robert Setrakian has his own wineries in nearby Yetttem for the production of premium dessert and table wines, sparkling wines, and brandies to be released under the Robert Setrakian Vineyards label.

SAMPLER SELECTION

Pale Dry Sherry. This Growers-label wine with its 99¢ price tag is better than wines at twice the price; comparable to some Spanish sherris.

Cabernet Sauvignon. Also modestly priced, and of more modest quality. Good everyday wine.

A. PERELLI-MINETTI & SONS (CALIFORNIA WINE ASSOCIATION)

Highway 99, Delano, California 93215

In 1969, enologist Antonio Perelli-Minetti, a 1902 graduate of the Conegliano Institute in Italy, purchased the California Wine Association and all its brands and labels: A. R. Morrow and Aristocrat (brandies); Ambassador, Eleven Cellars, Greystone, and Fruit Industries (table wines). There was an inventory of 5 million gallons of brandy alone, a statistic that gives an idea of the scope and scale of C.W.A.'s combined operation.

Antonio Perelli-Minetti died in 1976 at the age of ninety-four. Aside from the company bearing his name, he left a most extraordinary heritage, the discovery of a grape variety (which he named "101" and patented) from which wines will be made for generations to come. It gives character to the Eleven Cellars Burgundy, color and a crisp clean taste to Ambassador Colombar Rosé.

The taste is wholly unique, quite spicy over and above the *goût de terroir* that may be drawn from the ground. It is Antonio's lasting contribution. His sons and family are continuing the large winegrowing enterprise, which, while utilizing local grapes for brandy, dessert wines, and some table wines, brings Cabernet and other cool-region varietals from the Napa Valley. George Kolarovich, from Australia, is the new winemaster.

SAMPLER SELECTION

French Colombar. Under the Ambassador label, a crisp, clean, not wholly dry, but pleasant table wine.

Chenin Blanc. The Pineau de la Loire in a gentle, soft, mellow white wine, ideal chilled as a luncheon wine.

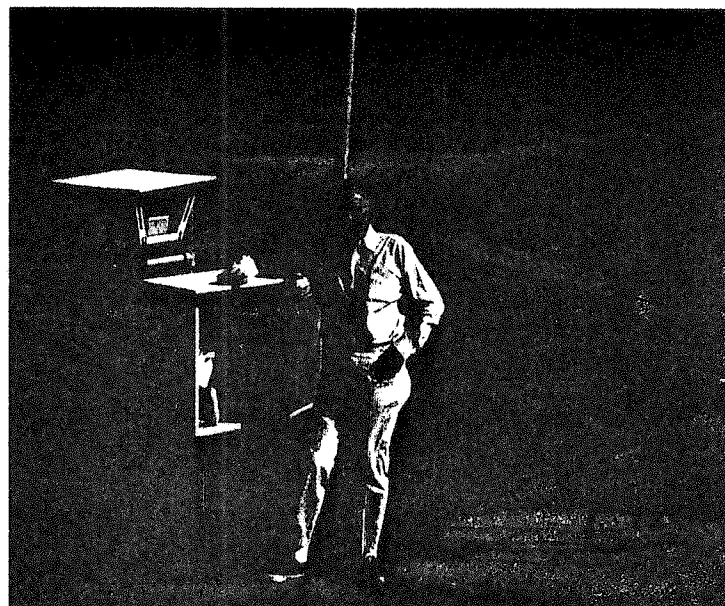
Colombar Rosé. A gold medal from the State Fair's Consumer Reaction Council. The color and piquant taste derive from the maverick 101 grape, added to white Colombar.

Ruby Cabernet. The Ambassador label wine has intriguing and rich complexity from additions of Petite Sirah and Barbera.

CALLAWAY VINEYARD & WINERY

32720 Rancho California Road, Temecula, California 92390

When Eli Callaway, the former president of Burlington Industries, decided to dedicate his autumn years to winemaking in a remote region of southern California, few among his associates, beyond his



Eli Callaway depends on his own weather station to record temperature, moisture, and sunlight

devoted young wife, shared his enthusiasm. Rancho California? **Temecula**?

In ten years the Callaway Vineyard & Winery of Temecula has become a principal case study for the enological school at UC-Davis and for connoisseurs across the country.

The microclimate of this high plateau, 23 miles inland from the Pacific Ocean, has the advantage of cooling sea breezes almost daily. In his 135-acre vineyard, Ely Callaway has his own weather station to record the all-important moisture affecting the surfaces of the vine leaves and the skins of the grapes. Temperature and sunlight records confirm Callaway's belief that the environmental factors here duplicate those of the more celebrated North Coast winelands. Even the White Riesling of the Rhine thrives here, and has successfully produced wine of extraordinary depth, brilliance, freshness, and complexity.

Callaway brought his administrative thoroughness and perfectionist drive from textiles to winegrowing. His viticulturist is John Moramarco, a tenth-generation vinegrower, who personally does the final pruning on every single vine at Callaway; he also supervises the cluster-thinning, limiting each crop to about two tons or less per acre where others might push the vines to ten tons per acre. His objective is richly concentrated berries, at the peak of their varietal character. Chenin Blanc, Sauvignon Blanc, White Riesling, Cabernet Sauvignon, Petite Sirah, and Zinfandel planted in 1969 brought in their first commercial crop in 1974, when the winery was completed.

The interior of the winery was laid out by Karl Werner, former winemaker of Schloss Vollrads of the Rheingau, and he designed much of the equipment, all like the Spessart oak cooperage, imported from Germany. At harvest time, small gondolas, deliberately only half-filled, come leaf-free to the crusher within minutes after hand-harvesting in the adjacent vineyards. Fermentation begins with whole populations of yeasts, selected by Werner in Geisenheim and flown to California. A Westphalia centrifuge cleans the white-wine musts prior to fermentation.

Oak aging barrels are steam-leached to remove excess flavor-producing agents. The Callaway Cabernet

Sauvignon, Petite Sirah, and Zinfandel are among the very few California red wines aged in German white-oak barrels. They are fined with the whites of fresh eggs, following the European tradition. The white wines are fined with *Hausenblase*—a solution made from the cured, dried bladder of the Black Sea sturgeon, imported from Russia.

All Callaway wines are bottled in one classic Burgundy shape with punt bottom, and made of dark-green glass to protect the wine against light. Full 2-inch corks from Portugal ensure minimal risk in extended cellar aging.

Young Steve O'Donnell, until recently with Beringer in the Napa Valley, is now winemaker, with Werner as consultant. Present production is in the neighborhood of 25,000 cases per year, moving toward 35,000. Distribution is national through leading metropolitan stores and restaurants. André Tchelistcheff, who was Callaway's mentor through the tremulous beginnings, retains his role now that Callaway enjoys enthusiastic acceptance.

One distinguished purchaser in Manhattan, Dr. Grayson Kirk, president emeritus of Columbia University, so enjoyed the Callaway 1974 White Riesling that he suggested it for the luncheon honoring Queen Elizabeth II and Prince Philip held at the Waldorf on July 9, 1976. The sixty cases purchased from an astonished Eli Callaway were shipped by refrigerated truck to New York. Callaway was presented to Her Majesty, who had expressed a desire to meet the producer of this lovely wine.

The big, dark-red wines, of rich, grapy essence, are only now moving to market after aging. There is regional character detectable in the taste of both red and white wines. **Temecula** can no longer be considered a dry, arid desert region. It is one of California's newly discovered areas for quality wine, much of which is proudly labeled . . . Callaway.

SAMPLER SELECTION

Sauvignon Blanc, Dry (**Temecula**). Vintage, estate-bottled; silky characteristics of Loire and dry Graves wines—but Californian.

Chenin Blanc (**Temecula**). "Harvested Late" editions called "Sweet Nancy" honor Callaway's wife. The botrytised wine is highly scented, very sweet. The regular Chenin Blanc is quite dry but not austere.

Petite Sirah (**Temecula**). A big, dark-garnet wine of powerful nose and mouth-filling body; often 14.7 percent alcohol.

Zinfandel (**Temecula**). Wholly regional in its own taste; complex, earthy, spicy rather than fruity.

D'AGOSTINI WINERY

Shenandoah Road, Plymouth, California 95669

The label carries the winery's founding date of 1856, although Enrico D'Agostini acquired the historic vineyard and winery in 1911. Following Repeal, his four sons continued the tradition of keeping the beautiful oval oak casks filled with the good country wine from their Zinfandel, Mission, and Carignane vines. The estate-bottled Zinfandel from this pioneer winery of Amador County is well worth a pilgrimage into the Sierra foothills.

SAMPLER SELECTION

Burgundy. The Reserve California Burgundy, modestly priced, is a blend of Zinfandel and Carignane.

Zinfandel. Estate-bottled hearty wine from well-established vines.

DELICATO VINEYARDS

12001 S. Highway 99, Manteca, California 95336

The Delicato Vineyards were established in 1924 by Gaspare Indelicato and his brother-in-law Sebastiano Luppino. With grape-growing experience gained in their native Sicily, they supplied wine grapes for the Eastern market. Today Indelicato's three sons operate an 8-million-gallon winery, in addition to selling bulk wine to other wineries. They produce generic and varietal table wines under the Delicato label, as well as sparkling wines, fruit and berry wines, ports and sherries.

SAMPLER SELECTION

Chenin Blanc. Light, fresh, fragrant, with an edge of sweetness.

Zinfandel. Produced and bottled from the company's own 67-acre vineyard. Redwood-aged. Good country wine.

EAST-SIDE WINERY

6100 East Highway 12, Lodi, California 95240

In 1934, a group of 130 local grape growers founded this cooperative winery, named for its location on the east side of town. The popular tasting room, made from a 50,000-gallon redwood storage tank, carries *Das Weinhaus* on the marquee, reflecting the German origins of most of the founders. Herman Ehlers was the winemaker for thirty-seven years, until his retirement in 1970. In addition to encouraging growers to plant the better varieties adapted to the region, including Ruby Cabernet, Ehlers produced a superb brandy that came forth anonymously from a famous Russian River winery which boasted of its merits as if it was their own. If you find Conti-Royale Brandy, one of the co-op's premium labels, pay tribute to its ten years of age and 80° proof softness with your finest crystal snifter.

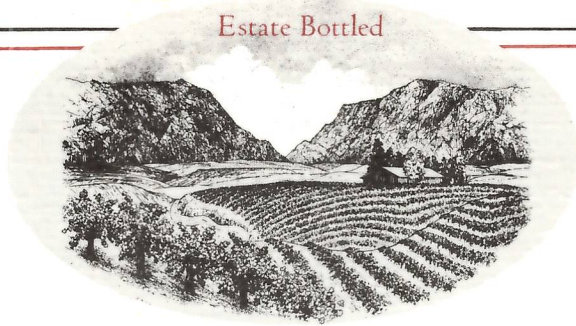
Among the treasures of the 4 1/2-million-gallon winery, today run by Ernest Haas, is a mellow Angelica Antigua Mission 1773 produced from Mission grapes, aged in wood for eight to ten years. The Royal Host label for generic wines is well known in the Eastern market, but the premium wines are bottled under the Conti-Royale label. The Dry Sherry won a Grand Sweepstakes Award in 1972 at the Los Angeles County Fair, a distinction that is not granted easily or often.

SAMPLER SELECTION

Grey Riesling. A fresh and fruity edition of the Chauché Gris French varietal, matching more famed rival brands.

Petite Sirah. Under the Conti-Royale label, this sturdy red wine with Rhône Valley characteristics is dry and full-bodied.

Estate Bottled



CALLAWAY

Vineyard & Winery

April 15, 1982

CALLAWAY ASKS GOVERNMENT TO RECOGNIZE
THREE FINE WINE AREAS IN SOUTHERN CALIFORNIA

Callaway Vineyard & Winery is asking the federal government to recognize three premium grape-growing areas in Southern California as official appellations of origin for wine: Temecula, Murrieta, and Rancho California. The first two of these are small sub-areas within the large region of Rancho California, just as in the northern wine country, for example, Carneros and Rutherford are sub-areas of the larger Napa Valley.

Threat to Legitimacy of Appellations

Callaway is taking this unusual step of proposing three appellations at once because it believes the legitimacy of the appellation of origin concept is being put to the test in the region. The Bureau of Alcohol, Tobacco & Firearms controls geographic terms on wine labels because, and only because, Congress has directed it to prevent false and misleading labeling. Since appellations of origin indicate to consumers that the wine was made from grapes grown in a specific place, and that the grape-growing conditions there are different from those of surrounding areas, the Bureau sensibly requires proponents of appellations to submit:

- 1) Evidence that the name of the area is what the proponents say it is.
- 2) Evidence that the boundaries of that name are as they claim.

- 3) Evidence that the climate is viticulturally distinct from that of surrounding areas.
- 4) Evidence that the soils and physical features are viticulturally distinct from those of surrounding areas.

The Bureau now has before it a petition that threatens these criteria and, therefore, the legitimacy of all American wine appellations. Led by the McMillan Farm Management Company, which manages the Atlantic Richfield Company (ARCO) vineyard in Murrieta, these petitioners ask the Bureau to call the entire 90,000 acre Rancho California region, plus another 10,000 acres, by the name "Temecula." This is like calling all of Napa Valley by the name "Carneros."

Callaway Vineyard & Winery has sold approximately 80% of all wines ever labeled with a Temecula appellation and has played a significant role in developing the unique microclimate and granitic soils of Temecula into a fine wine area meaningful to consumers. We are naturally disturbed and dismayed at the notion that the "Temecula" appellation could be debased by stretching it to cover tens of thousands of acres that are not now, and have never been, known by that name--acres, moreover, which span a spectrum of microclimates and soils that are completely different from those in Temecula.

Apparently, the idea behind this Mega-Temecula proposal is to sell more grapes by exploiting the name that, to date, has become best known. Rancho News, a local newspaper, reported on May 15, 1980 (p. 1) that those in the area who wanted to include all of Rancho California under the appellation Temecula,

"believed that the larger the area the greater the selling power, and that it's more profitable to get as much mileage out of the publicity the name 'Temecula' brings as possible."

Fortunately, the BATF is not in the business of trade protection and wine promotion. Its only authority is to prevent false and misleading labeling, so it is not free to extend a name over a geographical area that has never been known by that name. (When the Bureau extended the name "Napa Valley" to areas in eastern Napa County, it did so on extensive evidence that grapes from the eastern County had been known since the early 1900s under the name "Napa Valley". There is no such evidence of outside use of the name Temecula.)

Our Proposal

Our own proposal is based on simple principles: With

the aid of the best experts available, identify the distinct microclimates of the region, identify the distinct soils and topography, and then call those areas by their own names.

As the descriptions below make clear, our proposal does not draw narrow boundaries around existing vineyards. It allows thousands of acres for future expansion in each of the three appellation areas. All wineries now in the region are within Callaway's proposed Temecula boundaries, as are all existing vineyards except the 300 acre ARCO vineyard in Murrieta and several small vineyards totaling less than 100 acres in the Santa Rosa Mountains. The Murrieta grapes, however, will have their own appellation, and the few Santa Rosa Mountain grapes will have the "Rancho California" appellation (unless the owners there petition for a separate appellation of their own, which seems warranted). Each appellation area is capable of producing excellent wines, and each will become significant to consumers.

Our three proposed appellation areas are fully documented in our 103-page petition to the Bureau. In short, the areas are as follows:

Temecula

The area is north and east of the town of Temecula, encompassing about 33,000 acres. Only 1700 acres are currently planted to vineyards. All eight of the existing wineries in the region are here: Callaway, Cilurzo, Filsinger, Hart, Hugo's Cellar, Mesa Verde, Mount Palomar, and Piconi. (Brookside's 378 acres of vineyards are here, though its winery is in Guasti, 60 miles northwest.)

Temecula's microclimate is significantly cooler than that of surrounding territory because the area lies in the direct path of the moist ocean winds that funnel through the Rainbow Gap and Temecula Canyon in the coastal mountain range. Thermograph records show the Temecula vineyards are cooler around the clock during the growing season, by an average of four to seven degrees, than the Murrieta vineyards area. Sugar, acid, and pH samples during the season confirm that Temecula grapes mature more slowly than those in Murrieta and, in fact, the harvest in Temecula is always one or more weeks later than in Murrieta. The rate of maturation is known to affect the character of the grapes.

The area occupies what geologists have described as a low, rolling mesa, which distinguishes it topographically from its surroundings. A single soil association predominates, and the soils are granitic alluvium, unlike other soils in the region. Field inspection of Temecula and Murrieta led Harold P. Olmo, Professor Emeritus of Viticulture at UC Davis, to conclude: "Since the soils of the two vineyard regions are of entirely different origin and orientation, it is very

likely that the wines produced in the two areas will also differ."

Murrieta

This is a small area of about 2500 acres contiguous to the town of Murrieta. The one existing vineyard, 300 acres owned by ARCO, has demonstrated its capacity to produce excellent wines. There are no wineries here.

Murrieta's climate is generally cooled by an ocean influence, though as noted above the area is warmer than Temecula and the grapes therefore ripen earlier here. The reason Murrieta is warmer has been documented by Dr. Irving P. Krick, former head of the department of meteorology at Cal Tech, and chief of weather information for General Eisenhower during World War II. On the basis of extensive empirical investigations, Dr. Krick concluded that the path, distance and terrain over which the marine air flow travels after it comes through the mountain gaps significantly alter its cooling effects. For that reason, Dr. Krick found that areas such as Murrieta which lie several miles sharply to the west of the gaps exhibit "maximum, minimum and mean temperatures several degrees higher" than those in Temecula during the growing season.

Topographically, the proposed Murrieta area is distinct from surrounding areas because it occupies a strip of lower slopes of the Santa Rosa Mountains, from about the 1500 foot level down to the edge of Murrieta Creek. The soils are composed of two associations and a third series which predominates in the existing vineyard; none are characteristic of Temecula soils. Moreover, these are not the granitic soils found in Temecula. They are, according to John R. Reid, former Soil Conservationist with the USDA here, "gravelly developed from metasedimentary rocks." He adds, "it is obvious that there is a difference between these soils" in the two areas. Professor Olmo observed that the darker, rocky soils in Murrieta would have different heat and moisture retention capacities from the soils in Temecula. Moisture retention capacity can affect vine stress, he noted, and "this is known to change the chemical composition of the fruit and the resulting wine."

Rancho California


This 90,000 acre region includes the sub-areas of Temecula, most of Murrieta, and about 55,000 additional acres. There are no other wineries in the region, and there are only about 100 acres of vineyards in addition to those included in Temecula and Murrieta. These 100 acres are high in the La Cresta section of the Santa Rosa Mountains, which may someday warrant its own appellation. For now, the appellation Rancho California would seem adequate to serve for that area, for new areas in the region,

and for those wineries that wish to blend grapes from the distinct sub-areas into one wine.

Furthermore, the "Rancho California" appellation would be available for use by any winery to identify the place of origin of grapes grown at any location within the 90,000 acre region --- including the sub areas known as "Temecula" and "Murrieta".

The climate of Rancho California as a whole is affected by an ocean influence that keeps its summer temperatures cooler than the very hot areas immediately to the north, south and east. The ocean influence stops even before reaching such nearby towns as Elsinore (15 miles) and Sun City (14 miles). As noted, the ocean influence is stronger and cooler in some areas of Rancho California than others. Also, the highest elevations of the region in the Santa Rosa Mountains, are naturally cooler than lower elevations. Consequently, degree-day classifications range from Region II to Region IV at different stations throughout the Rancho California region.

The entire area is physiographically distinguishable, like the Napa Valley, by natural features such as the mountain ranges and the basin, but, again like the Napa Valley, there is no uniformity of soils (five soil types run through the region). Rather, the key feature of nature that sets this region apart as a winegrowing area is its relatively cool climate.



ELY CALLAWAY, PRESIDENT
CALLAWAY VINEYARD & WINERY

COMPARISON OF THE TWO PROPOSALS FOR WINE APPELLATIONS
IN THE RANCHO CALIFORNIA REGION

CALLAWAY PETITION

MCMILLAN PETITION

Names, Areas, Vineyards and Wineries

Temecula: 33,000 acres NE of town of Temecula; 1700 acres of vineyards; 8 wineries.

Murrieta: 2500 acres contiguous to town of Murrieta; 300 acres of vineyards; no wineries.

Rancho California: 90,000 acres covering all Rancho California except Vail Lake area beyond Oak Mountain; 2000 acres of vineyards in Temecula and Murrieta plus 100 in Santa Rosa Mountains; 8 wineries, all in Temecula sub-area.

Temecula: 100,000 acres covering all Rancho California except Vail Lake area beyond Oak Mountain, plus 10,000 outside acres; 2100 acres of vineyards, 8 wineries, all in Temecula sub-area.

Evidence That Area Within Proposed Boundaries Is Actually
Known By Proposed Name (Required By Reg. 27 CFR 9.3(b) (1), (2))

1) Historical: Locations of Indian Village, town sites, Mexican land grants, Temecula Massacre; 1884 founding of Murrieta, early books' descriptions; Vail and Kaiser developments and locations.

None submitted. (Historical evidence unrelated to proposed 100,000 acre "Temecula" boundary; instead, recounts general history, fame of novel Ramona, etc. Petition at p.3 concedes Kaiser 97,500 acres called Rancho Calif.)

2) Political Boundaries: Temecula and Murrieta School Districts; service districts; Rancho California Water Dist.

None submitted.

3) Local Commerce: Post Office zip areas; telephone directory, newspapers, chambers of commerce.

None submitted.

4) Community Opinion: UC Riverside opinion survey; civic and fraternal organizations; "Rancho California/Temecula Winegrowers Assoc."; McMillan Petition Historical Study, pp. 39-42, 54, 56; usage by owner of horse ranches and gliderport adjacent to Murrieta vineyard; ARCO contract for grape sale; ARCO signs.

None submitted. (Evidence submitted in Historical Study, pp. 39-42, 54, 56, is supportive of Callaway petition instead.)

5) Usage by Wineries & Wine Public: Kaiser's "Vineyard Development Program"; wine literature; protest and abandonment of Franciscan label; labels of over 3 million bottles, 80% Callaway with map and area description; precise descriptions of area by wine writers nationwide 1975 to date.

None submitted.

Evidence That Climate Makes Area Viticulturally Distinct
From Surroundings (Required by Reg. 27 CFR 9.3(b) (3):

Rancho California generally cooled by marine influence, temperatures ranging from regions II-IV. Temecula is significantly cooler than Murrieta and therefore has slower grape maturation rate. High elevations in Santa Rose Mountains coolest.

- 1) Wind/climate studies by Dr. Irving P. Krick, formerly of Cal Tech and Eisenhower's weather chief in WWII.
- 2) Kaiser heat summation studies.
- 3) Local residents' testimony.
- 4) Thermograph records.
- 5) Sugar, acid, pH levels; harvest dates.

Area generally cooled by marine influence, temperatures ranging from regions II-III. Western side of area is cooler than eastern. No specific comparison of Murrieta with Temecula.

- 1) Reproduction of diagram from Winkler, et al. General Viticulture (1974) showing area to be IC, but with petitioners' superimposed typeover indicating II & III.
- 2) Inaccurate use of quotation of John Moramarco, Callaway V.P. of Viticulture.
- 3) Local residents' and early book's testimony that whole area is generally cool; supportive of Callaway petition at p. 54 of Historical Study.
- 4) Quotation of Dinsmore Webb, Dean of Enology and Viticulture at UC Davis, supportive of Callaway petition by describing "micro-climate" of "small area" "caused by currents of cool air coming through a gap in the mountains."

Evidence That Soils And Physical Features Make Area Viticulturally
Distinct From Surroundings (Required by Reg. 27 CFR 9.3(b) (3):

Single soil type in Temecula, all granitic alluvium; rolling mesa. Mixed soil types in Murrieta (not those of Temecula); meta-sedimentary gravel; lower mountain slopes. Several mixed soil types in Rancho Calif. region; mountain, valleys, mesas.

- 1) Calif. Dept. of Natural Resources Geology Report #43 (1955).
- 2) USDA Soil Conservation Service Soil Survey.
- 3) Consultant report by Harold P. Olmo, Professor Emeritus of Viticulture, UC Davis.
- 4) Consultant report by John R. Reid, former Soil Conservationist, USDA, co-author of area's Soil Survey.
- 5) Observation of Andre Tchelistcheff on importance of granitic soils at Temecula.

Three soil types in Santa Rosa Mtn. plateau, two others in adjoining basin. Plateau soils igneous and metamorphised sandstone and micaschist; basin soils granitic alluvium. (No comparison made of Temecula and Murrieta soils or topography.) Mountains, valleys, plains, mesas.

- 1) Calif. Dept. of Natural Resources Geology Report #43 (1955).
- 2) USDA Soil Conservation Service Soil Survey.
- 3) USGS Hydrologic Unit Map - 1978, California.
- 4) Observation of Andre Tchelistcheff on importance of granitic soils in Temecula, supportive of Callaway petition's boundaries for Temecula based on granitic soils.

CALLAWAY PROPOSES APPELLATIONS OF ORIGIN FOR
TEMECULA, MURRIETA, AND RANCHO CALIFORNIA

Callaway Vineyard & Winery has petitioned for government recognition of three premium grape-growing areas in southwest Riverside County, California:

Temecula, an area north and east of the town of Temecula, already renowned for producing fine wines. The proposed boundaries encompass about 33,000 acres; about 1700 acres of vineyards are currently planted there.

Murrieta, a newer area contiguous to the town of Murrieta. The area, capable of producing excellent wines, consists of about 2500 acres; about 300 acres are currently planted to vineyards.

Rancho California, a 90,000 acre region which includes Temecula, most of Murrieta, and about 55,000 additional acres.

Thus, Rancho California is--like Napa Valley--an appellation of origin for wines originating anywhere in a fairly large viticultural area. Temecula and Murrieta are--like Carneros and Rutherford in the Napa Valley--smaller appellations denoting distinct microclimate and soil areas within the larger region.

The government has asked for petitions proposing official boundaries of geographic names like these which are used on wine labels to indicate where the grapes were grown. The U.S. Bureau of Alcohol, Tobacco and Firearms will call for public comment on the proposals, and may hold public hearings. Starting in 1983, no appellation may legally appear on a wine label unless the Bureau has delimited its boundaries in this way.

The Callaway petition is a 103-page documentation of the distinct names, boundaries, climates and soils of Temecula, Murrieta, and Rancho California. Included in the petition are reports from Dr. Irving P. Krick, former head of the Department of Meteorology at Cal Tech and chief of weather information under General Eisenhower during the war; Dr. Harold P. Olmo, Professor Emeritus of Viticulture at the University of California, Davis; and John R. Reid, former Soil Conservationist with the USDA in Temecula who helped write the Soil Survey for the region.

The Callaway petition makes these key points:

* An earlier petition by a local winegrowers association cannot legally be approved since, contrary to government regulations, it asks that the name Temecula be extended over tens of thousands of acres that are not, and historically have never been, known as Temecula.

* History, current political boundaries, local commercial usage, community opinion, popular usage, and winery usage, all show that Temecula, Murrieta, and Rancho California are names referring to very different areas.

* Climatological evidence proves that an ocean influence keeps Rancho California cooler than the nearby hot regions; that Temecula is particularly cool and moist because it lies in the direct path of forceful ocean winds funneling through the Rainbow Gap and Temecula Canyon; and that Murrieta, which is outside the path of these winds, is always several degrees warmer during the growing season than Temecula.

* Geological and soils studies disclose that a variety of soils run through Rancho California; that two predominant soils occur in Murrieta; and that one soil predominates in Temecula. The soils in Murrieta are mainly metasedimentary, while those in Temecula are granitic. Field inspection of Temecula and Murrieta led Professor Olmo to conclude: "Since the soils of the two vineyard regions are of entirely different origin and orientation, it is very likely that the wines produced in the two areas will also differ."

* Once these five microclimate and soil areas are carefully delimited by the government, winemakers and consumers will be able to explore for themselves the differences that the same grape will exhibit when grown in distinct areas. Callaway hopes someday to produce wines from all three of the appellation areas.

2/1/82

ROBERT W. BENSON
ATTORNEY

Received
6/16/82
RWB

June 11, 1982

Mr. John Linthicum
Research and Regulations Branch
Department of the Treasury
Bureau of Alcohol, Tobacco and Firearms
Washington, D.C. 20226

Ref: R: R: R: JAL 5120/ Viticultural Area Petitions
for Temecula, Murrieta, and Rancho California

Dear Mr. Linthicum:

Thanks very much for your recent call in which you estimated that the notice on our petition should be published in the Federal Register around mid-July.

I enclose a list of addresses of all the grape growers in the region. Some time ago, you had asked us for such a list and we sent you the addresses we had. Mr. Richard McMillan of the McMillan Farm Management Company was to have sent you the list of his clients, but apparently he was ultimately unwilling to do so. Last month, we sent someone to the county assessor's office to compile a list of registered owners of all those parcels which we know to be planted to grapes, so we are now able to send you what we believe to be a complete list.

I also enclose copies of a news article and letters of support from the Temecula and Murrieta Chambers of Commerce, and would ask you to add them to the rulemaking record of this proceeding. The Chamber of Commerce resolutions were both adopted unanimously. The news article appeared last week in the local Butterfield Bulletin (P.O. Box 565, Temecula, CA 92390). We are gratified to see that the Hart and the Filsinger wineries are supporting our petition. In addition, John Poole of Mount Palomar Winery (129 acres), Mr. Leonard Spacek (Bell Vineyard, 391 acres), and Mr. Daniel Gorman (Cleo's Vineyard, 40 acres), have all expressed their support of our petition directly to Mr. Callaway. All of this support has come before we have made any attempt to fully canvass the group. I was particularly interested to see in the news article that Mr. Hart of the Hart Winery "said he resents McMillan saying that their organization represents all growers in the area," as we have felt from the outset that Mr. McMillan has unfairly claimed to represent virtually everyone.

Mr. John Linthicum
June 11, 1982
Page 2

Finally, there has been a significant development which should be brought to the attention of ATF. Both the 325 acre ARCO vineyard at Murrieta, and the 378 acre Brookside vineyard at Temecula, two of the largest in the region, have been put on the market for sale. Each has been offered to Mr. Callaway personally in recent days. The ARCO vineyard is listed with Rancho Consultants Co. real estate (28636 Front Street, Temecula, 92390). The Brookside Winery, in Guasti, is selling its Temecula vineyard because the winery is going out of business and will not crush this year. Both ARCO and Brookside have been clients of the McMillan Farm Management Co., and we had heard that both would support the McMillan viticultural area petition (submitted to ATF in the name of the Rancho/Temecula Winegrowers Association). Now that their vineyards are for sale, we believe that neither ARCO nor Brookside has any long term interest in the viticultural area matter and their views should be given little weight in the decisionmaking process.

Please let me know if I can provide you with any further information.

Sincerely,



Robert W. Benson
Attorney
Callaway Vineyard & Winery

enclosures (4)

cc: Mr. Ely Callaway

TEMECULA AREA GRAPE PARCEL OWNERS

May 1, 1982

M. Benson

Robert K. Booher

[REDACTED]
Temecula, Ca. 92390
[REDACTED]

60 acres net
Santa Gertrudus Vineyards

Brookside Vineyard Company
P.O. Box 1024
9900 A Street
Guasti, Ca. 91743
(714) 983-2787

378 acres net

Callaway Vineyard & Winery
32720 Rancho California Road
Temecula, Ca. 92390
(714) 676-4001

142 acres net

Audrey & Vincent Cilurzo

[REDACTED]
[REDACTED]
Temecula, Ca. 92390
[REDACTED]

8 acres net
d.b.a. Cilurzo Vineyard & Winery

John C. Cushman III.

[REDACTED]
Los Angeles, Ca. 90071

14 acres net

William & Katherine Filsinger

[REDACTED]
Anaheim, Ca. 92806

53 acres net
Filsinger Vineyards & Winery
39050 De Portola Road
Temecula, Ca. 92390
[REDACTED]

Walter L. Ghirardelli
c/o A. J. Ghirardelli

[REDACTED]
San Fernando, Ca. 91340

~~60 acres net~~

30 " "

Daniel J. Gorman

[REDACTED]
Shaker Heights, Ohio 44118

40 acres net
Cleo's Vineyard

Earl & Barbara Hagaman

[REDACTED]
Los Angeles, Ca. 90017

25.09 gross acres
Santa Gertrudus Vineyards

Joe & Nancy Hart

[REDACTED]
Carlsbad, Ca. 92008
[REDACTED]

8 acres net
Hart Vineyard & Winery
41300 Avenida Biona
Temecula, Ca. 92390
(714) 676-6300

Richard & Terrie Harvey [REDACTED] Temecula, Ca. 92390 ([REDACTED])	20 gross acres
Keith & Lynne Kaarup [REDACTED] [REDACTED] Temecula, Ca. 92390	82 acres net d.b.a. Mesa Verde Vineyards & Winery ([REDACTED])
Charles & Linda Keagle [REDACTED] Upland, Ca. 91786 [REDACTED]	22 acres net Keagle Vineyard
Los Nogales Vineyard 9732 Janice Circle Villa Park, Ca. 92667	42 acres net (Doctors group)
M.A.D. Enterprises Alex Bender, Jr. CPA 50 Cedar Tree Lane Irvine, Ca. 92715	2.58 gross acres
John & Louise Marr [REDACTED] [REDACTED] Temecula, Ca. 92390 [REDACTED]	31 acres net
McMillan Farm Management P.O. Box 1047 Temecula, Ca. 92390 (714) 676-2045	6 acres net
Shirley Miller c/o Mountain Valley Escrow P.O. Box 899 Valley Center, Ca. 92082	5 acres net (Carpenter)
Miramonte Vineyards 3037 Deluna Drive Rancho Palos Verdes, Ca. 90276	129 acres net Don & Joan Hanley [REDACTED]
Partenbar Corporation c/o William J. Dykes P.O. Box 113 Riverside, Ca. 93721	12 acres net (Barlin)
John Poole [REDACTED] Temecula, Ca. 92390	129 acres net (Mount Palomar Winery) (Long Valley Vineyards) [REDACTED]

Premium Wine Grape Investment Group 5 acres net
27780 Front Street
Temecula, Ca. 92390

Jerry & Cheryl Roberts 12.56 gross acres
[REDACTED]
Temecula, Ca. 92390
[REDACTED]

Peter, Katie & James Rovano 23.41 gross acres
[REDACTED]
(Santa Gertrudus)
Alhambra, Ca. 91803

Milo Rowell 12 acres net
Temecula Ranchos Too (Old Foundation Vineyard)
[REDACTED]
Fresno, Ca. 93721

Hans & Edna Saue 23.93 gross acres
[REDACTED]
(Santa Gertrudus)
Orange, Ca. 92665

Robert & Sherry Schaefer 40 acres net
[REDACTED]
Knole Vineyards
Temecula, Ca. 92390
[REDACTED]

Wendell & Crystal Snow 18.76 gross acres
[REDACTED]
Orange, Ca. 92666

Leonard Spacek 391 acres net
[REDACTED]
Bell Vineyards
Palm Desert, Ca. 92260
38901 Warren Road
Temecula, Ca. 92390
(714) 676-5208

Jerry Vanley 20 acres net
[REDACTED]
(Simonoff)
Pasadena, Ca. 91106

Welsh Hill Organization 10.58 gross acres
P.O. Box 246
Pasadena, Ca. 91101

James & Sonja Xerikos 2.32 gross acres
[REDACTED]
Huntington Beach, Ca. 92647

William & Lois Thomas 8 acres net
[REDACTED]
Temecula, Ca. 92390
[REDACTED]

Robert & Joyce Wilenken 20.05 gross acres
[REDACTED]
(Santa Gertrudus)
Fullerton, Ca. 92633

MURRIETA AREA GRAPE PARCEL OWNERS

Joaquin Ranch Company 325 acres net
 c/o Don L. Lewis (ARCO)
 515 South Flower Street, Rm 1811
 Los Angeles, Ca. 90071

SANTA ROSA / LA CRESTA AREA GRAPE PARCEL OWNERS

Philip & Marion Hansen 6.33 gross acres
 [REDACTED]
 Norco, Ca. 91760

La Cresta 88 Properties 20.14 gross acres
 H.A. Rappoport
 P.O. Box 3501
 Santa Monica, Ca. 90403

Henry & Mary Ang 6.99 gross acres
 [REDACTED]
 Murrieta, Ca. 92362

Drago & Margret Atanasovski 5.63 gross acres
 [REDACTED]
 Carlsbad, Ca. 92008

Steve Cziraki 5.32 gross acres
 [REDACTED]
 Huntington Beach, Ca. 92646

Lee Darrow 5 gross acres
 George & Bertha Sanders
 [REDACTED]
 Arcadia, Ca. 91006

Sheldon & Susan Engelhorn 5.18 acres
 Peter Panfili
 [REDACTED]
 San Pablo, Ca. 94806

Sidney & Marcia Falk 9.70 gross acres
 [REDACTED]
 Arcadia, Ca. 91006

George & Nelly Farrelly 5.11 gross acres
 [REDACTED]
 Murrieta, Ca. 92362

Ralph & Joan Freer 5.02 gross acres
 [REDACTED]
 San Gabriel, Ca. 91775

Orville & Shirley Mestad 5.92 gross acres
 Edward & Sharon Jackson
 [REDACTED]
 Glendora, Ca. 91740

Photo by Brigit Sund-Poole

Wineries Favor Callaway Petition

"Logic lies behind the Callaway Proposal," commented Joe Hart, owner and winemaker of Hart Winery.

Four wineries have voiced their opinions on the two appellation petitions filed with the bureau of alcohol, firearms and tobacco.

The petition filed by McMillan Farm management and the Rancho California Temecula winegrowers association, seeks to name all the vineyards in Rancho California, Murrieta and La Cresta as one viticultural region with the name "Temecula."

They believe that this is a name recognized by the wine consuming public and should be used as a designation to represent the entire wine growing area.

Meanwhile the Callaway Winery has filed a petition which designates the entire viticultural region as "Rancho California" with two sub-appellations of "Temecula", for the vineyards located east of I-15, and "Murrieta" for the vineyards in the Murrieta area.

Both petitions involve research into climatic conditions and soil analysis.

Audrey Cilurzo of Cilurzo Vineyard and Winery said they favor the McMillan Proposal. She said that they use grapes from La Cresta in their wine production.

"This is a very complex issue," she said.

"The growers and wineries have a larger understanding of the issues. The reasons for establishing an appellation should have nothing to do with politics. Callaway is trying to split the community," she commented.

John Poole, owner of Mount Palomar Winery commented that no matter what plan is adopted, Mount Palomar Winery and Vineyards will be in the Temecula Appellation. He said he believes it should only be up to those affected by the boundaries to voice their opinion.

"I don't have very strong feelings. It's not that important. I've got customers on both sides of the fence," stated Poole who sells grapes from his vineyards to several local wineries.

Greg Hahn, winemaker for Filsinger winery stated that the winner is in favor of the Callaway Petition.

The Filsinger Winery uses grapes from their own vineyards. Hahn said that it seems to him the location of Murrieta Vineyards is different from those in Temecula.

Hart, who also uses his own vineyard grown grapes, adjacent to his winery, said he resents McMillan saying that their organization represents all growers in the area.

"La Cresta and Murrieta are distinctively different. I've walked the Murrieta Vineyards and I know the conditions are different from the Temecula Vineyards," said Hart.

"I'm not happy with either one but ultimately if I had to make a decision based on both, I'd have to go for the Callaway Petition, although I don't like the name 'Rancho California' for an appellation," he added.

Cilurzo agreed, "The name 'Rancho California' is only 15 years old. It's just a label for a real estate development," she said.

"One person is assigned to review the petitions," reported Cilurzo, "What they decide could depend on how much they are influenced by all the letters from the community.

"The differences in soils are the most important factors. The BATF is looking for easily recognized geographical areas," Cilurzo added.

Cilurzo is worried that the BATF won't approve the sub-appellations for the area and if they approve the Callaway Appellation designation, the wineries will have only the "Rancho California" name for their labels.

· HAVE A VOICE IN YOUR COMMUNITY ·

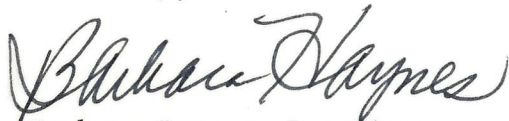
6/28
Reputations
To: J. L. Litchman
Pam
5-28-82

May 21, 1982

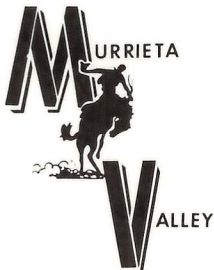
Director of the Bureau of Alcohol, Tobacco & Firearms
Department of the Treasury
Washington, D.C. 20226

The Murrieta Chamber of Commerce notes that the federal government intends to approve official place names which can appear on labels of wines from this region. The Chamber urges the government to take no action that will threaten the identity and proud history of Murrieta as an independent area separate from Temecula and Rancho California. We urge the government to approve the Callaway proposal to call the wines of each community by the community's own name: Temecula, Murrieta, and Rancho California.

Sincerely,



Barbara Haynes, President



CHAMBER OF COMMERCE

Post Office Box 124, Murrieta, California 92362

Country Living at its Best

TEMECULA VALLEY CHAMBER OF COMMERCE

POST OFFICE BOX 264 • TEMECULA, CALIFORNIA 92390

(714) 676-5810

June 3, 1982

Director
Bureau of Alcohol, Tobacco & Firearms
Department of the Treasury
Washington, D.C. 20226

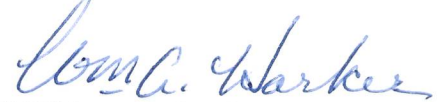
Dear Sir:

The Temecula Valley Chamber of Commerce understands that the federal government is considering approval of official place names (Appellations) which can appear on labels of wines from this region.

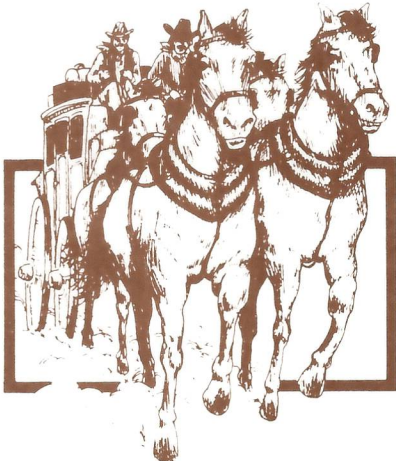
The Chamber urges the government to take no action that will threaten the history of Temecula as an independent area separate from Murrieta and Rancho California. We support the Callaway proposal to call the wines of each community by the community's own name: Temecula, Murrieta, and Rancho California and urge your office to approve the Callaway proposal.

Respectfully,

BOARD OF DIRECTORS
Temecula Valley
Chamber of Commerce



William A. Harker
Executive Director



ROBERT W. BENSON

ATTORNEY

Received
6/24/82
Linthicum

June 18, 1982

Mr. John Linthicum
Research and Regulations Branch
Department of the Treasury
Bureau of Alcohol, Tobacco and Firearms
Washington, D.C. 20226

Ref: R: R: R: JAL 5120/ Viticultural Area Petitions
for Temecula, Murrieta, and Rancho California

Dear Mr. Linthicum:

I am sending more supplemental information to our petition of September 11, 1981. I would appreciate it if you would make this, like the previous supplements, part of the rulemaking record. There are two items:

1) The first item is an evaluation of the two competing petitions, by Professor William K. Crowley, Chair of the Department of Geography at Sonoma State University in northern California. We asked Professor Crowley, one of whose areas of specialization is wine geography, to inspect the Temecula and Murrieta regions in the field, to analyze the competing petitions and their documentation, and to weigh them against the criteria that he as a professional geographer thinks objectively legitimate. He found the McMillan petition unacceptable, and he approved of the Callaway petition while suggesting minor modifications in it.

2) The second item consists of excerpts from a book by local historian Tom Hudson, A Thousand Years In Temecula Valley (Temecula Chamber of Commerce, 1981, 193 pp.), and a letter from Mr. Hudson and his associate Mr. William A. Harker. This book has only recently been released, and we first obtained a copy two months ago.

a) Mr. Hudson's book reaffirms evidence we submitted (at page 72 of our petition, citing an article by Mr. Hudson) relating to residents' testimony of the cooler weather which prevails within our proposed Temecula boundaries. At pages 139-140 of his book, Mr. Hudson relates this story:

"Probably Louis Vignes envisioned Rancho Pauba as an ideal place to grow wine grapes when he bought the ranch in 1853, for Vignes was a master vineyardist and father of the wine industry in California. If not, for certain eighty years later Joe Moramarco, a ninth-generation viniculturist, did. It was then that he told his son, John, that good wine grapes could be raised in higher portions of the Pauba. 'A cool breeze blows here,' he said, 'that you don't get north or south of here.' It was not until 1967 however, that the first commercial vineyard was planted on land formerly grazed by Vail HEART brand cattle. The following year John Moramarco [presently Callaway vice-president for viniculture] came to Rancho California to work for Brookside Wineries as a viniculturist."

"By 1980 three thousand acres [sic; actually, 1700] were serving four wineries located picturesquely among the Pauba vineyards. In 1976 Temecula wine was selected for its excellent quality to be served to Queen Elizabeth at a formal banquet held at the Waldorf-Astoria Hotel in New York." (Emphasis added.)

b) The book also contains evidence that when the Spaniards came in 1797 they originally called the large lake 20 miles northwest of Temecula, "Laguna de Temecula." The name was relatively short-lived, however. Page 8 of Mr. Hudson's book:

"The Spaniards, when they came, called the lake Laguna de Temecula or, more popularly, Laguna Grande. When the town of Elsinore was founded the name was again changed--this time to Lake Elsinore."

Page 77:

"For a few years after that [1883] homesites were advertised for sale 'at the north end of Temecula Valley.' Then, with the change of the lake's name from Laguna Grande to Lake Elsinore, the entire land grant became known as Elsinore Valley and eventually as Lake Elsinore Valley. Temecula Valley had thus been reduced somewhat in size." (Emphasis added.)

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We had not previously seen any evidence that the name Temecula had historically (for about 86 years, 1797-1883) been connected with any land to the northwest beyond the Rancho Temecula land grant. But in any event, Mr. Hudson establishes that what he calls "Temecula Valley" became reduced in size and has not extended that far for nearly the last 100 years. Mr. Hudson (at page 78) also confirms, as we documented in our petition (at page 18), that the northern 14,000 acres of the Rancho Temecula land grant of 1844 were subdivided 40 years later in 1884 and renamed Murrieta. Together, this evidence indicates that, while the name Temecula was used in the northwest for periods of 40 to 86 years, it has not been used to designate any land beyond the southern portion of the Rancho Temecula land grant for nearly a century now.

Since ATF's concern is to prevent consumers today from being misled by false or deceptive claims of wine origin, the evidence underscores our point that it would be false and deceptive to allow wines grown in Murrieta to be labeled "Temecula," a name which has not been used for that area for nearly a century. I should also point out that all but a fraction of the ARCO vineyard at Murrieta is not even within the old northern portion of the original Rancho Temecula land grant, but rather is within the Santa Rosa land grant; so it lacks even an historical connection to the name that was used for 40 years over a century ago.

c) Finally, at the end of his book, Mr. Hudson has a chapter on the surrounding communities, and introduces it by this passage:

"No history of Temecula Valley would be complete without at least a background account of neighboring communities that have played a part in the making of that history. The name Temecula implies something more than just one village, or just one valley for that matter. Its connotation is wider than that. In fact, many first settlers referred to the entire surrounding countryside as 'The Temecula.'"

The chapter goes on to devote about a page each to 14 different communities, including Murrieta, Lake Elsinore, and some as distant as Warner Springs, 36 miles southeast in San Diego County beyond the recently established San Pasqual Valley Viticultural Area.

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As a literary device to introduce the chapter and justify treating together 14 far-flung communities, the passage seems unobjectionable. But we wondered if Mr. Hudson was saying here that the name Temecula today connotes all of these places (a connotation for which he presented no evidence), or whether he was speaking as an historian and simply meant that the name "Temecula" historically had the wider connotation, and that for this reason he was justified in lumping all the communities together in the chapter.

We asked Mr. Hudson that, through his associate and successor as publisher of The High Country Quarterly, Mr. William A. Harker. Mr. Harker assisted the 82-year-old historian with the book, and is credited in the preface to it. The answer came back that Mr. Hudson had been referring to the historical use of the name Temecula by the first settlers, that he shares the view that the name Temecula today is not used to refer to the wider region, and, particularly, that Temecula and Murrieta today are names referring to two very different areas. Mr. Harker and Mr. Hudson have written a letter to this effect, addressed to the Director of ATF, and we are forwarding the letter with this package.

If we can provide any additional information, please do not hesitate to let us know.

Sincerely,



Robert W. Benson
Attorney
Callaway Vineyard and Winery

enclosures (2)

cc: Mr. Ely Callaway

TEMECULA WINE APPELLATION BOUNDARIES

I am presently professor and chair of the Geography Department at Sonoma State University where I have been on the faculty for 13 years. I have taught wine geography classes here since 1975, have delivered various papers on wine geography at scholarly professional meetings, and am a member of the Society of Wine Educators. Most recently my research has been concerned with the wine appellation scene in the United States, and in particular the activity which has resulted from rule ATF-53, announced in August 1978. I delivered papers on this subject at the August 1981 meetings of the Society of Wine Educators and the April 1982 meetings of the Association of American Geographers. I view the whole exercise as one in applied geography, since regions and boundaries have been of concern to geographers for longer than I can remember.

I am of the view that wine appellation in the United States, and in California in particular, cannot possibly mean the same thing that it does in Europe. In California we are simply not at the same stage of specialization as the famous European wine districts. Grapes like Barbera and Chenin Blanc are grown throughout the wine producing portions of the state. Cabernet Sauvignon and Chardonnay are grown in all the coastal districts from Temecula to Mendocino, a latitudinal expanse of over 400 miles that in Europe, in terms of distance, not actual latitude, would take you from the vineyards of Tuscany in Central Italy to the Champagne district of northern France. If one throws in the Chardonnays of Oregon and Washington the latitudinal expanse of that variety is mind boggling (to the European at least!).

Within particular grape growing areas the plethora of varieties is apparently unlimited. Napa Valley has at least 60 varieties of winegrapes planted. So even in a relatively small area we cannot use a particular variety or varieties for appellation boundaries. Nor can we use viticultural practices since they are also distinctive from one vineyard to the next. What one is left with, in my opinion, is physical geography as the principle criterion for outlining wine districts. Climate, soil, and topography are the important variables in this country that will produce wines distinctive by area (if one does not consider variety, viticultural practices, and vinification practices, which one clearly cannot do with ATF-53).

I have looked at the two petitions for the Temecula designation and their proposed boundaries. I have considered their merits in light of the criteria established by the BATF for drawing wine district boundaries. Ultimately, I believe that the argument of physical geography should settle the issue, but other factors aid in supporting the geographical conclusions. The petition put forward by the Rancho California/Temecula Winegrowers Association (hereafter the RC/TWA) for the "Temecula" appellation is clearly inappropriate on the basis of the first criterion established by the BATF in Section 4.24a(e)(2), Title 27, CFR for establishment of viticultural areas. That criterion states that "evidence that the name of the proposed viticultural area is locally and/or nationally known as referring to the area specified in the petition" shall be included in the petition. At no point does the RC/TWA petition establish, nor even suggest, that the boundaries of the area it proposes have ever been known as Temecula. The boundaries appear to be much closer to enclosing an area known as Rancho California. Exactly what area constitutes "Temecula" today is a difficult question. One point that is obvious,

however, is that what was referred to as "Temecula" in earlier historical (eg., the Rancho Temecula land grant) and prehistorical (Tom Hudson's book) times does not constitute Temecula today. To tell someone who today lives in the settlement of Murrieta that he lives in Temecula would undoubtedly produce a response that Temecula was a place to the southeast and that Murrieta was certainly not part of Temecula. To argue that what the Indians or earlier settlers called Temecula is appropriate today is much like suggesting that what was known as Louisiana in 1803 (the Louisiana Purchase) is Louisiana today. A few folks in Arkansas, Missouri, Iowa, Minnesota and elsewhere would find that a strange claim, to say the least.

What is known as Temecula today is best supported in the Callaway petition which demonstrates that school district boundaries, the post office zip code boundary, and the Temecula Chamber of Commerce map outline Temecula as an area similar to the area defined as Temecula in the Callaway proposal. This constitutes the "current evidence that the boundaries of the viticultural area are as specified in the petition" (ATF Section 4.25a(e)(1), Title 27, CFR, second criterion). The viticultural history of the Temecula, Murrieta, and Rancho California area before the 1970s is meaningless in drawing boundaries for the present. Before that time these areas lacked a commercial wine industry. The 1970s brought new growers, new premium varietals, different viticultural techniques and a revolutionized winery technology. Because grapes were grown within the boundaries of Rancho California before the 1970s does not mean that those grapes or the wine made from them have any relationship to the present situation. No such relationship exists, nor has been suggested to exist. The viticultural history that counts is from 1970 onward.

For the Temecula boundary to be meaningful for viticulture, however, the ATF's third criterion on geographical characteristics must also be fulfilled. In this sense, the Callaway petition is again the most credible. The reports by both Krick and Olmo demonstrate the relative climatic and soil uniformity present in Callaway's Temecula (hereafter, called simply, Temecula) compared to the climatic and soil variation found in the RC/TWA's Temecula. Microclimate and soils are both distinctive in the vineyards of the Murrieta area, as compared to those of the Temecula area. As a result, other things being equal, the wines of the two areas will also be distinctive from one another. As I previously stated, I am of the opinion that climate and soil, along with topography, are the most important criteria in outlining meaningful viticultural areas. These criteria should be given the greatest weight. In the manner of topography there is also a contrast between the Murrieta district and Temecula. The Murrieta vineyards begin right on the valley floor of La Laguna (or Murrieta Valley), abutting the river bed of Murrieta Creek at an elevation of 1100 feet. They then ascend a northeast facing slope to an elevation of 1200 plus feet. The vineyards near the creek bed are susceptible to spring frosts because of their low elevation and many vines will likely be lost in some future flood. The vineyards in Temecula occupy completely different terrain -- rolling hills of variable aspect (slope orientation) with virtually all of the vineyards sited at elevations above 1400 feet. In fact, the RC/TWA petition points out on pages 5-7 and on its map on page 6-A that the Murrieta vineyards are found on the Santa Rosa Plateau whereas the Temecula vineyards are planted in the Temecula Basin. Two separate and notable physiographic provinces are involved. The physiographic contrasts will produce microclimatic differences in addition to the differences in

marine air flow between the two places already sited by Krick.

Not only climate, soil and topography speak for separate designations of the Murrieta and Temecula areas, but so does the spatial separation of the two growing areas. The westernmost vineyards of Temecula are 12 miles from the vineyards of Murrieta. No vines grow between the two. This kind of distance is far greater than that which separates Dry Creek Valley from Alexander Valley, two well-known, but distinctive, vineyard districts in Sonoma County. One would not expect this sort of spatial separation within a uniform small scale appellation.

Though I find the Callaway version of two separate appellations for Murrieta and Temecula generally acceptable, I might draw the boundaries slightly differently on the basis of topographical considerations. I would eliminate the Pauba Valley from Temecula because of the valley's lower elevation and what must necessarily be slightly different soil and climatic conditions. On the eastern boundary of Temecula, instead of a straight line I would draw the boundary along the break in slope represented for the most part by the 1600 foot contour line. Likewise, on the west, instead of a straight line I would draw the boundary at the break in slope between the valley floors and the adjacent hills, generally the 1100 foot contour line. I feel these breaks in slope represent more meaningful changes in microclimatic conditions. I recognize, however, that the BATF at times prefers not to use natural boundaries that it feels are difficult to recognize in the field.

Finally, I would like to point out some minor errors in the description of the proposed boundaries in the Callaway proposal. On pages 92 and 99 where you refer to "Range 3 west" it should say "Range 2 west". On page 102 you use the term "straight northeast". It would be more accurate to give the direction you refer to in degrees east of north or

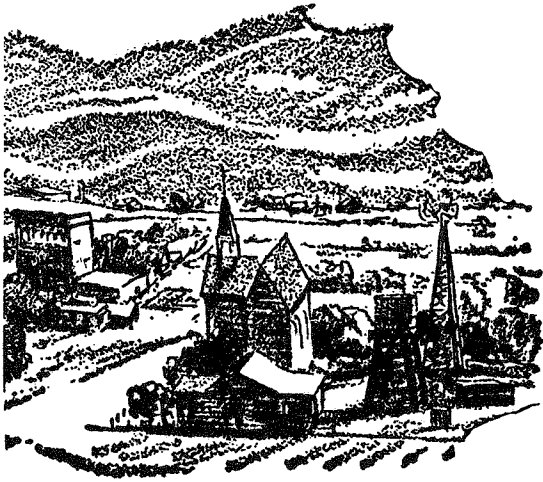
in terms of an azimuth. I would also recommend that you be more specific when you refer to the boundary for Murrieta following Murrieta Creek on page 102. There are a couple of points where the creek has more than one channel indicated on the map. You should indicate which channel you wish to follow.

If I can provide you with further comments on the appropriateness of the Temecula or Murrieta boundaries please do not hesitate to contact me.

William K. Crowley

William K. Crowley

Professor and Chair, Department of Geography



THE HIGH COUNTRY

PUBLISHED QUARTERLY—WITH THE SEASONS
IN OLD TEMECULA

Post Office Address: Box 178, Temecula, California 92390

May 31, 1982

Bureau of Alcohol, Tobacco & Firearms
Department of the Treasury
Washington, DC 20226

Att: Director

Dear Sir:

This letter is being written to establish the fact that both of the undersigned recognize that Temecula and Murrieta are two different and separate communities in Southern California each of which work, with much zeal, to preserve their separate and individual identities. Each community has its own Chamber of Commerce and town associations.

At one time, in the early past, the area now encompassing both communities and more was commonly referred to as the Temecula Valley. As the area was settled, two different communities emerged, Temecula, at the site of a camp once inhabited by the Temecula Indians, and Murrieta, located on property that was once a part of a large sheep ranch owned and operated by Juan Murrieta.

As the current publisher of The High Country quarterly magazine, I am very much aware of the difference between the two communities both historically and at the present time.

Tom Hudson, former publisher of The High Country magazine and named Author/Historian of the year in 1981 by the Riverside County Historical Commission, recently wrote a book titled A THOUSAND YEARS IN THE TEMECULA VALLEY. He was commissioned to write the book by the Temecula Valley Chamber of Commerce of which I am Executive Director.

In the book, Tom Hudson refers to the Temecula Valley and makes note of the fact that it included an area much larger than the present community of Temecula. In doing so, he was speaking about the early days, not the present time, and he believes as I do in protecting the names and identities of the local communities and recognizes that Temecula today does not refer to the entire region.


William A. Harker


Tom Hudson