

NAPA VALLEY VINTNERS

A Regional Association of Wine Growers

NAPA COUNTY, CALIFORNIA

Box 141, St. Helena, California 94574

NAPA VALLEY GRAPE GROWERS ASSOCIATION
4075 SOLANO AVENUE
NAPA, CALIFORNIA 95448

Director
Bureau of Alcohol, Tobacco and Firearms
Department of the Treasury
Washington, DC 20226

January 17, 1979

Dear Sir:

In August of 1978, following many months of study and several public hearings, your Bureau issued several changes to Title 27 CFR, Chapter I, Part 4 dealing with Labeling and Advertising of Wine.

Paragraph 3, Section 4:25a Appellations of Origin, a new section of the regulations, established the basis for definition and qualification of such appellations.

Sub-section(e) of 4:25a defined a new term "viticultural area" and provided that petitions, for establishment of such viticultural areas, may be made in the form of a letter containing required qualifying information.

Recognizing that the Napa Valley represents one of the most widely known appellations, in the American wine industry, the growers and vintners of this region have worked together seeking a response to these new regulations. We have sought a definition which would be meaningful to wine consumers, and conform with both the technical and historical realities of our industry and the criteria established in the regulations.

Therefore, your favorable and early consideration of the following resolution will be appreciated.

RESOLUTION

Be it resolved, the Napa Valley Vintners, and with the Napa Valley Grape Growers Association, do petition the Director, BATF, Department of the Treasury, to establish the Napa Valley Viticultural Area, as that area falling within the watershed of the Napa River as specifically delineated on the U.S. Geological Survey map, attached as Appendix A hereto.

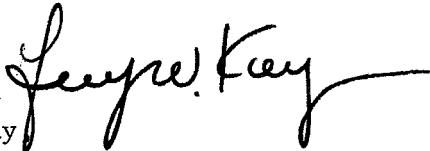
Resolution Cont.

Page 2

Be it further Resolved that the Director is requested to call public hearing, as may be required, to consider the above proposed boundary, together with Appendix B hereto, which provides:

- 1) Evidence that the name Napa Valley is nationally known.
- 2) Evidence that there is historical and current evidence to support the proposed boundary.
- 3) Evidence that there are climatic, soil, and other physical features which distinguish the area.
- 4) We have a 7.5 minute USGS map for the hearing. It is too large to include. See letter attached from Schwafel Engineer.

Very truly yours,



Guy Kay
President
Napa Valley Vintners



W. Andrew Beckstofer
Napa Valley Grape Growers Asso.

EDWARD P. SCHWAFEL ▲ ENGINEER, INC.

2206 SPRINGS ROAD
VALLEJO, CALIFORNIA 94590

AREA CODE 707
552-3114

January 8, 1979

Napa Valley Vintners
P.O. Box 410
St. Helena, Ca. 94574

Re: Napa Valley Watershed

Gentlemen:

Mr. Richard L. Maher of the Beringer Vineyards contacted me last mid-November and requested that this Firm prepare a detailed map of the Napa River Watershed. After some initial meetings and a review of the proposed mapping, it was decided that we would prepare two maps as follows:

- Map No. 1: A composite of the United States Geological Survey (USGS) 7.5 minute quadrangle sheets covering all of the Napa Valley Watershed and most of the entire County of Napa, with a film overlay (non-reproducible).
- Map No. 2: A reproduction of the 15 minute USGS Quad Sheets showing the entire County of Napa and also showing the same watershed areas as indicated on Map No. 1, (reproducible).

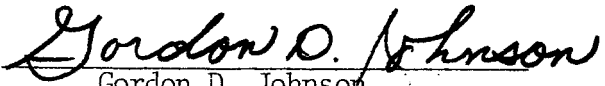
Both maps to show the detailed delineation of the boundary of the Napa River (Napa Valley) Watershed. The work was authorized by Mr. Maher December 1, 1978 and completed December 21, 1978.

The preparation of the maps, as noted above, was completed under my direction and supervision.

Sincerely,

EDWARD P. SCHWAFEL ENGINEER, INC.

GDJ/dc


Gordon D. Johnson
R.C.E. No. 14066

APPENDIX B

PHYSIOGRAPHIC QUALIFICATIONS

West-central California is dominated by a number of parallel mountain ridges, The Coast Ranges, with intervening valleys of differing widths. The general trend of The Coast Ranges and their valleys is northwest to southeast, paralleling the Pacific Ocean coastline.

The Napa Valley is one of The Coast Ranges valleys. It is situated about 45 miles from the Pacific Ocean. Its southerly or downstream end adjoins San Pablo-San Francisco Bay about 35 miles north and slightly east of the city of San Francisco .

The Napa Valley is about four miles wide just south of Napa City, to about one mile wide in the vicinity of Calistoga, 25 miles northwest of Napa City.

Mean elevations at incorporated cities in the valley are 17 feet at Napa City, 255 feet at St. Helena, and 365 feet at Calistoga.

North of Calistoga the valley is pinched off bluntly by the surrounding mountains, which are dominated by Mount St. Helena, elevation 4,343 feet.

On the west the mountain ridge rises abruptly from the valley plain from Calistoga as far south as Napa City, where it gives way to the rolling hills of the Carneros District. These hills extend southward to marshy delta land of the Napa River bordering San Pablo Bay. The highest peaks in the westerly ridge are Mt. St. John, elevation 2,375 feet, and Mt. Veeder, elevation 2,673 feet. Average elevation exceeds 1,000 feet.

The mountain ridge that borders the valley on the east extends southward all the way from Calistoga to the north shore of Carquinez Strait, part of the Sacramento River estuary, near the Solano County city of Vallejo. At two points the rise of these east hills is not as abrupt as at other points. The hills broaden to form a comparatively level plateau in the Angwin area east of St. Helena. Immediately to the south of Angwin the hills rise in serried ranks, forming three tributary valleys parallel to each other and to the main drainage of the Napa River. These tributary valleys are known locally as Spring, Conn and Chiles Valleys. The east hills are not marked by such prominent peaks as on the west, and their average elevation is slightly lower.

Although the drainage of the Napa River extends to the Carquinez Strait, this proposal would use the line of Soscol Ridge near Napa City as the southeastern boundary of the viticultural area because grapes have not been grown south of that ridge historically, and are not being grown there at present.

Soils

Soils of the Napa Valley fall naturally into two broad general groups of upland and lowland soils. Within each group are well defined lighter- and darker-colored soils. Although the soils are predominantly of dark color, many of the lighter colored group are of dull-brown or

dark grayish-brown shades and closely approach those of the darker colored group.

The upland soils are developed on materials weathered directly from underlying bedrock. Such soils differ markedly in agricultural adaptation from similar soils of the lowland areas.

The lowland soils have been developed on materials washed from rocks of the uplands, are predominantly deep, and are permeable to a depth of six or more feet. Coalescing alluvial fans are a distinctive feature of the relief in all the lowland areas. They extend out from mountain slopes, encroaching on valley plains bordering the main drainage course.

The parent soils in the upper end of the Napa Valley, continuing as far down as Conn Creek on the east side and Dry Creek on the west side, are derived almost exclusively from rhyolitic rocks. Small quantities of basalt, andesite and obsidian also enter the soils' formation. Conn Creek brings into the valley materials derived largely from sedimentary rocks, with small quantities of acidic and basic igneous material. Bordering Dry Creek and below its junction with Napa River, soils are largely developed from materials derived from sedimentary rocks.

There are two notheworthy exceptions to the general patterns. Small drainageways entering from the east side of the valley as far south as Suscol Creek contribute material largely from basaltic rock. Bordering the foothills west and south of Napa City are soils of mixed origin, usually underlain with a partly consolidated substratum. Such areas probably were in time past subject to marine influence.

Climate

The climate of the Napa Valley is typically Mediterranean, characterized by warm dry summers and mild, but cool, moist winters. It is essentially the same as that prevailing in other nearby Coast Ranges valley areas. In general, it is somewhat warmer than along the immediate coast, though without reaching the extremes of the Great Interior Valley.

Minor temperature variations occur in different parts of the Napa Valley, largely the result of markedly uneven relief. The lower end of the trough near San Pablo Bay and the higher elevations of the flanking mountains are the localities of the lowest winter temperatures, and also record lower daily maximum temperatures than those near the valley floor toward its northern end.

Most of the annual precipitation falls during the winter and early spring, with little or none during summer and early autumn. Approximately 70% of the annual rainfall occurs during the four-month period, December-March, inclusive. Less than 3% falls from June to September. An even more marked difference occurs in precipitation than in temperatures, largely as a result of irregular land forms and the direction of prevailing, moisture-bearing winds.

In Napa Valley most of the rain comes with southwesterly winds, with a zone of higher rainfall extending lengthwise up the western side of the valley, just missing Napa City but including Yountville and St. Helena. A less pronounced rainfall zone extends similarly up the eastern side of

the valley. In it, precipitation is not so great as in the western belt, a portion of the moisture being carried over the lower elevation into the small mountain valleys to the east. These two zones converge in the narrow northern end of the valley, to ascend the slope of Mount St. Helena and produce the locality of the highest precipitation in the entire county. Here, also, converge rain-bearing western winds which come in through western wind gaps such as that along the Calistoga-Geyserville Pass.

Not only is the difference in average annual rainfall between different parts of Napa Valley marked, but the variation from year to year is wide.

Resource materials

Soils Survey of The Napa Area, California. By Carpenter and Cosby, issued January 1938 by the Bureau of Chemistry and Soils, United States Department of Agriculture.

U.S. Weather Bureau, local records.

VITICULTURAL HISTORY

George C. Yount was the first vineyardist of record in the Napa Valley. He planted his first vines in 1838. Other pioneers followed through the 1840s and 1850s, by which time vineyards were established in and around Napa City and up the length of the valley to Calistoga.

By 1880, its first great period of prominence, the Napa Valley had 443 vineyards with a thousand or more vines each. Of these major holdings, 72 were in the Calistoga district, 126 in Napa City, and 245 in the St. Helena area. The work of winemaking was concentrated in 52 commercial cellars. Annual production ranged around 2.5 million gallons of wine, and 60,000 gallons of brandy.

This period of relative fame lasted until Prohibition in 1918.

At the repeal of Prohibition, Napa County had slightly more than 11,000 acres of vineyard. Within two years of repeal, the county had 54 bonded wineries in operation. Annual production ranged from 5 to 7 million gallons throughout the 1940s and 1950s, although the number of wineries declined toward an average of 30 late in the 1950s.

In the mid-1960s began a steady growth in vineyard acreage, number of bonded wineries, and annual production of wine. In 1976, the last year for which there are complete statistics, Napa County had 71 bonded wineries, 23,700 acres in vineyard, and total wine production substantially exceeding 20 million gallons.

Through all the periods of its history, the Napa Valley has had substantial identity as one of the greatest of California's viticultural districts. Both local and distant observers in all eras have described the valley with consistency as being the watershed of the Napa River, beginning in the hills north of Calistoga and running southward through the Carneros District to San Pablo Bay, to include vineyards and wineries in the hills on either side of the valley floor.

In the 1880s, such diverse observers as the Scots writer Robert Louis Stevenson and the Australian winery owner Thomas Hardy wrote of

visits to Napa Valley wineries in published books. The major book about California winemaking in that era, by Frona Eunice Wait, dealt at great length with the valley.

Subsequent to Prohibition's end, a new generation of wine observers wrote about the Napa Valley as a viticultural region. Notable among them were the famous wine merchant, Frank Schoonmaker, New York editor Mary Frost Mabon, and two California writers, Robert Lawrence Balzer and Idwal Jones. In the 1950s a guide to wines by John Melville supplemented the earlier works.

Since the greatly expanded awareness of wine began during the 1960s, the roster of books with substantial comment on the Napa Valley has grown to more than a dozen. Two of the new crop deal exclusively with the valley. The authors include Leon Adams, Nathan Chroman and Robert Lawrence Balzer---all Californians with long, close ties to California's wine industry, and such nationally known wine merchant-authors as William Masseur, Sam Aaron and William Leedom.

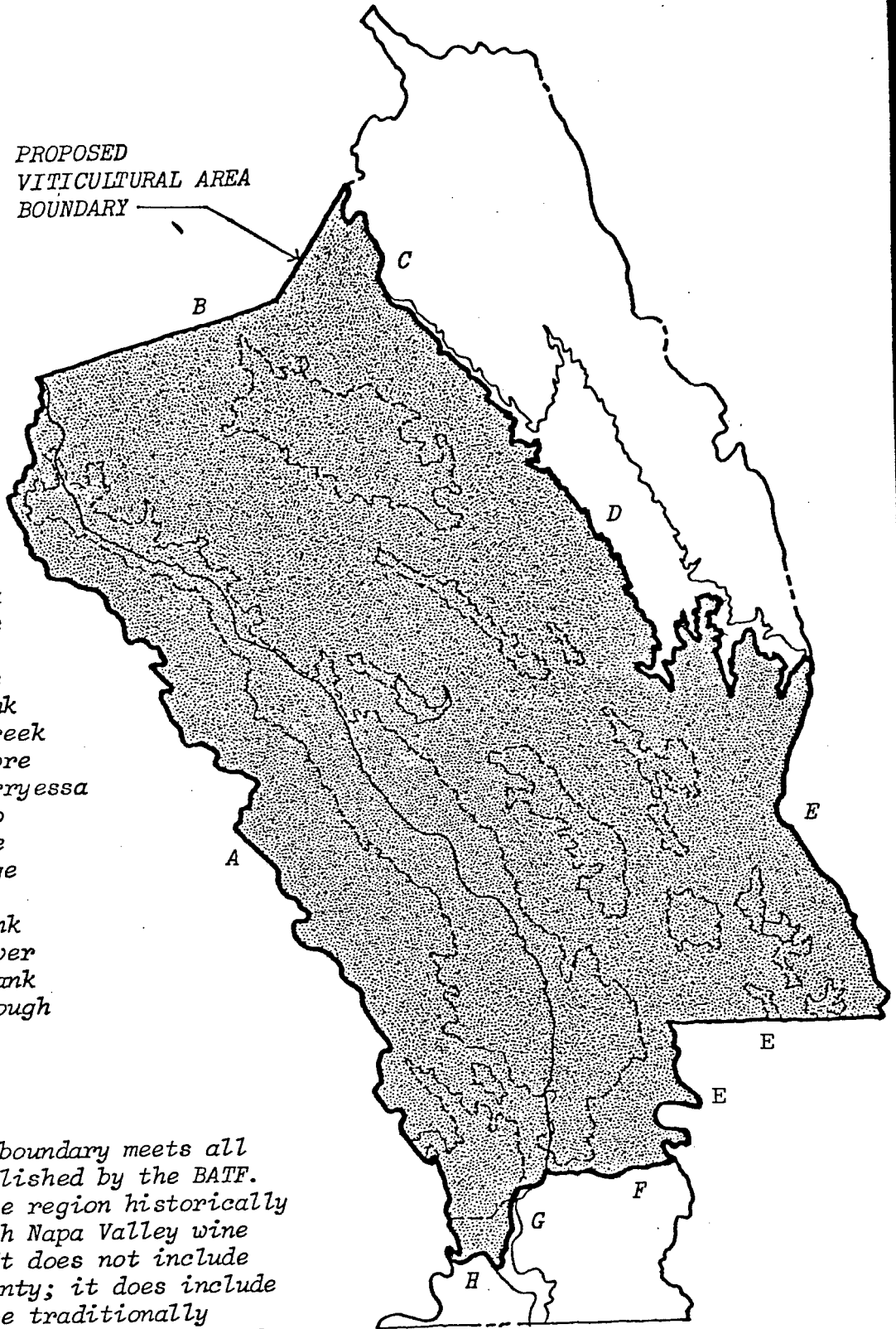
Local publications also deal with the Napa Valley as a viticultural area. These include the St. Helena Star, the Calistogan, the Napa Register, and the Redwood Rancher.

The consistent boundaries of the valley as noted in published material of all these areas begin with hill vineyards north of Calistoga and extend south through the Carneros District, including hills on either side as high as the Mayacamas and Mont LaSalle properties on the west, and the Nichelini properties in Chiles Valley on the east.

Resource materials

- Historical and Descriptive Sketchbook of Napa, Sonoma, Lake and Mendocino. By C.A. Menefee (Napa, 1873)
- Statistical Research Bulletins. Wine Institute, annual.
- Historic Napa County Winegrowers. By Irving McKee. (California-Magazine of the Pacific, September, 1951.)
- Silverado Squatters. By Robert Louis Stevenson (1881)
- Wines and Vines of California. By Frona Eunice Wait (San Francisco, 1889)
- American Wines. By Frank Schoonmaker and Tom Marvel (New York, 1941)
- Vines in the Sun. By Idwal Jones (New York, 1949)
- California's Best Wines. By Robert L. Balzer (Los Angeles, 1949)
- The Wines of America. By Leon D. Adams (New York, 1972)
- The Treasury of American Wines. By Nathan Chroman (New York, 1972)
- Wine Tour: Napa Valley. By Topolos, Dopson and Titus (Napa, 1974)
- Napa Wine Country. By Earl Roberge (Oregon, 1976)

PROPOSED
VITICULTURAL AREA
BOUNDARY



LEGEND

- A. Napa/Sonoma County line
- B. Napa/Lake County line
- C. Western bank of Putah Creek
- D. Western shore of Lake Berryessa
- E. Napa/Solano County line
- F. Soscol Ridge line
- G. Western bank of Napa River
- H. Northern bank of Napa Slough

SUMMARY







This proposed boundary meets all criteria established by the BATF. It encloses the region historically associated with Napa Valley wine production. It does not include the entire County; it does include areas that have traditionally produced Napa Valley's wine. And finally, all of the proposed boundaries are features which appear on a U.S.G.S. map of the largest applicable scale.

NAPA VALLEY APPELLATION: HISTORIC VITICULTURAL AREA

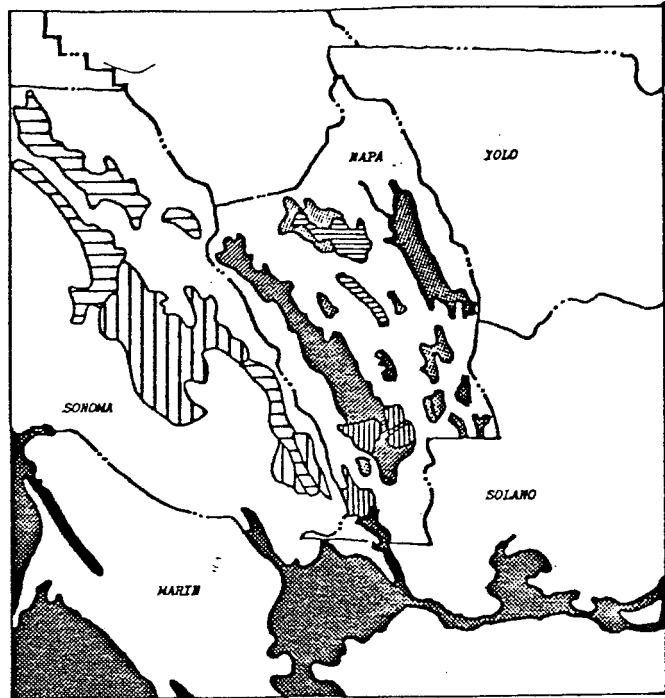
FREEMAN-SMITH & ASSOCIATES, Planning/Urban Design/Architecture
300 Broadway San Francisco 94133 (415) 398-4094
JAMES BANSER, Civil Engineer Sacramento
JAMES LINDER, Viticultural Consultant St. Helena

Map No. 1

Legend

-  Huichica-Wright-Zamora
-  Yolo-Cortina-Pleasanton
-  Bale-Cole-Yolo
-  Tehama
-  Bressa-Dibble-Sobrante
-  Haire-Coombs

This map demonstrates that the predominant soil types of Napa's vineyard regions are the Bale-Cole-Yolo, Tehama, Bressa-Dibble-Sobrante and Haire-Coombs series. Sonoma's are the Huichica-Wright-Zamora and Yolo-Cortina-Pleasanton series. There is, therefore, a clear difference between the grape-producing soils of the two counties.



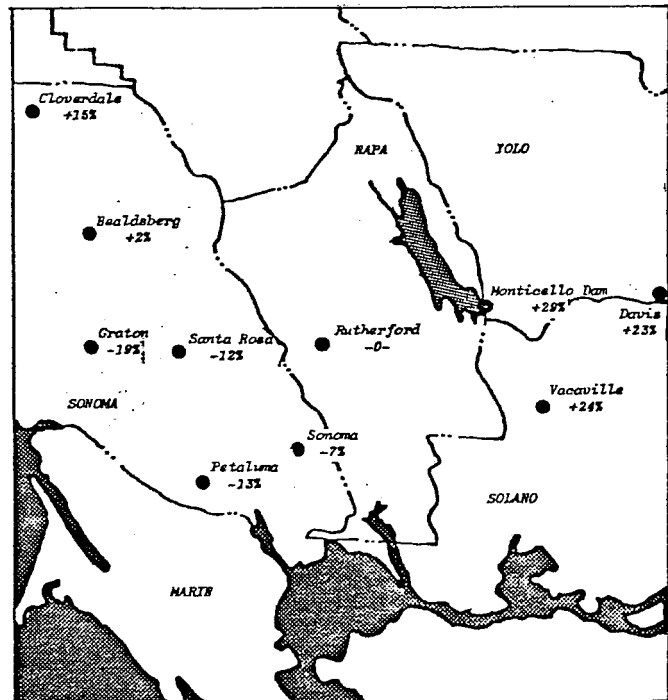
Source
U.S.D.A. Soil Conservation Service in cooperation with the University of California Experimental Station

REGIONAL SOIL TYPES

Legend

- Vacaville — Recording Station
- +25% — Temperature (in degree days over 50° F, April - October) relative to Rutherford, centrally located in the Napa Valley

Comparing the average temperatures of these 3 counties, Sonoma's vineyard regions are 11% cooler than Napa's, and Solano's, east of the Vaca Mountains, 25% warmer. This demonstrates that Napa's climate is distinctly different from adjacent areas.



Source
Cooperative Extension, University of California, Napa Valley; U.S. Dept. of Commerce/Environmental Data Service

REGIONAL TEMPERATURE

NAPA VALLEY APPELLATION: HISTORIC VITICULTURAL AREA

FREEMAN-SMITH & ASSOCIATES, Planning/Urban Design/Architecture
300 Broadway San Francisco 94133 (415) 398-4084

JAMES BAKSEN, Civil Engineer Sacramento








JAMES LIDER, Viticultural Consultant St. Helena

WILLIAM DEMAREST, Attorney Washington D.C.

GREGORY RODERO, Attorney Napa

Map No. 2

SOILS SERIES LEGEND

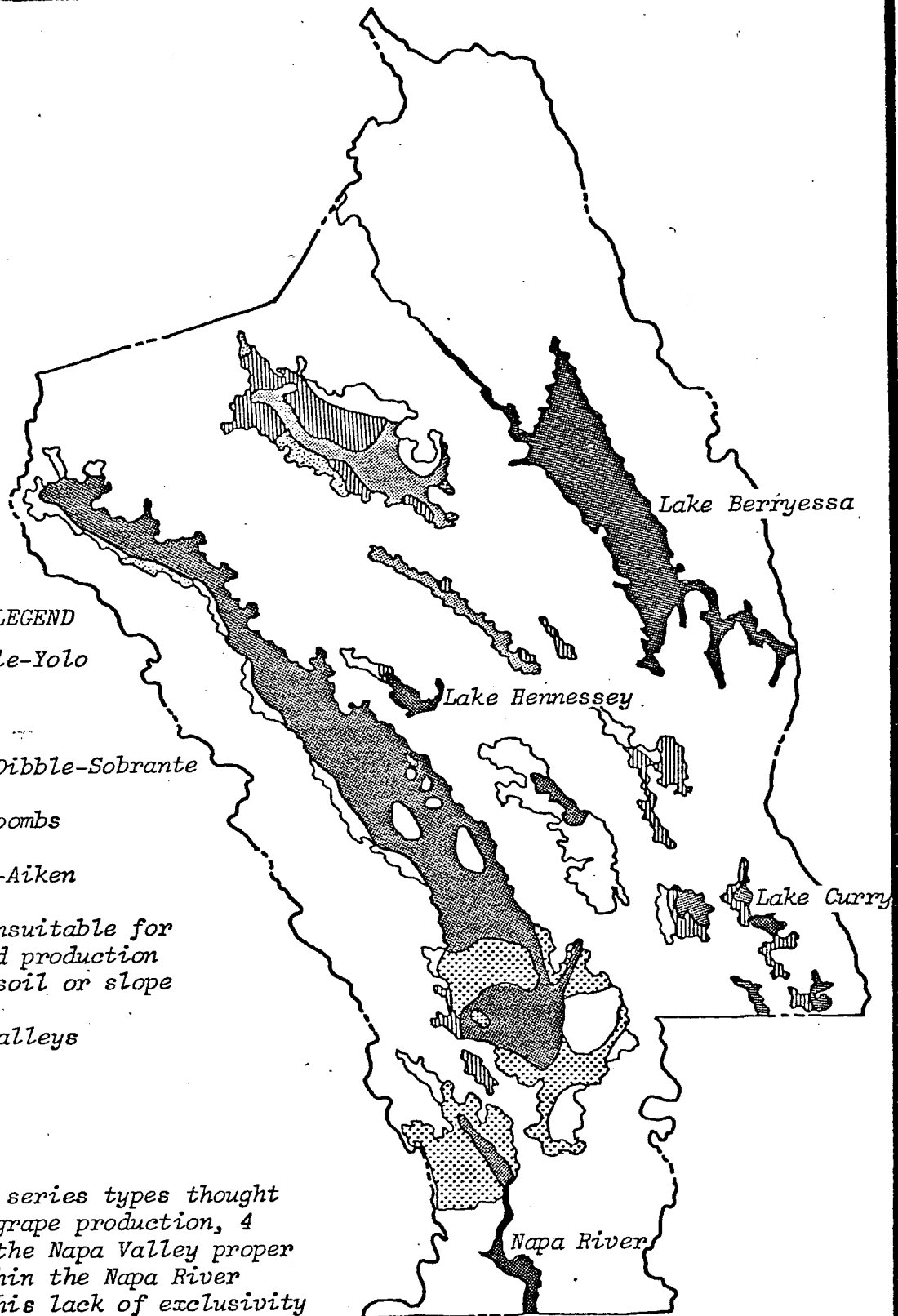
-  Bale-Cole-Yolo
-  Tehama
-  Bressa-Dibble-Sobrante
-  Haire-Coombs
-  Forward-Aiken
-  Areas unsuitable for vineyard production due to soil or slope
-  Major Valleys

CONCLUSIONS

Of the 5 soil series types thought suitable for grape production, 4 are found in the Napa Valley proper and all 5 within the Napa River Watershed. This lack of exclusivity makes it difficult to use soil type as a determinant in setting the viticultural area boundary (unless a zone smaller than the Napa Valley floor is to be advocated).

SOURCE

U.S.D.A. Soil Conservation Service in cooperation with the University of California Experimental Station.



NAPA VALLEY APPELLATION: HISTORIC VITICULTURAL AREA

FREEDMAN-SMITH & ASSOCIATES, Planning/Urban Design/Architecture
 300 Broadway San Francisco 94133 (415) 398-4084

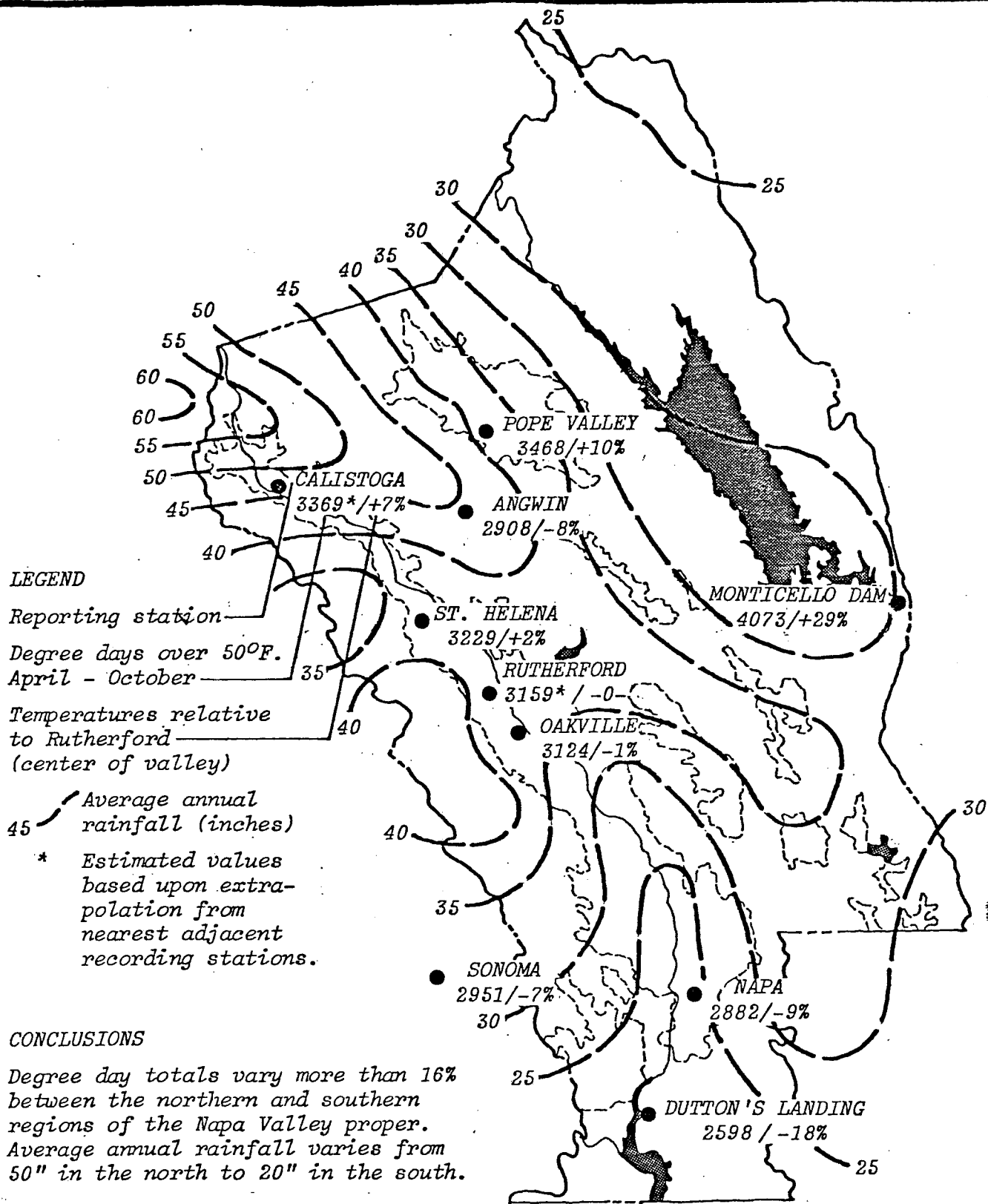
JAMES HANSEN, Civil Engineer Sacramento

JAMES LIDER, Viticultural Consultant St. Helena

WILLIAM DEMAREST, Attorney Washington D.C.

GREGORY RODERO, Attorney Napa

MAP NO. 3



LEGEND

- Reporting station
- Degree days over 50°F. April - October
- Temperatures relative to Rutherford (center of valley)
- Average annual rainfall (inches)
- * Estimated values based upon extrapolation from nearest adjacent recording stations.

CONCLUSIONS

Degree day totals vary more than 16% between the northern and southern regions of the Napa Valley proper. Average annual rainfall varies from 50" in the north to 20" in the south.

SOURCE




Cooperative Extension, University of California, Napa Valley

NAPA VALLEY APPELLATION: HISTORIC VITICULTURAL AREA

FREIBAHN-SMITH & ASSOCIATES, Planning/Urban Design/Architecture
 300 Broadway San Francisco 94133 (415) 398-1094
 JAMES MARSEN, Civil Engineer Sacramento
 JAMES LIDER, Viticultural Consultant St. Helena
 WILLIAM DEMAREST, Attorney Washington D.C.

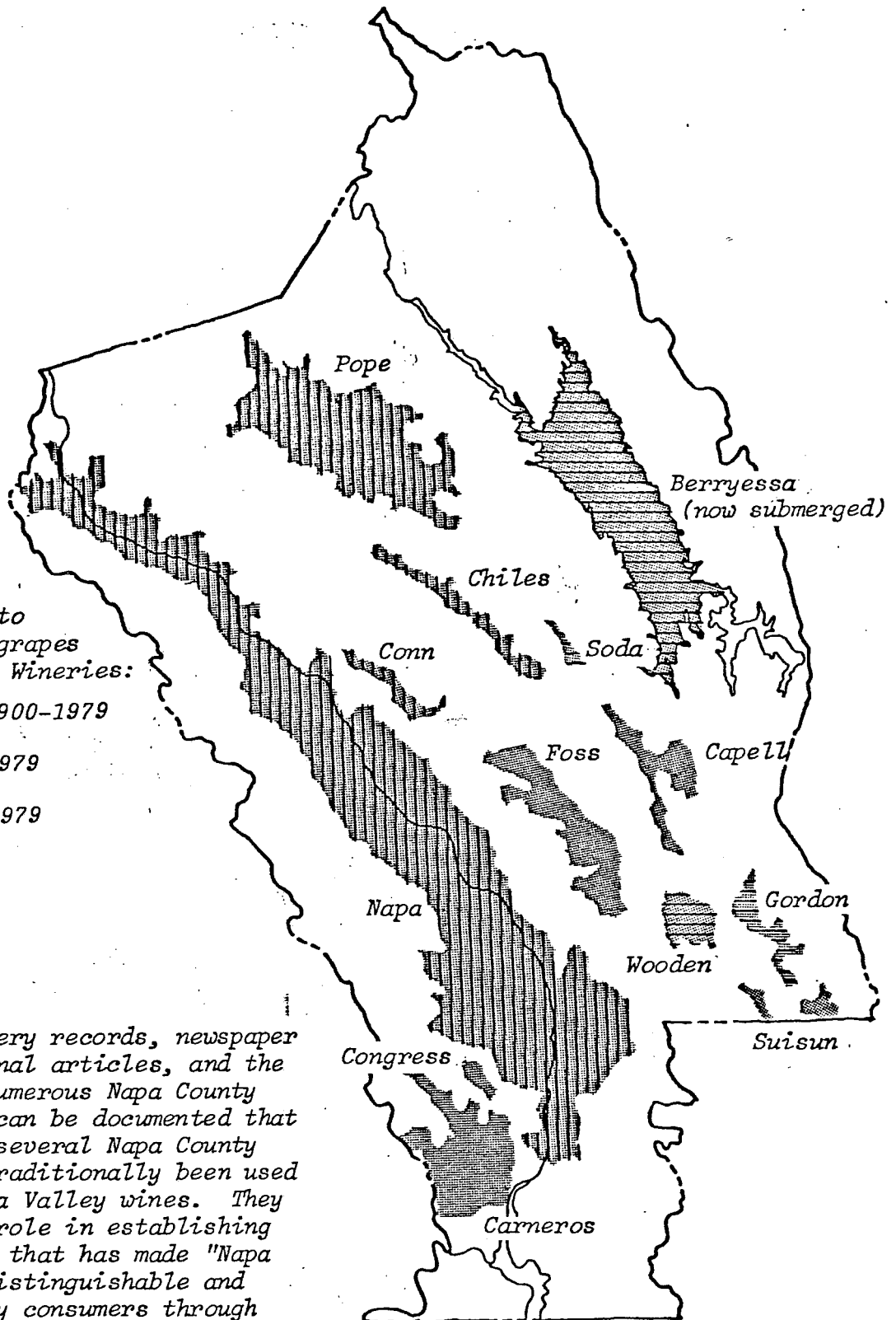
LEGEND

Valleys known to have supplied grapes to Napa Valley Wineries:

-  Before 1900-1979
-  1900 - 1979
-  1930 - 1979

CONCLUSIONS

Based upon winery records, newspaper and trade journal articles, and the testimony of numerous Napa County residents, it can be documented that the grapes of several Napa County valleys have traditionally been used to produce Napa Valley wines. They have played a role in establishing the reputation that has made "Napa Valley" wine distinguishable and sought after by consumers through the U.S. and abroad. In the absence of persuasive soil or climatic determinants, all of these valleys should be included within the Napa Valley viticultural area.



SOURCE

William F. Heintz, A Review of the Historical Uses of the Terms Napa Valley and Napa County, 1979.

NAPA VALLEY APPELLATION: HISTORIC VITICULTURAL AREA

FREEBAJRI-SHITE & ASSOCIATES, Planning/Urban Design/Architecture
300 Broadway San Francisco 94133 (415) 398-4084

JAMES BARSE, Civil Engineer Sacramento

JAMES LIDER, Viticultural Consultant St. Helena

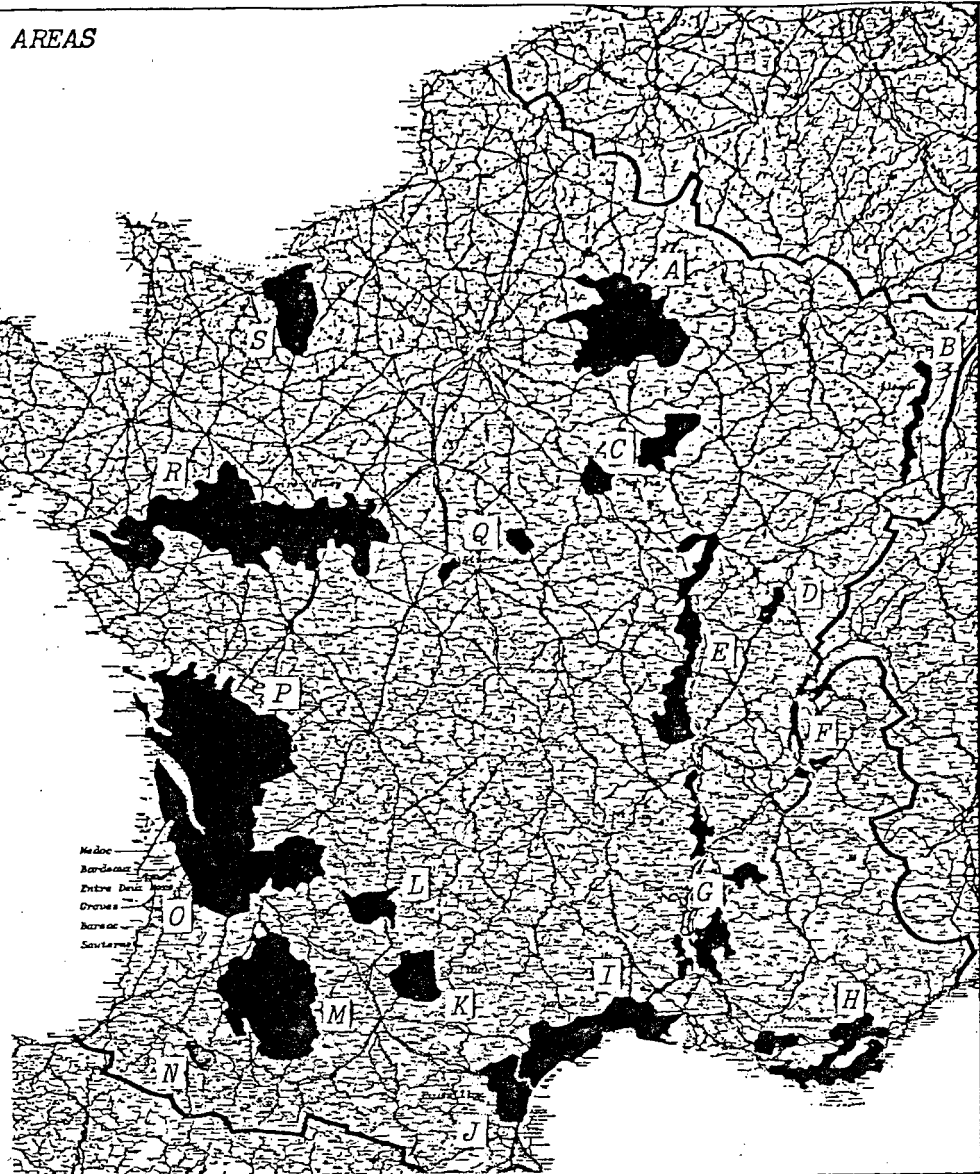
WILLIAM DEMAREST, Attorney Washington D.C.

Map No. 5

FRENCH VITICULTURAL AREAS

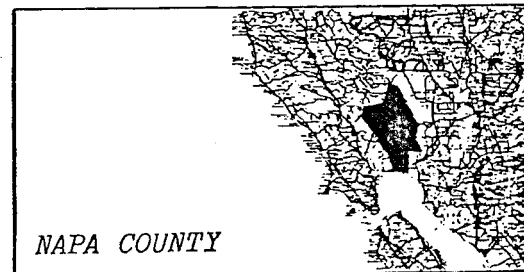
LEGEND

- A. Champagne
- B. Alsace
- C. Chablis
- D. Jura
- E. Burgundy
- F. Savoy
- G. Cotes du Rhone
- H. Provence
- I. Languedoc
- J. Roussillon
- K. Gaillac
- L. Cahors
- M. Armagnac
- N. Landes
- O. Bordeaux
- P. Cognac
- Q. Nivernais
- R. Loire Valley
- S. Calvados



0 50 100 200 miles

Both maps drawn at same scale



NAPA COUNTY

CONCLUSION

Many French wine districts are at least as large as Napa County. Any general viticultural area designated within the boundaries of Napa County would therefore not be unusually large relative to the established viticultural areas of France.

SOURCE

Review Vinicole Internationale, North American Edition, 1979

NAPA VALLEY APPELLATION: HISTORIC VITICULTURAL AREA

FREEMAN-SMITH & ASSOCIATES, Planning/Urban Design/Architecture
300 Broadway San Francisco 94133 (415) 398-4094

JAMES BANSEN, Civil Engineer Sacramento

JAMES LIDER, Viticultural Consultant St. Helena

WILLIAM DEMAREST, Attorney Washington D.C.

Map No. 6

013

SCALE COMPARISON OF LAND AREAS

ORIGINAL

NAPA VALLEY APPELLATION HEARINGS
BEFORE THE BUREAU OF ALCOHOL, TOBACCO AND FIREARMS

--oOo--

NAPA VALLEY VINTNERS/NAPA VALLEY
GRAPE GROWERS ASSOCIATION,

and

EASTERN NAPA COUNTY GROWERS

--oOo--

HEARING

Holiday Inn
Napa, California

Monday, April 28, 1980
10:00 A.M.

--oOo--

Reported by: JANET M. DILLARD
C.S.R. Lic. No. 3709



• RUTH M. BARRUS, C.S.R. • CERTIFIED SHORTHAND REPORTERS &
• CHARLES E. SIMS, C.S.R. • NOTARIES FOR NAPA/SOLANO COUNTIES

• SOLANO COUNTY OFFICE: 1129 TUOLUMNE STREET • VALLEJO, CALIFORNIA 94590 • [707] 642-6781 •
• NAPA COUNTY OFFICE: P.O. BOX 117 • NAPA, CALIFORNIA 94558 • [707] 226-3022 or 224-1942 •

1 MONDAY, APRIL 28, 1980

10:00 O'CLOCK A.M.

2 --oOo--

3 The above-entitled hearing came on regularly this day for
4 hearing before STEPHEN HIGGINS, Deputy Director.

5 WILLIAM DRAKE, Assistant Director, Regulatory
6 Enforcement;

7 JOSEPH DEVINEY, Regional Regulatory Administrator, Western
8 Region;

9 VICKI PORTNEY, Attorney; Chief Counsel's Office;

10 TOM MINTON, Coordinator, Research and Regulations Branch;

11 JANET M. DILLARD, C.S.R., Shorthand Reporter, was
12 present and acting as same.

13 The following proceedings were then and there had, to wit:

14 P R O C E E D I N G S:

15 MR. HIGGINS: Good morning, ladies and gentlemen. This
16 is a hearing to receive testimony concerning the establishment
17 of the proposed Napa Valley viticultural area. This hearing is
18 now called to order.

19 My name is Stephen Higgins, and I am Deputy Director of
20 the Bureau of Alcohol, Tobacco and Firearms. This hearing is
21 held pursuant to Section 553 of the Administrative Procedures
22 Act, and Section 5 of the Federal Alcohol Administration Action.
23 It is held for the dual purposes of permitting those interested
24 in this viticultural area proposal to participate in the rule
25 making process and to make sure all information relevant to the
26 ultimate regulatory decision is made available to the bureau.

27 Before I outline the procedures to be followed in the
28 conduct of the hearing, I would like to explain the proposed

599 JP
PJ

BARON FORM C1128

1 regulations. The Federal Alcohol Administration Act, which we
2 refer to as the FAA Act, provides for Federal regulation of
3 alcoholic beverage labeling and advertisement. Section 5E of
4 the FAA Act authorizes the secretary of the treasury to require
5 certain statements on labels for wines, including, among other
6 requirements, statements providing the consumer with adequate
7 information about the identity of the product.

8 Under this section of the FAA Act, the bureau issued
9 regulations which provide for a comprehensive scheme for
10 appellation of origin labeling. We feel that appellation of
11 origin labeling, including the use of an approved viticultural
12 area name, will help the consumer better identify the wines he
13 or she may wish to purchase.

14 Under these regulations, any interested person may
15 petition the bureau to establish a delimited grape-growing
16 region as an approved viticultural area. The proposed area
17 should be locally or nationally known by the proposed name, and
18 its boundaries should be supported by historical or current
19 evidence. Further, the proposed area should possess geographical
20 characteristics which distinguish the viticultural features of
21 the area from other surrounding areas.

22 After January 1, 1983, only the names of countries, states,
23 counties, or approved viticultural areas may be used as
24 appellations of origin in wine labeling and advertising.
25 To this end, ATF was petitioned to establish a viticultural area
26 here in Napa County to be named "Napa Valley."

27 Copies of the petition are available for inspection at the
28 registration table.

1 In order to solicit public input concerning the establishment
2 of this proposed area, we issued a notice of proposed rule
3 making, number 337, on March 17, 1980. The specific boundaries
4 of the proposed area are noted on the posted map and notice
5 number 337, which is available at the registration desk.

6 ATF has received several written comments in response to
7 the notice. Most have been generally in favor of the Napa
8 Valley viticultural area as proposed. There is a set of
9 pre-hearing comments available for reading at the registration
10 desk. Written comments will be accepted until May 16, 1980.

11 Orders for copies of any or all comments will be taken at
12 the registration desk for later shipment.

13 I will now introduce the Court Reporter, Janet Dillard, who
14 is employed by Sims and Sims Court Reporters here in Napa, from
15 whom copies of the hearing transcript will be available.

16 If you wish to know when and how to send for them and how much,
17 if you will contact her sometime during the hearing.

18 For the convenience of the Reporter, I ask that you provide
19 her with a copy of your testimony, if available, before you
20 begin speaking.

21 I also wish to remind you that this is not an adversary
22 proceeding. We are here to gather information and opinions from
23 all interested persons. Therefore, cross-examination of the
24 witnesses is not appropriate. Questions from the floor may not
25 be introduced directly to the witness. If, however, you feel
26 ~~the record will be more informative if a witness clarifies his~~
27 or her testimony with regard to a certain point, you may submit
28 a written question to me to direct to the witness if I see fit.

1 The panel members, of course, will be free to inquire into any
2 matter they feel will be useful in the rule making process.

3 I would like now to introduce the other members of the
4 panel. On my immediate right is Mr. William Drake, Assistant
5 Director for Regulatory Enforcement. To his right is Vicki
6 Portney, an attorney from our Chief Counsel's Office. To my
7 immediate left is Joe Deviney, Regional Regulatory Administrator
8 for the Western Region, and Tom Minton, Coordinator in the
9 Research and Regulations Branch.

10 At this time it looks like we should be able to complete
11 the hearing by tomorrow afternoon and since we haven't received
12 any specific requests there will be no session tonight. I might
13 also mention at this time that at 9:30 tomorrow morning in this
14 room a half hour before the hearing will resume, Mr. Maxwell,
15 Acting Deputy Assistant Director for Regulatory Enforcement will
16 conduct a press conference on a recent trip that he and the
17 director took to Brussels where they met with representatives
18 from the EEC and discussed a number of issues relating to both
19 importing and exporting of wine, so if you're interested in that
20 discussion, you might want to be here at 9:30 in the morning.

21 We have prepared an agenda of speakers who will testify.
22 The agenda for today is as follows. Go through this very quickly.
23 The first presentation will be by the Napa Valley Vintners and
24 Napa Valley Grape Growers Association. There will be a number
25 of individuals who will participate in that with the identifica-
26 ~~tion and introduction by Mr. Carpy. He will introduce the~~
27 remainders of this group by a prepared schedule which shows the
28 order in which those individuals will come.

1 Those presentations, I guess the major part, will take
2 place this morning. Then I understand there will be a few that
3 would wish to speak tomorrow afternoon toward the end of the
4 presentation. Following the presentation of the Napa Valley
5 Vintners group, there will be a joint presentation on behalf of
6 Eastern Napa County Growers, Mr. William Demarest, Mr. Rod
7 Freebairn-Smith, James Hanson, James Lider, and then followed
8 probably toward the end of the afternoon by Mr. William Heintz.
9 Following Mr. Heintz, and probably by then that will be tomorrow
10 morning, will be Jack Welsch, John Brock, Michael Walsh, Lilburn
11 Clark, Howard Thompson, Carl Rose, Don Gordon, W.A. Lyons, Al
12 Mooney, and then again that testimony will be summarized by Mr.
13 Demarest -- probably be tomorrow afternoon -- followed by Mr.
14 John Wright of Domaine Chandon and Mr. Giles from Sonoma,
15 California.

16 Beyond that point there will also be remainder of the
17 presentation by the group from the Napa Valley Vintners and
18 Napa Valley Grape Growers Association. If anyone else has not
19 been included in this list and would wish to testify, if you
20 will let us know, we will try and work you in. Not only try,
21 we will work you in at some point.

22 If anyone desires to speak out of order because of travel
23 arrangements, we will attempt to accommodate those persons.
24 If there is anyone here now who wants to speak out of order,
25 roughly the order I have just mentioned, if you would approach
26 the panel now, let us know of your desires.

27 All right. As I mentioned earlier, we will also honor
28 requests as time permits for anyone to speak who at this point

1 has not requested to. We will honor those requests after we
2 get through the list of people who have asked to testify.

3 Also, for the convenience of the Court Reporter, I ask that
4 each witness, before testifying, state their full name and who
5 they represent, for the record, and then please spell your last
6 name, if you would.

7 Thank you.

8 All right, Mr. Carpy. We'll start with the presentation
9 by the Napa Valley Vintners and Napa Valley Grape Growers
10 Association.

11 Mr. Chuck Carpy.

12 MR. CARPY: Good morning, ladies and gentlemen. Welcome to
13 Napa Valley. I am Charles Carpy, current president of the Napa
14 Valley Vintners and a partner in both Freemark Abbey and
15 Rutherford Hill wineries. Along with my sister, I am also an
16 independent grape grower here in the valley.

17 As you are well aware, the results of these deliberations
18 are going to have a profound affect on our future as consumers,
19 growers and vintners. Napa Valley wines are recognized and
20 held in esteem throughout the world. This esteem is the result
21 of a wine growing heritage of over 100 years. The official
22 recognition and delineation of Napa Valley is a fitting
23 testimonial to these dedicated men and women who have preceded us.

24 As you also know, we vintners have proposed a watershed
25 definition for the Napa Valley viticultural area. This position
26 was formulated by us over eight years ago after many man-hours
27 of deliberations by our members. The growers have joined us in
28 support of this definition. As evidence of this longstanding

1 position, I have attached a copy of my letter to you dated
2 September 10, 1971 along with a list of signatures of like
3 letters.

4 Using your criteria, we are prepared to show the rationale
5 of our position. It's almost as simple as, "Step outside and
6 look around. This is our valley," but we are prepared to be
7 more precise.

8 I would now like to introduce Ren Harris, president of the
9 Napa Valley Grape Growers, the organization with which we made
10 our joint petition for these hearings.

11 Thank you.

12 MR. HIGGINS: Mr. Harris.

13 MR. HARRIS: Thank you, Chuck. My name is Rennick Harris.
14 I am president of Napa Valley Grape Growers Association. I would
15 like to thank you for the opportunity of appearing before you
16 today.

17 Three years ago the Bureau of ATF held hearings in San
18 Francisco at which our representatives appeared. The bureau as
19 a result of these hearings laid down some criteria by which
20 future viticultural areas would be designated. Using the
21 bureau's guidelines, the Napa Valley Grape Growers Association
22 membership met, and by a vote of 97 to 16, voted to use the
23 watershed area of the Napa River as the proposed viticultural
24 area -- Napa Valley.

25 I'd like to quote Noah Webster's definition of valley:
26 Number one, an elongated lowland between ranges of mountains or
27 hills, or other uplands, often having a river or stream running
28 along the bottom; second definition, the extensive land area

1 drained or irrigated by a river system. Napa Valley fits both
2 definitions perfectly, using the term valley as known and
3 understood throughout the English speaking world.

4 What the Napa Valley Grape Growers Association members wish
5 to communicate to consumers throughout the world is that the
6 wine in our bottles comes from the valley known as Napa since
7 first settled in the 1830's.

8 The vineyards of Napa Valley represent an investment of
9 over 300 million dollars at today's prices and the wineries
10 represent an additional 300 million dollars investment.
11 This huge stake in the 20,000 or so acres known as Napa Valley
12 has been made because of this valley's unique ability to
13 consistently produce wines regarded as exceptional throughout
14 the world.

15 Without the words, "Napa Valley," on our labels, it is
16 our firm belief that the grape growers and wineries of Napa
17 Valley would suffer an economic loss, and that our valley could
18 succumb to its greatest outside pressure -- urbanization.

19 Thank you.

20 MR. HIGGINS: Before we get into the session, do any panel
21 members have any questions of either Mr. Carpy or Mr. Harris?
22 If you have copies of your statement -- yes -- both Mr. Carpy --
23 we'll take your statement, Mr. Carpy, as Exhibit 1, and Mr.
24 Harris' statement as Exhibit 2.

25 MR. HARRIS: I would like to pass it on to Richard Maher
26 of Beringer Winery.

27 MR. HIGGINS: Okay. Mr. Richard Maher.

28 MR. MAHER: In that book we will have statements of

1 everybody who is participating in the hearing. Most of those
2 in there, the ones indicated by the paper clips, will be
3 furnished at a later date. We will present a copy to the Court
4 Reporter.

5 MR. HIGGINS: All right. Thank you. I might say for the
6 record now this book with all these statements can be entered
7 as Exhibit Number 3.

8 MR. MAHER: Good morning, ladies and gentlemen. My name
9 is Dick Maher and I am president of Beringer Winery located in
10 St. Helena. I will coordinate this morning's presentation
11 for the Napa Valley Vintners and Napa Valley Grape Growers.

12 Beringer has been doing business in the Napa Valley since
13 1876, and as such we buy grapes and raise grapes and make wine;
14 the grapes coming out of the proposed appellation area. As of
15 now we are farming 1597 acres within the proposed viticultural
16 area and also will crush approximately 5,000 tons of grapes this
17 year.

18 It might be appropriate just to say who the Napa Valley
19 Vintners and Napa Valley Grape Growers are. The Napa Valley
20 Vintners are composed of some 35 vintners ranging from such
21 illustrious names as Robert Mondavi, Louis Martini and Hanns
22 Kornell, and we range in size from such smaller producers as
23 Mayacamas and Schramsberg to such larger and well-known
24 producers as Christian Brothers and Charles Krug. In total we
25 comprise 35 wineries that will crush the bulk of the grapes
26 raised in the Napa appellation area this year as we have in the
27 past.

28 /

1 The Napa Valley Grape Growers represent some hundred
2 sixty-five independent growers ranging from a man who owns in
3 excess of 700 acres and raises 2500 tons of grapes within the
4 proposed area to some members who deliver less than ten tons
5 of grapes.

6 Let's take one definition of a valley. Webster's New
7 Collegiate Dictionary, "A valley is an area drained by a river
8 and its tributaries." This is what we propose to you as an
9 appellation area for Napa. In essence, we say the Napa Valley
10 Viticultural Area encompasses the watershed of the Napa River
11 and all its tributaries lying north of Suscol Ridge on the
12 east and Knight Island on the west.

13 In your book we have, right under Introduction we have a
14 detailed description of this together with the geographic points
15 that encompass the perimeter. Once again, let's review what
16 the BATF set up to justify what needs to be done to qualify an
17 area as a viticultural area. You must have evidence either
18 historical or current that Napa Valley is known. We will
19 present both of those types of evidence today. You must have
20 evidence that the boundaries are as specified. We will offer
21 testimony today as to how we determined the map that now stands
22 before you. You need evidence related to distinguishing
23 geographical features. We will talk to that point and make
24 that point very concrete when we talk about soil, weather, et
25 cetera coming from the proposed area. Specific boundaries
26 marked on the map. We already have proposed -- have delivered
27 to the BATF the map that you see in front of you marked as
28 specific boundaries, i.e., watershed area of the Napa area.

1 While BATF criteria does not list anything for the consumer,
2 we think the consumer is a very important part in this whole
3 equation of justifying an appellation area. The consumer has
4 certain rights and insurance as to what type of wine comes
5 from where, has assurances that they know what the area is, and
6 we think that the consumer is entitled very definitely to know
7 what the Napa Valley is, and to us there is no other definition
8 but that of a watershed area.

9 We will examine the Napa Valley from several areas today;
10 from a cartographical, historical, geographical, from
11 educational. We will look at from those various elements of
12 the trade, retail trade, from the wholesale trade, from the
13 consumer trade.

14 I would like to introduce noted author and historian Bob
15 Thompson who will cite the evidence that the BATF requires as
16 historical or current evidence of Napa Valley.

17 MR. THOMPSON: Thank you, Mr. Maher. I think, unless other
18 panel members --

19 MR. HIGGINS: We will just waive questions until you
20 complete your presentation and then take all the questions at
21 that point so we retain the right of questioning at that point.

22 MR. THOMPSON: Thank you, Dick. My name is Robert G.
23 Thompson. I am a free lance editor and writer. I have been
24 writing about California wine for publications since the
25 mid-1960's and have been an enthusiastic drinker of it for
26 longer than that. I meant to read all of this but it got a
27 little heavy so I can just summarize a bit. The history is
28 complex and I would like to reduce it to a minimum.

1 The first grower in the Napa Valley was its first
2 European settler, George Yount. He planted 200 vines in 1843.
3 The record shows he was obtaining 200 gallons of wine a year
4 from those grapes by 1855. That vineyard was near the present-day
5 town of Yountville.

6 The first winery of substance belonged to Charles Krug,
7 an immigrant German who built at St. Helena beginning in 1861.
8 On the heels of these beginnings came a boom. Napers made
9 297,000 gallons of wine in 1870, 2,460,000 gallons in 1880, and
10 4,252,000 in 1890. "The History of Napa and Lake Counties"
11 published in San Francisco by Bancroft surveyed wine in Napa
12 County as of 1881 and gave the total vineyard acreage as
13 11,043. That book divided wine growers in Napa into just three
14 districts: Calistoga, St. Helena and Napa. The "Directory of
15 the Grape Growers and Wine Makers of California" by Charles
16 Wetmore surveyed the industry as of 1890. Wetmore's dictionary
17 listed growers by postal addresses. It showed 197 growers in
18 St. Helena, 110 in Napa, 70 in Calistoga, 63 in Rutherford,
19 40 in Yountville, 27 in Oakville, and nine in Childs which is
20 Chiles Valley misspelled in the book. The sum of all vineyard
21 acreage in the county was slightly more than 17,000, and of that
22 only a hundred sixty-six acres belonging to 16 growers in Pope
23 Valley fell outside of the watershed. There has been no doubt
24 since 1890 that Napa is a valley of vines and wines.

25 Phylloxera nearly halved the vineyard acreage during the 1890's,
26 and then Prohibition put an official hole into the record from
27 1920 until 1934. However, the roots of wine were strong enough
28 to come back immediately after repeal and to endure a lagging

1 market until the new wine boom began during the 1960's.

2 In 1936 wine grape acreage was 11,026, almost exactly what
3 it had been in the 1880's. It crested at 12,963 in 1948 and
4 then drifted downward to a minimum of 10,290 acres in 1961.
5 The number of bonded wineries never numbered more than 54
6 during this period and ebbed to a low of 27 in 1966. The latter
7 figure, incidentally, is slightly misleading, for the cooperage
8 capacity in the county rose from 12 million gallons soon after
9 repeal to 16 million by 1945. It stayed at that level until
10 1960 when it dipped briefly to about 15.2 million gallons
11 before regaining the earlier level by 1965.

12 Just as the figures touched bottom, the quality of Napa
13 Valley wine was reestablishing itself in the public mind.
14 Others in the hearing will locate present-day vineyards with
15 precision, but as a generality I think it worth noting that
16 the valley as our petition defines it now contains 93 wine
17 companies with 106 premises bonded or soon to be bonded, and
18 contains a very substantial majority of Napa County's
19 22,456 acres of vineyard -- increases due in many cases to
20 newcomers drawn by a wish to share in the fame of the valley
21 and to build upon it.

22 That's enough of raw numbers. Let's get to the main point.
23 Where are the grapes and where are the wineries the consuming
24 public recognizes as giving Napa its distinctive fame as a
25 wine valley? The heart of the answer, we believe, lies with
26 the writings of independent observers for the consumer.
27 What better standard is there than the publicly professed
28 judgments of knowledgeable wine drinkers -- their recommendations

1 of where to find excellent representation of what the Napa
2 Valley has to offer? The best way to let the wine speak for
3 itself.

4 On this grounds, there is much evidence that the Napa
5 Valley is as our petition defines it. The citations I am about
6 to give come primarily from books and major magazines because
7 these tend to involve the most painstaking research. For the
8 record, we have assembled a stack of other published materials
9 that reenforce the main points but are too abundant to review
10 before this hearing, so taking the simple question first,
11 "Is there such a wine district as the Napa Valley?" -- I think
12 the answer plainly is yes. The famous English wine authority
13 Hugh Johnson in his standard reference, "The World Atlas of
14 Wine," says in opening a section entitled, "The Napa Valley,"
15 quote, "The Napa Valley has become the symbol as well as the
16 center of the top quality wine industry in California.
17 It does not have a monopoly by any means. But in its wines,
18 its wine makers, and the idealic Golden Age atmosphere which
19 fills it from one green hillside to the other, it captures the
20 imagination and stays in the memory."

21 An authority at least as impeccable is our own National
22 Geographic Society. In 1979 in its monthly magazine, The
23 National Geographic, it published a 30-page report entitled,
24 "Napa - Valley of Vines." We have been given to understand
25 by a staff member that this was the first and still is the only
26 story on a wine district as such published in the history of
27 the magazine.

28 /

1 To these international and national references should be
2 added a local one, a book titled, "California Wineries - Napa
3 Valley." It is by local writers and artists working through
4 a local publishing company called Vintage Image. It is one of
5 the three volumes in a series published in several formats and
6 the only one identified by a specific name smaller than a county.
7 Now the other volumes in this series are, "California Wineries,"
8 "Sonoma and Mendocino Counties," and "California Wineries -
9 Central Coast."

10 This pattern of referring to the valley, incidentally,
11 appears in chapter titling of several books dealing with
12 California wine in general. Both, "California Wine," and,
13 "California Wine Country," by Sunset Books entitle Napa chapters
14 as, "Napa Valley," rather than, "Napa County." So does,
15 "The Signet Book of American Wines," by Peter Quimme, who sums
16 up the existence of The Napa Valley in much the same way as
17 Hugh Johnson. I quote, "No doubt a local resident could
18 practically absorb the necessary knowledge of viticulture and
19 vinification from the atmosphere; wine-consciousness in the
20 valley is all-pervasive."

21 In the interest of brevity, I would leave these few to
22 speak for the many, not only contemporary but going back through
23 such well-regarded names as Robert Balzer, Idwal Jones and Frank
24 Schoonmaker, to the first popular writer about California wines,
25 Frona Eunice Wait.

26 Given that there is a wine region called The Napa Valley,
27 not only in the minds of those who work in it every day but in
28 the minds of many of the most highly regarded critics of several

1 eras, the next question is, "Where are the boundaries?"
2 It is in the nature of writers to look for the heart of a
3 subject more than for its edges. All of those cited and a
4 good many more are in easy agreement that the valley floor
5 from Napa city north to Calistoga is the heart. Still, staying
6 with books as a main source because they tend to be thoughtfully
7 published records, there is a remarkable consistency of views
8 about boundaries.

9 Taking the north limit first and progressing from oldest
10 to newer works: Frona Eunice Wait includes Calistoga as part
11 of the valley in, "The Wines and Vines of California," or,
12 "A Treatise on the Ethics of Wine Drinking." Published in
13 1889, that book was the only one of its era. I am not going
14 to cite the quotes. It would take us days, but I will append
15 the relevant pages as photocopies for all of the citations
16 given here.

17 Following repeal, a whole series of books noted Calistoga
18 wineries as part of the valley. These include, "American Wine,"
19 by Frank Schoonmaker and Tom Marvel; "California's Best Wines,"
20 by Robert Lawrence Balzer; "Vines in the Sun," by Idwal Jones;
21 and, lastly, in 1955, "Guide to California Wines," by John
22 Melville.

23 Because they predated Prohibition and revived after it,
24 Schramsberg and Chateau Montelena are the two properties
25 consistently noted in literature of this era. Schramsberg is
26 in hill country west of town, and Chateau Montelena is at the
27 end, upper tip of the valley floor north of the city. I might
28 add here that longtime local wine maker John Ghisolfo listed

1 many more properties in an interview published in a local
2 monthly called, "Redwood Rancher." A copy of that interview
3 is appended as part of the record to help establish additional
4 reference points in that geographic area.

5 Newer books list the above two and newer wineries of the
6 Calistoga district as part of the Napa Valley. The most
7 familiar of these is Leon D. Adams, "The Wines of America."
8 Others are, "The Treasury of American Wines," by Natham Chroman,
9 and the Hugh Johnson and Peter Quimme books already cited.

10 As for the westerly boundary, the John Melville work
11 already cited includes as Napa Valley properties the Menasco
12 and Draper vineyards on Spring Mountain, and the Stony Hill and
13 Mayacamas wineries. Peter Quimme calls the vineyards at
14 Mayacamas the highest in the Napa Valley and also takes note of
15 nearby properties on Mt. Veeder. Leon Adams describes a
16 succession of winery and vineyard properties ranging from St.
17 Helena west up Spring Mountain to the crest, and ends with two
18 names, Ritchie Creek and Smith-Madrone.

19 If you would like, I could locate these on the map but,
20 otherwise, I'll just continue. Fine. Okay.

21 For easterly limits, the only properties in the hills
22 which might serve for boundaries do so regularly in the
23 literature. In the Howell Mountain area east of St. Helena,
24 John Melville refers to the Souverain Winery of Leland Stewart
25 as belonging to the Napa Valley. Books published since 1970
26 note Burgess Cellars in that area. These books include, "Napa
27 Valley Wine Tour," by Vintage Image, and, "Guide to California's
28 Wine Country," by Sunset. All of these references are to the

1 same property and under two successive ownerships.

2 Nichelini Winery in Chiles Valley is described as part of
3 the Napa Valley by Natham Chroman in, "The Treasury of American
4 Wines," Earl Roberge in, "Napa Wine Country," by Sunset in,
5 "California Wine," and National Geographic in its story includes
6 the Nichelini property in the map it published, and that story
7 -- we have a slide of that which, incidentally, is an interesting
8 demonstration of how National Geographic saw the valley.

9 Finally, we come to the southern boundary, the Carneros
10 district where the Stanly Ranch is the universal landmark but
11 not the only one. Frona Eunice Wait in 1889 was the first to
12 mention it as part of the Napa Valley. Schoonmaker and Marvel,
13 Idwal Jones, and Leon Adams are only some of those who followed.
14 Another early property of the Carneros noted in literature is
15 the Debret and Priet winery and vineyard now known as Rene di
16 Rosa's Winery Lake Vineyard. It's noted under its original
17 name by Sunset's, "California Wine," and by Adams under its
18 current name. Books of recent vintage describe the nearby
19 Carneros Creek Winery as the southernmost in the valley, and
20 Vintage Image's Napa Valley title is one example of the inclusion
21 of Carneros Creek Winery.

22 The practical test of label identification can be added
23 here as well. For 20 years, ending only in 1970, Beringer
24 brothers maintained a winery and 34 acres of vines on Buchli
25 Station Road in Carneros, making wine there and labeling it as
26 "Napa Valley" and Beaulieu Vineyards has a vineyard within the
27 angle formed by Duhig and Las Amigas Roads from which it has
28 made wines since the 1960's, all identified on the labels as

1 "Napa Valley."

2 Owing to the complexity of the subject, even a cursory
3 look at the evidence grows long, but I think this is enough to
4 indicate that historic use and historic perception by skilled
5 observers places the boundaries of the Napa Valley with the
6 watershed, as the petition of the Napa Valley Vintners and
7 Napa Valley Grape Growers Association seeks to have them
8 officially set.

9 Thank you.

10 MR. HIGGINS: Let me -- if I could just ask you two things.
11 One, a question of some 13 or 14 documents. Do you intend to
12 enter these as exhibits or just to let us --

13 MR. THOMPSON: Those were here so if you wanted to read
14 pages, fine. Otherwise, I will have just photocopies of the
15 relevant pages.

16 MR. HIGGINS: Fine. The second one, I guess it would be
17 an understatement to say you have obviously done a lot of
18 research on the Napa Valley and surrounding areas. In that
19 research you have seen a submission by people who are
20 obviously outside of the petitioned area that indicates that
21 Napa Valley historically has been associated with the entire
22 Napa County. Did you in your research find indications that
23 that was the case?

24 MR. THOMPSON: Rarely in leaning on the literature as such.
25 The emphasis tends to fall with wineries and with identified
26 vineyards, and in my experience to this point, all of those
27 fall within the watershed with the exception of Pope Valley
28 Winery which is included in chapters called Napa Valley.

1 On occasion there will be some mention of the fact that it is
2 in a somewhat different watershed or something, but it's, it
3 typically would fall -- but literature generally goes with the
4 winery obviously because that's the only way you can describe
5 the wine to the consumer, and there has been an absence of
6 wineries outside the watershed. Think I mentioned that there
7 were 93 companies with a hundred six bonded premises in the
8 watershed. If you go to the valley at large, it becomes 94
9 and a hundred seven because there is only one outside of the
10 watershed at the moment, and that is the Pope Valley Winery.
11 So, in my experience, the consumer's perception tends to stay
12 with the watershed.

13 MR. HIGGINS: That would be in terms of where the wineries
14 are located. How about in terms of where the vineyards were?

15 MR. THOMPSON: I believe on this point the answer would
16 remain synonymous because no vineyard outside of the watershed
17 ever been identified on a label as an individual property.
18 The wines would have become lost in blends.

19 MR. HIGGINS: But the vineyards would, in fact, have been
20 used in grapes which carry Napa Valley labels?

21 MR. THOMPSON: Oh, quite correct. Under the existing laws,
22 that's -- it could fall within either of the Napa portion or
23 outside of it. There is a forgiveness on appellation at this
24 point that makes that possible without any statement as to
25 one way or the other.

26 MR. HIGGINS: Other panel members --

27 MS. PORTNEY: Yes. You stated the wineries and vineyards
28 outside the proposed area which are in the Napa county have

1 not been associated with the geographic designation Napa Valley.
2 Does your research show what geographic designation may be used
3 for these wineries in the Napa county which are not within the
4 proposed area?

5 MR. THOMPSON: I am not sure that, that you took me
6 correctly. I didn't say that they were not permitted or were
7 not used. I simply said that public perception is with the
8 watershed owing to the physical location of the wineries and
9 the use -- the great majority of grapes in history coming
10 within the watershed. No -- I believe there is no specified
11 other appellation that they could use. None has established
12 a pattern of individual wines from those districts that would
13 give them a particular name.

14 MR. DRAKE: There's been some concern --

15 MR. HIGGINS: Can you hear him in the back?

16 MR. DRAKE: In talking about the Napa Valley, you
17 interchangeably sometimes or not routinely but also talked about
18 Pope Valley-Chiles Valley. That caused confusion for me.
19 Are they part of -- are they separately distinct from -- how do
20 they relate when you're using Napa Valley -- those other valleys?
21 Are they little parts of it?

22 MR. THOMPSON: Are you asking my opinion?

23 MR. DRAKE: Yes. In your research also --

24 MR. THOMPSON: In the research --

25 MR. DRAKE: Just seemed to throw the names back and forth
26 like they all mean the same thing.

27 MR. THOMPSON: Well, I think typically the closer you come
28 to living with this valley, the more you would make individual

1 distinctions based just on the physical location of the place.
2 For example, it is fairly common among valley residents or
3 families of the valley, if they want to go to Chiles Valley,
4 to say Chiles Valley because that gives them a road map just
5 like if you were in San Francisco and you wanted to go to the
6 Richmond district. If you said Richmond district, somebody
7 would immediately set in mind a train of associations that would
8 point in that way, and that's how it works here. I think that
9 there -- that remains a hole in the minds of most people, even,
10 even after they get into that situation of making some internal
11 distinctions.

12 Just for one example, some people who spent a fair amount
13 of time -- actually it is the name of a husband-wife team --
14 they have spent some time out here -- he says, I quote, even
15 some local enterprises that have been around for decades like
16 Nichelini Valley -- like Nichelini Vineyards, J. Matthews
17 Winery, have begun sending their wines out of state, and that
18 is within his discussion in a book of other wineries of Napa
19 Valley. Idwal Jones has a very romantic book. In it he has a
20 tale of the era of Chiles and others of the early citizens of
21 the valley, and he talks about how they ranged around the
22 valley, up Diamond Mountain, out into Chiles Valley. There are
23 probably 15 or 20 named small subvalleys, especially along
24 the east side where the terrain is a little less regular, Conn,
25 Spring, many others which have distinct local application.
26 Spring Valley is a great place to hunt mushrooms. People would
27 know exactly where they're going but, in fact, just a very
28 slight dip in the hills and one of a series, parallels ones in

1 the end in the watershed with Chiles Valley above it. Just step
2 slightly uphill.

3 MR. HIGGINS: Thank you very much, Mr. Thompson.

4 MR. MAHER: Our next testifier would be Gene Begg.

5 MR. BEGG: Mr. Director, members of the panel, my name is
6 Eugene L. Begg. I reside at 731 Anderson Road, Davis,
7 California. I am a soil specialist and lecturer with the
8 Department of Land, Air and Water Resources for the University
9 of California at Davis. However, today I am appearing as a
10 private soils consultant and not as a representative of the
11 university. I have been employed by the university since 1942
12 except for three and a half years in the service when I served
13 as a weather observer and forecaster for the Army-Air Force.
14 My responsibilities with the university are in the areas of
15 teaching and research. I teach two soils courses in the area
16 of soil genesis morphology. I teach a summer course in the
17 soils of California. My research areas are in the areas of
18 soil erosion, study of peat soils in the delta, study of soils
19 genesis morphology, aged dating of soils by methods. I have
20 been involved for a number of years with soil survey activities
21 within the state. I have participated in the soils survey of
22 Santa Barbara County, Madera County, Glenn County, Yuba County,
23 Humboldt County, and I have examined soils in a very large
24 number of other counties within the state including certainly
25 Napa, Sonoma, Yolo, Solano, and so forth.

26 In early August I was contacted by members of the Napa
27 Valley Grape Growers Association to examine or compare the soils
28 in the valley with other grape growing areas in the Napa County.

1 The Napa Valley, located in the southern part of the
2 Northern Coast Ranges, is atypical of the larger valleys within
3 the Coast Ranges. In contrast to what you might call typical
4 valleys which are predominately bordered by mountains evolved
5 from sedimentary rocks, Napa Valley is surrounded primarily by
6 volcanic rocks, and I would like to refer to the geologic map,
7 the Santa Rosa sheet of the geologic map of the State of
8 California to point out the differences that can be noticed on
9 the geologic map indicating the differences I speak of.

10 This is the Napa Valley, this yellow band going up. If you
11 look at the colors on either side of the valley, the orange
12 colors represent the volcanic rocks. The green colors you see
13 here and the blue green colors here represent the Cretaceous
14 formation and Franciscan formation which are primarily sedimentary
15 rocks, so if you look at the valley, you can see a very large
16 percentage of the valley is bounded by volcanic rocks.

17 Another valley which is similar to that is the Sonoma Valley,
18 If you look at other valleys in the Coast Range, you will see
19 that most of them are bordered by sedimentary rocks, so Napa
20 county is unique in that much of it then is surrounded by
21 volcanic rocks. While these volcanic rocks were laid down
22 somewhere between two and 11 million years ago, they were
23 subsequently uplifted and partially dissected by erosion forming
24 our present shape of the shape of the mountains that do surround
25 the valley. In the process of erosion, some shales and
26 sandstones of the Cretaceous and Franciscan formations were
27 exposed towards the southwestern portion of the valley.

28 /

1 With the erosion then of the volcanic rocks and the
2 upland soils derived from the volcanic rocks, material then
3 was eroded and brought down in the Napa Valley and deposited
4 as floodplains, alluvial fans or terraces. Over time, then
5 these deposits or valley fill materials developed into the
6 soil that we find today in the valley.

7 Napa Valley certainly is blessed with a variety of soils.
8 They range in texture from very gravelly, sandy loams to loams,
9 clay loams, and even in some cases clays. Some soils are very
10 deep and permeable where we have no problems of water movement
11 or rooting depth. Some soils are essentially very slowly
12 permeable due to the fact some soils have a very dense clay
13 upon, in the subsoil. Subsoils are well drained and other
14 soils are moderately well drained to somewhat poorly drained.
15 Some soils are moderately acid. Others are neutral to moderately
16 alkaline.

17 These wide ranges in the soil characteristics of the valley
18 were certainly recognized in the mapping and classification of
19 soils of the Napa Valley. Ten soil theories and 23 soil types
20 were recognized in the valley in the 1978 Soil Survey of Napa
21 County. This was conducted by the Soil Conservation service of
22 the U.S.D.A. These soil surveys included the Bale, the Clear
23 Lake, the Cole, the Coombs, the Cortina, the Haire, Maxwell,
24 Perkins, Pleasanton and Yolo series. The Bale series, except
25 for a few acres in Conn Valley and Foss Valley and in Wooden
26 Valley, are unique to the Napa Valley. In total, there are about
27 1600 -- or 16,500 acres of Bale soils in the Napa county of
28 which about between 15 and 16,000 occur in Napa Valley itself.

1 These make up around 35 to 40 percent of the valley floor in
2 Napa county, so they are unique to the valley. They are not
3 mapped in any other county, and with the exceptions I mentioned,
4 they are not mapped outside the valley proper.

5 The Coombs soils are also unique to the Napa Valley.
6 They are also formed from the alluvium washed out of the
7 volcanic rocks in the mountains but they also include some
8 sedimentary sources. The Coombs soils occupy about 5,000 acres
9 in the valley, so when you combine those with the Cole -- or
10 with the Bale series, you see we have about 21,000 acres that
11 are unique to Napa Valley and don't occur in any other areas.

12 The Cole series are mapped not only in Napa county but
13 they're also mapped in Lake county near Kelseyville and there
14 are also about 1500 acres of the Cole series in Sonoma Valley,
15 while in Napa county, except for small acreage of the Cole
16 series in the Wooden Valley, essentially are restricted to the
17 Napa Valley. They represent in the valley proper here about
18 8,000 acres of the valley floor.

19 The Haire series which is mapped in on Old terrace deposits
20 are mapped only in Napa and Sonoma counties. In Napa county,
21 they occur mostly in the Carneros district. Total acreage of
22 the Haire soils in Napa county account for about 13,000 acres.

23 The other soils series that were mapped in the Napa Valley
24 which included the Clear Lake, the Cortina, the Perkins, the
25 Maxwell, the Pleasanton and the Yolo soils are also mapped in
26 a number of other counties within the state. Some of these are
27 Solano county, and a neighbor county, Yolo, Colusa, Lake, Glenn,
28 Mendocino and others. Thus, they are not unique or restricted

1 to the Napa Valley or to the Napa county. Totaled, they make
2 up, maybe, around 15 percent of the valley floor. However,
3 when one considers the heat summation grape climatic regions
4 that were developed by Winkler and Associates, when we consider
5 the heat summation regions of the valley, then these other
6 soils become unique soils for the growing of grapes. For example,
7 then if we consider the Cortina and Yolo soils where they occur
8 extensively in Glenn, Colusa and Yolo counties, in these
9 counties they occur within the grape climatic regions four and
10 five. These are quite warm regions. When we look at the
11 distribution of these soils in the Napa Valley, we find that
12 the Yolo and Cortina soils occur within right of the grape
13 growing climatic regions, two and three, a much cooler climate.
14 Thus, when one considers the soils in conjunction with the
15 climatic regions, then these soils are unique to the Napa
16 Valley. While, certainly the pioneer grape growers and early
17 vintners who originally settled and developed the wine
18 industry in the valley early recognized this unique combination
19 of climate and soil conditions which are favorable for the
20 growing of premium quality varietal grapes.

21 Thank you very much.

22 MR. HIGGINS: Let me ask one question. One of the types
23 of soil that you mentioned you said was found almost exclusively
24 in the Napa Valley or in part of the Wooden Valley. I don't
25 pronounce it right, excuse me, but I see from the petition
26 that the Napa Valley obviously is within the petitioned area,
27 and I think Wooden Valley is outside the petitioned area.
28 When you combine that kind of soil with the climatic conditions

1 in, say, Wooden Valley, how do you distinguish between that
2 soil and climate that is outside the petitioned area and that
3 soil and climate which may be inside the Napa --

4 MR. BEGG: Well, in the Wooden Valley, I am -- I believe
5 we are dealing with climatic regions three and four, somewhat
6 warmer valley because it's a smaller enclosed valley.
7 Certainly -- well, in the Wooden Valley, only talked about
8 maybe two to 300 acres of the Bale soils as compared to 15 to
9 16,000 acres in the Napa Valley in which they occur mainly in
10 soil region two and three -- cooler climate. As I say,
11 certainly the whole majority of Bale soils only in Napa Valley,
12 and I would say then would be unique. We only find them in
13 the Napa Valley because they are being developed from the
14 alluvium outwashed from the volcanic hills.

15 MR. HIGGINS: Does that outwash stop in the Chiles Valley
16 which is inside the petitioned area -- Soda Valley, just outside?

17 MR. BEGG: No. In the Chiles Valley it seems to be more
18 surrounded by the sedimentary rocks. Very little influence of
19 the volcanic rocks or the alluvium from the volcanic rocks in
20 Chiles Valley. Certainly does occur, though, within the
21 watershed of the Napa River, though.

22 MR. HIGGINS: Okay. Any other questions?

23 MS. PORTNEY: Yes. Aside from the combination of soil and
24 climate conditions you spoke about, is there any other factor
25 with regard to the soil, particularly these unique soils in the
26 Napa Valley that would be significant from a viticultural
27 standpoint? Can you speak to that issue?

28 MR. BEGG: I don't think there are any unique features

1 about the Bale soils that are different than some of the other
2 soils that are utilized for the growing of grapes.
3 Certainly, in the classification when we are mapping soils,
4 the reason why we are essentially setting up the Bale series
5 as a separate series distinguished from other ones, it is
6 formed on alluvium outwashed from volcanic rocks. For instance,
7 the Yolo soil primarily developed from outwash from sedimentary
8 rocks. The alluvium from which Bale soils formed principally
9 is the alluvium from rhyolitic and igneous rocks, volcanic
10 rocks here that surround the valley.

11 As far as PH, there isn't really anything we can say that
12 is different about the PH in the Bale than some of the other
13 soil. Colorwise, tends to be darker than some of the other
14 soils, but I don't think that is uniquely different.
15 The drainage varies somewhat from moderately well drained to
16 somewhat poorly drained, but I think in some places we do have
17 a water table within four to six feet of the surface. We get
18 some subirrigation as a result of that.

19 MS. PORTNEY: I'm not sure if you have answered my
20 question. What I mean to say is if the soils are different,
21 and I am not that concerned with other features that might be
22 unique, are those differences important for grape growing or
23 can you speak to how they might be important for grape growing
24 if we assume that there are certain differences in the soil
25 between the proposed area and the surrounding area?

26 MR. BEGG: I don't think there are differences just from
27 the standpoint of growing grapes. There may be some
28 differences that are reflected in the quality of the grape which

1 I can't really testify to that but just from the standpoint of
2 growing grapes, no, I don't think you can say there is
3 anything distinctly different about those than some of the
4 other soils.

5 MS. PORTNEY: Okay.

6 MR. HIGGINS: Okay.

7 MR. BEGG: What I might mention, though, is that in the
8 request that was made to me to look at the soils of the Napa
9 Valley and to compare them with the other potential grape
10 growing areas, grape growing areas in the county, I did visit
11 all of the other grape growing areas in the county to see where
12 the grapes were grown, what soils they were being grown on so
13 I could make the comparison in the valley and other areas in
14 the valley.

15 MR. HIGGINS: Okay. Thank you very much, Mr. Begg.

16 MR. BEGG: Thank you.

17 MR. HIGGINS: I think both for you and Mr. Thompson, if
18 you will just include your statements when you have them ready
19 in this blue book, we will get them all together.

20 MR. BEGG: Thank you.

21 MR. MAHER: Mr. Ron Hamilton will testify on weather.

22 MR. HIGGINS: Mr. Ron Hamilton.

23 MR. HAMILTON: Thank you, Dick. Good morning. I've been
24 requested to look into the climatic differences in Napa county.
25 This request only came a few weeks ago, and so I just did a
26 fairly brief analysis of the area. I am a meteorologist, the
27 meteorologist in charge of the National Weather Service Office
28 for agriculture. This is a department under the Department of

1 Commerce, National Oceanic and Atmospheric Administration.
2 I have been put in charge of this office located in Riverside,
3 California, for the past five years. The ten years prior to
4 this time I was an agricultural forecaster for this same office.
5 The major responsibilities of this office and of our agricultural
6 forecasters is to provide detailed forecasts and advisories for
7 periods of critical minimum temperatures for frost-sensitive
8 crops in California. Each spring season an agricultural
9 forecaster is detailed to the Napa-Sonoma County Fruit-Frost
10 District. This forecaster sets up an office in the Napa Valley
11 complete with communications in the valley, and again is
12 responsible for preparing and issuing daily agricultural
13 forecasts and fruit-frost forecasts between approximately March
14 1st and the middle of May each season. This has been done
15 each season since about the mid to late 1930's. For the seasons
16 of 1969 through 1972, I was the forecaster assigned to this
17 district.

18 Accurately forecasting detailed weather conditions over a
19 relatively small area requires an excellent understanding of
20 the climatology of the area, local affects and mesoscale
21 weather patterns. This is particularly true when forecasting
22 spot minimum temperatures.

23 An objective analysis of specific weather elements and
24 climatological considerations over a small area is not only
25 difficult, but usually impossible. The number of observations
26 are few, and the observations or data are normally only
27 representative of a very small area. Therefore, when an
28 analysis of the weather patterns or climate of an area is needed,

1 a subjective approach is required. To do a subjective
2 analysis, one has to know the weather patterns that affect the
3 area, understand the basic meteorological and climatological
4 principles and know the topography of the area. With regard
5 to the above requirements, it is necessary to understand how
6 the various energy scales producing weather interact.
7 In other words, given a large scale flow pattern, how will the
8 mountains, valleys, hills and water bodies affect this flow.
9 The final production of weather, and over a long period of
10 time the climatology, will depend on these affects.

11 California is divided into seven distinct climatic areas.
12 These same areas are what we call drainage basins and these
13 basins have been defined mainly because of similar climatologies.
14 Excluding the differences in weather due to latitude or going
15 from south to north, to over a large area, average weather
16 conditions are a function of the distance from the Pacific Ocean,
17 altitude, and location relative to mountain ranges.

18 Thus, across California we have a coastal climate, near
19 the ocean, and inland or valley climate, normally not affected
20 by the coast, a mountainous climate, which is related to
21 elevation, and then on the desert side. This is going on a
22 general west to east direction across the state of California.
23 For the area of Napa county, we need concern ourselves really
24 with only the coastal climate and what I call the inland climate
25 considerations. Although a thorough climatic analysis would
26 include observational data for many elements including wind,
27 evaporation, solar radiation, et cetera, in most cases when we
28 ~~look at large-scale climatic considerations, look at~~

1 precipitation.

2 Napa county can be divided into three general topographical
3 areas. There is the valley itself, lying between two distinct
4 mountain ranges. There is the area within the mountains
5 themselves, and then there is the area covering the eastern
6 portion of the county, and really one quick visual way of seeing
7 that these three areas are distinct is to just really notice
8 the vegetation differences, and the type of vegetation, of course,
9 is highly related to long-term climatological similarities.
10 I took really four stations that had climatic data and with
11 regard to temperature and precipitation. Napa had 60 feet sea
12 level; St. Helena, 225 mean -- both in the valley floor -- and
13 Angwin, 1815 feet representing the higher elevation of the
14 mountains to the east, and then Markley Cove at 480 feet, means
15 sea level to the east. Thus, in terms of elevation, we have a
16 generally low elevation area in the valley, a higher elevation
17 to the east and west of the valley, and a midplateau elevation
18 over the eastern portion of the county.

19 A temperature analysis cannot be done independently from
20 precipitation. It is just not meaningful. Both maximum and
21 minimum temperatures are highly related to cloud cover and
22 precipitation. Under general large-scale cloudiness associated
23 with Pacific storms, temperatures will be more nearly the same
24 between one location and another, with differences in
25 temperatures becoming generally a function of elevation.
26 Clouds and/or precipitation produces generally lower daytime
27 temperatures and higher nighttime temperatures than would be
28 the case under clear skies.

1 What I did was take data for 1978, a wetter than normal
2 year, and 1976, a drier than normal year, and looked at the
3 data for those two seasons. One thing we have to realize is
4 that when we talk about normal weather conditions and going
5 back and looking at what's normal, you go back through years
6 and years and years of data, never find one year that is normal.
7 Never do find anything that is exactly normal, so I took these
8 two years as extremes. I think somewhere in the middle is
9 what actually would happen normally.

10 In California, most of the significant changes in weather
11 occur during the winter and/or spring months. Day-to-day
12 weather changes, thus year-to-year changes in climate, are
13 lowest during the summer months when weather systems become
14 generally inactive in this part of the state. Whether we are
15 talking about the general public or agricultural production,
16 we think of four distinct seasons; winter, spring, summer and
17 fall, and since climate is a function of normal and abnormal
18 large-scale weather patterns, and weather patterns in turn are
19 a function of the time of year, therefore, we can look at weather
20 in terms of the seasons or time of year. During the winter
21 months, the inland area to the east of the valley is colder
22 than the valley itself by a matter of three to five degrees.
23 This is due to a strong coastal wind affect in the valley.
24 Since this flow has more moisture in it, it tends to have a
25 moderating affect on the temperature. The air to the eastern
26 part of the valley is more the type of air flow pattern than
27 what we -- flow that has been overland long enough to become
28 colder and drier.

1 In general, during the winter months, the valley has air
2 that is relatively moist and mild, while the more inland areas
3 have a little cooler, drier air. During the transition months
4 of spring and fall, temperatures become more equal between the
5 valley and the eastern part of the county. Even the reversal
6 of temperature trends begins between spring and summer, and
7 during the summer months of the major growing season, the valley
8 has a lower average temperature than the area to the east.
9 During the summer months temperature now can average eight
10 degrees warmer in the eastern portion of the county than in
11 the valley itself. Generally, this higher average is a result
12 of warmer daytime temperatures as opposed to warmer nighttime
13 temperatures. A quick glance at random summer data shows
14 minimum temperatures only slightly warmer in the eastern section
15 of the valley than the valley itself, and this again comes along
16 from the same reasoning -- the summer sea breeze has a great
17 deal of affect in the valley area itself but has a difficult
18 time in many cases to get over the ridge and into the eastern
19 portions of the county during the summer months.

20 As far as precipitation is concerned, not really an awful
21 lot I don't think needs to be said. During the summer months
22 as precipitation, generally speaking, is quite light and is
23 normally associated with some tropical air, thunderstorm
24 activity, that kind of hit and miss as it pleases. The major
25 rain season occurs between November and April, and generally
26 speaking, heavier rainfall occurs in the valley as opposed to
27 the eastern sections. Generally increases in the valley from
28 south to north with the heavy amounts up into the hill areas in

1 the north section of the valley. The eastern portion of the
2 county does have areas that has rainfall that closely resembles
3 that of the valley, but having taken the areas as a whole, it
4 would have somewhat less rainfall.

5 Quite a bit has been published on minimum temperatures
6 during the critical spring fruit-frost season. I'm sure that
7 on a season-to-season basis, there is many different
8 relationships that exist from one area to another depending on
9 the large-scale flow pattern responsible for the cold minimum
10 temperatures. As previously mentioned, it is difficult to go
11 through the records year by year and find what might be called
12 a normal season. The distinction between the two areas is
13 important when the weather conditions are significant to
14 agriculture as opposed to how they are on a normal year-to-year
15 basis. What I did was take the reports for 1970 which had a
16 large number of cold nights -- a cold night being defined as
17 32 degrees temperature at one or more of the official
18 temperature stations representing a large sample of data from
19 many different large-scale flow patterns. Just using one year
20 as opposed to going back through year by year records for 40,
21 50 years -- there is a lot of problems with that because
22 stations do change and different factors come into it that we
23 really don't have a feel for when you look at ten or 15 years
24 ago opposed to more nearly the present time but anyway, the
25 data included in this report shows that minimum temperatures
26 for this particular season, average minimum temperature for
27 Napa was 36.9 degrees, St. Helena 36.7, and Calistoga, 37.2.
28 For the eastern stations, Wooden Valley was 36 degrees, Chiles

1 Valley, 34.2, and Pope Valley, 30.5. Though we have a range,
2 all three eastern stations are colder by around a degree or so
3 than the valley stations, although not a great deal of
4 difference. Pope Valley is the lowest to 36.9 degrees, the
5 warmest at Napa. There seems to be a much more significant
6 difference when you take the hours below 32 degrees: Calistoga,
7 26 hours; St. Helena, 31 and three quarters; Napa, ten and
8 three quarters; and the eastern valley: Wooden Valley, 46 and
9 a half hours; Chiles Valley, 92.3 hours; Pope Valley, hundred
10 forty-nine and three tenths hours. It is a little bit colder
11 during periods of critical minimum temperatures in the eastern
12 part of the valley.

13 Although the conclusions drawn from this limited data are
14 fairly general and partially subjective, I feel they are
15 significant in that they do show some differences in the
16 overall weather pattern and climatology between the valley and
17 the eastern sections. The important weather difference, I think,
18 is the marine/coastal affect, that it's more prone in the valley
19 to a lesser extent than the eastern portion of the valley.
20 If one looks at a monthly California Climatological Data Report
21 published by NOAA Environmental Data Service, the National
22 Climatic Center, which is included in this report, the boundary
23 between these two climatic divisions runs in a general north to
24 south line, just east of the ridge line to the east of the
25 valley, and from my personal observations working as a forecaster
26 in this area and briefly looking at this data, I think this is
27 probably an accurate boundary between two distinct
28 climatological areas.

1 Thank you.

2 MR. HIGGINS: Any questions? Okay. You will have a copy
3 of your statement placed --

4 MR. HAMILTON: Yes, it's in the book.

5 MR. HIGGINS: Okay. I think the one we had in there --
6 wasn't sure -- looked like from a Mr. Bartlett.

7 MR. MAHER: Right behind that. So far we have established
8 historical evidence of Napa Valley talking about distinct
9 features from soils, from weather standpoint. Now we'll talk
10 about distinct features coming from the grapes in the
11 proposed appellation area.

12 Greg Bissonette from Chateau Chevalier Winery.

13 MR. BISSONETTE: I am a grower and winery owner here in
14 the Napa Valley. I have made wine from grapes grown in most of
15 the various regions within the watershed of our valley, and I
16 have found a similar characteristic from the wines made from
17 these grapes.

18 My feeling is that the grape represents 85 percent of the
19 end wine product. The two most important components of the
20 grape are soil and climate. Therefore, it follows a logical
21 sequence for the particular soil types and climate of the Napa
22 Valley to produce a grape that has distinguishing characteristics.
23 I find this to be true in tasting wines I have made from Napa
24 Valley grapes versus wines I have made from Sonoma, Amador,
25 Lodi and other areas.

26 I strongly support the watershed as being the Napa Valley
27 which it has always meant to me and to people worldwide.

28 /

1 I would like to respond to your question, Ms. Portney,
2 about the difference of the soils as far as the growing of
3 grape vines. Grape vines will probably grow in most all of
4 the soils that were talked about, but the character that
5 evolves in the grape from the soil varies dramatically and
6 probably this is most graphically known from the various
7 vineyards in Burgundy where you can go across the road and this
8 Montrachet will taste entirely different than this one and/or
9 this burgundy and this one, and the soil varies. It can be the
10 difference across the road, can make a difference.

11 MR. HIGGINS: Let me ask you a question, Mr. Bissonette.
12 Do you include in the wines you make any wines which come from
13 vineyards outside of the petitioned area?

14 MR. BISSONETTE: I do not make any from outside the Napa
15 Valley, so I am not from those, of those from the eastern valley
16 vineyards.

17 MR. HIGGINS: Okay. Any other questions? Thank you very
18 much.

19 MR. MAHER: Mr. Louis Martini.

20 MR. MARTINI: My name is Louis Martini, president and
21 general manager of the Louis Martini Winery in St. Helena.
22 I would like to testify briefly on some of what I would
23 consider common characteristics of wines grown within the valley.

24 The proposed watershed area of Napa county does contribute
25 an underlying character that is common to all wines produced
26 from grapes grown within the area. Although there are a number
27 of microclimates and soil types in the valley, there is a
28 characteristic common thread that is persistent and identifiable.

1 It is difficult to describe and impossible to quantify, and I
2 suspect, especially in red wines, that this character may be
3 tied to the tannin complex.

4 We own vineyards and purchase grapes in both Napa and
5 Sonoma counties. It is our policy to initially keep each
6 vineyard's wine separate. It is no problem to distinguish
7 wines from our Sonoma Vineyard, from our Healdsburg Vineyard
8 and from the Alexander Valley Vineyards that we purchase from
9 our grapes from the Napa Valley Vineyards. The Napa Valley
10 wines have a common characteristic which is not present in the
11 other areas. Likewise, each of the other areas have their own
12 common denominator.

13 Within the Napa Valley we receive grapes from St. Helena,
14 from growers around St. Helena, from the Carneros area where we
15 have our own vineyards, and from Chiles Valley where we have our
16 own vineyard. We find the same underlying character from all
17 these areas, although there are other characteristics that vary
18 among the areas.

19 Therefore, I believe that the wines from the Napa Valley
20 are unique. They have certain characteristics that are
21 recognizable and common to all varieties regardless of where
22 within the valley the grapes are grown.

23 Thank you.

24 MR. HIGGINS: Same question, Mr. Martini. You do buy
25 grapes from Chiles Valley but buy none outside of the petitioned
26 area which would be labeled under Napa Valley?

27 MR. MARTINI: No, we don't. We have our own, our own
28 vineyards in Chiles Valley but do not purchase -- never have

1 purchased any grapes from the other areas in Napa county.

2 MR. HIGGINS: All right. Any questions? Thanks.

3 MR. MARTINI: Thank you.

4 MR. MAHER: Mr. Robert Mondavi.

5 MR. MONDAVI: I didn't realize I was going to be called
6 upon but I am Robert Mondavi, chairman of Robert Mondavi Winery.
7 I would like to make the following statement in regard to wines
8 here.

9 Since 1937 I have been crushing grapes in the Napa Valley.
10 These grapes have come from the various areas of Napa county:
11 Carneros, Yountville, Oakville, St. Helena, Calistoga, Pope
12 Valley, Chiles Valley, Wooden Valley and Gordon Valley.

13 Although the wines have their own characteristics from
14 each of these areas, I have found that there was a common
15 underlying thread which resulted in a wine that was different
16 from that of Sonoma county, Mendocino county, Monterey county
17 as well as other counties. There are a variety of factors
18 that give this the overall characteristic of a Napa Valley wine
19 -- bouquet, tannin, body and texture. There is a similarity of
20 style which is unique to Napa Valley, so I am just repeating
21 but we actually might experience somewhat broader than Louis
22 Martini. I have crushed grapes from the eastern section of the
23 -- we will say Napa county.

24 MR. HIGGINS: You mentioned grapes from, say, Pope Valley
25 and Gordon Valley. Consider those to be similar to other grapes
26 from within the Napa Valley?

27 MR. MONDAVI: Well, I'll repeat, they are different but
28 there is an underlying factor that we get from these grapes that

1 we've been able to use and blend with our own over the years.
2 Naturally the amount we crush from there is not that great but
3 still an underlying character we find that is similar.

4 MS. PORTNEY: Maybe you could just clarify some character
5 between the grapes from Pope Valley and those from grapes --

6 MR. MONDAVI: Wooden Valley or -- yes. In other words,
7 what I am trying to say is that even though these same grapes
8 we plant, we grow certain varieties of grapes in these other
9 areas that have a characteristic although these ones are
10 different. I hope you understand they are different but there
11 is an underlying character that you would say is Napa Valley,
12 and yet we can use this blending in our wine, and which we
13 have in the past, and these have been known historically as
14 Napa Valley wines.

15 MS. PORTNEY: Then do you feel the grapes from Pope Valley
16 and some of the other valleys in Napa county which are not
17 within the proposed area are similar or different from grapes
18 that are grown within the proposed Napa Valley? How could you
19 characterize or compare the grapes from within the valley to
20 those outside the valley but in the county?

21 MR. MONDAVI: Well, maybe I better explain it this way.
22 Frankly, the grapes from Calistoga, from St. Helena, from then
23 going down to Carneros, each have their own characteristic but
24 there is an underlying character due to -- whether it's tannin,
25 body, typical of Napa Valley but this can actually go into
26 Pope Valley, can go into Wooden Valley. Once again they are
27 different but there is a relationship that is unique that you
28 will pick up as being Napa Valley, and to us, we have used these

1 in our blend, not in great amounts, but we have had them.
2 By far, largest percentage we have has been in the Napa Valley.
3 Does that clarify it?

4 MS. PORTNEY: Yes. Thank you.

5 MR. MONDAVI: Or have I confused you?

6 MR. HIGGINS: No. Thank you. Any other questions?
7 Thank you very much.

8 MR. MAHER: Brother Timothy.

9 BROTHER TIMOTHY: Good morning. Thank you for coming to
10 the Napa Valley so we don't have to go back to Washington.
11 We are glad to have you here.

12 My name is Brother Timothy. I am a member of the Christian
13 Brothers Order and serve as vice president and cellarmaster at
14 our Mont La Salle Vineyards at Napa, California. I have been
15 actively engaged in the business of growing and producing fine
16 California wines for more than 44 years. As a member of a
17 Catholic religious order, I work without any salary and,
18 therefore, have no personal selfish motives in the testimony
19 I now present for the hearing record.

20 I hereby declare that there is a common thread of
21 character in Napa Valley grapes and the wines of those grapes
22 that is apparent to a well-qualified wine taster and which
23 distinguishes those grapes and wines from the grapes and wines
24 of most other areas.

25 We at the Christian Brothers Winery are active members of
26 Napa Valley Vintners and support the position expressed by all
27 Napa Valley Vintners' representatives during this hearing,
28 namely that the Napa Valley is the watershed area of the Napa

1 River; however, I make no objection to the use of the name
2 Napa Valley for grapes and wines that originate in the eastern
3 valleys of Napa county.

4 Unnecessary or excessive legislation, regulation and the
5 resultant enforcement work are inflationary in a time when
6 inflation is the number one problem of our country.

7 Thank you for listening. We have purposely made this
8 kind of short. I have covered only one topic simply so we
9 didn't repeat each other. I represent Napa Valley Vintners
10 here at the microphone, so we didn't want to bore you with a
11 lot of repetition so I made my testimony very short.

12 MR. HIGGINS: Questions? Thank you very much, Brother
13 Timothy.

14 BROTHER TIMOTHY: Okay. Thank you.

15 MR. MAHER: Reading a statement from Rutherford Hill is
16 Mrs. Helen Niemi.

17 MRS. NIEMI: I am Helen Niemi, and I am going to present
18 to you a statement prepared by Bill Jaeger, partner in
19 Freemark Abbey and Rutherford Hill wineries. These are Bill's
20 words: "The Napa Valley, as a wine region, has worldwide
21 significance that dates back more than 100 years. If BATF
22 fails to recognize the universal notoriety that Napa Valley
23 wines have achieved during that time, our government will be
24 brought under worldwide ridicule and the full brunt of that
25 fiasco will fall upon the Bureau."

26 MR. HIGGINS: Doesn't waste a lot of words.

27 MRS. NIEMI: Perhaps that is why I am saying them.

28 "I do not oppose the creation of appellation regions such as

1 Oakville or Carneros, which are parts of the Napa Valley.
2 I merely insist that Napa Valley must be recognized first, and
3 only later recognize the subregion appellations either with or
4 without Napa Valley in conjunction.

5 I first present an informative and understandable label
6 of our 1979 Cabernet Sauvignon. This label would conform to the
7 most recently promulgated rulings of the Bureau, provided the
8 Bureau recognizes the Napa Valley appellation. This label
9 tells a consumer what he wants to know. Only the nit-picking,
10 supertechnical, perfectionists would call it inadequate.

11 For them I have developed a second label, prepared on the
12 assumption that the perfectionists have persuaded the Bureau
13 not to grant a Napa Valley appellation, but rather to grant
14 appellations only to the subregions of the Valley. On this
15 label the information is completely accurate and totally
16 useless. I ask you, is it possible that the second label is
17 really what wine buyers want? Why don't you ask the person
18 who goes to the store? If the Bureau requires information like
19 the second label, consumers would have to put on their glasses
20 and allow an extra 15 minutes every time they went shopping.
21 Who needs help like that?

22 A Napa Valley appellation is a sensible thing. Please help
23 the Bureau make a sensible decision."

24 MR. HIGGINS: I am almost reluctant to ask if there are
25 any questions. I think even the bureau can recognize the
26 wisdom of some of those statements if we look -- a Court case
27 may look like it is on the second sign. Thank you very much.

28 MR. MAHER: Like to deviate somewhat from the schedule and

1 call Mr. Stanton Sobel who has some time commitments.

2 MR. HIGGINS: Okay. Mr. Sobel.

3 MR. SOBEL: Good morning, gentlemen. My name is Stanton
4 Sobel. I represent the House of Sobel, a medium-sized wholesale
5 wine and spirits distributor in and around the environs of
6 Santa Rosa. It is very difficult to follow the speaking of
7 that last speaker but I have to agree with her a hundred percent.
8 She made a very understandable presentation, and I am here on
9 behalf of one wholesaler just to view the overall picture as I
10 see it. My overview is that this would be a marvelous thing
11 if we could have a Napa Valley appellation. The territory I
12 can't define other than I understand from the watershed down,
13 and I believe sincerely that the Napa Valley wines that are
14 produced today by all vintners deserve a tremendous tribute
15 because those wines coming out of the Napa Valley today, as we
16 know Napa Valley, are competing favorably in the marketplace
17 around the world. They have a wonderful reputation. They
18 compete very favorably with the wines from Bordeaux, France.
19 I am speaking now primarily of reds, and by being a wholesaler,
20 being able to offer wines from various localities within
21 California, I think it would be a great step forward, and I
22 offer that as my presentation this morning. Thank you.

23 MR. HIGGINS: Questions? Thank you, Mr. Sobel.

24 MR. SOBEL: Thank you.

25 MR. MAHER: Is Mr. Gordon Johnson here? Dr. Robert
26 Knudsen.

27 MR. KNUDSEN: Good morning. My name is Knudsen, K-N-U-D-S-
28 E-N Robert. I am a practicing physician in San Francisco, a

1 specialist in internal medicine. My purpose here is as a wine
2 consumer, although I am also a small grower of wine grapes a
3 few miles north of here near St. Helena. I have served as a
4 wine judge at the California State Fair from 1956 to 1969 and
5 several times at the Los Angeles County Fair and at other wine
6 judgments.

7 I believe that the proposed designation should lend
8 clarity to labeling of the origin of our beloved Napa Valley
9 wines. My colleagues and I generally regard this valley as a
10 unique and present source of red and white table wines of the
11 first rank. The appellation would certainly add a desirable
12 mystic, if you will allow me to use -- we find in these wines
13 refinement, breed, finesse, and subtlety. In the words of
14 Brother Timothy, there are very clearly recognizable features
15 in these wines which would make an appellation justifiable.
16 Thank you.

17 MR. HIGGINS: Any questions? No. Thank you.

18 MR. MAHER: John Movius.

19 MR. MOVIUS: Good morning. My name is John Movius.

20 I have not had a chance to have my statement typed but I am
21 taping it now and will be happy to send you a transcript.

22 MR. HIGGINS: Okay. That would be Exhibit Number 4.

23 MR. MOVIUS: I am here as a wine judge. I have judged
24 the Los Angeles County Fair for the last 11 years; wine writer,
25 lecturer, educator and Western States Director of Les Amis du
26 Vin International Wine Society. I am also a wine consumer and
27 since the 1st of April, being full time as an independent wine
28 consultant. With no income from any winery or importer I am

Tape #5

1 also, like Brother Timothy, without salary. I would like to
2 address as a student of wine several questions that I don't
3 think have been covered and which I think are significant.
4 One is the historical and current appellation precedence for a
5 Napa Valley appellation. The second is the question of
6 disparate size that I know has concerned the bureau and
7 perhaps some consumers between appellations of the size of
8 Augusta, which I believe is either approved or about to be
9 approved by the Bureau, and those of Napa and the question of
10 overlaps since you already have, I believe, an application for
11 a Carneros appellation that would partly include the Napa Valley
12 as it's construed here today, being proposed, and finally the
13 question of consumer interests from a survey that I have
14 personally conducted over the past several months.

15 Last September, October, I started covering the subject of
16 America's emerging viticultural areas. I would like to submit
17 a copy of an article then that I wrote on the Napa Valley status
18 where I pointed out that there are several analogies, historical
19 analogies. With respect to having valley appellations versus
20 more defined microclimate appellations, you actually have
21 precedence going as far back as 3,000 B.C. in Egypt as well as
22 current precedence in France, Germany and Italy, not to mention
23 Australia and most other wine regions of the world.
24 The Egyptians talk about the Nile, the western river, a branch
25 of the Nile, a specific basin, which I think is the Napa
26 analogy. They did not mention a township or commune but they
27 did mention single vineyards; the estate of King Tut, among
28 others.

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1 In France, you have a number of river valleys that are
2 appellations now or have had appellation coverage. These
3 include sections of the Loire River, its longest, as well as the
4 Rhone. Your analogies, as I would see them, and your labeling,
5 as you accept them today, include the definition of the law,
6 possibly the district from which it's in, the terrain,
7 possibly the township Vouvray as well as the commune Vouvray,
8 and possibly an individual vineyard such as Chateau Geaudrel
9 (phonetic) which is on the market in America. Certainly in
10 Bordeaux you have a district analogy within the Medoc, a
11 subregion, I should say, a district analogy within the
12 Haut-Medoc, the upper Medoc, a township analogy with Pauillac
13 and a vineyard analogy with respective fine vineyards such as
14 Chateau Latour.

15 In Germany, the same analogies seem to exist. You have
16 regions, loving wine districts, wine growing regions, such as
17 the Mosel-Saar-Ruwer. You have subregions and districts
18 that are called Bereich. There are three of them within the
19 Mosel-Saar-Ruwer. You have townships and communes that are
20 covered by the name Grosslagen which include the Bernkastel
21 Badstube which is the old Mittlemosel, and then you have
22 individual vineyard designations such as Bernkastel Badstube.

23 I just returned from Italy and I was exposed to a number of
24 the Italian laws. The Italian laws are somewhat different but
25 they have regions that correspond. The California analogy is
26 Umbria, Orvieto Classico, Orvieto, and then individual
27 vineyards such as Castell -- (inaudible).

28 /

1 In America, I would suggest that you have and are facing
2 a situation where it makes a lot of sense to think of some of
3 these historical precedence and not try to restrict the
4 concept of the viticultural area to something the size of
5 Augusta. I think Augusta tends to be, in the sense, a
6 township or commune appellation with its 35 acres of vineyard.
7 It would appear to me that Napa is in a different, larger
8 concept of a viticultural area such as the Medoc, the Bereich
9 Bernkastel, a larger area, and certainly even within the AOC
10 concepts of France, you have extremely small appellations of
11 several acres, Chateau Grillet (phonetic), and huge appellations
12 with respect to something as large as Bordeaux, and yet they
13 all appear on the label with a certain identical similarity.

14 The second question that sometimes worries people is the
15 question of disparate size. I've mentioned that -- the question
16 of overlap, excuse me. In Italy you find an appellation that
17 approving on labels called Coustozza (phonetic) which is a white
18 wine appellation which interestingly enough comes entirely
19 within a larger geographical district called Bardolino which
20 is red. Side by side you can go red or white and you're using
21 different appellations for your label approvals right now.
22 In Soave and Valpolicella, two excellently recognized names to
23 the consumer, you have several overlaps including 300 acres
24 where they can plant either, and in the -- (inaudible) region,
25 you have dozens of overlaps if you take a look at the official
26 DOC maps. I have some submittals on that that I would like to
27 provide you including something on the -- (inaudible).

28 /

1 Finally, as to consumer interest and a consumer survey, I
2 asked -- I've been asking people on my lecture tours in
3 California, Nevada, Utah, and other states, people on the
4 streets, people I have come in contact with on the airplane,
5 "After the name California, what is the first name that
6 associates with your mind with the wine?" And I might say that
7 over 1,000 people have given me the answer 95 percent of the
8 time, "Napa Valley." I then asked the question, "Suppose that
9 somebody gave you the power to either place on that label, on
10 a label, as of, in the near future or remove from the label the
11 word 'Napa Valley,' and would you want it on or would you want
12 it off?" Ninety-eight percent have said they would like to see
13 it on, although some have added that they would be happy to
14 have additional information as to what portion of the Napa
15 Valley it might come from at some later date.

16 I might also say that in numerous trips to France, Germany,
17 Italy, over the last decade I'm frequently asked about California
18 wines, and the first wine region, and frequently the only one
19 region, recognized there is Napa Valley. So I guess I want to
20 conclude by saying I support the application as proposed.
21 I believe that virtually every consumer I have spoken to also
22 supports the application, and I believe that Napa Valley wines
23 are selling at a premium for a very good reason.

24 In closing, I would like to suggest that in gardening and
25 wine making and in rule making, there are four important
26 ingredients: Doing what has to be done; doing it when it should
27 be done; the way it ought to be done; and whether you feel like
28 doing it or not.

1 I think nothing is as powerful as a idea whose time is
2 come, and I believe the viticultural area concept is that idea
3 but no viticultural area in California is so universally known
4 and respected as the Napa Valley viticultural area, and I would
5 suggest that you approve it as submitted.

6 Thank you.

7 MR. HIGGINS: John, not surprised at the results of your
8 research, and I think we also share in your discussion, your
9 understanding of the disparate sizes of the various viticultural
10 areas. I don't think that will be a problem. Any questions
11 of Mr. Movius? If you would then submit a copy of the tape
12 and any other material you had with you, we will include them
13 all within Exhibit 4. Thank you very much.

14 (Whereupon, at this time a recess was taken)

15 MR. MOVIUS: Yes, sir?

16 MR. DRAKE: In your consumer survey, you asked the people
17 about the fact, do they want to see Napa Valley on the wine,
18 and they answered in the affirmative -- did they have an idea
19 of what Napa Valley was? What did it entail? From where to
20 where?

21 MR. MOVIUS: I chose not to try to define and, in fact,
22 I really started this after the viticultural area but before
23 the application actually was submitted because I was curious
24 to see what -- to start the conversation about the viticultural
25 area. I think in most cases, those people who have spoken to
26 boundaries have -- tend to think in terms of boundaries that
27 they can see. I think they can see the hillside on both sides
28 of the Napa Valley, and I think they also can relate to

1 wineries. I think based upon the previous testimony as well
2 as my experience, the basic wineries are within the valley
3 floor, mountain slopes, so the best of my knowledge, that was
4 not a part of the, of my little informal survey but the feeling
5 I have is that most of the consumers are quite happy with --
6 would be quite happy with the boundaries as proposed.

7 I think if there were other portions of the Napa Valley that
8 merited either a more intensive cultivation of the grape or
9 merited the establishment of a winery, additional wineries
10 beyond the Pope Valley Winery that does exist there. The
11 consumer is quite happy to recognize other portions of Napa
12 county. We see within Sonoma not just Sonoma Valley but --
13 admittedly it's a large county -- but we see at least three
14 other, Alexander, Russian River and Dry Creek, and the
15 possibility of a fifth -- (inaudible) so we see an analogy in
16 Sonoma that points to the possibility of a plurality of
17 viticultural areas within the county of Napa.

18 MR. HIGGINS: Thanks again.

19 MR. MAHER: Mr. John Thoreen.

20 MR. THOREEN: My name is John Thoreen. I speak to you as
21 a wine educator. I have for four years done business under
22 the name of The Wine Tutor. Have tried to make a profession of
23 it. I am a director of a national society of wine educators
24 which, incidentally, is a sign of the times, being just three,
25 four years old now -- has over 500 members around the country.
26 I do most of my wine educating right here. I live in the
27 center of the Napa Valley. By and large, my business consists
28 of taking very small groups of highly motivated wine buffs

1 all around the county. Driven thousands of miles with them
2 over the last four years. Crawled through a lot of the wineries
3 -- hopefully stood upright at the wineries -- and I say in a
4 sense of the very common -- that the appellation that is being
5 proposed makes a great deal of sense as I have to daily
6 explain to people what Napa Valley means. On a number of
7 occasions, I've taken these groups of people up over the ranch,
8 through Angwin, down into Pope Valley, and explained at the
9 same time that Pope Valley Winery, in fact, can say, if they
10 want to, Napa Valley on their label, and there is a sort of
11 prima facie, just a -- well, sometimes it's amused reaction,
12 sometimes it's a confused reaction, but clearly there is at
13 the most elementary level something wrong when you go over a
14 ridge and you're clearly in another valley, that the valley
15 you just left has its name appearing on the bottles coming out
16 of the second valley.

17 From my point of view, in terms of simple communication
18 and clarity ranging back to an earlier career in the field of
19 philosophy where the current school of the 20th century is
20 that the common language philosophers that fall back time and
21 time again on common sense that makes philosophers back away
22 from questions like, "Does God exist?" Simply because it's
23 very hard to make common sense out of the word God when you ask
24 enough questions, but we are not deciding anything quite as
25 important as that, but equally it's hard to make common sense
26 out of the Napa Valley to my particular clientele under the
27 conditions that I have explained to you, so if the technical
28 /

1 evidence, soils, climate, wine quality, in any way leans toward
2 defining the obvious visual for the most part, demarcations
3 of -- I urge you without hesitation to do that as a first step.
4 I anticipate but would not rush into further delineation of the
5 Napa Valley in the future, but that, I think, is a matter of
6 decades, if not generations before we've carefully enough
7 explored the potential of the valley and have had some time to
8 see how the wines develop. That's all I have. Thank you.

9 MR. HIGGINS: The visual reaction you described in taking
10 people to the Pope Valley as not being familiar with what kind
11 of reaction you may get when you go to Chiles Valley, is there
12 anything similar to that?

13 MR. THOREEN: The case has never happened to me. I,
14 myself, was first puzzled when Chiles Valley would, certainly
15 would be arguable on the same grounds as Pope Valley as was
16 included, but looking, in fact, as the testimony started out
17 this morning, at common sense definitions, that is, three or
18 four collegiate dictionaries, finding the common line of
19 watershed or water, the Napa River which is a ribbon down the
20 Napa Valley being fed by these regions make that certainly much
21 less a problem than, say, the case of Pope Valley. The Sonoma
22 county experience, in fact, I can't emphasize it enough.
23 I take these, the same group to Sonoma ridge -- to Sonoma county.
24 As we go over watershed or ridges or come into less clearly
25 defined areas, they are quite willing to accept and enjoy the
26 fact hearing we have just left Knights Valley and we are going
27 into Alexander Valley, we are going into Russian River. Here you
28 ~~can't -- I anticipate more of that becoming a part of wine~~

1 consumers, and the fact that the Napa Valley has had tremendous
2 clout over the years and the results of John's survey are
3 clearly understandable. I think it does not mean always going
4 to be the case. In fact, a trip to, I think, Boston, Washington
5 and New York recently by the Sonoma growers representing several
6 of those regions was met -- on reports that I have had with
7 most of those cities -- with great enthusiasm, and there has
8 been a -- we might not like it from the point of view of
9 marketing Napa Valley wines -- a certain erosion of that super
10 stature of Napa Valley. Some of my students, as keen as they
11 are, still come here sometimes thinking that most of the wine
12 in California is made in the Napa Valley. I think that
13 educationally we are going in a great -- around that point and
14 what is not thinkable now was not thinkable ten years ago when
15 there were around 30 wineries in Napa Valley with a hundred odd
16 wineries now, that conventional wine making, wine education,
17 will be another general happening in the next five years.

18 MR. HIGGINS: There is no questions? Thank you very much.

19 MR. MAHER: Mr. John Gay.

20 MR. GAY: Good morning. I am John Gay, executive vice
21 president and general manager of Custom Package Stores. We are
22 a corporation that has seven locations, retail wine and spirits
23 locations in Marin county and one in Napa, Napa county. I have
24 been 20 years in the business and 20 years coming to the Napa
25 Valley, business reasons and for family reasons, and I can state
26 without equivocation that the average wine consumer, my
27 customers, clearly understand what is meant when he asks for or
28 is told about Napa Valley. He understands the names of the

1 wineries; he knows them; he understands that the reputation of
2 these wineries is paramount in California, if not, of course,
3 in the United States as well.

4 Now naturally I have a broad based group of customers.
5 A group who are drinking more common wines and who are occasional
6 wine drinkers as distinguished from the professional wine
7 drinkers of which there are more, I think, in the northern
8 California area than most other parts of the United States.
9 Both groups, both kinds of customers, clearly understand that
10 the Napa Valley is a distinct and unique region of wine
11 production in California and the United States. I think that's
12 important, and I think it is important not only from the point
13 of view of their understanding of the qualitative differences
14 that might exist and do exist between Napa Valley and other
15 areas, but also it is important from the point of view of
16 allowing those customers to make intelligent buying decisions.

17 We have today certainly in California so many winery
18 labels, so many wineries producing wine, so many retailers such
19 as ours who have wines produced under our own labels or labels
20 which we control, that unless a customer is truly a student
21 of wine, he or she will have a difficult time making an
22 intelligent choice. Indeed, a customer can and usually does
23 respond to whatever advertising or marketing tools have been
24 employed to promote a particular brand, but the fact still
25 remains there are an awful lot of customers who are occasional
26 wine buyers, just perhaps coming into the main stream of the
27 social phenomenon known as wine drinking and those customers

28 /

1 need, it seems to me, to have a testimony to the quality of
2 the wine under whatever brand name it is that they are thinking
3 about buying. I think that a Napa Valley appellation would
4 serve very well as a badge. I think somebody might have even
5 said it earlier -- a badge or a symbol of authenticity, proof
6 positive that the wine in this bottle under this brand was made
7 from grapes grown in a specific limited geographical area.

8 The more that the explosion of the wine business continues
9 and the more there are labels to choose from, the more important
10 will this concept be. I look forward to the day, however
11 distant it may be, when, in fact, the names that we presently
12 see on labels not just in the Napa Valley such as Mountain
13 Burgundy or Red Table Wine will be supplanted by a very simple
14 name which will carry with it a very high degree of
15 confidentiality from the point of view of the buying customer,
16 the buying consumer, and that name will be Napa Valley Red,
17 Napa Valley White, Napa Valley Rose, and it will be a meaningful
18 kind of documentation of what is in the bottle.

19 Now I haven't conducted any surveys. I speak only as a
20 retailer. The most important survey, of course, is my sale
21 results, and I'm not going to try to go into those because I
22 don't think that's important to you, but I do think it is
23 important that we take steps wherever we can as members of this
24 industry to try to make it easy for the customer to make an
25 intelligent buying decision, and on that basis, among others,
26 but on that and in the most important vain, I support this
27 present proposal for the appellation of Napa Valley. Thank you.

28 ~~MR. HIGGINS: You're familiar with the petitioned area?~~

1 MR. GAY: I am.

2 MR. HIGGINS: And also familiar with the fact that some
3 grapes from other vineyards outside those areas are currently
4 and obviously legally marketed as Napa Valley wines -- some of
5 those grapes would be excluded from carrying this appellation
6 if we were to approve the area as petitioned. Do you think
7 that would be to the detriment of those consumers that you
8 talked about?

9 MR. GAY: Well, you put me in a precarious position here
10 because I do business with wineries that are outside the
11 limited area here. I don't think it would do damage to the
12 consumer insofar as any one of those wineries that falls within
13 this proposed area is capable of producing fine wines without
14 using grapes grown out of the proposed area. I don't want to
15 make that sound as necessarily an endorsement or a kind of
16 statement against those who produce wines from outside the
17 valley, not at all, but, no, it would not -- it would not be
18 unfair to the consumer from the consumer point of view, and
19 that is really the only position from which I think I wish to
20 speak.

21 MR. HIGGINS: I think you answered that very diplomatically.
22 Thank you very much.

23 MR. MAHER: I am still Dick Maher. I would like to read
24 in the record a telex from my owner. We are a company doing
25 business as Beringer Vineyards. However, a license that you
26 issue is in the name of Wine World.

27 "Attention Mr. R.L. Maher. I am very interested
28 about the Napa Appellation Hearings on next week.

1 Would you represent me at that important meeting
2 and transmit to President Charles Carpy what
3 follows: Mr. Charles Carpy, president Napa Valley
4 Vintners, St. Helena, California, dear Mr. Carpy,
5 I regret that I am unable to accept your
6 organization's invitation to testify at the
7 appellation hearings next week. However, please
8 convey my thoughts to the authorities regarding our
9 investment in Beringer and the Napa Valley wine
10 business. When my family first started to think of
11 the California wine business, we were only interested
12 in the Napa Valley area. For us in France, Napa
13 Valley wines have been the standard of excellence
14 for U.S. wines and are well known in Europe also.
15 If Beringer had not been located in the Napa Valley
16 we would not have invested in the business.
17 Very truly yours, John Pierre Labruyere, owner
18 Wine World, Inc."

19 Mr. Higgins, I note at this time it is 12:00 O'Clock, and I am
20 sure some of us are hungry. More importantly, our engineer who
21 is going to talk about the map has not arrived. I wonder if it
22 might be proper to ask for a recess.

23 MR. HIGGINS: Yes, I think it would, Dick. Let's take the
24 statement from the owner of Wine World as Exhibit Number 5, and
25 let's break until -- let's break until 1:15. We will resume
26 again at 1:15.

27 (Whereupon, at this time the noon recess was taken)

28 ~~MR. HIGGINS: The hearing will now resume. We have just,~~

1 I think, two more individuals left in the Napa Valley Vintners/
2 Napa Valley Grape Growers presentation, Mr. Gordon Johnson,
3 I think, and Dick, you will sum it up. Mr. Gordon Johnson.

4 MR. JOHNSON: I am Gordon Johnson, engineer with Edward P.
5 Schwafel engineering firm in Vallejo, California. I am a
6 licensed professional engineer, having been registered in the
7 State of California in 1963 and been in private practice since
8 that date. Our firm was contacted and requested to prepare an
9 outline of the watershed of the Napa Valley and to prepare this
10 on the basis of U.S.G.S. quad sheet. We obtained the quad sheet
11 from the U.S.G.S. office in Menlo Park and proceeded to outline
12 the Napa Valley watershed.

13 We carefully -- well, the first thing we did was prepare
14 the mosaic of the various quads. There's 15 or 20 different
15 quad sheets in there, and then proceeded to outline the watershed.
16 The western boundary is the Napa county line which is the line
17 between Sonoma county and Napa county and constitutes the ridge
18 line between these two counties. Along the west line, everything
19 to the east of that would flow into the Napa River. The line,
20 the eastern line again is a ridge line. It's not a, any
21 political boundary line, just simply a ridge line and delineates
22 the watershed into the, into the Napa River.

23 We were asked to make the Suscol ridge, which is the black
24 line across the bottom, make that the south boundary for a
25 couple of reasons. One, to my knowledge, there are no
26 existing grape growing areas south of that line, and furthermore,
27 that constitutes a good natural boundary. It's a ridge line
28 and we took that line to the Napa River, along the Napa River

1 to the Napa slough, and again to the ridge line along the
2 west line. I think that completes pretty well the outline of
3 the large U.S.G.S. quad sheet.

4 The second map we prepared is a smaller one, again placed
5 on the U.S.G.S. quad sheet but large reduction of the original
6 quad, and then outlined basically the same boundary on that.
7 The second map was prepared because there were a number of
8 people and/or organizations wanting prints and it was an easier
9 map to prepare.

10 Again, I would like to mention that the outline we have
11 prepared is the outline of the Napa Valley and it affects the
12 watershed, and I think that's about all I have unless there are
13 some questions.

14 MR. DRAKE: On the western boundary, the ridge line which
15 is also the county line, those are natural and political
16 subdivisions of the same line?

17 MR. JOHNSON: Yes, sir.

18 MR. HIGGINS: These lines you established, are these
19 something you would visually see? I mean, in terms of, if you
20 drove along that area you would see where it -- what's included
21 in and what's included out?

22 MR. JOHNSON: Yes, they are. You could trace these out on
23 the ground very easily.

24 MR. MINTON: If you started from the valley floor and went
25 east, could you really tell which ridge line was the watershed
26 line down here where you have Chiles Valley over several ridge
27 lines?

28 MR. JOHNSON: There are some ridges in there and you would

1 probably have to utilize this map in conjunction with a ground
2 reconnaissance of the area.

3 MR. MINTON: But you really couldn't just visually driving
4 through there?

5 MR. JOHNSON: You could if you were familiar enough with
6 the area, but you would have to be pretty familiar with that
7 area to do it, but again, rainfall dropping just on this side of
8 the east line drains into the Napa River. If rain falls on the
9 other side of the line, on the east side of the east line,
10 drains away from the Napa River.

11 MR. MINTON: I have a request. Would you provide the
12 panel -- mail it to us or something -- with a list of the names
13 of the quad sheets you used to make this?

14 MR. JOHNSON: Yes, sir.

15 MR. MINTON: Okay.

16 MR. HIGGINS: Any other questions? Thank you.

17 MR. DRAKE: I have one more on the southern ridge line.
18 How did you arrive at the southern boundary again?

19 MR. JOHNSON: Our client, Napa Valley Grape Growers
20 Association, requested that we set the line along that particular
21 ridge line, and as I mentioned, for a couple of reasons.
22 One, the lack of grape growing area south of that line, and plus
23 the fact that it is a natural boundary. If a boundary line is
24 set south of that line, you do not have a natural boundary to
25 follow.

26 MR. MINTON: Watershed of the Napa River does go south of
27 that boundary?

28 MR. JOHNSON: Yes. It depends, depends on where you want

1 to call the Napa River and Mare Island Strait, Carquinez
2 Strait, so forth. They run into -- together.

3 MR. HIGGINS: Thank you, Mr. Johnson.

4 MR. MAHER: Perhaps, Mr. Minton, you were asking about
5 that lower area -- when you look at your criteria and the first
6 one, the fact that Napa Valley is known -- when you look at
7 either current evidence or historical evidence, no evidence of
8 grape growing down in that area. When you further look at how
9 you define a viticultural area which, I believe -- features, it
10 makes sense to go ahead and pick out a natural beginning and
11 natural end; consequently, we chose Suscol ridge and that was
12 arbitrary but was arbitrary when looking at other criteria
13 that we have.

14 One suggestion in closing. I hope, gentlemen of the BATF
15 panel, if you have time, might be appropriate to take a drive
16 through the valley, not only Napa Valley but some of the other
17 valleys so you can get a feel for yourself because we feel we
18 are on the verge of a history-making decision. Want to make
19 sure in every way -- let's go back to the criteria that you
20 yourselves set up. We have -- let's start at the bottom.
21 Probably easier. We have provided you with a map. On that map
22 there are specific boundaries. We have gone ahead, given you
23 evidence as relating to the distinguishing geographical features.
24 Talked about soil, talked about the features of them; talked
25 about climatology. Not only that, taken all these factors
26 affecting grapes, eventually wineries -- once again what we
27 are after, appellation for the Napa Valley.

28 /

1 We have evidenced boundaries as specified. We have
2 evidenced Napa Valley is known both currently and historically
3 in the state but also around the world. Two other factors very
4 key in this. One are the prices paid for Napa Valley grapes
5 when you look at the prices paid in the state of California for
6 grapes. The second thing is the huge number of visitors that
7 come to our valley. They do not come to other valleys.
8 They do not go to the San Joaquin Valley to see grapes growing.
9 They do not go to Pope Valley. They come to the Napa Valley.
10 In fact, talked to an awful lot of people, say, "Where you
11 going?" "We are going to the valley." No explanation needed.
12 They're talking about coming up to the Napa Valley.

13 I think that without a doubt we have gone ahead and
14 established -- we have answered all your criteria. Historically
15 we have been known, currently known. Our wines command some
16 of the highest prices for wines made in California. We also
17 compete on a worldwide basis. We are known on an international
18 level. We have satisfied every criteria you have set up.
19 Certainly hope that we can be benefactors of the Napa Valley
20 appellation.

21 In closing, just like to say a few words about timing.
22 As you know, crush coming on. We have new regulations that take
23 place in 1983, and we certainly hope that we will be able to
24 get a ruling from you within the reasonable foreseeable future.
25 If there are any further questions, if you have questions at a
26 later date, if you will please submit them to Mr. Carpy, happy
27 to answer them in writing.

28 MR. HIGGINS: Yes, I have a couple questions I would like

1 to ask. One is that are there any existing vineyards which
2 straddle the proposed boundaries that you have?

3 MR. MAHER: I assume yes, I believe that there are.
4 In our proposal would be those boundaries, those ones which
5 straddle would be in the Napa Valley provided they are still
6 within the county. I don't know how you gentlemen like to
7 wrestle with a vineyard that straddles the county line.
8 I think we will let you handle that one.

9 MR. HIGGINS: Thank you. Second, we've heard some
10 testimony that there are some number of vineyards that presently
11 are entitled to use Napa Valley as an appellation that would
12 not be so entitled if we were to approve the petition as is.
13 Do you have any idea the percentage of the grapes that we are
14 talking about that currently go into those things that are
15 labeled Napa Valley that would be excluded if we were to accept
16 the petition as is?

17 MR. MAHER: No, I don't. That might be very tough.
18 I'd say we'd research it but I don't know how you do that.
19 You have to go through individual winery records. Maybe the
20 people from the east side would be able to give you a little
21 more information.

22 MR. HIGGINS: Okay. I think you told us in the
23 introduction this was not a unanimous vote of your association?

24 MR. MAHER: I believe it represented 97 out of a hundred
25 thirteen of the grape growers. I think that roughly a hundred
26 thirteen out of 165 voted. It would be unanimous, I believe,
27 in the Napa Valley Vintners, though we had an awful lot of
28 discussion, so it clearly is representing the majority of the

1 members, and more importantly, the majority of the grapes
2 crushed in the valley and majority of the wine made from Napa
3 Valley grapes which, I think, should be the overriding criteria.

4 MS. PORTNEY: Can you just tell us in summary what you
5 feel the overall affects would be of approving a Napa Valley
6 viticultural area that had broader boundaries than the one
7 proposed? I don't necessarily mean the entire county but a,
8 nevertheless, boundary that included more of the grape growing
9 land than just the watershed area you have proposed?

10 MR. MAHER: What do I think the affect would be?

11 MS. PORTNEY: Yes. In terms of the affect on consumers,
12 their ability to purchase wine that they feel they know the
13 identity of?

14 MR. MAHER: I think it would put the BATF in a rather
15 embarrassing position defining something not of the valley.
16 Had that problem in the past, that grapes currently can be, you
17 know, bottled in and marketed under the Napa Valley. I think
18 in the state of consumerism, behooves all of us to make sure
19 definitions we give to the public very accurate, very precise,
20 can be easily distinguished. As far as the consumer, inclusion
21 of other areas might work to a slight benefit because, let's
22 face it, be a few more grapes available that can be labeled
23 from the Napa Valley area, but I can see no -- I can't see any
24 great advantage to the consumer. I guess there is a trade off
25 of that versus how do they know what is the Napa Valley.
26 If you stop there, you can go further north, further south or
27 further east or further west. I think what we are trying to do
28 is operate within the context what we present to the consumer.

1 is easily definable and, you know, meets your other criteria.

2 MR. HIGGINS: Thank you very much.

3 MR. MAHER: Thank you.

4 MR. HIGGINS: That concludes, I think, your presentation,
5 Dick, and those of the other members. At this time like to
6 start a presentation which is also a joint presentation on
7 behalf of the Eastern Napa County Growers. The first speaker
8 that we have scheduled is Mr. William Demarest. Mr. Rod
9 Freebairn-Smith will make just a few introduction comments.
10 Then we will move in.

11 MR. FREEBAIRN-SMITH: Mr. Chairman, members of the panel
12 and audience: My name is Rod Freebairn-Smith. I am an
13 architect and planning consultant with offices at 300 Broadway
14 in San Francisco.

15 I am representing today a committee of grape growers, land-
16 owners and citizens concerned with grape, wine and agricultural
17 values in the eastern valleys of Napa county. Over the past
18 eight months I have coordinated the efforts of many more people
19 than you will hear today, people directly affected by the coming
20 BATF ruling, and I wish to thank them all for their contributions
21 and for the agenda time BATF has given this important matter.
22 We have a lot of material to present, and we will try to be as
23 condensed in our testimony as possible. We will present an
24 overview, a precise boundary for the viticultural zone, historical
25 and viticultural evidence to support it, and testimony from
26 growers, vintners, special consultants, and county residents.

27 We are here in response to the Bureau's specific request to
28 ~~consider a Napa Valley viticultural zone that includes the~~

1 smaller valleys east of the Napa River's watershed line.
2 There are about a dozen valleys today producing wine labeled
3 "Napa Valley," and that number varies from various interpretations
4 from less than a dozen to as many as 20, but I think a dozen is
5 a fair description. Our presentation will provide information
6 giving BATF confidence to recognize all those valleys in their
7 boundary determinations ahead; confidence that both their
8 viticultural and historic criteria will have been met. In doing
9 so, we will advocate a zone relatively free of local controversy,
10 a zone fair to consumers, one that will be administratively
11 clear-cut, and one respectful of the rights of all members of
12 the county's wine industry.

13 Our speakers will introduce themselves. We won't use a
14 master of ceremonies style. They will give their qualifications
15 and their reasons for testifying.

16 Efforts to continue the logic of including all of this
17 county's vineyards within the general "Napa Valley" appellation
18 date long before this hearing back to and including BATF hearings
19 in 1976. Today's presentation has been discussed with all the
20 major elements of the Napa county wine industry, and with the
21 cooperation of BATF technical staff. I believe it is fair to
22 say that the majority of growers and vintners in Napa county
23 would welcome BATF decision to hold together, as it is today,
24 this famous and historic grape producing area.

25 With those comments, I would like to pass it on to Bill
26 Demarest, our attorney.

27 MR. HIGGINS: Okay.

28 ~~MR. DEMAREST: Good afternoon. My name is William F.~~

1 Demarest, Jr. I am an attorney with the law firm of Foreman,
2 Dyess, Prewett, Rosenberg and Henderson in Washington, D.C.
3 I would like to make a few preparatory comments before reading
4 my statement and just observe that I think there is a real
5 importance here for the BATF to focus on the minority rights
6 that I believe are being run over. With that comment, I will go
7 to my prepared statement.

8 By way of background, the Eastern Valley Growers have
9 wrestled long and hard with the at times conflicting standards
10 for delineating an American viticultural area as set forth in the
11 BATF's regulations. As we interpret these regulations, the
12 BATF's objective appears to be to establish a viticultural
13 area based upon viticulturally significant characteristics.
14 For reasons of administrability, however, the BATF's regulations
15 require that the specific boundaries of a viticultural area
16 appear on a USGS map. Thus, an immediate conflict is likely to
17 exist -- many viticulturally significant factors, for example,
18 soil types, temperature and rainfall patterns do not always limit
19 themselves to geographic features appearing on USGS maps.

20 Additionally, the BATF's regulations properly require
21 that a viticultural area be currently or historically
22 recognized as such. We believe this requirement to be most
23 important to protection of the interests of the ordinary wine
24 consumer -- an interest which we believe BATF is charged by
25 statute with protecting. However, an area traditionally
26 recognized as a single viticultural area may or may not
27 coincide precisely with an area defined by purely viticultural
28 characteristics. In fact, the latter is often likely to be the

1 case.

2 Thus, another conflict in the application of the BATF
3 regulatory requirements to a specific set of historical and
4 viticultural circumstances is likely to present itself.

5 The challenge which this panel faces is to identify a
6 single area which, one, possesses one or more viticulturally
7 significant common characteristics; two, which is currently
8 and/or historically recognized as a viticultural area identified
9 by the proposed name; and, three, the boundaries of which
10 appear on a USGS map. In responding to this challenge,
11 balancing of competing considerations through the sound
12 exercise of agency discretion will certainly be required.

13 It is the hope of the Eastern Valley Growers of Napa Valley
14 grapes to provide whatever assistance we can to the BATF.
15 We hope to share with you the experience we have gained in
16 attempting to balance the requirements of the BATF regulations
17 and in applying them to the historical Napa Valley grape
18 growing region. We believe this panel can benefit from the
19 knowledge we have gained and, indeed, that some of the ideas
20 which we have developed regarding the ways in which the competing
21 BATF regulatory requirements may be balanced will be of
22 assistance to you.

23 To this end, specific evidence of viticultural characteristics
24 of the watershed area and the historical Napa Valley grape
25 growing region will be offered. We will propose to you a
26 specific alternative to the watershed proposal; an alternative
27 we believe more nearly harmonizes the requirements of the BATF
28 regulations. Historical evidence supported by numerous exhibits,

1 will also be offered in support of a Napa Valley viticultural
2 zone including the eastern valleys of the historical Napa Valley
3 grape growing region. The inclusion of these eastern valleys
4 in a Napa Valley viticultural area will be shown to be
5 appropriate since these valleys, one, are viticulturally
6 indistinguishable from areas included within the watershed
7 proposal; and, two, have historically produced Napa Valley grapes.

8 We have prepared a number of maps to visually supplement
9 this testimony. Expert witnesses will testify regarding both
10 viticultural and historical issues.

11 In addition, a number of individual Eastern Valley Growers
12 will present specific, detailed testimony to supplement the
13 more general evidence of the viticultural characteristics of
14 and historical use of the Napa Valley appellation by the eastern
15 valleys of Napa county. Before summarizing the major points of
16 the testimony to follow, I would like to make a few observations
17 which we believe are significant to establishment of a Napa
18 Valley viticultural area.

19 First, Napa Valley may be a specific case for the BATF.
20 The Napa Valley appellation of origin is probably the single
21 most well-recognized wine appellation in the United States.
22 Napa Valley wines, like no other domestic wines, enjoy a
23 national and international reputation. Napa county thus possesses
24 a viticultural significance surpassing that of any other region.
25 As a consequence, the significance of the BATF's decision is
26 likely to be far greater than that of any other viticultural
27 area designation.

1 Moreover, the long history of the use of the Napa Valley
2 appellation of origin is likely to be the basis for potentially
3 greater conflicts between the requirements of the BATF
4 regulations. The need for flexibility in the informed
5 exercise of agency discretion is greatest in such circumstances.
6 Such flexibility may be justified, however, on the basis of the
7 special circumstances presented in Napa and need not be viewed
8 as establishing a dangerous or undesirable precedent for areas
9 which do not possess the unusual combination of viticultural
10 and historical factors which have come to characterize the
11 Napa Valley wine producing and grape growing region.

12 A second, and not unrelated, observation has to do with
13 the name "Napa Valley" -- what does it mean? Before you can
14 decide the area which the name identifies, you must decide in
15 whose use of the term you are interested. The term "Napa Valley"
16 may mean different things to different persons -- it may identify
17 different areas.

18 The Eastern Valley Growers of Napa Valley grapes believe
19 that it is the common understanding of the ordinary consumer of
20 Napa Valley wine which should be of interest to BATF. We do not
21 believe that the BATF can properly discharge its responsibility
22 to protect wine consumers by tailoring its viticultural area
23 designations to the very limited, perhaps even eccentric,
24 understanding of wine connoisseurs. Nor can the BATF discharge
25 this responsibility by application of a rigid geological
26 definition of the Napa Valley based upon concepts and standards
27 foreign to the meaning of the term Napa Valley as it is
28 understood by ordinary consumers of Napa Valley wine. After all,

1 the notion that the Napa Valley viticultural area presents a
2 special case is in large part a reflection of the fact that
3 ordinary wine consumers have attached significance to this
4 appellation. And when these consumers request Napa Valley wine,
5 what do they believe they are getting? Wine produced from
6 grapes grown in the traditional Napa Valley grape growing region.

7 This argument is important for two very different reasons,
8 both of which are directly related to BATF's consumer protection
9 charter.

10 First, one can identify several potential viticultural
11 areas within the Napa Valley proper. Designation of each could
12 place different emphasis upon different viticultural
13 characteristics. However, each such limited viticultural area
14 could lay equal claim to the name "Napa Valley." Designation
15 of any one of these would violate the requirement of the
16 BATF's regulations that the area designated with an appellation
17 be the same area as is recognized by ordinary wine consumers
18 as being represented by the name of the appellation. Satisfaction
19 of this requirement is essential to preventing consumer
20 confusion by substituting a new and narrower meaning for a
21 well-known and widely used identifying name. We believe BATF
22 must protect ordinary consumers of Napa Valley wine from both
23 unwarranted expansion and unwarranted contraction of the area
24 historically covered by a well-known appellation of origin.
25 The ordinary wine consumer has come to rely upon the Napa
26 Valley appellation as indicating a source of wines of
27 consistently fine quality and characteristic flavor. I doubt
28 ~~very much that the ordinary wine consumer knows much more than~~

Tape #7

1 that Napa Valley identifies an area of unspecified extent from
2 which Napa Valley wines have been produced. Thus, the
3 significance of the Napa Valley appellation as currently and
4 historically used is tautological -- it means whatever it means
5 to ordinary wine consumers; and to ordinary wine consumers it
6 means no more nor no less than that the wine was produced from
7 grapes grown in the region from which Napa Valley wines have
8 been traditionally produced. To change this meaning without
9 notice to the ordinary wine consumer of the change, would be
10 inherently misleading and generate unwarranted consumer
11 confusion.

12 Secondly, if the viticultural area designated by BATF as
13 Napa Valley for appellation of origin purposes is significantly
14 smaller than the area which has traditionally grown grapes for
15 production of Napa Valley wines, there will be less Napa Valley
16 wine available to meet the demand presently satisfied by wine
17 produced from grapes grown throughout the larger area. This
18 will result in an artificially induced supply/demand imbalance
19 which will drive up the price of the smaller quantity of Napa
20 Valley wine available to meet consumer demand. Consumers will
21 pay more for no reason.

22 Indeed, if David Pursglove is correct, consumers of Napa
23 Valley wine could pay more for less, for lower quality wine.
24 Writing in the April, 1980 issue of Washington Calendar
25 Magazine, Mr. Pursglove acknowledges the theory that the
26 smaller an appellation of origin the better the wine. He goes
27 on, however, to reject this theory and advances a counter theory
28 ~~to which he personally subscribes, i.e., that, quote, a broad~~

1 appellation could mean a better wine because the winery can go
2 wherever necessary to buy the best grapes with the special
3 characteristics the winery desires for a given wine, end quote.
4 We believe the BATF should not lose sight of this consideration
5 in the face of possible efforts to narrowly restrict the limits
6 of the Napa Valley viticultural area.

7 The testimony to follow will focus on the viticultural
8 characteristics of the Napa Valley grape growing region as
9 well as the historical evidence regarding the use of the term
10 Napa Valley as an appellation of origin. This testimony will
11 support the conclusion that a range of viticultural
12 characteristics distinguish the historical grape growing regions
13 within Napa county, all of which have to date been authorized
14 to use the Napa Valley appellation from the nearby grape growing
15 regions of Sonoma, Lake, Yolo and Solano counties. This
16 testimony will also reveal the fact that within the watershed
17 of the Napa River a range of viticultural characteristics
18 nevertheless exists. We do not contend that this range of
19 viticultural characteristics precludes designation of an area
20 characterized by these features as a viticultural area.
21 Rather, we contend that the range of these characteristics is
22 sufficiently narrow so as to permit the BATF to utilize the
23 totality of these viticultural traits, rather than any single
24 one, to describe a viticultural area. More importantly,
25 however, we contend that the significant viticultural
26 characteristics of the eastern valleys of Napa county fall
27 squarely within the ranges of the various viticultural traits
28 ~~found within the Napa River watershed.~~ Thus, we believe no

1 viticultural basis exists for excluding these eastern valleys
2 from the Napa Valley viticultural area.

3 Following witnesses will present detailed evidence of the
4 fact that many excellent wines have been produced in part at
5 least from grapes grown in the eastern valleys of Napa and
6 marketed under the Napa Valley appellation. This testimony
7 will confirm the historically significant fact that traditionally
8 grapes grown anywhere in Napa county have been called Napa
9 Valley grapes; and that wines produced from grapes grown anywhere
10 in Napa have been entitled to use the appellation Napa Valley.
11 Again, to quote David Pursglove's description of the meaning of
12 the Napa Valley appellation, he says, quote, the Napa Valley
13 appellation means all the grapes were grown in Napa, closed
14 quotes.

15 In view of this fact, the historical foundation of the
16 watershed proposal is seriously deficient -- not because the
17 watershed area has not been known by the Napa Valley appellation,
18 but rather because the watershed proposal excludes viticulturally
19 indistinguishable areas which can lay equal claim to the Napa
20 Valley appellation by reason of historical sales.

21 As the foregoing suggests, we believe a careful balancing
22 of historical and viticultural factors will be required by
23 BATF. We suggest that two somewhat different approaches may
24 be utilized to reach the same result. In one conceptual
25 approach, one begins with an unspecified area possessing a set
26 of common viticultural traits. Portions of this area are then
27 eliminated if they do not meet the historical and/or current
28 evidence test as well. Under this approach, viticulturally

1 dissimilar areas of Napa county, for example, the hotter, steep
2 and dry regions of the northeast corner of the county may be
3 eliminated. Other areas may be eliminated on the basis of
4 differences in soil types or other viticultural factors.
5 Then the historical evidence test is applied to further reduce
6 the size of the viticultural area so as to conform to the
7 multiple independent standards imposed by BATF. In this case
8 the application of the historical evidence test would eliminate
9 areas immediately outside Napa county which, while sharing one
10 or more of the viticultural factors which characterize the
11 historical grape growing region of Napa county, do not satisfy
12 the historical and/or current evidence test.

13 Another conceptual approach will yield the same result.
14 Under this approach, one begins with the present informal
15 appellation area-Napa county. Viticulturally dissimilar areas
16 are then eliminated until a historically justified area
17 possessing common viticulturally significant characteristics
18 is found.

19 Of course, in each approach some modification of the
20 theoretical boundaries will be required in order to define
21 these boundaries in terms of features found on a U.S.G.S. map.
22 And in this modification BATF should consider elements of
23 administrative feasibility. We believe, however, that whichever
24 approach is followed, the result will be the same-the Napa Valley
25 viticultural area will include the eastern valleys of Napa
26 county and follow borders generally similar to those we will
27 soon outline to you.

1 At this point it must be stressed that we are not
2 proposing an unauthorized grandfathering of vineyards or areas
3 based solely on historical sales. Grandfathering, as the term
4 is understood by us, would incorporate a viticultural area
5 noncontiguous grape producing areas -- pardon me -- would
6 incorporate within a viticultural area noncontiguous grape
7 producing areas of dissimilar viticultural characteristics
8 solely because some grapes from this acreage had been used in
9 blending Napa Valley wines. Our proposal does not involve
10 grandfathering because we satisfy the requirement of sharing
11 common viticultural traits with the remainder of the contiguous
12 appellation area. Moreover, the historical evidence upon which
13 we will rely is not merely occasional sales of grapes which
14 were used in blending a Napa Valley wine but which were not
15 counted as satisfying the requirement that 51 percent of the
16 wine be produced from grapes grown in the Napa region, i.e.,
17 Napa county. Rather, the historical evidence which we will
18 present and rely upon includes grape sales in which no
19 differentiation was made between Napa River watershed grapes
20 and eastern valley grapes for purposes of compliance with the
21 requirements of the Napa Valley appellation. For these reasons
22 our proposal to include the eastern valleys of Napa county is
23 not an effort to circumvent BATF's rule against grandfathering.

24 One final set of observations is in order as part of this
25 overview presentation in response to suggestions that a Napa
26 Valley appellation should apply to a valley. It might be
27 observed at this point that I think the presentation this morning
28 ~~was significant as much for what was not said, what only came~~

1 out under questioning, as to what was said. Some proponents
2 of the watershed have suggested that a valley is synonymous
3 with a watershed. In reality, however, the common understanding
4 of the word "valley" does not equate a valley with a watershed.
5 Many examples exist of valleys, for example, the Sacramento
6 Valley, drained by more than one river. Indeed, within Napa
7 county, the Chiles Valley is drained partly by the Napa River
8 watershed and partly through Lake Berryessa. Moreover, the
9 watershed area of any river system includes mountainous regions
10 not usually considered part of the valley. Thus, the Sacramento
11 Valley is not normally thought of as extending into Oregon,
12 although the Sacramento River watershed does. The Mississippi
13 River valley is not usually thought to include half of the
14 Appalachian Mountains as well as most of the Rocky Mountains
15 east of the Continental Divide. Yosemite Valley is not thought
16 of as the high plateau mountainous watershed areas which feed
17 the spectacular waterfalls that plunge into the valley.

18 An additional problem with the contention that a Napa
19 Valley appellation should describe a watershed valley is that
20 this theory places undue emphasis on textbook definitions.
21 If one asserts that a Napa Valley appellation is inherently
22 misleading unless it defines a valley, the watershed proposal
23 fails this test if the word valley is used in its normal sense.
24 Mr. Carpy invited you to, "Step outside and look at our valley."
25 I ask you to do the same because when you visit the Napa Valley
26 proper and stand on the valley floor, the valley is defined by
27 ridge lines to the east and west. But the ridge line which the
28 visitor sees to the east is not necessarily the ridge line which

1 defines the watershed of the Napa River. As often as not, the
2 eastern ridge line visible from the valley floor is not the
3 boundary which defines the watershed.

4 Furthermore, the watershed of the Napa River includes all
5 or part of several separate valleys. These valleys would not
6 normally be considered integral to the Napa Valley, although for
7 agricultural, and especially grape growing purposes, the produce
8 of these valleys would be considered produce of the Napa Valley.
9 And in this case, these valleys share the same historical
10 character as the eastern valleys of Napa county which, while
11 not part of the watershed of the Napa River, have traditionally
12 been treated as producing Napa Valley agricultural produce,
13 especially grapes.

14 The point of the foregoing is that BATF should not become
15 hung up on the valley element of the Napa Valley appellation.
16 Rather, BATF should use the Napa Valley name in its traditional
17 viticultural sense. We believe little good will be served by
18 attempts to dissect this world renowned appellation or by efforts
19 to unduly emphasize geography textbook definitions which bear
20 little relationship to the viticultural significance of the
21 appellation as it is used by ordinary wine consumers.

22 At this point I would like to take an opportunity to respond
23 to a couple of the comments which were raised this morning.
24 As I have suggested, what was not said or only came out under
25 questioning is as important as what was said. For example,
26 much ado is made about the combined efforts of the Napa Valley
27 Grape Growers Association and the Napa Valley Vintners Association
28 to submit the watershed proposal. Why is it that no one mentioned

1 the fact that membership in both organizations is open to any
2 grower or vintner respectively in Napa county. Why is that?
3 I wonder. Mr. Thompson, the historian, expressed the opinion
4 that public perception of Napa Valley is the watershed of the
5 Napa River. However, as the questioning indicated, Mr. Thompson's
6 research focused on Napa Valley wineries rather than Napa grape
7 growing history. Additionally, among the authorities cited by
8 Mr. Thompson is the Guide to California Wines by John Melville.
9 He relied on it. This is the book. On page 76 of this book,
10 Mr. Melville begins a discussion of the Napa Valley/Solano
11 district. Let me read to what Mr. Melville, Mr. Thompson's
12 expert, has to say. "From a viticultural point of view, Napa
13 county and Napa Valley are interchangeable terms for it is from
14 the valley and its bordering hillsides that the county's famed
15 wine originate." This goes to show the confusion which has
16 been generated over the years as to the meaning of Napa county
17 produce and Napa Valley produce, and as Mr. Melville has
18 explained, the use of the terms in a viticultural sense has
19 been interchangeable. Mr. Thompson also indicated that, to his
20 knowledge, no vineyard outside of the Napa River watershed has
21 used the Napa Valley appellation for production of wine
22 exclusively from that vineyard. We'll have testimony tomorrow
23 which will go into greater detail. However, I would like to
24 submit to you at this point a label from Pope Valley's 1978
25 Napa Valley dry chenin blanc. This wine was produced from the
26 Offner Vineyard. There is on the label the following statement:
27 "The grapes for this wine came from the Offner Vineyard on the
28 eastern slope of Howell Mountain in Pope Valley." The rest of

1 the information goes on to explain how the grapes were
2 produced, harvested and fermented. This label was approved by
3 the BATF. It clearly states that the wine was produced from
4 grapes grown in Pope Valley outside the Napa Valley watershed
5 and, nonetheless, the Napa Valley appellation appears
6 conspicuously on the label.

7 Mr. Hamilton, the weather expert, made a number of
8 conclusions which, I believe, are subject to challenge. In fact,
9 as an admission of the data weaknesses on which he relies,
10 he characterized his own analysis as, quote, subjective, end
11 quotes. I would like to see some objective analysis. I think
12 it should be pointed out that the averaging of the eastern
13 valleys and other areas of Napa county to support the conclusion
14 that these areas were warmer and drier is an unfair comparison
15 because Mr. Hamilton included the far northeastern corner of
16 Napa county which proposed to exclude from a Napa Valley
17 appellation because of its markedly warmer and drier climate
18 but to include this area with the grape producing area of the
19 eastern valleys of Napa county, discussed the comparison.
20 Additionally, in one temperature made by Mr. Hamilton, he
21 compared three stations in Napa Valley proper with three in
22 eastern areas, to use his term, interestingly, he included in
23 those three eastern stations a station in Chiles Valley.
24 Chiles Valley is itself part of the watershed. I guess Mr.
25 Hamilton is unaware of that fact. At least, it's a startling
26 inconsistency in his testimony. In addition, Mr. Hamilton
27 points out some of the temperature problems of Pope Valley,
28 particularly, the cold temperature problems. As the testimony

1 presented tomorrow will show, the station relied upon by Mr.
2 Hamilton is placed at the lowest point in the valley. That is
3 an abnormal cold point. Why is this? Simple. It gives to the
4 growers of grapes in there, the remainder of the valley,
5 advanced warning of the onset of frost. One doesn't put a
6 measuring station in a warm spot if the purpose of the
7 measuring station is to alert one to the onset of frost. But
8 one should not use a station of that purpose to make a comparison
9 when that comparison does not result in an accurate or fair
10 picture of the true climate characteristics of the area
11 surrounding the station.

12 Mr. Begg, the soil expert, conceded that he couldn't speak
13 to the quality of the grapes produced from the various soils
14 and, importantly, he stated under questioning, quote, no
15 distinctive difference in soil for purposes of growing grapes,
16 closed quotes, existed between the watershed soil and the
17 eastern valley of Napa county. Also under questioning, he
18 conceded that Chiles Valley has soils formed from sedimentary
19 rocks. Very different from the remaining soils of Napa Valley
20 proper but perhaps without viticultural significance, and our
21 expert will show that these same soils found in the Chiles Valley
22 and part of the watershed are to be found in Pope Valley, for
23 example.

24 Mr. Johnson was queried about the relationship between
25 the proposed watershed line and the enforceability of that line.
26 As our subsequent witnesses will indicate, there is an area
27 between Chiles Valley and Pope Valley on the watershed which
28 ~~is a very low sloped saddle dividing the two areas. If you~~

1 stand on that ground, it's not like standing on the point of a
2 ridge. You can't tell which side of the line you're on within
3 several hundred feet, and you can see it clearly marked on the
4 U.S.G.S. map because the spacing between the contour lines is
5 very broad. That is a ridge only in the most technical of
6 senses.

7 Finally, I would like to suggest that we ought to keep in
8 mind as we think about the consumer consequences of this
9 appellation proceedings Mr. Maher's closing comments that he
10 hopes that the Napa Valley wine makers and grape growers will
11 be the, quote, benefactors, closed quotes, of the appellation.
12 If they are the benefactors, the consumers will be the losers.

13 In the testimony to follow we hope to convince you of the
14 following points: First, that the proposed viticultural area
15 including the eastern valleys of Napa county satisfies both
16 the viticultural and historical requirements of the BATF's
17 regulations; second, that the areas excluded from the viticultural
18 zone, we propose, are excluded because the excluded region
19 fails to satisfy one or the other of these requirements; third,
20 that viticulturally significant characteristics, for example,
21 soil types, temperature and rainfall of Sonoma, Lake, Yolo and
22 Solano counties differentiate these areas from the grape growing
23 regions of Napa county; fourth, that the area within the watershed
24 proposal possesses a range of viticultural traits sufficiently
25 similar to provide a basis for establishing a viticultural area;
26 fifth, that the eastern valleys of Napa county share these same
27 traits to the extent that no viticulturally valid basis exists
28 for excluding these valleys from a viticultural area based upon

1 the Napa River watershed; sixth, that the watershed proposal
2 is subject to criticism for failing to include the eastern
3 valleys of Napa county which can lay equal claim to the use of
4 the Napa Valley appellation on historical grounds; seventh,
5 historically any grapes grown in Napa county have been entitled
6 to use the Napa Valley appellation; eighth, that the historical
7 development of the name Napa Valley has been unique with the
8 name of the largest valley in the county and the largest
9 geographical feature as well becoming a substitute for the name
10 Napa county for most purposes, especially for viticultural
11 purposes; and, finally, that the eastern valleys of Napa county
12 have historically produced grapes equal to or, as we will
13 demonstrate by individual testimony tomorrow, better than those
14 grown in the Napa Valley proper—a fact to which individual
15 eastern valley growers will attest and which major vintners
16 confirmed in testimony earlier today.

17 We believe each of these points supports our request for
18 a general viticultural area for the Napa Valley appellation.
19 Only a reasonably large viticultural area can protect the
20 interests of the American wine consuming public. An unduly
21 narrow viticultural area for the Napa Valley appellation would
22 serve only to confuse the ordinary wine consumer by ascribing
23 a new meaning to the Napa Valley appellation different from
24 that which he has come to rely upon. Moreover, any significant
25 reduction in the Napa Valley appellation would produce an
26 unwarranted increase in the price of Napa Valley wine—a
27 consequence which we believe BATF should avoid. If it is
28 ~~deemed desirable to provide more specific information respecting~~

1 grape origin to satisfy the desires of some, this can be done
2 by designation of a more limited viticultural area within the
3 Napa Valley viticultural zone.

4 Thank you for your attention and I will attempt to answer
5 any questions you may have.

6 MR. HIGGINS: Let me first ask, Bill, do you have a copy
7 of your statement? Remarks?

8 MR. DEMAREST: I will make a copy of this at the Xerox
9 machine at the front desk and submit it to you.

10 MR. HIGGINS: We will enter that as Exhibit Number 6.
11 I think we will wait for the testimony if you will be available.

12 MR. DEMAREST: Yes. At this point Mr. Freebairn-Smith
13 will outline to you the boundaries that we propose for expanded
14 viticultural zone. Before he starts, can I have this label
15 made Exhibit 7?

16 MR. HIGGINS: Yes.

17 MR. DEMAREST: Thank you.

18 MR. FREEBAIRN-SMITH: I will try and keep moving along.
19 Is this working now? In order not to repeat too many points
20 and to move along, I'll try and talk from these notes and still
21 describe what Bill has been finding.

22 Let me begin with today's Napa Valley appellation. If the
23 panel can see this -- can you see this map? We have a smaller
24 version but I think the audience -- it will be better to use
25 this one. We have an existing appellation today de facto Napa
26 Valley which is the county. It is composed of, at least, as I
27 said earlier, at least a dozen valleys, perhaps 14 or 15 that
28 are producing wine sold as Napa Valley wine. Those valleys

1 range from down in the southeastern corner, the Gordon Valley,
2 Wooden Valley, Capell, Foss Valley, Conn, Chiles, Elder, Pope
3 Valley. Perhaps in the future, although not presently, smaller
4 valleys beyond, the Carneros and a number of smaller valleys
5 that are not so well known, but where there are maybe a few
6 grapes. They all lie within Napa county. As you know, there
7 are a long history of wine production from these valleys which
8 we will detail later, so Napa county is providing an appellation
9 for Napa county's wine and the county meets many of the general
10 viticultural area criteria that BATF seeks in designating its
11 appellation. It has similar viticultural characteristics.
12 It has historic precedence. It has ease of recognition on
13 U.S.G.S. maps. That is the county, the whole county, and that
14 raises the question that if the present countywide appellation
15 works well today, can BATF reasonably reduce it by excluding
16 certain areas from this present zone? If BATF does decide to
17 reduce this area known today as "Napa Valley," in the
18 viticultural world, we believe the boundary on this chart meets
19 BATF, consumer, grower, wine industry and county objectives for
20 a general viticultural zone. The boundaries, therefore, we are
21 putting forward I'll describe in detail. Starting here in the
22 southwest corner in the Carneros, we are following the
23 Sonoma-Napa county line just as the petition before you.
24 Coming to the Lake county corner, just as the petition before you,
25 but instead of turning south at that point along this line,
26 we continue along the political boundary all the way to Putah
27 Creek. At Putah Creek near Big Basin, we turn down the west
28 ~~side of the creek and pick up the west side of Lake Berryessa~~

Tape #8

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1 Perhaps within BATF's historical precedence, had Berryessa not
2 been flooded, be important to pick up historic vineyards under
3 water there today -- (inaudible) and follow it, pick up Solano
4 county-Napa Valley line, follow it along its southeast southern
5 boundary and return to the county line where it turns south,
6 and then we follow the line to the Suscol ridge, proposal of
7 the petition. This line, the selection of the Suscol ridge
8 line certainly falls within the BATF's historical definition
9 in that it excludes a zone south where the county line
10 continues further south.

11 On the other hand, it is a soft line when you examine it
12 in terms of viticultural -- of the area excluded, but in
13 continuing with the petitioner's line, we cross and return to
14 the corner where it began. The consequence of doing that is
15 to identify an area to the south and an area to the northeast
16 that is within Napa county but not within the proposed
17 viticultural boundary. The viticultural area I have just
18 pointed out is defensible in both major BATF tests. First, for
19 its viticultural characteristics. Although the general growing
20 area laps into other counties -- to try and define a general
21 growing area without recognizing the county lines, for the
22 moment, there is a general growing area that might lap around
23 the edges of this, but for historical reasons the Napa county
24 line has been used in the prior defacto appellation, so let me
25 stick with my text so I don't drift too far. It doesn't go
26 into other counties but it must respect the lines so we will
27 pull back to the political line. It does not cover all of Napa
28 county if using the total county boundary is not acceptable to

1 BATF. James Lider will give you detail later, but broadly
2 speaking, the northeast mountains can be eliminated for both
3 viticultural and historical reasons; the county's southern bay
4 edge might be eliminated for lack of historic precedence,
5 however, BATF must consider such a decision cautiously since
6 the viticultural characteristics in this area are similar to
7 the Carneros and there may be compelling historical arguments
8 we have not researched. Second, our proposed zone is defensible
9 in its second test, that of historical precedence.

10 William Heintz will elaborate on the longstanding wine
11 industry connections between these valleys. I should point to
12 this map -- afraid it's rather small even for the panel.
13 Can you see that? Briefly, this chart identifies the areas of
14 land in the many valleys that we are talking about that were
15 producing Napa Valley grapes before 1900 -- in the 19th century
16 the viticultural lines are those valleys. The horizontal lines
17 indicate valleys producing grapes sold as Napa Valley grapes
18 from 1900 forward and include the merge of Lake Berreyessa.
19 The screen of dots indicates valleys or areas like the Carneros
20 producing Napa Valley wines since 1930.

21 There are additional reasons for BATF's adoption of this
22 boundary, proposed boundary, which is drawn in a very large
23 scale for those that wish to examine it in detail on the other
24 wall. Some of the most important additional reasons are:
25 This zone is large enough to protect consumers from unwarranted
26 price increases resulting from a scarcity of Napa Valley wine.
27 If, in the course of these hearings, there are proposals for
28 ~~very restricted Napa Valley viticultural zones, we think that's~~

1 the most aggravated presentation of this problem. I don't
2 know whether you are going to hear those today or not.
3 After the soft southern boundary is determined, this overall
4 zone will have incontrovertible boundaries and will ease BATF's
5 enforcement burden. In that regard, I think Bill has already
6 identified the kinds of problems we might anticipate -- the
7 difficulty of physical location of the watershed boundary on
8 its eastern side. It's a well adjudicated political line on
9 the Sonoma-Napa division but we haven't much precedence for this
10 line and it is difficult to locate physically on the ground.
11 In situations such as the Chiles Valley condition, noted
12 earlier there are vineyards in and vineyards out and the
13 physical position of the line is not obvious. Additionally,
14 this zone does not divide the presently unified Napa county
15 wine industry, a major point, nor will it cause injury to those
16 left outside as would a smaller general viticultural area.
17 You have heard one of this county's greatest wine makers this
18 morning comment in his lifelong countywide wine making
19 procedures using grapes from most of these valleys or many of
20 these valleys. The zone is not unreasonably large. For example,
21 it's smaller than Cognac, Bordeaux, Champagne, the Loire or
22 Burgundy in France. This map identifies the major French
23 appellations, origin. This map is approximately very close to
24 the same scale -- shows all of Napa county -- so you can get a
25 sense that the petition before the BATF is not asking for an
26 unreasonably large appellation. We have another exhibit just
27 like to mention for the record that shows these at exactly the
28 ~~same scales in case might be any controversy, and this exhibit~~

1 includes our proposed boundary. This zone does not block
2 future opportunities for specialized viticultural zones
3 determined by varietal, soil type or by special viticultural
4 characteristics.

5 I think asked to remind one's self and be reassured, these
6 are very fine producing subregions within Napa Valley appellation
7 -- will be able to be recognized in the future should BATF
8 choose to accept those petitions, so the boundary here we are
9 advocating differs from the petition before you only along its
10 eastern line. This zone captures virtually all of the historic
11 growing zone and all the present vineyards within today's Napa
12 Valley appellation. With the tiny, minor exceptions as I have
13 indicated, the viticultural and historic basis under the
14 proposed boundary is sound and administrable.

15 To give you more detail, I'd like to now introduce James
16 Hanson, consulting civil engineer, and after him, James Lider.
17 They will distinguish this zone from other regions and will tie
18 together the areas within this historic Napa viticultural zone.

19 Thank you very much.

20 MR. HIGGINS: Do you have a copy of your statement or --

21 MR. FREEBAIRN-SMITH: I do. It's not in the best of form
22 but I --

23 MR. HANSON: Mr. Chairman, members of the panel, my name
24 is James C. Hanson, consulting civil engineer. My office is in
25 Sacramento. My firm has over the past ten, 15 years, been active
26 in Napa county. Over those years we have represented a number
27 of growers in connection with engineering and other matters
28 relative to viticulture development. I would like to address

1 very briefly in an overview those factors, climate, rainfall,
2 basic soil associations, geology, which differentiate the Napa
3 county viticultural area from the surrounding areas. Mr. Lider,
4 who will follow me, will elaborate in some detail on specific
5 aspects of those factors as they directly affect vineyard
6 development, production of wine.

7 Let's first take a look at temperatures and can I have the
8 first chart, please. Unfortunately, these are very small scale.
9 I don't know if -- you probably can't even see them from the
10 table in front. We have a map which shows Napa county, entire
11 county, and we have some key stations which lie, weather
12 stations, which lie on either side of Napa county. We show
13 Rutherford which is centrally located within the Napa Valley
14 proper, within the Napa Valley watershed, and we have underneath
15 the names of the stations, Cloverdale, Healdsburg, Graton,
16 Santa Rosa, Petaluma, Sonoma, percentages which reflect the
17 percentage of rainfall in terms of rainfall at Rutherford which
18 is representative -- I am sorry -- temperature. We find that
19 reading across from Sonoma county, we have a minus 19 percent
20 at Graton, minus 12 at Santa Rosa; Rutherford, of course, is
21 our base of zero. Then going on east into the hotter climates,
22 we have Monticello, plus 29; Vacaville, 24; Davis, 23, so we
23 see that further west we are getting colder as we get closest
24 to the ocean. Further east we are getting warmer as we get
25 into the Sacramento Valley.

26 I would like to refer to the slope map that we have on the
27 map. I think you can probably see this in terms of colors which
28 show up -- these are very steep slopes. Geologically Napa

1 county is differentiated from the Sacramento Valley by the Gray
2 Ridge or the Vaca Ridge, elevation somewhere between two and
3 3,000 feet; on the west we have the ridge lying which has been
4 delineated as the westerly boundary of the proposed appellation
5 and both proposals; on the south by the tidal flats, and on the
6 north by the mountainous terrain which separates it from some
7 of the smaller valleys which lie up in Lake county.

8 Bill, I would like to refer to this chart again. With
9 respect to very basic soil associations, this morning we heard
10 about some specific soil series which are unique soil types.
11 I am going to talk in terms of a more general classification
12 of association of those series with other soils, soil series
13 types. We see that Napa county has four basic soils associations.
14 We have the Bale-Cole-Yolo series; the Tehama series; the
15 Bressa-Dibble-Sobrante series -- this was a mistake on your map
16 -- and the Haire-Coombs series. These are represented by the
17 shaded areas and they're shaded in various designations.
18 You can probably look at these later but, basically, you can
19 see that the soil associations within Sonoma county are unique
20 and significantly different from those which we find in the
21 grape growing regions within Napa county.

22 Like to refer to chart two now. This is a little larger
23 map showing the basic soil associations within Napa county
24 proper. Again we see that we have the Bale-Cole-Yolo, Tehama,
25 Bressa-Dibble-Sobrante, Haire-Coombs, Forward-Aiken, of course,
26 the outlying areas, which are considered suitable for vineyard
27 production. Of the five soil associations which we find as
28 being suitable for grape production, four of these, excepting

1 only the Haire-Coombs, this one, which is representative of a
 2 portion of the Napa River valley in the south end, are found
 3 within the eastern grape growing areas. All four, Bale-Cole-
 4 Yolo, Tehama, Bressa-Dibble-Sobrante, and Forward-Aiken, are
 5 found in each of those other outlying eastern grape production
 6 areas. All five are within the Napa River watershed. This lack
 7 of exclusivity makes it difficult, in my opinion, to use soil
 8 type as a determinant establishing a unique viticultural area
 9 boundary.

10 Refer to chart three. This chart shows the degree days.
 11 Shows degree days and percentage of the degree days in terms of
 12 Rutherford which is centrally located in the Napa River watershed.
 13 Also shown are the lines of equal average annual rainfall over
 14 Napa county proper. Reliance on temperature data is difficult
 15 to generalize because of the sensitivity of location and the
 16 many external influences on Napa county weather. However,
 17 referring to chart three, we find a 16 percent spread in degree
 18 days between Calistoga and Napa and a rainfall which varies
 19 from 50 inches in the north to 20 inches in the south. We also
 20 note that essentially all of the eastern viticultural areas as
 21 well as the Napa Valley proper from Calistoga to a point somewhere
 22 between Napa and Oakville lies within a rainfall band of 30 to
 23 40 inches, and that the 35 inch goes through essentially every
 24 one of the eastern valleys with the exception -- and down in the
 25 Suisun area and goes through a point near Oakville north of the
 26 city of Napa. The area which lies to the east of Berryessa is
 27 characterized by hotter days, less rainfall, very rugged terrain
 28 ~~and with only one minor exception that I know of, has little in~~

1 the way of land which is considered suitable for viticultural
2 development.

3 That concludes my presentation. Mr. Lider will now
4 elaborate on factors that we discussed and as they affect the
5 viticulture.

6 MR. HIGGINS: Let me see if anybody has any questions.
7 Okay. Thank you. Now Mr. James Lider.

8 MR. LIDER: Correct. My name is James V. Lider, and I have
9 been in Napa county working with the grape industry since 1952.
10 I served as a farm advisor for the University of California in
11 Napa county for 20 years and worked intimately with the grape
12 industry and the development of what we now know as the Napa
13 Valley grape industry. As part of my work I was called upon to
14 discuss varieties relating to the best conditions under which
15 they could be grown so that the best quality could be achieved
16 in the grapes produced there. In doing this job, it was
17 necessary for us to work very closely with the various wineries
18 located in Napa county. In doing so, it was necessary to
19 rely a great deal upon their experience with the various grapes
20 produced in the various areas and for them to help us in
21 determining which grapes would do the best under the conditions
22 they were growing. This was pretty much a Napa county
23 implication and didn't involve just the main Napa River basin.
24 As we develop the industry further and in the '60's we made a
25 big expansion of the grape industry. It was necessary for us
26 to move into some of the areas that were perhaps looked upon as
27 receiving less emphasis but, on the other hand, grapes were
28 still being grown there so we had quite a historical background

1 in the grape industry, and due to the various setbacks the
2 grape industry had in the '20's, due to Prohibition and perhaps
3 other insects and disease problems such as Phylloxera, the
4 valleys pretty much turned to other crops but as this pressure
5 became more and more upon us, there was an attempt to go into
6 those areas and to expand that part of the grape industry.

7 Now we know that wine outside of these boundaries, as Mr.
8 Hanson pointed out, that there are soil and temperature
9 differences that definitely help us in keeping separated parts
10 of Sonoma county, Lake county, where you have definite
11 influences that are not the same as they are here. That does
12 not mean that perhaps some of the areas, particularly, in the
13 southern part of the county would not be totally dissimilar
14 from some parts of Napa county because the soils and the climate
15 are pretty much the same in the southern portion of Sonoma
16 county as they are in the southern portion of Napa county.
17 However, we have always drawn the line pretty much at the Napa
18 county line and found that we could easily and justifiably so
19 separate these districts from Lake county, Yolo county and
20 Sonoma county, so we would say that it isn't difficult for us
21 outside of the county to achieve a separation of these grape
22 growing areas. But within the Napa Valley we have taken a look
23 at the, over the many years, grapes that have been produced in
24 the eastern valleys as well as the main Napa River basin and
25 found that much of the climate is the same.

26 It was my duty as a farm advisor here from 1953 to 1956 to
27 conduct a temperature survey to determine the climate because
28 it has been pretty generally outlined by most researchers and

1 viticulturalists and, particularly, it was reemphasized in
2 General Viticulture, a book written by Dr. Winkler and
3 associates that climate was still the most important factor in
4 determining the quality of the grapes, so what we did was
5 conducted a series of temperature recording stations throughout
6 the valley, found out, indeed, similarities between these various
7 valleys and the main Napa River basin, so it was difficult for
8 us to have any justification for separating out on either
9 historical or on a research basis these valleys. So what we
10 did is include those into the -- into our recommendation as
11 pretty much the same type of grapes that would be grown in the
12 Napa Valley or the Napa River basin.

13 The grapes were, of course, adjusted to take care of some
14 soil differences such as the heavier soils where we would have
15 grape varieties that would ripen better or perhaps we would be
16 able to plant grapes that ripen a little later, have them
17 achieve good maturity for special wine making purposes.
18 The wineries certainly indicated they were interested in this,
19 and based upon that we made recommendation of some of the various
20 varieties that would grow in the main Napa River basin. So on
21 the basis of the viticultural similarities from the standpoint
22 of the soil, we had to say that the soils were pretty much the
23 same in the Napa River basin and these other areas because they
24 were of lesser importance to the overall growing of good quality
25 grapes than was the climate, so the climate pretty much
26 determined our recommendations for the various varieties of
27 grapes, so we can say that while some people will try to point
28 out that they're not the same quality grape, we point out there

Tape #9

1 are good quality grapes coming from those areas, and I am
2 familiar with grapes off of some of those areas that achieve
3 all of the maturity standards, the very high standards set by
4 many of the wineries.

5 We have also been involved in looking at soils and find
6 many of the soils very similar to those that we find in the
7 main Napa River basin, so based upon the soil types that exist
8 in these various valleys, that some of them are within the
9 Napa River watershed, some of them out -- very difficult to tell
10 one from the other. They perform pretty much the same and give
11 us the same type of growth, the same variations in yield.
12 As far as rainfall, we have tried to analyze the rainfall over
13 the many years that I have been here in this valley and find
14 there is such an extreme variation from north-south and from
15 east-west to the east, that it is very difficult because we
16 get this way the airflow -- the air masses flow into the valley,
17 dump various amounts of rain in various locations, so we get a
18 wide range of rainfall north to south and also west to east, so
19 it's -- we can pick up the same rainfall at, say, one point on
20 the west boundary and we can also pick up the same rainfall
21 amounts in other parts further to the east and slightly to the
22 north because of the way the airflow comes into the valley.
23 So we would say that the climatic difference is what we had
24 really to pin down. We tried to do that by making several
25 temperature recording stations and further pinpointing the
26 various grape growing climates so that we could make better
27 recommendation as to tie them into the wants and needs of
28 various wineries who were interested in making wine from the

1 grapes that were produced there.

2 We know that in making these recommendations, that there
3 was an interest on the part of the wine grape industry to pay
4 equal amounts for the grapes that were produced there.
5 They felt that the quality geared to the various varieties
6 that were suitable for those areas were just as good and,
7 therefore, they were willing to reflect the same prices without
8 any differentials other than those few penalties and bonuses
9 imposed upon everyone else producing grapes within Napa county,
10 so we can see that this is pretty much the basis that the
11 industry was built around in those valleys. There have been
12 grapes there for many years and they have been receiving the
13 same treatment as far as quality standards and as far as
14 payment for the fruit produced. They have been achieving the
15 same recognition that other parts of Napa county have.

16 It has been in recent times that I have been involved in
17 looking at further expansion of this area, and certainly I am
18 becoming further convinced that these areas can produce equal
19 quality with the same good viticultural practices one also would
20 use and still not detract from anything that would take place
21 in the rest of Napa county, and we think that the conditions are
22 such that we find it difficult on the basis of soils, the
23 topography -- these small valleys where you have many small
24 valleys within the proposed watershed that are more or less
25 separated out themselves, but we find it difficult to separate
26 these other valleys based on any of the criteria that I have
27 set forth here.

28 ~~MR. HIGGINS: Any questions? Your recommendations for~~

1 various types of varieties of grapes to plant in these
2 particular areas, you said that in the areas in the eastern
3 part of the county, that you would find those to be equal.
4 I gather you were speaking in terms of growth and yield per acre?
5 Did you make a qualitative comparison test in taste as to one
6 type of grape grown in the eastern --

7 MR. LIDER: I myself personally have not made any of these
8 tests myself. My information would be based solely upon the
9 maturity tests made by the wineries at the time of delivery of
10 grapes which is an indication of the quality that is given to
11 the grapes grown. The wine quality, of course, is difficult
12 for me to get in on in many of the wineries because I don't get
13 involved in their wine making practices.

14 MS. PORTNEY: I have one question. Do you feel that some
15 similarities in geographic features throughout the county are
16 so great as to negate the possibility in the future of
17 viticultural areas within the whole county; for example, say it
18 were proposed later that we have a Napa Valley viticultural
19 area that included the entire county or the county or the area
20 drawn on these maps here with perhaps a watershed, Napa River
21 watershed area as one distinct viticultural area within that
22 and an eastern valley area as another one? Do you feel that
23 there are enough differences between those two areas that you
24 might support the idea of viticultural areas, two viticultural
25 areas within an entire Napa Valley area?

26 MR. LIDER: Well, based upon the grapes that are grown
27 there, I don't think we can -- if you take the same type of
28 grapes growing under the same temperature, climate conditions

1 you would not see the difference.

2 MR. HIGGINS: Thank you very much. Let's see, I have
3 Mr. Heintz -- is that right -- scheduled next. About how long
4 will that presentation be? Take a break before or after?

5 MR. HEINTZ: Better do it before.

6 MR. HIGGINS: Let's take a break until about 3:15.

7 (Whereupon, a recess was taken at this time)

8 MR. HIGGINS: The hearing will now resume. We have about
9 four more presenters for this afternoon. We will start with
10 Mr. William Heintz followed by Mr. Andy Cangemi from Pope Valley
11 Winery, Mr. Carl Rose and Mr. Burt Blackwell from Soda Valley
12 will follow him, so with that, Mr. Heintz.

13 MR. HEINTZ: I was a little -- well, knowing that this was
14 a historic occasion today, I brought my own wine along.
15 This is a bottle of Cabernet from Beaulieu Vineyard from
16 Prohibition so is about 65 years old.

17 (Whereupon, a short off record discussion was had)

18 My name is William F. Heintz, and for your basis of memory
19 it is very similar to the pickle or soups except you put a T in
20 it. I work as a professional wine historian and consultant in
21 wine and viticulture history. I live in Sonoma, California
22 and maintain an office over there. Besides ten years of full-time
23 experience in this field, I also hold a Master's Degree in
24 history.

25 Over the past decade, I have worked for dozens of wineries
26 in California doing historical research, many of them right here
27 in Napa Valley. Most of my work is very intensive research into
28 the founding of a winery its construction the first wine

1 actually made on the site, and then, if requested, I'll do a
2 decade by decade account of the winery's operations right up
3 to the present.

4 For your own evaluation, just brought along some samples
5 of things I have done. This is a history of wine making and
6 grape growing in Alexander Valley which was completed about six
7 weeks ago. This is a history of Beaulieu Vineyards. That is
8 a study I did on just one winery here in Napa Valley.
9 Another one on Dry Creek -- not as definitive as the Alexander
10 project. One winery asked me to do a study of the first
11 Alicante Bouschet grape, who made the first varietal Alicante
12 Bouschet wine, then the subsequent history that grape played
13 in the history of the wine industry including those famous years
14 of Prohibition when the grape brought a higher price than any
15 other grape including Cabernet. That is all put together in
16 here. Even the history of a winery that's now functioned for
17 45 years in California -- Oakville, being renovated. I have
18 done 30 to 40 of these studies over the past ten years.

19 I was once described by a newspaper reporter as a "wine
20 history detective," and I think that's a very apt phrase to the
21 type of sleuthing that I like to do and in-depth work and, like
22 Brother Timothy this morning, I might mention parenthetically
23 that I do not own a single growing vine in Napa county, nor do
24 I have any investment whatsoever in a Napa county winery.
25 My only interest here today is that of a wine historian.

26 Gentlemen, I believe that much of the work that goes on in
27 these hearings could have been avoided and a lot of the
28 controversy eliminated as to what should or should not be a

1 Napa Valley wine if there were a published history of the wine
2 industry of this valley and county. For there is a rather
3 remarkable historic link between grape growing, wine making,
4 and the marketing of that wine, and what transpired 25, 50 or
5 100 years ago in this valley and county. I do not believe that
6 same link exists anywhere else in another county in California
7 and probably not in another wine region in the United States.

8 You see, there has always existed in Napa county a very
9 peculiar and special relationship between its various geographic
10 parts. Whatever has been grown or produced anywhere in the
11 county has generally been marketed through Napa Valley and most
12 often sold as a product of Napa Valley, and this applies not
13 only to grapes and wine but to mineral waters. I have here in
14 front of me -- a gentleman brought up to me during the break
15 a bottle of Napa Valley mineral water. This comes from a part
16 of Soda Valley which is not in the watershed, which is in those,
17 one of those little valleys that lies to the east, and yet was
18 marketed at the turn of the century as a Napa Valley mineral
19 water. It also is -- this unique relationship also applies to
20 wheat produced in other counties, brought over to Napa Valley,
21 ground and sold as flour, even to hides made into leather goods,
22 and there was a very significant leather business in Napa in
23 the early part of this century. I meant to bring with me a
24 photograph -- and I couldn't find it this morning -- which shows
25 wheat being hauled by horse and wagon, circa 1905, to Napa
26 Valley across the very steep mountains from Berryessa Valley.
27 Now it would have been far easier for wheat growers in Berryessa
28 Valley in the old days to haul their wheat eastward because it

1 would have been less of a terrain problem and sell it in Yolo
2 county, but they brought it over here because it was a Napa
3 county product and obviously the farmers believed it should have
4 been sold or marketed as Napa Valley wheat or flour.

5 I'm sure that if the history of viticulture in Wooden
6 Valley were known to everyone in this room, there would be no
7 attempt to exclude that very small historic grape growing area
8 from any Napa Valley appellation proposal. For at least 80
9 years, the growers of that valley have been hauling their grapes
10 to Napa Valley over some of the steepest terrain in the coastal
11 counties of California. Gentlemen, if you are not used to
12 mountain roads, don't drive by car today from Wooden Valley to
13 Napa city via Highway 121. That is a pretty rough road.
14 It doesn't take much imagination to guess what conditions were
15 like on this same road when all travel was via horse and wagon.

16 Yet, I have taped interviews with grape growers who can
17 still recall the years before Prohibition when the old
18 Migliavacca Winery in Napa city took all of the production of
19 Wooden Valley. When I asked these growers why they did not take
20 the grapes to wineries at Suisun or Fairfield in Solano county
21 which would have been all downhill, incidentally, the response
22 was it just simply wasn't done. Besides Napa Valley wineries
23 paid more money if you brought them Napa county grapes.
24 For most, if not all the years of this century, and that is
25 representing now eight decades in time, Wooden Valley grapes
26 have been sold to Napa Valley wineries and, in turn, marketed
27 as Napa Valley wines.

28 /

1 I cannot believe the heritage that belongs to the old-time
2 Wooden Valley viticulturists and now their descendants is to be
3 denied them by this artificial boundary so inconsistent with
4 history and, I mean, the watershed boundary. There will be one
5 gentleman here tomorrow from Wooden Valley who can recall part
6 of this story and will tell you for himself in his own words
7 what I am saying now, and this story isn't special or unique to
8 to Wooden Valley. The same details fit Gordon Valley, Pope
9 Valley, Berryessa, all of those small geographic areas left out
10 of the watershed proposal.

11 Now in order to document this unusual geographic relationship
12 within Napa county and Napa Valley which, by the way, exists on
13 several other levels as well, I would like to review some of the
14 history of the areas under consideration in this appellation
15 proposal. I would like to go back as far as 130 years and
16 examine the treatment of Napa Valley and Napa county in
17 newspaper and magazine stories, and even in a diary written four
18 years before this county was created. I hope you will be patient
19 and the audience as well because this is going to take a little
20 bit of time, but this material has been pieced together very
21 carefully and, I think, is critical to an understanding of the
22 decision you're going to have to make.

23 In the summer of 1846, there was a young eastern American
24 who arrived in San Francisco by ship. His name was Edwin
25 Bryant. He shortly purchased a horse and saddle and began a very
26 liesurely trip through the territory of California. He kept a
27 diary of what he saw and did, and his remarks on the grapes he
28 ate and the wine he drank offer us one of the first published

1 accounts or evaluations of California wines by an American.
2 I think most important to the matter at hand is Bryant's
3 observations on Napa Valley. He spelled Napa N-A-P-P-A, the
4 old spelling. Of November 4th, 1846, he later wrote in his
5 diary:

6 "On the morning of the fourth, we found the
7 trail described to us by Mr. Greenwood, and
8 crossing a ridge of mountains descended into the
9 valley of Napa. Creek which empties into the bay
10 of San Francisco just below the Straits of
11 Carquinez. This is a most beautiful and fertile
12 valley and is already occupied by several American
13 settlers."

14 Now even earlier in Bryant's diary he recorded meeting a
15 party of immigrants coming from the east of the United States
16 overland whose destination was Napa Valley. I couldn't help
17 but be astonished when I read that immigrants as early as 1846
18 would have a destination of Napa Valley. This was two full
19 years before gold was discovered, three years before the great
20 gold rush of 1849, and four years before California became a
21 state.

22 Now Bryant's diary was published in 1849 in London and in
23 New York so, of course, a lot of Americans could thereafter
24 begin reading about Napa Valley.

25 By the summer of 1850, apparently Napa Valley's reputation
26 was such that an Englishman came for the gold rush and traveled
27 around California -- also kept notes about what he saw because
28 ~~he planned to put it into a book and his book was called~~

1 Mountains and Molehills. It was published in 1859, and he
2 apparently made a special trip to Napa Valley, for he writes:

3 "On approaching Napa we entered a very beautiful
4 valley about three miles in bredth, studded with oak
5 trees, and bounded on either side by mountains
6 that rose abruptly from the plain, and whose
7 summits were crested with heavy masses of the
8 redwood tree and white pine."

9 There were some other comments about Napa Valley but I
10 found rather peculiar not a sentence or I began to be aware of
11 the fact that there was no reference to Napa county, only to
12 Napa Valley, although a county had already been created.
13 Now if any other Californian had not heard of Napa Valley before
14 1856, I am sure he or she certainly would have been made aware
15 of it by what happened that year.

16 In 1856, the newly formed California Agriculture Society
17 presented its first prize for "Best Farm" to John Osborn of
18 Napa Valley. This is the first time in California history a
19 prize for the "Best Farm" was ever presented. John Osborn's
20 ranch is only about a mile or what's left of it is only about
21 a mile and a half from here. Probably we are sitting on soil
22 which was once part of his ranch. These awards were widely
23 publicized in state newspapers and looked upon with great envy
24 by everybody else in the state. Now in addition to the press,
25 the Society published a complete report of its Visiting Farm
26 Committee in its official report for 1856. The farms of Napa
27 Valley are described in great detail, although there is not
28 ~~one reference to Napa county.~~

1 Two years later, the newly established Transactions of the
2 California Agriculture Society again reported in detail various
3 parts of the state on farms and ranches and agriculture,
4 including Napa Valley. This, incidentally, is one of the best
5 sources you can use about early grape growing. When I want to
6 describe what the conditions were like in the first vineyards
7 planted in this county, this is one of the sources I turn to.
8 The strange thing is that in three pages of descriptive material,
9 the word county is not mentioned once; only the word Napa Valley.
10 Incidentally, there were farms elsewhere in Napa county, not
11 just Napa Valley. Pope Valley already had them by this time,
12 but it seemed the rest of the county was being shortchanged as
13 far as the publicity was concerned.

14 I have no way of proving my next point but I suspect there
15 was a link between the awards won by Napa Valley farms in 1856
16 and then the subsequent publicity, and a very long article which
17 appeared in April, 1860 in the Hesperian Magazine. Now that was
18 one of the more commonly read magazines in San Francisco in the
19 1860's. John Hittell was the author of this article and it's
20 titled, curiously enough, "Notes on Napa Valley," and he opens:

21 "North of San Pablo Bay and opening upon it
22 are three valleys side by side parallel with each
23 other and with the coast. Each is drained by a
24 creek bearing its own name and bounded by a steep
25 range of mountains on both sides; and each is rich
26 in wealth different from that of the others.

27 Petaluma -- he is referring to valley -- has the
28 dairies. Sonoma has the wine and Napa has the

1 wheat. The latter, of which I propose now more
2 particularly to speak, makes a better appearance
3 than either of the other two."

4 I think this explanation makes it rather clear why writers
5 were giving more attention to Napa Valley than to the county
6 overall. There was something uniquely beautiful to this valley
7 which was recognized over a hundred years ago.

8 Incidentally, just to refresh your memory, that Hungarian
9 named Agoston Haraszthy, who's often called the father of
10 viticulture in California, settled in Sonoma just three years
11 before this magazine article was written, and because of what
12 he said and what he did, won for Sonoma at that time the
13 definition as the capital of the commercial wine industry
14 over there.

15 It begins to be obvious as early as the 1860's that some
16 small confusion was creeping into the mind of the public as to
17 what constituted Napa Valley. Were Napa Valley and Napa county
18 synonymous terms? An economist named Titus Cronise Fey gives
19 us some hint of this in a book he wrote in 1868 called The
20 Natural Wealth of California, one of the primary sources that I
21 use when I am researching early history in this county. In the
22 section on Napa county, he begins with a topographical
23 description, beginning at Mt. St. Helena:

24 "From this point, the range gradually
25 decreases in altitude till, approaching the end
26 of Napa Valley, on the south end, it sinks into
27 low grassy, broken hills. This valley, from which
28 ~~the county derives its name, is its chief~~

1 topographical feature."

2 So this made it clear, as far as I was concerned, that
3 there was more to Napa county than Napa Valley, though almost
4 all of his remarks dealt just with the valley's productions as
5 it had with most of the other writers. He provided a list of
6 the major grape growers at that time and wine production, but
7 this was hardly the major source of wealth in the county at the
8 time. For the first three decades of Napa county's history;
9 that is, from 1850 to 1880, mineral waters, resorts associated
10 with hot springs, wheat and cattle were the mainstays of the
11 economy.

12 In 1879 Napa county had only about 3,500 acres of grapes.
13 In only one decade, this would multiply six times. The decade
14 of the 1880's is what made the Napa Valley and county wine
15 industry. More about that shortly.

16 I think a very good example of how the state press was
17 treating this Napa county/Napa Valley dichotomy would be to
18 look at three newspaper stories in the Resources of California
19 magazine, and I am going to quote to you the issue of October
20 1st, 1874. This publication carried frequent, detailed accounts
21 of the agriculture, mining and general economy of each of the
22 counties. In the October 1st issue, page four contains three
23 stories -- Bill, if you would show us and let the committee look
24 at it carefully; it's too small for the audience to look at.
25 All of these submissions will be used later on in the more
26 formal application. You will look carefully at the headlines
27 used in this newspaper headline, you will see, "Orchards and
28 Vineyards in El Dorado County": "Letter From Modoc County": and

1 simply, "Napa City and Valley." They don't use Napa county in
2 referring to what the story is going to be, but they say,
3 "Napa City and Valley." Now there is no reference to Napa
4 county in the headline so you would think that the story only
5 is going to be about Napa Valley but this is the way the
6 article opens:

7 "A special correspondent of the Daily
8 Chronicle of this city, in a recent tour
9 through Napa county, furnishes that paper with
10 the following notes."

11 And it goes on. Now why would a newspaper headline writer
12 refer to "county" in two cases but not the third? The story,
13 incidentally, does have references to Pope Valley, Brown Valley,
14 Berryessa, and the county overall. Was this just a case of a
15 headline writer changing for variety's sake after having used
16 the county word in two cases and wanting to change it to valley
17 in the third? I don't believe it was. For let me give you
18 another example, and these are typical of what you will find in
19 dozens, if not perhaps hundreds of cases in the press of the
20 19th century.

21 In the November 27th, 1879 San Francisco Chronicle, there
22 is a headline which simply reads, "Napa Valley Wine." Now one
23 would assume that the story is going to be about Napa Valley
24 wine but, of course, that wasn't the case. Here is the way the
25 lead of that story opens:

26 "Napa county is noted far and wide for the
27 amount and quality of the wine produced there.

28 ~~Much capital is invested in the business, and a~~

1 large amount of the product is not only shipped to
2 San Francisco, but daily consignments are made to
3 Eastern houses."

4 But what I am trying to show is that by 1879 already it
5 was a well established pattern of interchanging Napa Valley and
6 Napa county. Nobody quibbled about it. Nobody worried about it.
7 Napa Valley was Napa county and Napa county was Napa Valley.

8 By 1879 thousands of San Francisco Bay area residents had
9 vacationed in this valley and even in the Aetna Springs Resort
10 at Pope Valley, so they knew very clearly that there was a
11 special Napa Valley if you wanted to talk of it in a narrower
12 sense. But I think headline writers and magazine people knew
13 that Napa Valley had a more catchy phrase line. If you want to,
14 I think you can say it had a marketing quality all its own back
15 a hundred years ago exactly. It was all right, of course, to
16 say Napa county in the body of the story.

17 Now so far I've referred to publications outside Napa county.
18 I would like to examine what was said or written or published
19 right here in Napa Valley relative to this subject.

20 F.L. Jackson put together a booklet in Napa city published
21 in 1886 which was called Napa County and its Many and Great
22 Resources. Now Jackson doesn't get around to describing the
23 Napa wine industry until page 31, but then he carries -- his
24 story is captioned this way, "The Vintage in Napa Valley for
25 1884," and if I can quote from what he writes:

26 "The number of cellars this year is an enormous
27 increase over that of any previous year. Not all of
28 them, it is true, make any considerable amount --

1 many of them only a few hundred gallons each.
2 Following is a list of the wine makers of Napa
3 county" -- so he is beginning to use Napa county
4 phraseology again -- "with the amount of wine
5 manufactured by each."

6 The list includes wineries in Pope Valley, Chiles Valley
7 and Conn Valley. Incidentally, Pope Valley had 20 or more
8 vineyards already by this date. At least, that is what the
9 Napa Register newspaper claimed -- was producing 207 tons of
10 grapes. There were in the neighborhood of 500,000 gallons
11 of wine being produced in Pope Valley wineries, Chiles Valley,
12 Conn and some of the other small valley wineries.

13 By the turn of the century, it began to be rather common
14 to refer to the other valleys in Napa county as "tributary"
15 to Napa Valley. The adjective seemed to sum up the feelings
16 of local residents. In another county board of supervisors'
17 booklet, this one published in 1905, there is the title on
18 it of, "Napa County, California," and then there is actually
19 a subsection which carries this title, "Tributary Country,"
20 and it reads in part:

21 "Tributary to St. Helena are Conn, Chiles
22 and Pope Valleys, which are devoted principally
23 to general farming and stock raising though there
24 are some large vineyards and orchards."

25 I would like to point out something rather peculiar about
26 this booklet -- well, maybe not really peculiar since it is
27 consistent with what I've been documenting for the past few
28 minutes. The title of the booklet, paid for by the Napa County

1 Board of Supervisors, is written very clearly again, "Napa
2 County," period, and then, "California," the word spelled out.

3 If I could have brought that booklet to you -- and I
4 can't because it's such a rare document, only know of two of
5 them in existence -- if you would have opened the first page
6 of that booklet, you would have found these words, "How to
7 reach Napa Valley," so the board of supervisors paid for a
8 booklet called "Napa County. California," but inside, the first
9 directions, "How to reach Napa Valley."

10 I'm reminded by this particular story of another newspaper
11 clipping I found from a Sacramento newspaper. It's dated in
12 the late 1880's -- carried a description of Napa county but in
13 the topography section, this is what it reads:

14 "Valleys and mountains comprise the
15 topography of Napa county, expressed in general
16 terms. To be more explicit: a range of the
17 Mayacamus Mountains forms the western boundary
18 line of the county, at the base of which, and
19 extending the whole length of the county, lies
20 Napa Valley, the queen of all the valleys in the
21 county, as well as of the whole state."

22 Now there were many reasons why Napa Valley should be
23 referred to as the Queen Valley of all the valleys in Napa
24 county and the others as "tributary" to it. John Hittell in
25 1860 claimed the valley was particularly attractive, more so
26 than Sonoma or Petaluma valleys. Most writers agreed with that
27 assessment.

1 But Charles Gardner, editor of the St. Helena Star, wrote
2 a two-page description of Napa county for this booklet -- it's
3 called "California As It Is." It's one of those rare documents
4 that will run 500 to a thousand dollars now at a secondhand
5 store. Fortunately, I have one copy of my own, bringing it
6 along, and I would like Bill to pass this around to you.
7 There is a two and quarter page section titled "Napa County,"
8 but he told the readers, if you were to look carefully at it --
9 Napa Valley was an area of Napa county that had 87 and a half
10 square miles of land, but the next largest valley in this county
11 had only ten and one fourth square miles of land. That was
12 Berryessa. Most of that land is now under the water of a dam.
13 And the next largest valley after that was Pope Valley with
14 eight square miles; Chiles, five; Wooden, three; Conn, three;
15 and Capell, one. Began to get an idea of the dominant role of
16 Napa. Also told the reader of that magazine and his own
17 newspaper later, that of 14,000 residents of Napa county in
18 1881, seven eights lived in Napa Valley.

19 Well, I would like to shift gears now to some facts more
20 relevant to the history of viticulture in both Napa county and
21 Valley, and wine making in both those areas, and more important,
22 because it's relevant to what has and still is sold as a Napa
23 Valley wine -- the marketing then of Napa Valley wines.

24 Now I've made reference earlier to the fact that wine and
25 grapes were not a major part of Napa county's economy from
26 1850 to 1880. In 1868, that historian-economist named Titus
27 Cronise Fey in The Natural Wealth of California, his book,
28 estimated Napa county/Napa Valley had 1,000 acres of grapes.

1 Sonoma county had nearly three times that number.

2 According to the U.S. Census of 1870, Napa county ranked
3 tenth in the state in wine production; Los Angeles being first,
4 Sonoma second, and two foothill counties, El Dorado and
5 Calaveras, third and fourth. Now one doesn't think of the
6 foothills of the Sierras as having a rank that high in wine
7 production, but there was an explanation, of course, because
8 these were still gold rush areas. But more important, there
9 were a lot of Italians already in Calaveras county. Italian
10 wanted wine with his meal, and they demanded that there be a
11 source of it so some other Italian began making it. That's why
12 those two counties were third and fourth. There were so few
13 Italians in Napa county at this time -- hadn't given the
14 impetus to the industry which was to come later.

15 Now ten years after this, Napa county had climbed slowly
16 to the point where it had 3,635 acres of grapes in 1879.
17 In just three years, it would add 8,000 more acres of grapes.
18 One hundred thousand acres of grapes were planted in the state
19 overall in the first three to four years of the decade of the
20 1880's. I don't believe the yearly percentage of increase has
21 been matched in this state since, in spite of what happened in
22 the 1970's.

23 In 1884 Napa county's wine production reached 4,937,000
24 gallons, and it became the number one wine producing area, wine
25 producing county, in California. That all happened in just 14
26 years. Between 1881 and 1891, 117 wineries were opened in the
27 county, giving a grand total by 1891 of 166 wineries, and the
28 total number of acres of grapes by 1890 was very close to

1 20,000 acres.

2 There was a dark cloud on the horizon by 1890, however,
3 everyone preferred to ignore it. That cloud was a disease
4 called phylloxera. In only ten years time, that vine disease
5 reduced the number of producing acres of grapevines in Napa
6 county to only 3,000. Now I say producing. There were several
7 thousand more being replanted but not producing. I spent
8 considerable time, by the way, trying to find out a couple of
9 years ago the peak year of destruction in Napa county by
10 phylloxera of vineyards. What was the lowest point? In what
11 year was this 3,000 acres reached? I came up with a blank until
12 I located in Sacramento the biennial reports of the Board of
13 Equalization. Now they're not totally accurate either but
14 that's one of the sources for this figure, and since then
15 personal interviews have backed this up. Now it was phylloxera
16 in Napa Valley that gave real impetus to growing vines outside
17 the valley itself -- in the other valleys in Napa county.
18 That's why I bring this point up. I would like to examine some
19 of this history from this point on.

20 Of all the tributary valleys to Napa Valley, Pope Valley
21 has the longest history of growing grapes and making wine.
22 There is a very fascinating handwritten manuscript in the
23 Bancroft Library, University of California, Berkeley, which
24 claims that Col. Joseph Chiles planted vines in Pope Valley as
25 early as 1851. It is signed by R.J. Montgomery -- it's dated
26 May, 1871, so this is one documentation proving that vines go
27 back to 1851 in Pope Valley.

1 The San Francisco Call newspaper had this to say about
2 vines in Pope Valley in January, 1884 -- now remember, 1884 is
3 the year that Napa county's production of wine passed all the
4 other counties in California. I want to quote

5 "The hillsides of Pope Valley are well adapted
6 to the growth of the vine but viticulture, which
7 has become one of the chief industries in other
8 portions of Napa county, is as yet in its infancy
9 in Pope Valley. It is, however, enjoying the
10 attention of some who have been and are preparing
11 to plant vineyards of considerable extent, among
12 the number being the fine farm of the late Dr.
13 Maxwell, which has a vineyard of choice vines under
14 cultivation; also T.H. Ink is preparing to plant a
15 hundred acres of vineyard the coming spring."

16 And this little item concluded with this line:

17 "The nearest railroad at present is at
18 St. Helena, 18 miles distant, where grain and
19 all kinds of farm produce are hauled."

20 Which goes back to my very earliest remarks. Gentlemen,
21 again as in Wooden Valley, you really ought to drive from St.
22 Helena via the town of Angwin to Pope Valley to understand what
23 it was like to bring wine and grapes from Pope Valley all the
24 way over here to Napa Valley and sell it. We are talking of a
25 very steep, narrow, winding road not on one side of the
26 mountains but on both sides, and all of these people hauled all
27 of their grapes, all of their wine in that time period over to
28 ~~Napa Valley where it was sold. Hopefully there may be one~~

1 gentleman again from Pope Valley here tomorrow who can attest
2 to that fact himself.

3 Now the official study of phylloxera damage in Napa county
4 undertaken by the State Board of Viticultural Commissioners
5 published in 1892 listed 13 grape growers in Pope Valley.
6 G. Haug was the first vintner in Pope Valley, incidentally.
7 He is listed in the History of Napa and Lake Counties published
8 in 1881. Now he only made a thousand gallons of wine, at least,
9 according to 1881 history but continued on up to the turn of the
10 century. Other wineries right about the turn of the century
11 which reflects the growing increase in grapes over there.

12 In August, 1904 G.H. Richards built a winery on the Ink
13 Grade in Pope Valley. In 1911, this was sold to the Arighi
14 family, Italian -- got his start at the old Lombarda Winery now
15 called Freemark Abbey. The winery operated up to 1937 when it
16 burned.

17 Another winery founded in Pope Valley was the Ed Haus
18 Winery in 1909. It still operates seven decades later as the
19 Pope Valley Winery. A son, incidentally, of Ed Haus lives in
20 St. Helena. I interviewed him. He told me extensively on tape
21 about hauling grapes and wine in wagons to St. Helena and other
22 points in Napa Valley where it was sold to various wineries.
23 I was very surprised to learn from Sam Haus that all of their
24 wine, as far as he could remember, at least, in the 1914-1915
25 period was sold to Beaulieu Vineyard in Napa Valley.

26 Now I have a bottle in front of me which, unfortunately,
27 can't become -- I hope it can't become part of your archives,

28 which is a Beaulieu varietal, Rutherford, Napa Valley, California,

1 Cabernet. I believe it's a pre-Prohibition bottle because
2 after Prohibition it was required by BATF or whatever your
3 predecessor was -- IRS -- whatever, that the label show the
4 alcoholic contents. There are a number of other reasons from
5 intensive research I have carried out on Beaulieu Vineyard which
6 would make me believe that this is probably about a 1915 bottle
7 of Cabernet. Now I don't know what George DeLatour put into
8 his Cabernet in 1915 -- he had nonproducing -- yet his first
9 Cabernet vineyard was planted in 1912. Now this obviously is
10 a blend. It is likely -- it's possible it could include the
11 20 to 50,000 gallons of wine sold by the Ed Haus Winery from
12 Pope Valley to Beaulieu Vineyard in 1914-1915. If nothing
13 else, it demonstrates George DeLatour was selling most of his
14 wine apparently with a Napa Valley label. Bill, if you could
15 take that up so they can get a closer look and smell the cork.
16 I should have loosened the cork just slightly. Gives a better
17 smell that way.

18 I wish Robert Duvall of New York City could testify at
19 this hearing today. I had to talk to him via long distance
20 telephone but he told me he grew up in Napa Valley. He told
21 me that his father had a vineyard in Pope Valley by the turn of
22 the century, and his uncle had about 100 acres in grapes.
23 He can also recall Glenn D. Owens having 100 acres in vines at
24 Aetna Springs, and vines on the Chester Haug ranch, the
25 Samuels, Arighis, Yunic. "There were several hundred acres.
26 I can't recall just how many, though, in the 1920's." Duvall
27 remembers very well the long haul up Ink Grade when they sold
28 ~~grapes to wineries around Angwin and he said, quote, a lot of~~

1 grapes from Pope Valley were sold in Napa Valley -- that was
2 the logical market."

3 Mrs. A. Duvall of Silverado Trail in Napa told me why the
4 grapes were sold in Napa Valley, in her opinion. She lived with
5 her husband on a Duvall ranch in Pope Valley from 1933 to 1939
6 and taught school. I quote her:

7 "Pope Valley grapes got higher prices
8 than Napa Valley; no irrigation and better quality
9 is what I remember."

10 This was in the '30's. Now there is no way of determining
11 how many acres of grapes there were in Pope Valley by 1920, but
12 the sudden spurt in prices from 1920 to 1925 must have pushed
13 the acreage up to a thousand acres or more.

14 Now if I may digress -- historians love to digress -- on
15 the subject of Prohibition. It's important to understand why
16 the grape acreage would have increased during Prohibition.
17 The annual wine production commercially in the United States
18 before Prohibition was about 45 million gallons. By 1930, wine
19 production in the United States had soared to 150 million
20 gallons and all but about five million of this was being made
21 in the homes of the United States or Americans. You realize
22 everyone was allowed to make 200 gallons at home. In order for
23 the home vintner to make a hundred and fifty million gallons of
24 wine by 1930, he had to buy a lot of grapes and it caused one
25 of the biggest booms only equaled since in the last ten years
26 in California in grape acreage. Everybody was planting grapes
27 including Napa Valley from 1920 to '25 or they were grafting

28 ~~over to grapes like the Alicante Bouschet which crushed out such~~

1 a nice dark red juice.

2 Grape prices prior to 1920 had never been much more than
3 \$30.00 a ton. In the fall of 1920, they had reached \$90.00 a
4 ton. By '21, they had reached a hundred dollars a ton, and if
5 you had Zinfandel or Alicante Bouschet you might get \$400.00 a
6 ton. By 1923, '24, by 1925, the overproduction of grapes caused
7 the boom to drop out of the market and you were back down to a
8 hundred dollars for the top grapes. My figures, incidentally,
9 of a hundred fifty million gallons produced in the United
10 States by 1930 are taken from Congressional Hearings.
11 Anyone who would like to know the source, I will be happy to
12 provide it.

13 I mentioned a while ago that the phylloxera's destruction
14 of vines in Napa Valley itself was one of the incentives
15 for expanded grape acreage in other areas of Napa county.
16 Prohibition was the second incentive -- obviously, when you
17 were getting \$200.00 or more per ton of grapes.

18 I would like to go very briefly to Berryessa Valley even
19 though it has no producing vineyards that I know of at the
20 moment. Most of it under water. The planting of vines in
21 Berryessa Valley also goes back to the 1880's, but they were
22 not significant until the 1920's. I cannot get any figures
23 on the total number of acres of grapes in the 1920's but it
24 could have been as many as was growing in Pope Valley, although
25 the number of growers were considerably smaller. Berryessa
26 Valley ranches were much more interested in orchards,
27 particularly, pears and peaches -- over there grew quite
28 extensively.

1 Now if Louis Stralla could be here to talk to you -- not
2 been too well lately; I guess we can't expect him to show up
3 -- as to the history of the valley before this dam was put in
4 in 1950. I taped the interview. Beginning right after
5 Prohibition, he began buying grapes from the Knowles and Gamble
6 ranches in Berryessa. I asked him, why go all the way over to
7 Berryessa? That was a long hard trip. He said, quote, I liked
8 the high sugar those grapes had." I wonder how many other
9 vintners also in Napa Valley like them -- I mean, Napa Valley
10 proper.

11 There is something rather intriguing about Stralla's
12 interview which I have taped, by the way. In the 1930's and
13 '40's, if the grapes had low sugar because of the weather or
14 location in some other part of the valley for whatever reason,
15 he purchased from various parts of the county to achieve the
16 quality he needed. There are indications that the weather is
17 not always ideal in every part of Napa Valley for the best sugar,
18 et cetera, and historically, vintners always purchased, indebted
19 to purchase would be better phrasing, from vintners -- or from
20 growers in widely separated sections of the county in order to
21 get the great wines that we have known historically as Napa
22 Valley wines. This is just one more indication that historically,
23 quote, a Napa Valley wine, unquote, has been a blend of grapes
24 produced in a very large geographic area.

25 Stralla, incidentally, planted 200 acres of grapes in
26 Berryessa Valley in 1941-42. His first crop in 1946 produced
27 a record 900 tons, and it was all sold to Christian Brothers
28 Winery in Napa Valley.

1 Now I would like to talk about Wooden Valley/Gordon
2 Valley. Both of those two valleys have very similar histories.
3 Grapes were planted in these valleys in small numbers in the
4 1890's, but it is after the turn of the century that significant
5 plantings went in because of the damage by phylloxera to the
6 vineyard and valley floor.

7 William Lyons was born in 1898 in Wooden Valley.
8 He lived there until 1921. He recalls his father planting 20
9 acres in the early 1900's until they had 40 acres by Prohibition
10 -- most of these were Zinfandel. In a good year they harvested
11 over a hundred tons, and they were sold mostly to the
12 Migliavacca Winery, Napa city. I quote his tape.

13 "Q. Where do you think the other farmers
14 sold their grapes?

15 A. Miglivacca took the biggest part of them.
16 I can't think of the winery across the street
17 from Miglivacca on Main Street. They did take
18 some there.

19 Q. You never hauled to Fairfield?

20 A. No, we never hauled to Fairfield.

21 Q. Solano county?

22 A. No. They all came here (meaning Napa city).
23 Miglivacca was the biggest buyer. He liked
24 Wooden Valley grapes and he generally paid a
25 little extra.

26 Q. If you sold all your grapes over here --

27 Miglivacca was a Napa Valley winery -- it would

28 ~~all be sold as Napa Valley wine then?~~

1 A. Right.

2 Q. Did anybody ever raise the question that
3 this might be -- Miglivacca might be selling
4 grapes and making wine and selling it as Napa
5 Valley that was really Wooden Valley?

6 A. I don't think in those days anybody ever worried
7 about whether it was strictly Napa Valley wine or
8 not. The idea was to get good wine. End quote.

9 Lyons drove one of the first trucks used to transport
10 grapes from Napa -- from Wooden Valley over to Napa city, and
11 he can tell you some fascinating stories of trying to negotiate
12 that grade over Highway 121.

13 Lilburn Clark, who still lives in Wooden Valley, can tell
14 you the same story as Lyons. He arrived there as a teenager in
15 1917. He recalls, too, the hauling of most of the grapes to
16 the Miglivacca Winery in Napa. No one, according to Lilburn
17 Clark, ever considered going outside the county that he remembered.

18 In Gordon Valley, there was a rush to plant vines in the
19 early 1920's when prices went skyrocketing and all the grapes
20 went to Napa Valley. I hope G.W. Loney of Gordon Valley will
21 be here tomorrow -- his wife is bedridden, hard for him to find
22 someone to take care of her -- but Mr. Loney said if I would
23 bring these up and show them, he said he would be delighted to
24 allow the committee to take a look at them. He said, "We always
25 sold all of our grapes, nearly all of our grapes, to Beringer's."
26 Here is a receipt from the Beringer Winery dated November 1st,
27 1944 for 192 tons of grapes, total \$24,000.00. Here's another
28 receipt, November 20th, 1951, Beringer to Loney, a total of

1 293 tons of grapes; a third receipt, November 30th, 1952 to
2 Loney, total 237 tons. There are a number of other receipts
3 here which I would like you to just look at very quickly.
4 He said he could have brought a lot more if he had time to go
5 through his receipts. There are many more documents that could
6 be brought in in relationship to this but I think I have made
7 my point here.

8 I would like to round up my remarks now -- thank you for
9 being so patient with me -- by returning to my first theme,
10 that there has always existed in Napa county a very peculiar
11 and special relationship between its various geographic parts
12 and, particularly, between Napa Valley and the other valleys
13 within the county.

14 In August, 1935 the grape growers and wine makers of Napa
15 county came together to form what I believe is the first county
16 wine and viticulture organization in California after Prohibition.
17 The story for this can be found in the St. Helena Star of
18 August 2nd. The organization was called -- will you show it
19 to them, Bill -- the organization was called "The Napa Valley
20 Wine Industry." This is an actual Xerox from the front page of
21 the St. Helena Star, August 2nd, 1935. I would like to read
22 the opening or second paragraph of that story:

23 "The Napa Valley Wine Industry has been
24 organized by a number of grape growers and
25 wine producers who feel that Napa county must
26 organize and engage in an aggressive effort
27 to protect and foster the interests of Napa
28 ~~county and its dry wines and dry wine grapes~~

1 The slogan of the organization expresses its
2 basic purposes: "Use Napa Valley dry wines-
3 Napa county grapes for Napa Valley wines."

4 This document will be included in my later submission.
5 If this sounds like a repeat of an old theme going back into
6 the 19th century in Napa county, it is. There is a remarkable
7 historic link between grape growing, wine making, and the
8 marketing of that wine and what transpired 25, 50, or 100 years
9 ago.

10 Shortly before this organization was formed, Charles Forni
11 called a meeting at his home in St. Helena to form the Napa
12 Valley Co-op Winery. It still exists, of course, and by 1937
13 the Co-op could claim 142 Napa county growers as members,
14 controlling 40 percent of all the grapes in Napa county.
15 Membership is still countywide as it's always been from the
16 beginning, but I assume they have always sold Napa Valley wines.

17 One of the most active and strongest vintner's
18 organizations in the state of California presently is called
19 Napa Valley Vintners. It was formed about 1944 by some names
20 which are now legendary in the history of wine making in this
21 state -- include Louis Martini Sr., John Daniels, Charles Forni
22 and Louis Stralla, the latter two gentlemen which are still
23 alive. Louis Stralla will tell you that membership in the
24 organization has been countywide from the beginning. He said
25 there has never been an attempt to limit it to Napa Valley,
26 quote, anyone who makes wine in the county can belong," said
27 Stralla.

1 I find it rather amusing that even the Wine Institute
2 refers not to the Napa county wine industry in its publications
3 but to the Napa Valley wine industry or, at least, it has until
4 very recently. That organization which represents most of the
5 wine makers of California has published thousands and thousands
6 of copies of booklets distributed all over the United States
7 and the world which describe the California wine industry, and
8 I would like to show you one that I think very typical. Well,
9 I don't have it here at the moment but let me proceed.
10 This booklet is called "California's Wine Wonderland."
11 The cover carries a map of wine districts and they're listed in
12 the following way: The Sonoma and Mendocino districts -- county
13 is implied; Alameda, Contra Costa; Santa Cruz, Santa Clara, San
14 Benito districts; Fresno, San Joaquin Valley; Escalon, Modesto;
15 Lodi and Sacramento; and Napa Valley-Solano. All of the Wine
16 Institute's publications have given very special treatment to
17 Napa Valley, ignoring the county terminology, and I think that
18 most or, at least, a great many of the books in America follow
19 the same pattern as the Wine Institute booklets. John Melville's
20 "Guide to California Wine", which was mentioned very briefly and
21 first published in 1955 does it. He even points out:

22 "From a viticultural point of view Napa

23 county and Napa Valley are interchangeable terms."

24 Now I have but two final examples and I will conclude my
25 remarks.

26 On March 30th, 1963, the Napa Register newspaper published
27 its centennial edition. It is a beautiful job of collecting

28 ~~the history of the diverse segments of Napa county's history.~~

1 On page 2G of this 100th anniversary addition it carries this
2 banner headline across the top of the page -- Bill, if you would
3 show it to them, please -- the banner headline reads: "Napa
4 Valley's Agricultural Wealth." The entire page is devoted to
5 this story. It might seem surprising to some newcomer to this
6 valley or to an outsider perhaps, but that story is the history
7 of the county's agricultural wealth, not the valley, over the
8 past hundred years. It includes the details of a gristmill
9 built in 1846 in Pope Valley, tobacco growing in Berryessa, and
10 many other aspects of the county's agricultural production.
11 In newspapers of this county, there is no question that the
12 terms Napa Valley and Napa county have been interchangeable in
13 many similar stories.

14 Finally, I would like to show you gentlemen a copy of the
15 Napa county phone book from 1972. If you will take that up
16 there, Bill. If you will look, please, at the title of it, it
17 says "Napa County" in the upper left-hand corner, and it says
18 very clearly "1972." Now the following year some good wine
19 Samaritan, I will call him, convinced the phone company that the
20 title of that phone book should be changed. He felt it should
21 really be the "Napa Valley" phone book -- after all, they're
22 interchangeable terms in the mind of the public and local
23 citizenry. The Pacific Telephone Company acquiesced after
24 writing for approval from every Chamber of Commerce in the county,
25 from the Board of Supervisors, the Sheriff's Department, and I
26 don't know who else, and we have a sample of those letters.
27 I would like to quote the Napa Valley Chamber of Commerce letter
28 in which they acquiesced in changing the title of the phone book

1 to Napa Valley. The letter is dated February 2nd, 1973:

2 "This is to advise you that the Board of
3 Directors of the Napa Chamber of Commerce at their
4 regular meeting January 29, 1973, voted unanimously
5 to endorse the consolidation of the alphabetical
6 section of the Napa county telephone directory
7 into one section rather than the five cities
8 being listed separately. The Board further voted
9 unanimously to endorse the name change from Napa
10 County to Napa Valley."

Tape #12

11 Now I would like you to look at the 1980 phone book.
12 This phone book was changed in 1973, but let's take 1980 as a
13 very typical example. You will see it no longer says "Napa
14 County" but it says "Napa Valley." You will see the date.
15 Now, Bill, if you would turn over the maps, do you see any
16 difference, gentlemen, between the maps on those two phone books?
17 You will see that they're identical. Never any change. I don't
18 know how many hundreds of thousands of those phone books are
19 printed and distributed all over California, but every library
20 in this state has one and I imagine that there are a few
21 thousand elsewhere in the United States.

22 If you had time -- this is what I am going to conclude with
23 -- you could open that phone book and look up the listings for
24 Napa Valley and, again, there is a sort of intriguing
25 eye-opener. You will find all sorts of organizations that are
26 both county and valley but they go, only go under the one
27 terminology: The Napa Valley Art Association representing the
28 county -- there is no Napa County Art Association; the Napa

1 Valley Model Railroaders representing the county organization;
2 Napa Valley Educators -- takes in all the educators of Napa
3 county; Napa Valley Horsemen's Association -- refused to answer
4 my letter but I never heard they limited their membership to
5 Napa Valley. One other organization you will find listed is
6 Napa Valley Grape Growers Association. Unfortunately, I didn't
7 write them a letter but maybe I should have, but I found an
8 advertisement in the Napa Register last year, Napa Valley Grape
9 Growers Association:

10 "Napa Valley Grape Growers Association
11 represents the independent growers of Napa county
12 producing the world's finest premium wine grapes.
13 This Napa county organization has as its purpose
14 promotion of the interest of growers, to provide
15 technical and statistical information, and to
16 protect the quality reputation of the Napa Valley
17 name."

18 As I have stated before, I have no vested interest in the
19 outcome of this appellation question since I don't own grapes
20 here or own any part of a winery, but I do have a legitimate
21 concern that the historical tradition not be altered by an
22 ill-considered act. It appears this tradition is alive and well
23 and still functioning in Napa county. I think this historical
24 tradition must be given a very heavy weight in your future
25 deliberations.

26 Thank you for your time. Thank you for allowing me to
27 address you, and I did go over an hour. I didn't mean to.

28 ~~My historical research which is much much more detailed is~~

1 included in this study and will be made a part of your records.

2 MR. HIGGINS: In fact, if we could have all the things
3 that were discussed in reference to that with the exception of
4 the bottle.

5 MR. HEINTZ: Can I have that back?

6 MR. HIGGINS: We will include that as Exhibit Number 11.
7 Any questions so far of Mr. Heintz? It was very thorough.
8 Thank you very much. I believe the next individual is Mr. Andy
9 Cangemi.

10 MR. CANGEMI: I was not scheduled to testify. My name is
11 Andrew Cangemi, and I am not affiliated with Pope Valley Winery.
12 I am general manager of Buttes Farmland in Pope Valley and would
13 like to address Mr. Hamilton's comments on weather data that he
14 had accumulated in the outlying weather stations including Pope
15 Valley. Unfortunately, he presented 1970, and I don't recall
16 whether it was a typical frost year or not but I think, as
17 everyone in the valley can remember, and I know it was a prime
18 concern of ours when I was in the process of developing Pope
19 Valley, the holdings of Butte Farmland -- that the 1970 data
20 available to us was quite a concern. In looking through the
21 records, first we found the weather station itself as it was
22 outlined by Bill Demarest was located in very very low location
23 in an unnamed stream on the Offner Ranch which was fine, but
24 just to find it took us about two weeks.

25 Further, 1970 was not a typical year. It was a year that
26 I don't believe anyone in the area could ever recall and hope
27 that they never see again, and I guess it was worse than even
28 ~~classifying it as a hundred year storm. Those particular frost~~

1 days -- I get the story something like 21 consecutive days of
2 frost which no one can ever remember, so I just don't think
3 that was very typical as far as data.

4 We do have on our particular ranch in Pope Valley 12
5 official stations that we monitor for our own information --
6 is available -- our data tells us that in using an area as
7 similar as we can detect would be Calistoga-St. Helena, that
8 in many instances, that there would be frost protection taking
9 place in Calistoga and St. Helena and not on our particular
10 ranch and vice versa. But on a percentage scale, and using
11 maybe Calistoga as zero, we have found that the most extreme
12 condition on our particular holdings in Pope Valley would rate
13 it probably eight percent longer duration, and let's not confuse
14 that with colder temperatures but longer durations only on
15 extreme conditions on the ranch. I think the only thing that
16 I can determine as far as the station location, as the
17 meteorologist explained earlier, was that they would prefer to
18 forecast an extreme low to keep everyone on the alert of the
19 oncoming frost conditions rather than placing it in a warmer
20 climatic area of the valley, and I think that that is probably
21 the reason why that station is located where it is. It's really
22 basically not representative of the entire area.

23 Any questions?

24 MR. HIGGINS: Yes.

25 MR. MINTON: I do. This eight percent duration differential
26 between Pope Valley and I think it was Calistoga?

27 MR. CANGEMI: Calistoga-St. Helena.

28 ~~MR. MINTON: To your knowledge, what kind of similar~~

1 duration or difference in duration would there be in the
2 temperatures like that between Calistoga and Napa?

3 MR. CANGEMI: We thought we had it pretty well pinpointed
4 up until this year. We found ourselves on two separate
5 occasions this year -- we are now under frost protection in
6 excess of 350 acres that we did not frost protect on two
7 separate instances this year when parts of St. Helena and parts
8 of Calistoga did frost protect, so just about the time that I
9 thought I had a correlation, it blew it right out of the saddle,
10 did not correlate whatsoever, so the durations that we have
11 found again, using a zero area, Calistoga or St. Helena -- we
12 would probably base it on eight percent longer duration hours.

13 MR. MINTON: Well, okay. Do you have any information on
14 the difference in the temperature durations, cold temperature
15 durations between temperatures in Calistoga and those in Napa?

16 MR. CANGEMI: Yes, we do. It's quite extensive. This
17 folder only indicates about a year and a half. We do have it
18 available.

19 MR. HIGGINS: Could you submit something for us?

20 MR. CANGEMI: We can submit something for you on the
21 information we have been able to take from stations in Calistoga
22 and St. Helena relating to durations on the stations that are
23 now in existence there relative to our stations in Pope Valley.
24 I can submit that.

25 MR. HIGGINS: Okay. Any other questions? Yes, I think he
26 was interested in seeing if you had anything between Calistoga
27 and Napa as an example.

28 ~~MR. CANGEMI: Yes, we do have that also. I can submit that~~

1 also.

2 MR. HIGGINS: Okay. Thank you. Any other questions?
3 Thank you very much. Two more, I guess, to present testimony
4 today. Mr. Carl Rose from Soda Valley, California. Mr. Rose,
5 are you still here? Take the information that Mr. Cangemi
6 submits as Exhibit Number 12.

7 MR. ROSE: Mr. Chairman, honorable board members, my name
8 is Carl Rose, 3460 East Highway 128, St. Helena, owner in the
9 Priest Ranch also referred to as Soda Valley. Historically,
10 Soda Valley produced grapes for Napa Valley wineries since the
11 turn of the century. Grapes were planted in 1900, 1915, 1920,
12 1928 and 1971 through 1978. Grapes were sold to Krug, Sunny
13 St. Helena, and Wheeler Wineries and others. At the present
14 time, grapes are sold to Christian Brothers Winery and bottled
15 as Napa Valley wines.

16 Napa Valley's reputation and recognition for quality wines
17 come from wine making skills and excellent quality wine grapes.
18 We are producers of quality wine grapes and should not be denied
19 our market price, as well as our historical rights as Napa Valley.

20 The characteristics of Soda Valley are approximately the
21 same as Oakville. Number one is temperature. Soda Valley
22 records the equal degree days as Oakville. Number two is
23 rainfall. The average rainfall in Soda Valley is approximately
24 33 inches per year; again equal to Oakville. Number three is
25 soil. U.S.D.A. Soil Conversation Service show the same soils
26 in Soda Valley as found in other valleys of Napa county,
27 including Napa Valley.

1 I would also like to point out to you that Soda Valley was
2 part of Napa Valley's mineral water production as far back as
3 1903. The water bottled by Priest Ranch was labeled Priest
4 Napa Valley Soda Mineral Water -- which I will give that to you
5 in a second -- and shipped to Oakland, California for distribution.

6 In closing, I would like to show you a certificate of
7 membership signed by Mr. Beckstoffer and Mr. Dwyer acknowledging
8 Priest Ranch as a Napa Valley grape grower. I strongly urge
9 you to continue including all growers in Napa county as Napa
10 Valley.

11 Thank you, and I think my partner, Mr. Blackwell, would
12 like to say a word to you.

13 MR. HIGGINS: All right. Come on up. Catch you both at
14 the same time.

15 MR. BLACKWELL: My name is Burton Blackwell -- at the same
16 address as Mr. Rose at the Priest Ranch. I would like to make
17 one little pitch for the economics involved in this procedure.
18 A couple of speakers this morning said no economic interest.
19 I have a definite economic interest. Mr. Rose and I have pooled
20 a lifetime savings and capital to buy and develop a small
21 vineyard of a hundred acres in Soda Valley. The line that is
22 proposed would split our ranch about in half. Half is in the
23 watershed; half is out, but the half that is out of the watershed
24 has the grapes.

25 MR. HIGGINS: With your kind of luck.

26 MR. BLACKWELL: With that kind of luck. But I am serious
27 about this. We have a major investment. We have one market.

28 ~~That is the Napa Valley wineries, that are paying us a premium~~

1 price for grapes because we are producing a premium grape.
2 To draw a line on the map, take that market away from us would
3 be tremendously unfair, and I think that the other growers in
4 the east county will face the same thing. They're going to
5 suffer a serious economic loss through no cause of their own,
6 and maybe the smaller district here might benefit the valley
7 growers but I think the overall county will be much better
8 served by expanding the line to include those people that can
9 grow comparable quality grapes and deliver them to the Napa
10 Valley wineries.

11 Thank you.

12 MR. HIGGINS: Thank you. Any questions of either Mr.
13 Rose or Mr. Blackwell? Thank you, both of you, very much.
14 Mr. Rose, do you have a copy of your statement? If you would
15 leave it, be Exhibit 13. Mr. Rose's statement will be Number
16 13.

17 MR. DEMAREST: Could I be recognized for a moment?
18 We will be back tomorrow with your permission.

19 MR. HIGGINS: Okay.

20 MR. DEMAREST: To complete the rest of our presentation.
21 We hope to have some representatives of the winery industry.
22 We also will have representatives from the individual eastern
23 valleys, and we have just begun to fight. Be back tomorrow.

24 MR. HIGGINS: All right. Let me make two or three
25 administrative announcements before we close.

26 (Whereupon, at this time there was an off record discussion)

27 MR. HIGGINS: At 10:00 O'Clock we will start the hearings
28 again. Let me also say -- I didn't repeat this after each

1 witness, but I think it's safe to say, fair to say, on behalf
2 of all the members of the panel, that we have been very much
3 impressed today not only by the thoughtfulness that's gone into
4 the presentations but by the quality and the intelligence that's
5 obviously been demonstrated here, just generally being well
6 prepared making these presentations that make our job a good
7 bit easier in terms of trying to wait, so we compliment each
8 of the speakers today for that. I think it applies to all of
9 you, so with that the hearing will now be terminated for this
10 afternoon, resume again tomorrow at 10:00 O'Clock. Thank you.

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1 STATE OF CALIFORNIA)
2 COUNTY OF NAPA) : ss.

3 CERTIFICATE OF SHORTHAND REPORTER

4 I, JANET M. DILLARD, C.S.R., Shorthand Reporter for the
5 County of Napa, do hereby certify:

6 That on Monday, April 28, 1980, thereof, I reported in
7 shorthand writing the proceedings had in the Napa Valley
8 Appellation Hearings before the Bureau of Alcohol, Tobacco and
9 Firearms in the matter of Napa Valley Vintners/Napa Valley
10 Grape Growers Association and Eastern Napa County Growers.

11 That I thereafter caused my said shorthand writing to be
12 transcribed into longhand typewriting.

13 That the foregoing 139 pages constitute and are a full,
14 true, correct and accurate transcription of my said shorthand
15 writing and a correct and verbatim record of the proceedings
16 so had and taken.

17
18 Janet M. Dillard
19 JANET M. DILLARD, C.S.R. #3709
20 Shorthand Reporter Pro-Tempore
21 Napa, California

22 ---oOo---

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PANEL MEMBERS

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Mr. Stephen Higgins, Hearing Officer
Deputy Director, Bureau of Alcohol,
Tobacco and Firearms

Mr. William Drake, Assistant Director,
Regulatory Enforcement

Mr. Joseph Deviney, Regional Regulatory
Administrator, Western Region

Ms. Vicki Portney, Attorney,
Chief Counsel's Office

Mr. Tom Minton, Coordinator,
Research and Regulations Branch

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HEARING OFFICER HIGGINS: If you will be seated, we'll start the hearing. The hearing will now come to order.

We have a new reporter this morning, Tom Hennessy; he's from Sims & Sims, which is located here in Napa.

Tom has some lists available. Those people who would like to order copies of the transcript, if you will see Tom and leave your name and address, he has a place at the desk for that ordering to take place.

By way of helping him today, we have the same instructions as we had yesterday; that is, when you begin to testify, if you would give your name and who you represent and also spell your last name.

The order of speakers today, at least those we have on record as of this time, I'll read through very, very quickly in the order from which they'll be taken. If I missed anybody or anybody else wishes to testify, please let us know sometime this morning.

The first speaker this morning will be Mr. Jack Welsh, followed by Robert Mondavi, Brother Timothy, John Brock, Michael Walsh, Robert Devitt, Lilburn Clark and Kenneth Clark, Howard Thompson, Don Gordon, W.A. Lyons. Then Bill Demarest will summarize the testimony presented by that group.

1 And we also have Mr. John Wright, Mr. K. Giles,
2 Mr. B.C. Solari, and then a presentation by Dick Maher.

3 If I missed anybody that expects to testify and
4 I didn't read from the list, if you'll contact us, we'll
5 be more than happy to work you in.

6 Okay. This morning's first speaker, then, will
7 be Mr. Jack Welsch.

8 MR. WELSCH: I tried to talk the last speaker into
9 coming up first, say: "I give up." And then we'd have
10 it all over.

11 (Laughter.)

12 Good morning. My name is Jack Welsch, and I'm
13 the Vice-Chairman of Fromm and Sichel. We are the worldwide
14 distributors of the Christian Brothers wine, but I'm here
15 today as a Napa Valley grape grower.

16 We own vineyards in the Cappell Valley and in
17 the Napa Valley, and the Capell Valley vineyard was planted
18 with special grapes for the use of the Christian rothers.
19 Brother Timothy has used all of these grapes when they came
20 into bearing for his Napa Valley Zinfandel and Gamay because
21 of their high quality and uniqueness of the area in which
22 they have been planted.

23 We have been leaders in the advertising of the
24 Napa Valley appellation and have invested several millions
25 of dollars in special Napa Valley advertising, specifically

1 for the Brothers. We believe that there must be a clear
2 provision in the regulations to include in the eastern valley
3 vineyards of Napa County in any Napa Valley appellation,
4 and at the B.A.T.F. public hearings on April the 14th in
5 '76 in San Francisco, Mr. Carpy and I testified to the point
6 of including the eastern valley vineyards in the Napa Valley
7 appellation. And I'm attaching our testimony for your
8 consideration. I won't bother to read it; it will be a
9 part of the message.

10 I will have this typed, and then presented to
11 the --

12 HEARING OFFICER HIGGINS: That will be Exhibit
13 No. 14 when you do so, Mr. Welsch.

14 MR. WELSCH: Thank you. I will mark it so.

15 HEARING OFFICER HIGGINS: Any questions?

16 MR. WELSCH: Thank you, Mr. Chairman.

17 HEARING OFFICER HIGGINS: Thank you very much.

18 Mr. Robert Mondavi.

19 MR. WELSCH: May I leave a copy of this here.

20 HEARING OFFICER HIGGINS: All right, that will
21 be Exhibit No. 15.

22 MR. MONDAVI: Good morning. I'm Robert Mondavi,
23 Chairman of the Robert Mondavi Winery, and I've prepared
24 this statement that I'm going to make here.

25 I have been asked to speak in behalf of the Eastern

1 Valley grape growers --

2 HEARING OFFICER HIGGINS: Excuse me. Could you
3 get closer to the microphone there.

4 MR. MONDAVI: I don't think it's working.

5 Oh, there it is.

6 I've been asked to speak in behalf of the Eastern
7 Valley grape growers who are not now included in the watershed.
8 As I said yesterday, since 1937 I have crushed grapes from
9 all of the various areas of Napa Valley, including those
10 not now included in the watershed. In my opinion, the wines
11 reproduced both in and out of the watershed have had an
12 identifiable unique character of Napa Valley wine.

13 To clarify this point of view, I would like to
14 explain my philosophy which agrees with Jim Lider's testimony.
15 There are three natural elements which go into fine wine
16 making: Climate, soil, grape varieties. And, naturally,
17 there are others: facility, knowledge, know-how, dedication,
18 total involvement, but I won't go into that phase.

19 The climate is the most important of these elements.
20 The cooler the climate which will bring the grape to full
21 maturity, the finer the grape and the finer the wine.

22 There are certain grape varieties which require
23 more degree days to mature. For example, the Zinfandel,
24 Gamay, Petit Sirah, Chenin Blanc -- and there are others,
25 of course -- as compared with Pinot Noir, Sauvignon Blanc

1 and Chardonnay, which can use a cooler climate.

2 The climatic regions of Napa Valley vary considerably
3 from north to south. Calistoga, Region No. 3, 3,000 to
4 3500 degree days; Carneros and the lower Napa Valley region,
5 Region 1, from 2,000 to 2500 degree days.

6 Pinot Noir and Chardonnay do better in the cooler
7 regions, and the Zinfandel, Gamay, Petit Sirah and Chenin
8 Blanc do better in the warmer climates.

9 The Eastern Valleys are very similar, not only
10 in temperature, but in soil, to Calistoga and St. Helena.

11 Even more important than that, in my winemaking
12 experience, I have found that certain wines produced in
13 the Eastern Valleys blend well with wines produced in similar
14 temperature and soil zones in Calistoga and St. Helena to
15 produce a good Napa Valley wine with the distinctive
16 characteristics of the Napa Valley.

17 By having vineyards in various areas within the
18 greater Napa Valley, the winemaker has more flexibility,
19 since in some years differing locations will do better than
20 others. Thus, the winemaker can produce a better wine more
21 consistently.

22 I have agreed with the watershed program on the
23 assumption that B.A.T.F. would not accept an area greater
24 than the watershed.

25 I do favor inclusion of the Eastern Valleys for

1 the following reasons:

2 Number one, the consuming public will have a reduced
3 supply of Napa Valley wines to purchase at the higher prices
4 if the valleys are excluded.

5 Number two, wines from the Eastern Valleys have
6 the same distinctive characteristics of Napa Valley wines
7 from warmer regions and blend well with those wines.

8 Number three, "Napa Valley," quote, through years
9 of usage and historical acceptance by the public is a
10 justifiable exception to Webster's literal definition of
11 "valley".

12 In the future it would be beneficial to all wineries,
13 growers and consumers to allow for smaller subregions within
14 the Napa Valley, for example, Oakville Vineyard designation,
15 et cetera.

16 End of my comments.

17 HEARING OFFICER HIGGINS: Any questions of
18 Mr. Mondavi?

19 Thank you very much.

20 I think I might just perhaps respond on behalf
21 of B.A.T.F. since the assumption was widespread that we
22 would not approve anything other than "Napa Valley" in that,
23 meaning the "watershed".

24 Actually, the purpose of these hearings is to
25 explore the boundaries of the Napa Valley vinicultural area

1 without any predisposition or knowledge of what -- I shouldn't
2 say "any knowledge" -- obviously, we have some idea of what
3 the area is like. But there have been absolutely no
4 decisions made in what the size of the Napa Valley vinicultural
5 area would be, and that is the purpose of these hearings.
6 So, that is the purpose of these discussions, and it is
7 wide open.

8 MR. MONDAVI: Thank you.

9 HEARING OFFICER HIGGINS: The next person to
10 testify will be Brother Timothy.

11 BROTHER TIMOTHY: Thank you, Mr. Chairman.

12 My name is Brother Timothy, and I speak without
13 any notes here this morning.

14 I represent the Christian Brothers Winery.

15 We have for many years bought grapes from the
16 Gordon Valley, the Capell Valley and also from Priest Valley.
17 And we find those grapes to be comparable and of a style
18 and character quite similar to the grapes grown in the watershed
19 area of the Napa River.

20 We value those grapes. We pay for them at the
21 same price as we pay for other grapes grown in the Napa
22 Valley, any other part of the Napa Valley, or any other
23 part of what you'd call Napa County. And we find those
24 grapes to produce a wine that in some instances may be a
25 little more interesting than some of the wines of the Napa

1 Valley, just because it is a little bit different. The
2 differences are very light, but they are noticeable and they're
3 valuable in blending.

4 Now, I would say that the grapes of all those three
5 valleys that I named would certainly be comparable with, say,
6 the average quality of the grapes of the watershed area of
7 the Napa River.

8 I want to particularly say that Mr. Rose who spoke
9 here yesterday is one of our great growers, and he raises
10 some very fine grapes. And I --

11 HEARING OFFICER HIGGINS: I hear Mr. Rose agrees
12 with you.

13 (Laughter.)

14 BROTHER TIMOTHY: Fine. I hope he does.

15 I would say too that we Christian Brothers have
16 been residents -- not me personally -- residents here in the
17 Napa Valley for 50 years, but we're celebrating our 50th
18 anniversary this year of the ownership of our Mount LaSalle
19 property on the hills just a few miles from this hotel. So,
20 we have been in the wine business for 50 years in the Napa
21 Valley under one ownership.

22 I myself have been associated with our wine business
23 here in the Napa Valley for 44 and a half years.

24 So, thank you all again.

25 HEARING OFFICER HIGGINS: Any questions?

1 Thank you very much.

2 BROTHER TIMOTHY: Thank you.

3 HEARING OFFICER HIGGINS: Mr. John Brock.

4 MR. BROCK: Good morning. I think I'm following
5 a lot of power.

6 My name is John Brock, and I live in Napa Valley.
7 I work -- well, I have been in Napa Valley since 1968,
8 primarily developing new vineyards.

9 "I joined with Fromm and Sichel in
10 San Francisco in August 1972 to develop
11 vineyards in Napa Valley. The first objective
12 was to acquire suitable land for vineyards.
13 Valley-floor land was and is in short supply.
14 We had the opportunity to develop in Capell
15 Valley at the south end of Berryessa Valley.
16 One of our major concerns was the upcoming
17 'Napa Valley' appellation determination.

18 "In December of 1972 I had a meeting with
19 Jim Lider who had just left a 20-year position
20 with the University as Napa County farm adviser.
21 Mr. Lider concurred that Napa Valley and Napa
22 County had been considered as one and the same.
23 He further stated that any change in this
24 consideration would be unjust to the growers that
25 might be left out in a change of the definition

1 of Napa Valley, as all of the growers in
2 Napa County have contributed to the success
3 and reputation of the current use of 'Napa
4 Valley' as an appellation."

5 My next comment, extemporaneous, the soils portion
6 yesterday appeared to be a little broad and not quite as
7 definitive. I farm two blocks of land in Napa County. One
8 is on the valley floor and is approximately a mile and a half
9 from here; the other one is in Capell Valley about 15 miles
10 from here.

11 I took out my old soil map and looked at it, and
12 the predominant soil type of both pieces of land is the same.
13 They are both Zamora silty clay loam, and both pieces of land
14 are about a hundred and seventy acres.

15 HEARING OFFICER HIGGINS: Any questions?

16 Thanks very much.

17 MR. BROCK: Thank you.

18 HEARING OFFICER HIGGINS: Mr. Michael Walsh.

19 MR. WALSH: Members of the panel, my name is
20 Michael Walsh, W-a-l-s-h, and generally I am here as a
21 representative of growers excluded from the Napa Valley
22 appellation by the proponents of the watershed criteria, and
23 specifically I am speaking on behalf of the people in the
24 Wooden Valley.

25 The reasons for testifying are to show that the

1 inclusion of the eastern grape growers enhances the general
2 quality of the Napa Valley appellation and that it doesn't
3 make any more sense to exclude Wooden Valley from this
4 appellation than it does to exclude Calistoga or Rutherford.

5 I am a viniculturist by profession and receives
6 an M.S. degree from U.C. Davis. I'm the managing general
7 partner of Calplan Vineyards for the past six years, and
8 in that capacity supervise the vineyard operations of
9 approximately 1200 acres in Napa and Sonoma Counties. We
10 have vineyards in both Chiles Valley and Wooden Valley, and
11 in my opinion it is very arbitrary to include one and exclude
12 the other.

13 The Wooden Valley vineyard consists of 420 acres
14 of vines and produces consistently as high if not higher quality
15 fruit than any of our other vineyards.

16 How does one measure quality or the product of a
17 vineyard? I believe one way is for the public to determine
18 acceptability of the wine made from these grapes. All of
19 our grapes are sold to Robert Mondavi Winery, well over a
20 thousand tons last year, and I believe that it is common know-
21 ledge that the consumer acceptance of Robert Mondavi wines
22 is legendary.

23 I was going to read a letter, and I think I have
24 the same letter as Tim Mondavi.

25 Is he scheduled to speak also?

1 HEARING OFFICER HIGGINS: No, I don't know.

2 He's free to if he'd like.

3 MR. WALSH: Okay, fine.

4 Well, the basis of this letter -- and I'll let Tim
5 enter this as an exhibit to the hearing -- just indicates
6 that their involvement with our vineyard in Wooden Valley
7 over a long-term, 30-year contract and the fact that the grapes
8 that we grow are an integral part of the success of their
9 wines, and I think Tim will speak to that later.

10 The contribution of our grapes is assessed
11 periodically at the winery, and wines made from most of
12 our grapes are kept separate until blending. We meet with
13 the Mondavis to taste and evaluate this wine, and we usually
14 compare it with wines made from other growers in the Napa
15 Valley. And up to this time we have faired very well on
16 these comparative tastings with the other growers in the
17 Napa Valley.

18 We planted this vineyard in Wooden Valley at the
19 recommendation of Robert Mondavi and his winery staff, and
20 subsequently have agreed to a 30-year contract to purchase
21 our total tonnage in the Wooden Valley. The contract
22 stipulates that we are to receive Napa Valley -- not Napa
23 County -- prices for all varieties grown. Obviously, the
24 Mondavis, known for their philosophy and quality, have endorsed
25 Wooden Valley as being a very desirable area to grow grapes

1 and have staked their future on purchasing about 25 percent
2 of our total crush from our vineyards -- and this is just
3 for our Oakville operation.

4 Is their faith justified?

5 Another criteria to determine quality is an economic
6 one. At the present, the most significant method of
7 determining quality is for the grower to deliver grapes
8 that have the correct sugar and acid balance, and Mondavi
9 growers are rewarded maximum bonus for grapes that not only
10 have optimum sugar but also have the requisite acid
11 requirements.

12 In comparing the grapes delivered to Mondavi in
13 1978 and 1979 by our Wooden Valley vineyard with the weighted
14 average price paid to all growers in the Napa County, which
15 is exhibited in this final grape crush report both in 1978
16 and '79, we can judge the relative quality of our grapes
17 from Wooden Valley using this criteria.

18 We deliver the following varieties to Robert
19 Mondavi Winery from the Wooden Valley: Sauvignon Blanc,
20 Johannisberg Riesling, Muscat, Cabernet Sauvignon, Zinfandel
21 and Napa Gamay.

22 In 1979 we averaged 39 point 3 percent greater
23 price per ton, including the bonuses for all black varieties
24 that we delivered compared to the county, and 28 point 2
25 percent over the Napa County weighted average for our whites.

1 This put our grapes in the upper 5 percent of all grapes
2 delivered in 1979, Napa County, based on how the wineries
3 determine quality.

4 Likewise, in 1978, Wooden Valley's blacks averaged
5 29 point 6 percent and the whites 29.5 percent over the
6 county average.

7 Clearly, on a quality basis, the grapes in the
8 Wooden Valley should be included in the most favorable
9 appellation since the consumer's perception of and their
10 guarantee of quality is of paramount importance.

11 Other factors determining quality, other than
12 prices paid to the grower and the consumer acceptance of
13 the quality of wines, were discussed at yesterday's hearing.
14 Mr. Lider, Robert Mondavi and Mr. Hamilton all agreed that
15 climate is probably the most important factor in combining
16 together the quality of vineyards in the Napa Valley.

17 Obviously, many variables exist which tend to
18 confuse the issue. The heat summation in Calistoga is
19 markedly different from that in the Napa area, yet nobody
20 has proposed excluding either of those areas from the Napa
21 Valley appellation.

22 Yesterday Mr. Begg used an example of why eastern
23 areas of Napa County should be excluded from the proposed
24 appellation. He said, quote: "Wooden Valley was a Region
25 3 or Region 4." Close quote -- presumably eliminating this

1 area based on the relationship of quality to temperature;
2 that is to say that a Region 4 would be too hot to grow
3 varietal grapes.

4 In fact, we have six years of Thermograph data
5 in the Wooden Valley at our ranch that would indicate that
6 our total ranch varies between a high Region 2 and a low
7 Region 3, depending on the year.

8 Given all the faults of using heat summation and
9 degree days to determine quality, or dating indicates a
10 microclimate to Rutherford and Oakville. Both have long
11 been regarded as among the most desirable areas on the valley
12 floor to produce fine grapes.

13 Actually, due to the absence of morning fog and
14 the influences of gentle breezes from Suisun Valley and
15 Yountville and Napa, the lack of extreme daytime high
16 temperatures, we feel that Wooden Valley grapes receive
17 a more gradual and even ripening and are not exposed to
18 as extreme conditions as St. Helena, Rutherford and Calistoga,
19 even though our heat summation data may indicate parity
20 with Rutherford.

21 In summary, I am certain that the quality is viewed
22 as a criteria, whether it be climate, soil, topography,
23 proven consumer acceptance of wine made from our grapes
24 or income receipt from our grapes, this panel would have
25 to conclude that it would be an injustice to exclude the

1 Wooden Valley from any proposed Napa Valley viticultural
2 area.

3 Thank you.

4 HEARING OFFICER HIGGINS: Thank you very much.
5 Mr. Robert Devitt.

6 MR. DEVITT: My name is Bob Devitt, and I'm here
7 to represent our winery and Pope Valley, which is called
8 Pope Valley Winery.

9 It's our opinion that the new B.A.T.F. regulations
10 to exclude the eastern valleys --

11 HEARING OFFICER HIGGINS: Could you please move
12 closer to the mike, if you would, please.

13 MR. DEVITT: "It is our opinion that the new
14 B.A.T.F. regulation to exclude the eastern
15 valleys of Napa County from the Napa Valley
16 appellation is an unfair and unreasonable
17 ruling by the Bureau due to the several criteria
18 already pointed out by Mr. Freebairn-Smith's
19 and Mr. Demarest's testimony. We are in total
20 agreement with these testimonies and also have
21 our own personal evidence in support of these
22 testimonies.

23 "The geographical evidence already cited
24 is by far substantial reason enough to include
25 the eastern valleys in the Napa Valley appellation.

1 Our support of this argument is to offer
2 finished wine made solely from grapes grown
3 in Pope Valley. It is our experience and
4 opinion that wines made from grapes in this
5 particular area produce wines of very similar
6 character and quality from those wines made
7 from grapes grown on the Napa Valley floor.

8 "The historic evidence already cited is
9 substantial, and there is no need to elaborate
10 further. But, in added support, we would like
11 to submit evidence of our own of more recent
12 history which concerns both historical evidence
13 and consumer recognition which we feel takes
14 precedence over the new B.A.T.F. regulation.
15 We have in the past been issued several label
16 approvals by B.A.T.F. which uses the Napa Valley
17 appellation, and it clearly states on some of
18 our labels that the grapes used in making these
19 particular wines were grown in Pope Valley.
20 Our 1978 Napa Valley Dry Chenin Blanc label
21 approval issued by B.A.T.F. on April 11th, 1979
22 clearly states this fact and is what we feel
23 supportive evidence for the inclusion of the
24 eastern Napa County valleys in the Napa Valley
25 appellation. We would also like to use the same

1 label approval as evidence for national consumer
2 recognition of the eastern valleys being included
3 in the Napa Valley appellation. Although our
4 wine production is very small, certain amounts
5 of our wines do get into the national distribution
6 channels. In this particular instance, our
7 1978 Dry Chenin Blanc did get into the Eastern
8 U.S. markets, and as proof we submit a copy of
9 this same B.A.T.F. label approval received and
10 approved by the State of Michigan, dated June
11 7, 1979.

12 "Finally, it is our opinion that this new
13 regulation could have adverse effects for the
14 consumer.

15 "The appellation "Napa Valley" has a long-
16 standing name synonymous with quality. Histori-
17 cally, not only have wines with this appellation
18 been made from grapes grown in the Napa Valley
19 proper, but also from grapes grown in several
20 other outlying areas of Napa County. With this
21 in mind, you could assume that the consumer,
22 when buying a bottle of Napa Valley wine, has
23 been getting a wine that was made from grapes
24 grown in both Napa Valley proper and other
25 outlying areas. The percentage of grapes used

1 from these outlying areas may be small or even
2 nonexistent, but this percentage may still be
3 there. It is this wine that the consumer has
4 learned to accept and appreciate. To change the
5 Napa Valley appellation to exclude these outlying
6 areas of Napa County creates an area which has
7 a more narrowed, limited and definitive boundary,
8 thereby making it would could be considered by
9 some more elite and possibly more worthy of
10 higher grape prices to the winery and in turn
11 higher wine prices to the consumer.

12 "Consumers buying a bottle of Napa Valley
13 wine thinking they are buying the best wine may
14 have to start paying higher prices for wines
15 which may or may not be of better quality than
16 what they were getting with the old Napa Valley
17 appellation. All the consumer would be getting
18 is a higher priced wine, which may or may not
19 be equal in quality to what he has bought in the
20 past with a new Napa Valley name."

21 I have this label as proof that I'll show you
22 from grapes that we crushed at the winery, showing the Napa
23 Valley appellation, and then this little side wrap on the
24 side that shows -- that states that these grapes came from
25 Pope Valley and in the past the Bureau has approved these

1 labels and doesn't make sense that all of a sudden the Bureau
2 will not allow us to do this.

3 HEARING OFFICER HIGGINS: After Mr. Maxwell had
4 his little talk this morning, I'm not going to ask you if
5 you got those labels in 48 hours. I gather you didn't.

6 (Laughter.)

7 MR. DEVITT: These are from '78 to '79.

8 HEARING OFFICER HIGGINS: Okay. That's good.

9 We will accept both your statement and copies
10 of those labels approvals as Exhibit 16.

11 Any questions?

12 MS. PORTNEY: No.

13 I just want to make one comment that B.A.T.F. has
14 not issued any regulation in this area yet; it's only been
15 a noticed a proposed rule making. So there may be no
16 regulations as yet.

17 HEARING OFFICER HIGGINS: There's a decision waiting
18 to be made as opposed to a decision that's already been
19 made.

20 MR. DEVITT: Thank you.

21 HEARING OFFICER HIGGINS: Thank you.

22 Mr. Lilburn Clark.

23 Is he here?

24 Maybe we can cut out some of this musical
25 accompaniment.

1 MR. CLARK: I'm not going to sing a song.

2 (Laughter.)

3 HEARING OFFICER HIGGINS: You're not going to
4 sing a song, huh?

5 Wait just a second.

6 MR. CLARK: Well, my name is Lilburn Clark, and
7 I'm from Wooden Valley and I kind of represent the growers
8 over there. Like Mr. Walsh -- kind of filled in everything.

9 But with the Valley over there I wanted to say
10 this, that we've been there since 1917, and I haven't heard
11 anybody in this room yet mention grapes that were grown
12 around the country prior to World War I. And in 1917, when
13 we moved over there -- I was a small boy -- but I can't
14 recall a great deal of things that were going on; there
15 was approximately as much vineyard then as there is now.
16 And the main grapes at that time, I believe, were the Zinfandel
17 and the Burgundy. And at that time, why, the biggest part
18 of the grapes were sold to Migovac Wine Company in Napa.
19 And at the same time I remember my father saying that Migovac
20 Wine Company always paid them at a small premium. It was
21 only \$2 and a half a ton, but at \$20 a ton which we were
22 getting for the grapes then it was a pretty good order.
23 It paid for the picking, because it only cost you about
24 two and a half a ton to pick them and \$2 and a half a ton
25 to haul them out. They were, of course, hauled by horse

1 team at that time.

2 And the tonnage was very good. Most of those --
3 we had a vineyard there that averaged about five ton to
4 the acre, and the one on my brother's place would go as
5 high as seven ton. But it was considered very fine vineyard
6 country, and I'm sure that those people at that time over
7 there that were farming grapes wouldn't have kept growing
8 grapes if they weren't a good grape, or they wouldn't have
9 got any money for them.

10 And grapes were planted there -- I believe there
11 were some vineyards there that were in there prior to 1890,
12 and if anyone doubts my word I have a picture here of some
13 of the vineyards that were there in 1894.

14 But when Prohibition came in a lot of vineyards
15 were interplanted with prune trees, and so they kind of
16 went out.

17 But then there was continually some grapes grown
18 up there until just a few years ago. But here in the last
19 few years, why, our property has been in -- working with
20 Calplan and Mondavi -- as the gentleman before me spoke
21 of -- why, the grapes over there seem to be a very fine
22 grape. And I -- I for one can't see that why they should
23 take the grapes from the eastern part of the Napa County
24 and say that they're not as good as the ones here in Napa
25 Valley.

1 In fact, a lot of the vineyards that were planted
2 then were going vineyards back in -- prior to World War
3 I were much closer to the real valley than the one they're
4 now calling the Napa Valley vineyards.

5 So, I can't say anymore about it, other than that
6 they were always considered a very fine grape. And also
7 the grapes up in Foss Valley, which were on the high mountain
8 area there, were always at a premium. So, there must have
9 been something to the quality of the grape that was grown
10 there.

11 Thank you.

12 HEARING OFFICER HIGGINS: Thank you.

13 Questions?

14 Thanks.

15 Mr. Kenneth Clark -- is here?

16 Yes.

17 MR. KENNETH CLARK: I'm Kenneth Clark from Wooden
18 Valley, and I think there isn't much that I can add. I
19 think everything has been said.

20 I grew up in Wooden Valley, same as he did. And
21 the vineyards, why, they hauled them out with horses, and
22 I saw Prohibition wipe them out, and I saw the prunes take
23 over. And the last few years, I've seen them go back to
24 the grapes, Calplan.

25 We don't own the land and we don't operate the

1 vineyard at all.

2 But I remember as a kid the place that I'm on --
3 I bought about 40 years ago. This particular place -- he
4 and my dad were good friends, the other gentleman there.
5 I've heard him talk several times at --

6 Well, they always got a premium for their grapes
7 at the Migovac Winery, and I doubt -- I could almost say
8 that I don't think that any grapes ever went out the other
9 way. I think they all came to the Napa Valley.

10 That's about all I can say. I think about everything
11 has been said.

12 I might say that we're at an elevation of about
13 500 feet, and on our line some of our vineyards are only
14 a mile from the dividing watershed line. We're just over
15 the bridge just past Silverado. We're real close, and some
16 of them extend two, two and a half miles. But most of them
17 are on the little drawn line there.

18 Thank you.

19 HEARING OFFICER HIGGINS: Thank you.

20 MR. Howard Thompson.

21 MR. THOMPSON: My name is Howard Thompson,

22 T-h-o-m-p-s-o-n.

23 I'm developing a small vineyard in the Gordon
24 Valley area. I have been asked to testify this morning
25 by the Eastern Valley growers.

1 The remarks that I wish to make this morning
2 pertain to the current status of the Napa Valley appellation.
3 This appellation on a wine bottle is a well-recognized trade-
4 mark of longstanding and as such is a very valuable property.

5 A question which is germane to these hearings,
6 I believe, is: Who is the owner? Who are the owners of
7 this property?

8 A just opinion -- a just answer to this question
9 is that the ownership is held jointly by all of the growers
10 and all of the vintners who have created the appellation,
11 the trademark in the first place and who have built it into
12 the valuable property that it is today.

13 It would seem unjustified to me that a majority
14 of these owners would be allowed to dispossess a minority
15 of their just property. I perhaps could liken this to a
16 shareholders' meeting at Exxon Corporation where a proposal
17 was made that all owners of fewer than a hundred shares
18 would have their shares declared null and void.

19 (Laughter.)

20 This, of course, is absurd. But I do say that
21 the proposal of the watershed area bears a likeness to this,
22 to such a proposal.

23 To bar these minority growers in the eastern areas
24 of access to their trademark which they have helped to create
25 would constitute the taking of private property, taking

1 of private property without compensation, without due process
2 of law.

3 Thank you.

4 HEARING OFFICER HIGGINS: Thank you.

5 Questions?

6 (Applause.)

7 HEARING OFFICER HIGGINS: Mr. Don Gordon.

8 (Mr. Gordon approaches the witness stand
9 with a bottle of wine.)

10 HEARING OFFICER HIGGINS: Here's a man who like
11 to enjoy his testimony.

12 (Laughter.)

13 MR. GORDON: My name is Donald Gordon -- that's
14 spelled G-o-r-d-o-n.

15 "And I am a family farmer raising walnuts,
16 cattle and grapes in Gordon Valley. I have
17 been asked to speak today in behalf of several
18 growers on the history of grapes in the Gordon
19 Valley area. We have gathered data from ranches
20 that have had grape plantings since the late
21 1800's, but very little documentation is
22 available before Prohibition.

23 "Since Prohibition, grapes have been grown
24 and delivered to the Napa Valley from most ranches
25 in the area. During the early '30's grapes were

1 sold to Napa Wine Company, Graystone Winery
2 and B.V. Winery, but little documentation has
3 been found on the sales.

4 "From 1936 to 1979 grapes have been sold
5 to several Napa Valley wineries including
6 Christian Brothers, Beringer, St. Helena Co-op,
7 Charles Krug and Mondavi. These sales have
8 been documented by sales receipts from several
9 growers, some of which have already been
10 exhibited by Mr. Heine.

11 "Besides having documentation on many
12 marketings, Mr. Fred Abruzzini, a prominent
13 grape buyer and general manager for Beringer
14 Brothers Winery for many years, remembers buying
15 excellent quality grapes from Gordon Valley to
16 be put into Napa Valley wines. Mr. Abruzzini
17 was kind enough to let me borrow this bottle
18 and labels from his collection for exhibit.

19 "This bottle of Beringer Rose wine was
20 bottled at Beringer Brothers Winery in 1954.
21 It bears the name Napa Valley on the label.
22 The grapes for this wine were grown in Gordon
23 Valley. This wine was made from the only
24 Grignolino grapes grown in Napa County at that
25 time."

1 If you look at the label, on the label it says
2 "Napa Valley, Beringer Rose," and that was the grapes that
3 made this wine -- came from Gordon Valley.

4 Also, Mr. Abruzzini brought to me this morning --
5 to my attention -- a gift that was given to him in February
6 1951. And apparently some of his grandchildren gave him
7 this. It's a -- just a whole bunch of labels from Beringer
8 Brothers Winery put into a letter holder. And he showed
9 me -- on these labels he pointed out the different wines
10 that were made in Gordon Valley with Gordon Valley grapes,
11 specifically a Muscatel. The climate in Gordon Valley is
12 very favorable to a Muscat grape, and this Napa Valley
13 Muscatel is listed on that label. But most of those grapes
14 came from the Gordon Valley.

15 Zinfandel is another one; Zinfandel does very
16 well in our area. And he stated to me that those Zinfandels
17 that were in that wine were -- they came from Gordon Valley.

18 He also mentioned on there dry sherry came from
19 the Gordon Valley.

20 But the point is that all of these labels have
21 Napa Valley, but there were many eastern valley grapes included
22 in the making of these wines.

23 Beginning again,

24 "Also, I have a neighbor, Mr. G.W. Loney;
25 he's a grape grower of many years, and he has

1 many memories of Gordon Valley grapes being
2 exhibited in area shows and festivals as being
3 part of the Napa Valley/Napa County area produce.

4 "There are now eight wine grape producers
5 in Gordon Valley with 201 acres bearing, 64 acres
6 nonbearing and a planned potential of 181
7 additional acres. Further and more detailed
8 information is included in a letter which you
9 shall receive shortly along with a copy of this
10 presentation.

11 "Climate and rainfall in the Gordon Valley
12 area are very close to areas of the Napa Valley,
13 and soil types are also comparable to those of
14 Napa Valley.

15 "In conclusion, based on the information
16 that I have just presented, we believe that it
17 would be ridiculous to exclude the outer valleys
18 from the appellation, because of the extent to
19 which their produce has helped to make the fine
20 reputation of Napa Valley wines."

21 Thank you.

22 HEARING OFFICER HIGGINS: Okay. We'll accept
23 that -- your statement when you have it, as well as the
24 letter, Exhibit No. 17.

25 Any questions?

1 Thank you very much.

2 There's some disappointment that you just showed
3 the bottle.

4 (Laughter.)

5 MR. GORDON: I'm afraid Mr. Abruzzini would not
6 appreciate it. I tried to get him up here today, but he
7 said he had high blood pressure and he couldn't make it.

8 HEARING OFFICER HIGGINS: This probably wouldn't
9 contribute to helping it.

10 Mr. W.A. Lyons.

11 Is he here?

12 MR. KENNETH CLARK: Mr. Lyons is a friend of mine,
13 and I saw him -- he was flat on his back in the Queen of
14 the Valley with a heart problem. But I think he hauled
15 the first truckload of grapes out of Wooden Valley when
16 the trucks took over from the mules and horses.

17 HEARING OFFICER HIGGINS: I think Mr. Heine's
18 testimony yesterday already mentioned that, something about
19 the 1890's.

20 I think, Mr. Tim Mondavi, you're going to testify,
21 right?

22 MR. TIM MONDAVI: First of all, I'd like to say
23 my name is Tim Mondavi. Currently my title is Executive
24 Vice-President Robert Mondavi Winery.

25 I was born in St. Helena, grew up at the Charles

1 Krug Winery and followed the viticulture/enology courses
2 at Davis, and currently I'm responsible, as I said, for
3 the wine making of the wines that we produce here in Oakville
4 as well as the wines in Woodridge. And I oversee in
5 addition to that the farming of our 1100 acres of vineyard
6 within the watershed that my family owns.

7 I'd like to read a letter that I presented as --
8 or did as a result of discussions with various people.

9 "Since 1937 my father has been crushing
10 grapes in the Napa Valley. These grapes have
11 come from the various areas of Napa County:
12 Carneros, Yountville, Oakville, St. Helena,
13 Calistoga, Pope Valley, Chiles Valley, Wooden
14 Valley and Gordon Valley.

15 "As a result of his own and our collective
16 experiences in producing wines from these various
17 regions, we have, in addition to other contracts,
18 entered into a long-term contract with Calplans
19 Vineyards for grapes from Wooden Valley. Since
20 1975 this Wooden Valley vineyard has contributed
21 significantly to the production and character
22 of our Zinfandel and Napa Gamay and to a lesser
23 extent to our Fume Blanc, Cabernet Sauvignon and
24 Johannisberg Riesling."

25 I should also add that the Muscat that Mike Walsh

1 referred to is just coming into bearing now.

2 "We have also received grapes from the
3 historic Abruzzini and Loney/Gordon Vineyards
4 in Gordon Valley. These grapes have contributed
5 to our Moscato d'Oro wine.

6 "All of these wines have carried the
7 appellation Napa Valley and in so doing have
8 contributed to its name. It is definitely
9 our feeling, and apparently that of our
10 consumer, that these wines exhibit the character
11 of Napa Valley. As a result, we urge that you
12 allow the continued use of these historic
13 viticulture areas in the Napa Valley appellation."
14 And my signature on that.

15 Another aspect of why I favor the larger area
16 is that from a wine-making standpoint, I think that being
17 able to receive grapes from broader areas allows me and
18 the people that work with me greater flexibility in
19 determining which wines we want to bear our name essentially.

20 We have developed a system where we have our
21 reserve wines, our regular varietal wines, as well as our
22 table wines -- and we use that flexibility quite effectively.

23 By having a larger selection of wines to select
24 from, we can ensure a higher consistent quality than if
25 we did not have that flexibility. And by being able to

1 take grapes from various areas throughout the county, as
2 has been historically been allowed, we can continue -- I
3 think continue superior wines by selection. The flexibility
4 on that is of utmost importance.

5 So, that's my statement.

6 HEARING OFFICER HIGGINS: Okay. Tim, we'll take
7 a copy of your letter, if you would, as Exhibit No. 18.

8 Any questions?

9 Thank you.

10 I think, Mr. Demarest, then you're ready again
11 to more or less summarize?

12 MR. DEMAREST: Thank you.

13 This time I get to use the charts.

14 (Laughter.)

15 They kept me sitting here before.

16 They have this one over here. It's all alone;
17 nobody's used it, so I'm going to use it.

18 This appellation is supposed to be a delimited
19 grape-growing region bounded by natural geographic features.
20 We have shown you that. We have shown you the intrusion
21 of the tidal marsh in the south. We've shown you a ridge
22 along the western boundary. We have shown you on the slope
23 map that the geographical features of this area change as
24 you move north. We have also shown you that on the eastern
25 side we have Puda Creek, Lake Berryessa and again a ridge

1 line which terminates with the county line which roughly
2 approximates, again, geographic boundaries that change the
3 character of this area in the south.

4 We have relied in two places upon a political
5 boundary, in the southern portion and in the far northern
6 portion. The rationale for that was one of balancing the
7 combination of administrative historical and viticultural
8 features which we believe B.A.T.F. must balance in achieving
9 the objective of drawing a line on a U.S.G.S. map. We don't
10 believe that any of these individual lines or boundaries
11 is subject to strong challenge for failure to meet each
12 of the criteria that you have outlined.

13 Testimony yesterday indicated that there is within
14 this general area of eastern Napa County -- perhaps spilling
15 over, we concede, into some of the border areas of the adjacent
16 counties -- but nevertheless largely confined within Napa
17 County there is --

18 It got lonely over here.

19 (The map falls off the wall.)

20 (Laughter.)

21 -- there is a general viticultural characteristic
22 which Robert Mondavi has characterized as giving a trait,
23 a style to the Napa Valley wines.

24 We have also shown that this area that we have
25 drawn on this map satisfies the criteria of historical

1 evidence.

2 The only areas excluded -- the only areas --
3 excluded from this appellation proposal are those areas
4 which fail to meet one or the other of those two criteria.
5 The area inside meets both of those criteria. It is both
6 viticulturally distinctive, and it is historically based.

7 We've also shown that there is admittedly within
8 the range of the Napa Valley watershed viticultural traits,
9 viticultural characteristics. They are not so broad as
10 to disallow the watershed from being considered as an
11 appellation area. But significantly within that range of
12 variables also fall the eastern valleys of Napa County,
13 including Capell Valley, Wooden Valley, Soda Valley, Pope
14 Valley and all the others you've heard testimony about.

15 The significance of this fact is that there is
16 no basis historically or viticulturally for differentiating
17 between the eastern valleys of Napa County and the watershed.
18 They're one and the same.

19 The Napa Valley term as used by ordinary wine
20 consumers is indistinguishable with the grape production
21 from this entire region.

22 We've also presented you with testimony that we
23 hope satisfies your concern that the designation of this
24 area will not hurt wine consumers.

25 Why won't it hurt wine consumers?

1 One, because it's not going to endanger the
2 quality of the wines. You've heard testimony about fine
3 grape production from Capell Valley, from Wooden Valley,
4 from Gordon Valley, from Pope Valley. The quality of the
5 grapes in these areas has been and continues to be of high
6 quality and has been used by vintners of worldwide reputation,
7 such as Robert Mondavi, such as Brother Timothy, to produce
8 the characteristic wines of Napa County and Napa Valley.

9 Secondly, as has been said over and over, if you
10 confine your appellation to something less than this
11 historical zone, you will result in a reduction in the volume
12 and quantity of Napa Valley wine available to the consumer,
13 driving up the price for no reason at all.

14 And the quality of that wine may suffer. Robert
15 Mondavi will not have the flexibility to buy where he finds
16 the best grapes.

17 As David Purseglove has said, that may be the
18 key to protecting the wine consumer, because it gives
19 flexibility to the vintner to shop around, to find the best
20 quality grapes. We think that flexibility is important
21 in this valley and should not be done away with by any B.A.T.F.
22 regulation.

23 We also feel that the testimony you've heard has
24 indicated the pride of the eastern valley growers who
25 participated in development of this appellation. That pride

1 will continue to assure that there are high quality grapes
2 used to make the fine wines of Napa Valley. Let's not
3 forget the slogan that Mr. Heine read to you yesterday about:
4 "Use Napa County grapes for Napa Valley wines." We ask
5 you to continue to approve that.

6 You have also heard testimony from a large number
7 of vintners who have said: "We agree. We support this
8 approach."

9 Let me suggest to you that there is no disagreement
10 between the growers of the eastern valleys, the vintners
11 in Napa Valley and Napa County. In large measure the
12 exclusion of the eastern valleys, we believe, we a result
13 of historical anomaly. It was a result of the fear or notion
14 that B.A.T.F. would not accept these eastern boundaries,
15 that we couldn't make a case for their inclusion, and that
16 failing to include those the result would be a very small
17 appellation on the valley floor which would not be good
18 for wine consumers, which would not be good for grape growers
19 and which would not be good for this Valley's wine industry.

20 But that fear, I think, has been overcome. I
21 think we've shown that B.A.T.F., through a letter written
22 by Mr. Drake to me last week, indicates that you can use
23 a boundary of a political subdivision under appropriate
24 circumstances to delimit a grape-growing region. The
25 boundaries we proposed to you are administerable; they are

1 supported by viticultural evidence; and they are historically
2 based.

3 Finally, I have been in communication with both
4 the Beaulieu and Inglenook Vineyards. During the course
5 of those conversations they've made it clear that they wish
6 me to express to you their support for the eastern boundary
7 inclusion in the Napa Valley appellation.

8 The support you've heard today from Inglenook,
9 Beaulieu, Robert Mondavi and Brother Timothy represent a
10 very significant portion of the crush capacity of this valley.
11 We think that demonstrates the broad-based support for this
12 proposal. We ask you to amend your petition that was noticed
13 in the Federal Register, utilize the boundaries which we
14 have drawn on this map which we submit to you for that purpose
15 and include the eastern valleys of Napa County in the proposed
16 Napa Valley appellation.

17 Thank you.

18 HEARING OFFICER HIGGINS: I think we might have
19 some questions of you.

20 MR. DEMAREST: Okay. Thought I'd get away.

21 HEARING OFFICER HIGGINS: We must not have done
22 much for grapes this last day and a half, but we've certainly
23 created a bonanza for the map business.

24 (Laughter.)

25 I want to ask you: In the valleys in the far

1 north or depending upon how you're looking at it -- Shell
2 Valley, Big Basin, Spanish Valley being the other -- are
3 there many vineyards in that area?

4 MR. DEMAREST: No.

5 HEARING OFFICER HIGGINS: You include them because
6 of what?

7 MR. DEMAREST: We include them because we were
8 seeking to find a boundary that would be administerable --

9 HEARING OFFICER HIGGINS: You were doing what
10 the other group was doing when they found the watershed
11 line?

12 MR. DEMAREST: Yes.

13 HEARING OFFICER HIGGINS: Okay.

14 MR. DEMAREST: But what we have done -- I think
15 our boundary is a little more administerable, because you
16 can find Puda Creek on the ground. And when you buy land
17 in this area you know which county you're in, so that there's
18 no fight over whether you're in the county or not in the
19 county; you get a surveyor to tell you that before you buy
20 the property.

21 So, what we were seeking to do was to utilize
22 some boundary out here --

23 When you look at this map -- maybe this map doesn't
24 demonstrate it -- but you look at any of the other maps,
25 the boundary that clearly stands out is Lake Berryessa;

1 you have to be blind to miss it. And we said, "Well, there's
2 Lake Berryessa; there's no grapes there. That's a good
3 geographic boundary." And we looked and, sure enough, there
4 went Puda Creek north.

5 Now, if we could just find a way to close it in
6 the south and to close it in the north we'd have an appellation.
7 That's what we did. We went along this county line until
8 we got to Puda Creek, and we went down this county line
9 and closed it around to meet up with the original appellation
10 from the watershed proposal.

11 MR. DRAKE: Well, Puda Creek, does it split Big
12 Basin?

13 MR. DEMAREST: Yes, it does; it goes right through
14 the middle of Big Basin.

15 Any other boundaries you try to pick out here
16 become very hard to administer -- as a geographic boundary.

17 I suppose you could use the section lines, but
18 they don't show up on the ground any better than a ridge
19 does. In fact, they show up even less. U.S.G.S. has got
20 10,000 men running around with little red brushes painting
21 lines on the ground. It's a long way to go.

22 (Laughter.)

23 I thought that was what was happening one day.
24 This man was in my back yard and he was marking and he was
25 putting a line, marking where the telephone wires ran under

1 the ground.

2 This is a real problem, as we tried to express
3 in the beginning. You have the general definition, "delimited";
4 well, this is delimited. You people are going to do the
5 delimiting -- grape-growing region. We told you that. And
6 it has to be characterized by geographic features, whatever
7 that means. And we tried to show you some geographic-type
8 features, but then the specifics you require in your petition
9 are threefold: One, it has to be something that has
10 viticultural characteristics. The boundaries don't necessarily
11 have to have viticultural significance, but the area does.

12 Then, secondly, you want to use a boundary that
13 falls on a U.S.G.S. map to surround that area that has
14 viticultural significance. And, as I think this chart over
15 here perhaps shows better than any other, you have the
16 rainfall patterns where the gradations of blue indicate:
17 low rain, very dry, a little wetter, and in gradations
18 increasing north -- from south to north rainfall.

19 But you'll notice that the strongest rainfall
20 area is the area between 35 and 40 inches -- 30 inches and
21 40 inches runs right across the ridge line of the watershed.
22 And that is the boundary which delimits the Napa Valley
23 in a watershed sense. But this very important climatic
24 variant, the rainfall, which is critical just runs right
25 over it, runs roughshod right over the top of it, doesn't

1 care about that ridge line. So, how do you draw that on
2 a map?

3 Well, you start to look around you start to try
4 and balance it -- administrative convenience -- you try
5 to balance some of the other factors, and basically what
6 we did was decide that pulling those boundaries back, making
7 it smaller and smaller until we had an area that met both
8 those criteria, historic and viticultural, and then we looked
9 for any darn thing we could find on the map that was permanent
10 and was not going to move, and we used it. Unless the county
11 boundaries change, I think we're in good shape if somebody
12 doesn't let all of the water out of the dam.

13 (Laughter.)

14 I've been told that the dam is designed to withstand
15 a thousand-year storm. A thousand-year storm is a pretty
16 big storm. They tell me that's 40 days and 40 nights.

17 (Laughter.)

18 I'll be very happy if your dam stands for as long
19 as your regulations do.

20 (Laughter.)

21 HEARING OFFICER HIGGINS: Joe, there's got to
22 be a punch line.

23 (Laughter.)

24 Tim, did you want to --

25 MR. TIM MONDAVI: I'd like to make one comment.

1 I think that originally one of the intentions of the eastern
2 watershed people was to include the historic growers, and
3 I think that's what this does. There are no growers that
4 I'm aware of that grow grapes for viticultural or wine-
5 making purposes in the areas that are currently excluded,
6 and I think that's an important factor.

7 HEARING OFFICER HIGGINS: Okay. For the record,
8 that was Tim Mondavi -- for the reporter.

9 MR. DEMAREST: I might mention that we did play
10 with the idea of using a contour line to define the various
11 eastern valleys that have historically produced Napa Valley
12 grapes and Napa Valley wine.

13 We looked at those because there are obviously
14 regions between these valleys that are inappropriate for
15 grape production: The soil isn't correct; the temperature
16 may not be correct; the terrain isn't correct. Those will
17 probably never be planted. It's too expensive. The water
18 isn't there, you can't irrigate or you can't harvest the
19 grapes.

20 But in a desire to try to limit such as we could,
21 we looked at -- just describing each of these valleys --
22 and they show up by the white area in the map -- and we're
23 told that we could not use noncontiguous areas, that an
24 appellation had to have a single boundary around it.

25 When you look at this map and start to look at

1 the Pope Valley and the Capell Valley, some of these other
2 valleys, it becomes -- you lose your perspective. You say,
3 "Well, we're including all of that other land", or "We're
4 almost doubling the size of the watershed. Gee, can we
5 do it?"

6 And we look over here and see some of these other
7 historic grape-growing regions of France. And this is
8 all one, all one appellation. So is this. They dwarf the
9 entire county.

10 Now, if the French want us to go their way, let's
11 not start out with an appellation for our premier viti-
12 cultural region, our best, and make it smaller than they
13 use to define their best.

14 HEARING OFFICER HIGGINS: Any other questions
15 of the --

16 I think we have one more, Bill.

17 MR. MINTON: If you could just explain briefly
18 the major factor that went into picking the county line
19 at the northern boundary, you said you based your boundary
20 on viticultural, historical and administrative -- I'm just
21 wondering which was the major factor that went into that
22 particular map?

23 MR. DEMAREST: All three. You won't catch me there.

24 (Laughter.)

25 We had testimony yesterday from Mr. Hanson and

1 Mr. Lider regarding the change in soil types.

2 If you also look on this map, you can see that
3 there is no continuous valley that runs out of Napa County
4 north to south. Instead, each of these valleys is pinched
5 off by this mountain range, right through here, and there's
6 a saddle here where the creek goes through. But, as you
7 can see from this slope map, there is very steep country
8 inappropriate for production of grapes.

9 So, what we did was to distinguish the areas of
10 Lake County on soil and, to some degree, climatic conditions
11 as viticulturally dissimilar. That was the testimony of
12 Mr. Hanson and Mr. Lider. It was also the testimony of
13 the watershed proponents distinguishing the northern areas
14 of Napa County.

15 We believe that this is the geographical differen-
16 tiation that borders, just as the bay borders in the south,
17 so too this mountain area borders in the north.

18 And finally we used the historical evidence because
19 grapes grown north of here on the other side of this mountain
20 region have not been traditionally sold as Napa County grapes
21 or as Napa Valley grapes.

22 So, it was a combination of all three. And when
23 we looked here we could find other things. We could have
24 used a series of ridges. We could have used other boundaries
25 through here. But that would have caused a great deal of

1 administrative burden for B.A.T.F., and we recognized that
2 one of the comments -- I don't want to use the word "criticism"
3 today -- one of the comments we made regarding the eastern
4 line of the watershed was the difficulty of administration.

5 This line is certainly administerable, and if
6 it otherwise approximates the extent of the viticultural
7 and historical evidence, we felt it was a satisfactory border.
8 Okay?

9 MR. MINTON: I have one more. I have one more
10 question.

11 From that slope map it looks like a boundary that
12 runs down from Montichello Dam cover some very steep terrain.

13 Was it just the ridgeline that was chosen or --

14 MR. DEMAREST: Yes.

15 MR. MINTON: -- or is that the very top of the
16 ridgeline?

17 MR. DEMAREST: That is the very top of the ridgeline.

18 It is also a county border. It has identical
19 characteristics with the eastern -- with the westernmost --
20 I'm an Easterner, and I always think the ocean is to the
21 East.

22 (Laughter.)

23 The western -- (Laughter) -- We get confused out
24 here.

25 The Westernmost boundary, this boundary over here,

1 is a ridgeline which has some viticultural characteristics
2 to it. It is also a geopolitical line, and that it
3 differentiates Napa County and Sonoma County.

4 Now, that has historical significance as well.
5 Sonoma County grapes have traditionally been sold as Sonoma;
6 Napa County grapes have traditionally been sold as Napa
7 Valley grapes.

8 The same issue over here. This line is a ridgeline,
9 Blue Ridge, moves all the way down here; it possesses
10 viticulturally significant characteristics, because just
11 over this ridgeline you enter into a -- as the slope map
12 shows -- a very different area. The other side of that
13 eastern boundary -- and I'll bring this over again --
14 when you get out of this mountain range on the eastern
15 boundary, Napa County, you can see a very, very marked change.
16 Instead of having small mountainous valleys, the coastal
17 valleys, you go into this broad, flat expanse of the
18 Sacramento Valley. And it's hotter than blazes in the
19 summertime. Very different. So, we use this because it
20 had viticultural significance, differentiating these western
21 valley mountains -- that doesn't sound right -- mountain
22 valleys from the Sacramento Valley.

23 It also differentiates Solano County from Napa
24 County at that point. That is a county line.

25 HEARING OFFICER HIGGINS: Okay. Thank you very

1 much, Mr. Demarest.

2 MR. DEMAREST: You're welcome.

3 HEARING OFFICER HIGGINS: Mr. John H. White.

4 MS. PORTNEY: Excuse me. I left him a call to
5 come down.

6 HEARING OFFICER HIGGINS: Okay, we weren't expecting
7 to get out so soon.

8 MS. PORTNEY: He will probably be here in 10
9 or 15 minutes.

10 HEARING OFFICER HIGGINS: That's okay.
11 Mr. K. Giles.

12 MS. PORTNEY: He's in the same place.

13 HEARING OFFICER HIGGINS: Oh, okay. Same place.

14 Is Mr. Solari here by any chance? He was here
15 yesterday and asked for an opportunity to testify.

16 Let's take about a 10-minute break and stretch.

17 (Thereupon the morning recess was taken.)

18 HEARING OFFICER HIGGINS: Let's resume the hearing
19 now.

20 We have perhaps three or four more witnesses,
21 so I think the way the times have been running that we'll
22 be able to go straight through and then conclude the hearings
23 sometime this afternoon.

24 That way, anyone who we missed, because we finished
25 earlier than we had expected, we'll try and contact them

1 and have them submit written comments for the record which
2 will also be considered in arriving at a decision.

3 Our next witness will be Mr. John Wright of Demaine
4 Chandon.

5 MR. WRIGHT: Thank you.

6 "My name is John Wright. I am the President
7 of Domaine Chandon. Domaine Chandon is a major
8 producer of methode champenoire sparkline wine
9 marketing to cuvees or blends that are labeled
10 'Napa Valley Sparkling Wine'. We currently own
11 and manage approximately 550 acres of Napa Valley
12 vineyard and own an additional 500 acres destined
13 for future planting. Last year we purchased
14 approximately 20 percent of the open market
15 Pinot Noir and about 10 percent of the open
16 market Chardonnay sold and grown in the Napa
17 Valley.

18 "The purpose of my comments today is to
19 describe what I feel are the discrepancies
20 that might arise by designating the Napa-Sonoma
21 County line as the extreme southwestern boundary
22 of the proposed Napa Valley viticultural area
23 and to suggest some alternatives for dealing
24 with the problem."

25 I have assisting me, I hope, today -- except he

1 lost his notes -- Will Nord who is the director of
2 viticultural operations for Domaine Chandon.

3 Would you put the first overlay on, Will.

4 I only have half of my glasses. I lost this part,
5 so I may lose them occasionally.

6 What we have here are -- or on the board there --
7 is actually four quadrangles of the U.S.G.S. map, the Sears
8 Point, Cuttings Wharf, Sonoma and Napa quadrangle.

9 "The underlying reason for these hearings
10 goes, I believe, back to Section 4.25a(e)1, Title
11 27, CFR which defines an American viticultural
12 area as a delineated grape-growing area
13 distinguishable by geographical characteristics.

14 "The emphasis on geographical characteristics
15 implies that a viticultural area should not
16 correspond generally to geopolitical boundaries
17 because the origins of geopolitical boundaries
18 are unlikely to have been based, in their
19 history, upon any viticultural criteria."

20 Basically -- and I will speak up because the
21 microphone doesn't seem to do that much anyway --

22 I really have no quarrel with the Napa-Sonoma
23 political boundary if we go all the way up to Mount
24 St. Helena and come all the way down. Going from north
25 to south, I have no personal quarrel at all with the use

1 of the Napa-Sonoma County line along the ridge going as
2 far south as Route 121, because if you really look at the
3 U.S.G.S. map you find a very predominant mountain range
4 here, the Mayacamas Mountains, and I do find a very distinct
5 valley, if you will, on the right; i.e., the Napa Valley.
6 And on the left, starting in this area, what I assume people
7 will say is the Sonoma Valley.

8 However, when we get to Route 121 we lose that
9 nice, tidy, little ridgeline. In fact, from Route 121 down
10 to the Southern Pacific Railroad tracks is an area which
11 is a rather hilly type of topographical structure, and as
12 referred to normally in today's terms as the Carneros
13 District.

14 If we take the U.S.G.S. line, as has been proposed
15 by the petition in front of you, the county line follows
16 this purple segment going along down to Huichica Creek.

17 If I could have the other overlay there -- it's
18 No. 2 -- I numbered them for you.

19 (Laughter.)

20 So, to recap, the boundary which starts just where
21 there's a very predominant ridge here -- it kind of stops
22 at 121 -- right from 121 down to the Southern Pacific happen
23 to dissect right in the middle of a very major area that
24 is currently planted in vineyards.

25 What I have done here in the green marked-in areas --

1 or I shouldn't say I have -- Will has -- has placed in these
2 green areas, areas that today are either producing vineyards
3 or as of 1980 are in the process of being developed into
4 producing vineyards.

5 I also took the liberty of adding about another
6 400 acres, which happens to be land owned by Domaine Chandon
7 that is in the process of a planting for future vineyard
8 within the next three years.

9 Another somewhat bizarre thing is that this line
10 bissects specific vineyards as of right now. There are
11 three primary owners: One is Buena Vista with approximately
12 600 acres; another Domaine Chandon 250 in production now
13 with another 400 acres planned for future production; and
14 Mr. Haire, Hames Haire, over here.

15 Now, in conversations with many people who have
16 been charged with developing the boundaries of the present
17 petition -- and I've had a lot of conversations, mostly
18 casual -- I concluded that the reasons for using the Napa-
19 Sonoma County line as shown on the U.S.G.S. map, the purple
20 line, that the reason for using this line, through the rather
21 ill-defined topographical region, was based on two things:
22 A, experience, and B, prejudgment of B.A.T.F. thinking.

23 If we really examine the land formed, the topography
24 along the Route 121, along 121, say to the Southern Pacific
25 Railroad tracks, we find that there is in a sense no valley;

1 there is a series of rolling hills.

2 Nevertheless, in order to meet what they felt
3 you wanted, they had to conform to Requirement D of the
4 petition, which says that the specific boundaries of the
5 viticultural area must be there based on the features which
6 can be found on the U.S.G.S. map.

7 Obviously, the most expedient thing to do is to
8 use the county line as drawn on the U.S.G.S. map.

9 Upon closer investigation one would have found,
10 unfortunately, that the U.S.G.S. map is inaccurate. I've
11 included in my exhibit -- and I will give you two folders
12 that show several exhibits -- that show, among other things,
13 the Sonoma County assessor's map, a Napa County assessor's
14 map, and finally the original ground survey that was
15 conducted in 1877, which is the definitive survey showing
16 what is the boundary between Sonoma County and Napa County.
17 A copy of that is also included.

18 And, in fact, the assessor's maps -- fortunately
19 they agree with each other or otherwise we'd be paying double
20 taxes -- the assessor's maps indicate that in fact according
21 to the definitive ground surveys, the true line between
22 Sonoma County and Napa County runs along this red line right
23 here.

24 In effect, the U.S.G.S. map has relegated over
25 200 acres of vineyard belonging to Buena Vista and Domaine

1 Chandon as being in Sonoma County when in fact it's in Napa
2 County.

3 "However, I am not here to nitpick about
4 technical matters. The issue is far more
5 sentimental. I suspect that when they were
6 drawing up the proposed Napa Valley boundaries,
7 the people in question believed that the
8 B.A.T.F. would not accept a delimited area that
9 crossed county lines; i.e., their real thinking
10 is: The Napa Valley, in order to preserve this
11 name 'Napa Valley', we've got to make a case
12 through you people that it's smaller than Napa
13 County. This is an example of responding to what
14 you think people want to hear rather than
15 focusing on the facts and the underlying intent
16 of the ruling: namely, that geographic criteria
17 rather than geopolitical criteria are to be
18 the guide.

19 "If we apply geographical criteria to the
20 boundary in the Carneros Hills, we find the
21 following significant features:

22 "First, is soils."

23 I have included in this little packet for you
24 the soil maps of both Sonoma County and Napa County relevant
25 to this particular area we're talking about.

1 "The appropriate official soil surveys
2 of Sonoma and Napa Counties show that in these
3 specific areas in question there is an extreme
4 uniformity of soils encompassing a large part
5 to the east and west of the Napa-Sonoma line
6 from the Southern Pacific up to Route 121.
7 These are the typical Carneros soils of the
8 Haire-Coombs-Diablo series. I might add that
9 below the Southern Pacific Railroad, the soils
10 are of a quite different nature; they tend to
11 be peat and saline in nature and rather
12 unsuited to vineyards.

13 "The general maps of Sonoma and Napa Counties
14 show that Haire series soils on the eastern side
15 of Sonoma County are largely restricted to the
16 area: From Route 121, west to the Southern
17 Pacific, then southeast along the Southern Pacific
18 to the Napa County line. In Napa County the Haire
19 series soils are predominant in the Rincon
20 de los Carneros and the Huichica Rancho. But
21 they do exist elsewhere a little further north
22 of those two ranchos.

23 "In short, from a soils point of view, the
24 Carneros District" -- you'll permit me to use
25 the name for a moment -- "cuts across county

1 lines."

2 The second criteria or criterion which is to be
3 used in the geographical definitions in the viticultural
4 areas is climate. Rather than bore you with all the climate
5 zones through here, I have submitted in my exhibit rather
6 definitive information which shows that the climate in what
7 we refer to as the Carneros District is virtually identical,
8 regardless of whether you're in Napa County or Sonoma County.

9 A third area or criterion has been watershed.
10 Now, this isn't something that's been posed by the B.A.T.F.
11 to us, but rather an area which seems to have elucidated
12 a lot of means of trying to get a hook on something.

13 So, my next overlay here shows a drawing of trying
14 to trace both the permanent year-round creeks and rivers
15 going to the Napa River as well as the drainage areas, major
16 drainage areas, of water going into the Napa River.

17 Going back to the U.S.G.S. map, we just happen
18 to find on the extreme portion over here that there is a
19 major drainage area coming off of the Mayacamas Mountains
20 coming into here, which happens to be in Sonoma County,
21 whether you take this line or that line, flowing into Hudeman
22 Slough. Hudeman Slough, I might add, is a tidal area, and
23 I've had a few little bit of problems wrestling with this.
24 I know I've gone down to the bridge where Hudeman Slough
25 flows in potentially either into Petaluma or into the Sonoma

1 Creek or into the Napa River, thrown a few champagne corks
2 into the river and found that at ebb tide everything is
3 flowing toward the Napa River. I think it's fair to assume
4 that the drainage through here, at least at ebb tide, is
5 into the Napa River and potentially partly into Huichica
6 Creek, which flows out this way, which is the current
7 boundary line between Napa and Sonoma Counties.

8 Another factor is a great emphasis for -- or what
9 would appear to be a great emphasis upon historic evidence.

10 Parenthetically, I'd like to add -- although I
11 think history has some point here -- in many ways history
12 today is being made in the Napa Valley and that perhaps
13 we could overdo a little bit what happened a hundred, a
14 hundred and fifty years ago.

15 "Nevertheless, I am submitting for your
16 review several documents which prove that:

17 (A) The Napa Valley was always considered to
18 extend all the way to San Pablo Bay; (B) that
19 the name 'Carneros' refers historically to
20 three ranchos, Rincon de los Carneros, Entre
21 Napa and Huichica."

22 A name that was in former use, really up until --
23 oh, probably the 1940's -- but certainly going back to the
24 19th century, was a name called La Loma, meaning the hills.
25 La Loma, the older name, and Carneros, are essentially

1 synonymous from the point of view of viticulture. And if
2 you'll look in the little references I'll give you, I'll
3 find that La Loma was virtually identical to what we around
4 here today call Carneros.

5 " (C) , the Carneros or Loma Hills District
6 has a significant viticultural history; and,
7 finally, that Carneros has always been a
8 district associated with the Napa Valley even
9 though a part of the Huichica Rancho lies
10 within Sonoma County."

11 We might now go to some possible solutions. Based
12 on geographical, as opposed to geopolitical, criteria, I
13 would recommend -- and I think we'll see that better if
14 we take everything else off, don't you?

15 Based on geographical criteria, I would recommend
16 that the current southwest boundary which at this point
17 is this purple line, and I frankly -- I really don't know
18 how we could wrestle with that one, because it's wrong --
19 the U.S.G.S. map being off by literally a half a mile here --

20 I would recommend that the current southwest
21 boundary be redrafted in either one of the two following
22 ways: The more flexible, which is basically something I
23 would support, would be to follow the obvious ridgeline
24 down from between Napa County and Sonoma County, down to
25 Route 121, fence west on Route 121 to the intersection with

1 the Southern Pacific Railroad, then southeast along the
2 Southern Pacific to the Napa River.

3 "The logic for using the Southern Pacific
4 Railroad is twofold. The railroad tracks are
5 almost an exact border between Haire series
6 soils and a soil type called the Reyes, from
7 Point Reyes. The Reyes soils series are
8 thought to have little or no capability for
9 viticulture because of high winter water tables,
10 saline content and excessive acidity."

11 The other obvious reason is that if we have a
12 Mr. Hugh Johnson or some other wine writer that wants to
13 put on a map, a U.S.G.S. map: where is the Napa Valley?
14 that the railroad is a very easily detected kind of thing.

15 The disadvantage, if you will, the least flexible --
16 just on that point -- disadvantage of progressing as far
17 west as this junction here, between 121 and the Southern
18 Pacific, lies with the fact that the Napa River watershed,
19 which I have showed you before -- there's some real question
20 that beyond this ridgeline here, whether or not these little
21 drainage areas finally wind up in the Napa River or whether
22 they wind up in the Sonoma Creek.

23 If this is of critical importance to the appellation
24 petition, this second alternative would be to take the
25 ridgeline that is quite visible -- if you were to drive

1 along 121 and stop your car right here you could look southward
2 and see a very definite straight ridgeline along here with
3 a kind of an inter-valley coming along in this hill -- sort
4 of hillside-type of structure.

5 In conclusion --

6 "A considerable amount of thought, time
7 and effort has been put into the definition of
8 the Napa Valley by the Napa Valley growers and
9 the Napa Valley vintners."

10 Basically, I'm not here to criticize that effort
11 or their intent or anything else and personally would rather
12 not raise any objections to this. I don't want to muddy
13 the waters.

14 "On the surface it would appear that the
15 exact location of the boundary that constitutes
16 only a small part of the total area is of little
17 significance. Unfortunately, this isn't the case."

18 First of all, the boundary in question is probably
19 the only one which runs directly through approximately 850
20 acres of current vineyard and 400 acres of land planned
21 for vineyard development in the next three years.

22 To give you some idea of perspective, that amounts
23 to about five percent of the vineyards presented planted
24 in Napa County today. So, it's a large vineyard area.

25 (B), this border, I'm sure, is also going to come

1 up when our friends from the Sonoma Valley come around with
2 their petition as to what is the Sonoma Valley.

3 And, thirdly, I expect -- and I understand --
4 that a petition will come through for an appellation for
5 the Carneros District as well.

6 The evidence pretty much shows that the Carneros
7 District -- in fact it obviously shows -- that the Carneros
8 District includes parcels in both counties. Does it make
9 sense to have a Napa Valley Carneros and a Sonoma Valley
10 Carneros, particularly when Carneros has historically been
11 associated with Napa Valley?

12 Finally, the concept, the very concept of running
13 a geopolitical border, which is inaccurate in the first
14 place -- directly through existing vineyards with uniform
15 soils and uniform climate, blatantly defies the underlying
16 principle of a viticultural area based on geophysical
17 criteria.

18 Thank you.

19 HEARING OFFICER HIGGINS: Thank you.

20 Within the area that you discussed there -- and
21 I almost hate to ask the question because you may ask me
22 which county line I'm talking about -- do you now have
23 vineyards that are now producing grapes that are now used
24 in wines with the Napa Valley appellation?

25 MR. WRIGHT: Yes.

1 HEARING OFFICER HIGGINS: On both sides of the
2 line?

3 MR. WRIGHT: Whichever side you take, yeah.

4 HEARING OFFICER HIGGINS: Both sides?

5 MR. WRIGHT: Yes, both sides.

6 Now, our neighbors, Buena Vista -- in fact, it's
7 interesting that within this little ridgeline here there
8 is -- at the property owners, Domaine Chandon, Buena Vista
9 and the Haire Family and the Dutra Family constitute this
10 entire area, and all four of us have property both in Napa
11 County and in Sonoma County.

12 As of this point it is only the Haire Family,
13 Buena Vista and ourselves that have actually planted vineyards.
14 Dutra's essentially in dairy growing.

15 Another point I'd like to make here. If you look
16 at what is a sort of a suit of vineyards, perhaps starting
17 at the Stanley Ranch and going this way, it just so happens
18 that in this district that we tend to call Carneros that
19 the vineyard started around here, but they're increasingly
20 going this way.

21 So, if you go across this ridgeline today you
22 won't find a vineyard anywhere in this area; you'll find
23 one kiwi -- a lot of kiwis -- but that doesn't mean that
24 this area is not very, very similar to this area; it's just
25 a matter of where we are in the space of time.

1 I'd like to make another point, that if you look
2 at the -- and it's also in my little packet -- if you look
3 at what I think is going to be put in by the Sonoma Valley
4 people -- and I don't think we're really fighting each other
5 on this -- is if you look at the Sonoma Valley soils, the
6 Haire series soils are virtually confined to this area.
7 There's a little bit that goes above 121, just about like
8 this. But that's it. The only other place where you can
9 find Haire series soils is beyond the ridgeline over here
10 which would go into the area of Petaluma.

11 HEARING OFFICER HIGGINS: Any questions?

12 Thank you very much. That packet of materials,
13 if you would submit that, that will be Exhibit No. 19.

14 Thank you very much.

15 Mr. Giles, is he here?

16 MR. GILES: Do you want me to sit here?

17 HEARING OFFICER HIGGINS: Yes, if you would, please.

18 Could you please introduce yourself and spell
19 your last name.

20 MR. GILES: My name is Kim Giles; that's K-i-m,
21 G-i-l-e-s.

22 I have a vineyard in Sonoma. I have undeveloped
23 vineyard land in Napa County, and I've worked for wineries
24 in the Napa Valley and the Sonoma area in the capacity of
25 an enologist.

1 And you've probably heard a lot of this before
2 but I haven't been here, so I don't know what you've heard
3 and haven't heard.

4 The area called the Napa Valley is a geographically
5 diverse one. Vineyards are found from the valley floor
6 to the 2,000-foot elevation. Soil types are many, ranging
7 from poorly drained to excessively drained -- right, poorly
8 drained to excessively drained, acid to basic, clay to
9 rocky with everything in between. The climate too varies
10 from a Region 1 on the Carneros area to a Region 3 near
11 Calistoga and St. Helena.

12 I believe it is this diversity, along with the
13 refined wine-making technology, which is responsible for
14 the reputation of the Napa Valley being able to produce
15 a wide range of high-quality wines. In any given year the
16 wine maker has the option, if he or she chooses to, blend
17 grapes in effect from different soil types and climate areas
18 to produce the ultimate wine. To restrict or reduce the
19 size of the Napa Valley appellation might restrict this
20 valuable option. To restrict or reduce the size of the
21 Napa Valley appellation because of its already limited size
22 would also probably have the effect of limiting -- pardon
23 me -- of inflating the price of grapes and wines in that
24 area.

25 I would have to conclude that any restriction

1 in the size of this area to an area less than the Napa County
2 boundaries is not the best interests of the consumer. To
3 ensure quality to the consumer, it is less a question of
4 defining some general and diverse area, but more a question
5 of planting the right variety in the proper, specific
6 locations within the general area. For instance, one should
7 not plan Gewitsrameiner or Pinot Noir in Calistoga, and
8 the Carneros would not be suitable for Cabernet.

9 I have a particular objection to the southern
10 appellation boundaries as proposed by the Napa Valley vintners
11 and others. This boundary running east and west along the
12 Suscol Ridge excludes an area running just to the south
13 that in my opinion is particularly suited to plantings of
14 Chardonnay, Gewitsrameiner, Pinot Blanc, Pinot Noir, and
15 possibly Sauvignon Blanc.

16 The climate is Region 1. There are significant
17 areas of Bale, Coombs and Haire soils suitable, even
18 desirable, for vineyard, and the close proximity to the
19 Napa River and San Pablo Bay minimizes the danger of frost.

20 This area also has an historical basis as being
21 vineyard land.

22 May I quote from a pamphlet, California State
23 Agricultural Society" pamphlet, 1858. Quote:

24 "By far, the most important farm in the
25 valley was the Suscol Farm near Suscol. The

1 farm consisted of 225 acres of orchard and
2 vineyard. The most important aspect of this
3 farm was a successful growing of orchards
4 without irrigation, a matter considered
5 impossible by most Napa Valley farmers." Unquote.
6 In the best interest of the consumer it might
7 be better to leave well enough alone and let the Napa County
8 and the Napa Valley be synonymous, and let those interested
9 in clarifying in defining areas work on a system or series
10 of subappellations. The subappellations could or would
11 be used in conjunction with the Napa Valley appellation
12 and would have the potential of being more meaningful to
13 the interested consumer.

14 That's all I have to say.

15 HEARING OFFICER HIGGINS: One question just for
16 the record.

17 Are any grapes now grown in the area you've just
18 now discussed, which is just south of the land?

19 MR. GILES: No. There are plans in that direction.

20 HEARING OFFICER HIGGINS: Any other questions?

21 MR. MINTON: I have a question.

22 What's the potential acreage of vineyard lands
23 down there -- approximately?

24 MR. GILES: I would say in excess of a hundred
25 acres.

1 MR. MINTON: What percentage of that -- of the
2 total area that's excluded would that be?

3 MR. GILES: All of it.

4 MR. MINTON: I mean, how many acres are in the
5 excluded area then?

6 MR. GILES: Well, it's a question of degree.

7 There's some Coombs and Bale loam in there that
8 would probably amount to a hundred and twenty, a hundred
9 and fifty acres.

10 And then there's a lot of Haire soils and other
11 soils that might be considered marginal from an economic
12 standpoint, but which could nevertheless produce some
13 quality grapes.

14 But I really don't know the exact acreage.

15 MR. MINTON: Thank you.

16 HEARING OFFICER HIGGINS: All right, thank you
17 very much.

18 Mr. Solari? Did he return?

19 Oh, is there anyone that wanted to testify who
20 has not been given the opportunity?

21 Dick Mahr, I think you had -- you're all set?

22 MR. MAHR: Yeah.

23 Good morning. My name is Dick Mahr.

24 Mr. Wright, I think your previous testimony was
25 just a bit misleading about how our boundaries in the area

1 are questionably determined. Our engineering firm merely
2 determined that the Napa River watershed, what it was and
3 through the boundaries -- we gave no specific directions
4 as to geophysical boundaries.

5 The Napa Valley grape growers and the Napa Valley
6 vintners believe that the watershed concept that we have
7 proposed meets the criteria set up by B.A.T.F. for
8 viticultural area. The Federal Register would announce
9 in their meeting -- defined an American viticultural area
10 as a delimited grape-growing region, distinguished by
11 geographical characteristics.

12 And yesterday's testimony, we presented a preponder-
13 ance of evidence of the historical significance of the watershed
14 area, plus evidence of the distinguishing characteristics
15 of soil and climate that make the wines in the Napa Valley
16 soil so unique, not only to this country but worldwide.

17 When you take the sheer weight of our evidence,
18 one can readily see that the proposed Napa River watershed
19 is unique, meets your criteria and is legally defensible.

20 In previous testimony with past hearings with
21 the Bureau, we vintners attempted to include the outlying
22 eastern areas currently under discussion in a grandfathering
23 sense. This failed.

24 Consequently, we determined that our presentation
25 was focused upon the pending -- the Napa River watershed

1 concept as a minimum area -- I stress the word "minimum" --
2 minimum area to be included in the Napa Valley appellation.

3 If the B.A.T.F. has no objection to the acceptance
4 of the geopolitical boundaries, the Napa Valley vintners
5 and the Napa Valley grape growers do not object to the
6 inclusion of the eastern valleys in the proposed appellation
7 area.

8 Thank you very much.

9 HEARING OFFICER HIGGINS: Any questions of
10 Mr. Mahr?

11 Okay, thank you.

12 I think there -- before we close the hearing,
13 there were a couple of comments that probably deserve some
14 response in terms of what the Bureau's intentions might
15 be.

16 One was with respect to whether a viticultural
17 area could be approved which crossed county lines, and the
18 answer to that question would be yes if, by the other factors
19 that we talked about here today, you can establish that
20 in fact a wine-growing area does in fact cross county
21 boundaries since those boundaries are official. So, the
22 fact that it may cross one or more counties -- I think there
23 may be some in the east that may -- there may be some that
24 cross in the other counties, Finger Lakes and maybe perhaps
25 that area, that might attempt that. Whether or not they

1 would be successful, I don't know.

2 The second issue is whether or not there's a future
3 for subappellation areas within those areas of the larger
4 viticultural areas, and the answer again is yes. And I
5 know we've already received at least one petition to that
6 effect. We may have more. And we would expect to have
7 more in the future. So, we look to that also as being
8 a possibility.

9 Finally, the dilemma I think that Bill Demarest
10 posed in attempting to define what should be the Napa Valley --
11 he described everything they went through -- and in order
12 to arrive at what they thought the Napa Valley should look
13 like. And he said the problem he has is no one knows what
14 the Napa Valley is.

15 And if Brother Timothy will allow me, I remember
16 the story about the little boy who was drawing a picture
17 and the man asked him what he was drawing a picture of.
18 And he said, "I'm drawing a picture of God."

19 He said, "That's impossible. Nobody knows what
20 He looks like."

21 And the boy says, "Wait 'til I'm done and you'll
22 know."

23 (Laughter.)

24 I hope that when we are done you will know what
25 the Napa Valley is. And I think you'll agree with me that

1 the remarks about the extreme importance of this area, both
2 domestically and internationally, is an important wine-
3 making area, and it is an area that comes to mind when people
4 talk about fine wines made in the United States -- in fact,
5 fine wines of the world.

6 The record will be open for comment until May
7 16th. Written comments will be accepted until then and
8 carefully considered, certainly, in the rule-making process.

9 Is there anyone else who wishes to testify at
10 this time -- please acknowledge.

11 If not, the hearing is now closed.

12 Thank you very much.

13 (Applause.)

14 (Thereupon the hearing before the Board
15 of Alcohol, Tobacco and Firearms adjourned
16 at 12:25 P.M.)

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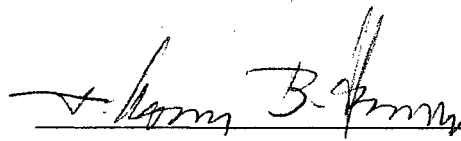
CERTIFICATE OF SHORTHAND REPORTER

I, THOMAS B. HENNESSY, a Notary Public in and for the State of California, do hereby certify:

That I am a disinterested person herein; that the foregoing hearing before the Bureau of Alcohol, Tobacco and Firearms was reported in shorthand by me, Thomas B. Hennessy, and thereafter transcribed into typewriting.

I further certify that I am not of counsel or attorney for any of the parties to said hearing, nor in any way interested in the outcome of said hearing.

IN WITNESS WHEREOF, I have hereunto set my hand this 12th day of May, 1980.



THOMAS B. HENNESSY
Notary Public in and for
the State of California

NAPA VALLEY VINTNERS / NAPA VALLEY GRAPE GROWERS
APPELLATION PRESENTATION

APRIL 28, 1980

PERSON	CONTENT	TIMING
CHUCK CARPY - PRESIDENT, NAPA VALLEY VINTNERS	IDENTIFICATION AND INTRODUCTION.	5 MINUTES
REN HARRIS - PRESIDENT, NAPA VALLEY GRAPE GROWERS	IDENTIFICATION AND INTRODUCTION.	5 MINUTES
DICK MAHER, MODERATOR	BACKGROUND / HISTORY OF GROWERS AND VINTNERS, PURPOSE AND OUTLINE OF PRESENTATION.	10 MINUTES
BOB THOMPSON, HISTORIAN	OUTLINE OF QUALIFICATIONS, PRESENTATION OF HISTORICAL AND CURRENT EVIDENCE OF NAPA VALLEY.	15 MINUTES
GENE BEGG - SOILS EXPERTS	OUTLINE OF QUALIFICATIONS, PRESENTATION OF EVIDENCE REGARDING DISTINGUISHING GEOGRAPHICAL FEATURES.	15 MINUTES
RON HAMILTON - WEATHER EXPERT	OUTLINE OF QUALIFICATIONS, PRESENTATION OF EVIDENCE REGARDING DISTINGUISHING GEOGRAPHICAL FEATURES OF THE NAPA VALLEY.	15 MINUTES
GREG BISSONETTE, LOUIS MARTINI, ROBERT MONDAVI, BROTHER TIMOTHY	IDENTIFICATION, WRAP UP OF GEOGRAPHICAL FEATURES WHICH DISTINGUISH THE NAPA VALLEY	30 MINUTES
READING OF RUTHERFORD HILL STATEMENT	IDENTIFICATION AND READING.	5 MINUTES
GORDON JOHNSON - PROFESSIONAL ENGINEER - EDWARD P. SCHWAFEL ENGINEER, INC.	OUTLINE OF QUALIFICATIONS, EXPLANATION OF HOW VITICULTURAL AREA'S BOUNDARIES WERE DETERMINED, PRESENTATION OF U.S.G.S. MAP TO B.A.T.F.	10 MINUTES

PERSON	CONTENT	TIMING
DR. ROBERT T. A. KNUDSEN, JOHN MOVIUS, JOHN THOREEN	IDENTIFICATION, PRESENTATION OF EVIDENCE OF CONSUMER INTEREST IN AND NEED FOR NAPA VALLEY APPELLATION.	45 MINUTES
STANTON SOBEL - WINE WHOLESALE	IDENTIFICATION, PRESENTATION OF EVIDENCE OF CONSUMER INTEREST IN AND NEED FOR NAPA VALLEY APPELLATION.	5 MINUTES
JOHN GAY - WINE RETAILER	IDENTIFICATION, PRESENTATION OF EVIDENCE OF CONSUMER INTEREST IN AND NEED FOR NAPA VALLEY APPELLATION.	10 MINUTES
DICK MAHER	WRAP UP	5 MINUTES

N.B. DUE TO SOME CONFLICTS, SEVERAL OTHERS WILL TESTIFY ON WEDNESDAY, APRIL 30TH, DURING THE TIME WE REQUESTED FOR THAT DAY.

Good morning, my name is Dick Maher, and I will coordinate this morning's presentation for the Napa Valley Vintners and Napa Valley Grape Growers. I am a member of the Napa Valley Vintners and president of the Beringer Winery, which has been growing grapes and making wine in the Napa Valley since 1876. Currently, as part of our operations, we farm 1,597 acres of grapes within the proposed viticultural area. In addition, we purchase grapes from other grape growers in the proposed area and will crush over 5,000 tons of Napa Valley grapes this fall.

It might be appropriate to tell you just who are the Napa Valley Vintners and Napa Valley Grape Growers. The Napa Valley Vintners are the leading 35 vintners in the Napa Valley and encompass most of the major producers. Our membership includes such illustrious names as Robert Mondavi, Louis Martini, and Hanns Kornell, and we range in size from such smaller producers as Mayacamas and Schramsberg, to such larger and well known wineries as Christian Brothers and Charles Krug. The Napa Valley Vintners crush the vast majority of the grapes grown in the Napa Valley.

Our partners, the Napa Valley Grape Growers, are composed of some 165 independent growers in Napa County. They range in size from one member with 725 acres and production in excess of 2,500 tons, to members who produce less than ten tons. Members of the Napa Valley Grape Growers farm the vast majority of grapes

grown in the Napa Valley.

It might be appropriate to review the criteria that the Bureau of Alcohol, Tobacco and Firearms has set up for the establishment of a viticultural area such as this:

1. Evidence that the name of the viticultural area is locally and/or nationally known as referring to the area specified in the application.
2. Historical or current evidence that the boundaries of the viticultural area are as specified in the application.
3. Evidence relating to the geographical features (climate, soil, elevation, physical features, etc.) which distinguish the proposed viticultural area from surrounding areas.
4. The specific boundaries of the proposed viticultural area that can be found on U.S.G.S. map with boundaries prominently marked.

Broadly stated, our proposal defines Napa Valley as the "watershed" created within the hills on each side of the valley, terminating on the north where the valley closes, and on the south (generally) where the valley reaches San Francisco Bay.

While the B.A.T.F. has not established any criteria that pertains to "Consumers" per se, we believe this element of society is a very integral part of any determinations of this hearing.

Not only do they have the right to certain assurances and expectations for wines labeled "Napa Valley", but they also have a right to have this wine growing treasure of the Napa Valley preserved. The establishment of the Napa Valley appellation as we propose will do all of these things.

In order to satisfy the criteria set up by the B.A.T.F., we will approach the Napa Valley from several aspects:

- Historical
- Geographical
- Cartographical
- Educational / Consumer
- Wholesale
- Retail

I would like to read a telegram sent to me by the French owners of my company, relative to the subject of Napa Valley

SEE FOLLOWING PAGE FOR COPY

May I please introduce Mr. Bob Thompson, noted author and historian.

CB VINT STHA

0434 EDT
ATTENTION MR RL MAHER

R. L. MAHER
APR 23 1964

I AM VERY INTERESTED ABOUT THE NAPA APPELLATION HEARINGS ON NEXT WEEK

WOULD YOU REPRESENT ME AT THAT IMPORTANT MEETING AND TRANSMIT TO PRESIDENT CHARLES CARPY WHAT FOLLOWS :

• MR CHARLS CARPY
PRESIDENT NAPA VALLEY VINTNERS
ST HELENA CALIFORNIA

DEAR MR CARPY
I REGRET THAT I AM UNABLE TO ACCEPT YOUR ORGANIZATION'S INVITATION TO TESTIFY AT THE APPELLATION HEARINGS NEXT WEEK, HOWEVER, PLEASE CONVEY MY THOUGHTS TO THE AUTHORITIES REGARDING OUR INVESTMENT BERINGER AND THE NAPA VALLEY WINE BUSINESS.

WHEN MY FAMILY FIRST STARTED TO THINK OF THE CALIFORNIA WINE BUSINESS, WE WERE ONLY INTERESTED IN THE NAPA VALLEY AREA. FOR US IN FRANCE, NAPA VALLEY WINES HAVE BEEN THE STANDARD OF EXCELLENCE FOR U.S. WINES AND ARE WELL KNOWN IN EUROPE ALSO. IF BERINGER HAD NOT BEEN LOCATED IN THE NAPA VALLEY WE WOULD NOT HAVE INVESTED IN THE BUSINESS.

VERY TRULY YOURS.

JEAN PIERRE LABRUYERE
OWNER WINE WORLD INC.

...
BEST REGARDS
JEAN PIERRE LABRUYERE MACON

THE CLIMATE OF NAPA VALLEY

by

Joel Bartlett

Qualifications of the Author

Degrees: B.S. Mechanical Engineering, Virginia Tech. 1962.

Masters in Business Administration, San Francisco State University, 1973.

Meteorology training, University of Texas, 1963.
(Air Force Institute of Technology program --
Equivalent to Bachelor's Degree).

Weather Officer, U.S. Air Force, 1962-1968 (this included two years as a weather instructor at Chanute Air Force Base, Illinois--Air Training Command).

Meteorologist for Pacific Gas & Electric Company, 1968-1975.

Duties at PG&E included the installation of weather equipment and the interpretation of weather data for climatic studies, as well as the writing of the climate section of Environmental Impact Reports.

Meteorologist for KPIX-5 from 1975 to present.

THE CLIMATE OF NAPA VALLEY

Purpose

The purpose of this study is twofold: 1), to define the climate of the Napa Valley and adjacent valleys in Napa County; and 2), to compare the climate of these areas to each other.

The method has been to compile and interpret all available weather records. The sources of weather data include the National Weather Service, the Soil Conservation Service, Pacific Gas & Electric Company, and my own files. Every attempt has been made to conduct this study according to objective, scientific principles.

Conclusions

The Napa Valley and its adjacent valleys all have warm, dry summers and cool moist winters. The transition between the climatic regions is gradual; however, some notable differences in climate do exist. In ^{the} summertime, because of an intrusion of marine air from the Pacific Ocean, the south end of the Napa Valley has cooler temperatures than does the north end of the valley. Lake Berryessa, the Pope Valley and other valleys east of Napa Valley have even warmer temperatures because they are shielded from the cooling sea-breeze. On the other hand, in wintertime, the Pope Valley and the valleys east of the Napa Valley have cooler morning minimum temperatures.

	January Mean Min.	July Mean Max.	Mean Annual
Napa State Hospital	37.4F	82.2F	58.3F
St. Helena	35.5F	89.7F	58.6F
Pope Valley	34.2F	93.0F	59.0F

In the mountainous parts of the area, average temperatures decrease as elevation increases. The average annual temperature at Angwin is 56.8F.

The precipitation pattern throughout the area is rather complex, but generally the annual rainfall amounts increase from south to north in the Napa Valley (24 inches at Napa to 38 inches at Calistoga). Rainfall also increases with elevation to a maximum of about 55 inches near Mount St. Helena. Most of the precipitation falls during the period November through April.

The growing season, which is the period between the last freezing temperature in spring and the first in fall, ranges from 215 to 260 days in the Napa Valley, and about 285 days near Lake Berryessa. The last freezing temperature in spring generally occurs in March in most areas of Napa County, but it commonly occurs in February in the northeastern part. The first freezing temperature in fall generally occurs in November in most of the county but as late as December in the warmer northeastern part.

Discussion

The most important factors affecting California's climate are the Pacific Ocean and the rugged topography of inland sections. As a result, isotherms (lines of constant temperature) often follow contours of elevation and the Pacific Coast rather than parallels of latitude and, unlike those in most regions of the country, usually run north-south rather than east-west.

On the western coast of the United States the prevailing westerly (i.e., from the west) winds carry air from the Pacific over the land. West of the coastal range mountains, the climate is often called marine; it is a coastal climate in which marine influences predominate. The interior valleys between the coastal mountains on the west and the Sierra Nevada on the east have a climate which is much more modified by continental influences., but in which marine influences are still evident. Marine climates are moderate in their temperature changes, with small daily and annual ranges in temperature. A continental climate is characterized by greater temperature extremes. Terrain and other local factors can have a marked influence on local weather. In other words, you may find several climates (sometimes called microclimates) within a relatively small area.

The Carquinez Straight provides the only sea level opening between San Francisco Bay and the great interior Valley. During summer there is usually a rather strong influx of cool marine air through the straight toward the interior of California.

Some of this cool air flows into the Napa Valley from the south. An indication of this effect can be seen in the average maximum temperatures during July -- from the low 80's in the Napa area where the marine air has its greatest influence--to the upper 80's near Calistoga at the north end of the Valley--to the 90's in Pope Valley which is sheltered from this cooling by mountains. By way of contrast, the sheltered valleys in the northeastern part of Napa County have cooler minimum temperatures in the wintertime (a January mean minimum of 34.2F at Pope Valley compared to 37.4F at Napa State Hospital). During the winter, the mild sea-breeze is actually responsible for the warmer temperatures at Napa. The ocean temperature stays fairly constant throughout the year while there is a much greater fluctuation in land temperatures. Therefore, those valleys protected from the wind--especially the sea-breeze--would have cooler nighttime minimum temperatures in wintertime.

Mean Temperatures

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Year
Angwin													
Mean Max.	50.7	55.0	57.4	64.5	71.9	80.0	88.1	86.7	81.7	71.8	59.5	52.7	63.8
Mean Min.	37.2	39.0	38.4	41.5	45.3	50.2	54.1	53.1	51.9	49.1	43.2	38.8	45.2
Mean	44.0	47.0	47.9	53.0	58.6	65.1	71.1	69.9	66.8	60.5	51.4	45.8	56.8
Berryessa Lake													
Mean Max.	56.1	60.3	63.5	69.9	77.4	85.8	93.5	93.3	88.1	79.1	65.4	56.7	74.1
Mean Min.	38.0	40.9	41.7	44.8	50.2	56.7	60.4	60.5	57.0	51.6	44.4	30.6	48.8
Mean	47.1	50.6	52.6	57.4	63.8	71.3	77.0	76.9	72.6	65.4	54.9	48.2	61.5
Duttons Landing													
Mean Max.	55.3	60.1	63.9	68.2	70.9	76.4	76.9	78.1	78.9	74.4	65.7	56.8	68.8
Mean Min.	36.1	40.4	41.0	43.3	46.9	51.3	52.5	53.0	51.0	47.6	42.0	37.3	45.2
Mean	45.7	50.3	52.5	55.8	58.9	63.9	64.7	65.6	65.0	61.0	53.9	47.1	57.0
Monticello Dam													
Mean Max.	55.9	60.7	63.3	70.4	76.9	87.2	95.0	94.4	88.4	80.4	65.8	57.0	74.6
Mean Min.	36.7	40.3	40.9	44.4	48.9	55.7	58.9	59.1	55.0	50.9	43.7	38.6	47.8
Mean	46.3	50.5	52.1	57.4	62.9	71.5	77.0	76.8	71.7	65.7	54.8	47.8	61.2
Napa State Hospital													
Mean Max.	57.7	61.6	65.9	70.1	74.7	79.7	82.2	81.7	83.2	77.2	68.0	59.5	71.8
Mean Min.	37.4	39.6	40.8	43.0	46.6	50.1	52.3	51.4	49.9	46.5	41.1	38.5	44.8
Mean	47.6	50.6	53.3	56.5	60.6	64.9	67.3	66.6	66.6	61.7	54.6	49.0	58.3
Oakville 1 WNW													
Mean Max.	52.1	58.0	62.0	68.5	73.5	79.3	84.9	83.9	82.3	76.2	63.4	53.5	69.8
Mean Min.	35.0	36.3	37.6	40.1	42.6	45.8	47.1	45.3	45.2	41.6	37.4	34.1	40.7
Mean	43.6	47.2	49.8	54.3	58.1	62.6	66.0	64.6	63.8	58.9	50.4	43.8	55.3

Mean Temperatures

Jan. Feb. Mar. Apr. May Jun. Jul. Aug. Sep. Oct. Nov. Dec. Year

Pope Valley 2 E

Mean Max.

Mean Min.

Mean

56.4	60.9	64.6	71.5	76.5	85.8	93.0	92.5	89.0	78.6	68.5	58.5	74.6
34.2	37.2	37.6	41.5	45.3	51.6	54.7	53.4	49.7	43.5	37.8	34.6	43.4
45.3	49.0	51.1	56.5	60.9	68.7	73.8	73.0	69.4	61.0	53.2	46.6	59.0

St. Helena

Mean Max.

Mean Min.

Mean

56.3	61.3	64.9	71.2	77.1	84.0	89.7	89.1	87.2	77.4	65.6	57.1	73.4
35.5	38.1	38.8	41.7	46.1	50.2	51.9	51.1	48.9	45.2	40.6	37.0	43.8
45.9	49.7	51.9	56.5	61.6	67.1	70.8	70.1	68.1	61.3	53.1	47.1	58.6

Soils of the Napa Valley

The Napa Valley, located in the southern part of the Northern Coast Ranges, is "atypical" of the larger valleys within the Coast Ranges. In contrast to the "typical" valleys which are predominately bordered by mountains of sedimentary rocks, Napa Valley is almost entirely surrounded by mountains of volcanic origin. These volcanic rocks were laid down during Pliocene time some 2-11,000,000 years ago. They were subsequently uplifted and partially eroded forming the present mountains. In the processes of erosion, some shales and sandstones of the older Cretaceous and Franciscan formations have been exposed by dissection in the mountains west of the lower part of the Valley.

With the erosion of the volcanic and sedimentary upland soils in the mountains, eroded materials have been laid down as floodplains, alluvial fans, and terrace deposits in the Valley. Over time, these valley fill materials have developed into the present day Napa Valley soils.

Napa Valley is blessed by a wide variety of soils. They range in texture from very gravelly loams to loams, clay loams and clays. Some soils are very deep and permeable while others are shallow with slowly permeable subsoils. Some soils are well drained while others are moderately well to somewhat poorly drained. Some soils are moderately acid while others are neutral to moderately alkaline.

These wide ranges of soil characteristics were recognized in the mapping and classification of the soils of the Napa Valley. Ten soil series and twenty-three soil types were mapped in the Valley in the 1978 "Soil Survey of Napa County." These included the Bale, Clear Lake, Cole, Coombs, Cortina, Haire, Maxwell, Perkins, Pleasanton, and Yolo series.

The Bale soils, except for a few acres in Conn Valley, Foss Valley, and Wooden Valley, and the Coombs soils are unique to the Napa Valley. Together they make up about 21,000 acres. The Cole soils are mapped only in Lake County near Kelselyville and in Napa County. In Napa County, except for a small acreage in Wooden Valley, the Cole soils are restricted to the Napa Valley where they account for about 8,000 acres. The Haire soils, on old terrace deposits, are mapped only in Napa and Sonoma Counties. In Napa County they occur mostly in the Carneros District and account for about 13,000 acres.

The other soil series mapped in the Napa Valley, which include the Clear Lake, Cortina, Perkins, Maxwell, Pleasanton, and Yolo soils, are also mapped in a number of other counties, such as Solano, Yolo, Colusa, Lake, Glenn, Mendocino, and others. Thus, they are not unique or restricted to Napa Valley or Napa County. Totally, they make up a small portion of the Napa Valley.

However, when one considers the heat summation grape climatic regions of the Napa Valley, then these other soil series become unique soils for the growing of grapes. For example, if we consider the Cortina and Yolo soils, where they occur extensively in Glenn, Colusa, and Yolo Counties, in these counties they fall within the grape climatic regions 4 and 5, while these two series as mapped in Napa Valley fall within climatic regions 2 and 3. Thus, when one considers climatic conditions in conjunction with the soils, then the Napa Valley becomes a unique area for the growing of grapes. The pioneer grape growers and vintners who originally settled and developed the wine industry in the Valley, early recognized this unique combination of climate and soil conditions favorable for the growing of premium quality varietal wine grapes.



U.S. DEPARTMENT OF COMMERCE
National Oceanic and Atmospheric Administration
NATIONAL WEATHER SERVICE Office for Agriculture
University of California
Riverside, California 92521

April 15, 1980

GENERAL WEATHER AND CLIMATIC DIFFERENCES
OF NAPA COUNTY

At the request of the Napa Valley Grape Growers Association, I have been asked to review the weather and climatological differences in Napa County. I have been asked to do this as I am a professional agricultural meteorologist, and I have had ag-weather forecasting experience in the County. I will briefly describe my qualifications. My present position is Meteorologist in Charge of the National Weather Service Office for Agriculture. This is a NWS office under the Department of Commerce, National Oceanic & Atmospheric Administration. I have been in this position for the past 5-years. For the 10-years prior to this time, I was an Agricultural Forecaster for this same Office. The major responsibilities of this Office and of our agricultural forecasters is to provide detailed forecasts and advisories for periods of critical minimum temperatures for frost-sensitive crops in California. Each spring season an Agricultural Forecaster is detailed to the Napa-Sonoma County Fruit-Frost District. This forecaster sets up an office in the Napa Valley, near Saint Helena, each season and is responsible for preparing and issuing daily agricultural forecasts and fruit-frost forecasts between March and about the middle of May. For the seasons of 1969 through 1972, I was the forecaster assigned to this District. In accurately forecasting detailed weather conditions over a relatively small area requires an excellent understanding of the climatology of the area, local effects and mesoscale weather patterns. This is particularly true when forecasting spot minimum temperatures.

An objective analysis of specific weather elements and climatological considerations over a small area is not only difficult, but usually impossible. The number of observations are few, and the observations or data are normally only representative of a very small area. Therefore, when an analysis of the weather patterns or climate of an area is needed, a subjective approach is required. To do a subjective analysis, one has to know the weather patterns that affect the area, understand the basic meteorological and climatological principles and know the topography of the area. With regard to the above requirements, it is necessary to understand how the various energy scales producing weather interact. In other words, given a large-scale flow pattern, how will the mountains, valleys, hills, and water bodies affect this flow. The final production of weather, and over a long period of time the climatology, will depend on these affects.

California is divided into seven distinct climatic areas, and are based on what is called drainage basins. These basins have been defined on the basis of similar climatologies. Excluding the differences in weather due to latitude, average weather conditions are a function of the distance from the Pacific Ocean, altitude, and location relative to mountain ranges.





U.S. DEPARTMENT OF COMMERCE
National Oceanic and Atmospheric Administration
 NATIONAL WEATHER SERVICE

Thus, across California, we have a coastal climate (near the coast), and inland or valley climate (normally not affected by the coast), a mountainous climate (related to elevation), and a desert climate (related to location down-wind from the mountains). For the area of Napa County, we need concern ourselves with only the coastal climate and the inland climate considerations. Although a through climatic analysis would include observational data for temperature, precipitation, wind direction & speed, humidity, evaporation, solar radiation, etc., this report will discuss only temperature and precipitation and to a lesser extent wind direction. This has been done for two reasons. First, data is sparse to non-existent for the other measureable elements, and secondly, temperature and precipitation are the two most important weather elements in defining general climatology of an area.

Napa County can be divided into three general topographical areas. There is the Valley itself, lying between two distinct mountain ranges. There is the area within the mountains themselves. And, there is the area covering the eastern portion of the County. One quick, but visual way, of seeing that these three areas are distinct is to notice the difference in vegetation of these three areas. Type of vegetation is highly related to the climate. Of the data available from the Environmental Data Service, U.S. Dept. of Commerce, NOAA, there are four climate stations, taking temperature and precipitation measurement in Napa County. They are: St. Helena, Napa, Angwin and Markley Cove. Their respective elevations are: 225' MSL, 60', 1815', 480'. Thus, in terms of elevation, we have a generally low elevation area in the Valley a higher elevation to the east and west of the Valley, and a mid-plateau elevation over the eastern portion of the County.

A temperature analysis cannot be done independently from precipitation. Both, maximum and minimum temperatures are highly related to cloud cover and precipitation. Under general large-scale cloudiness associated with Pacific storms, temperatures will be more nearly the same between one location and another, with differences in temperatures becoming generally a function of elevation. Clouds and/or precipitation produces generally lower daytime temperatures and higher night-time temperatures, than would be the case under clear skies.

In the enclosed table there are two years of monthly climate data for the four stations mentioned above. The data was taken for 1978, a wetter year than normal, and 1976, a drier than normal year. Using two years of extremes in precipitation should allow us make some subjective conclusions as to conditions during normal years. Although we talk about "normal", it would be difficult to go through the years of record and find a normal weather year. For these two years having different precipitation amounts (extreme years for general purposes), the annual temperatures were within about $\frac{1}{2}^{\circ}$ between the two years for three of the four stations (Angwin's record does not include a normal annual mean temperature). Obviously, the data shown here is extremely limited, and it is normally dangerous making assumptions or statements with such a small data sample. I am however going to base my interpretations of the climatic difference within Napa County on this small data sample, because: (1) There is insufficient time to collect and analyze a larger data sample, and (2) using these two extreme years in precipitation should cover most of the large-scale weather influences.





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 NATIONAL WEATHER SERVICE

In California, most of the significant changes in weather occur during the winter and/or spring months. Day-to-day weather changes, thus year-to-year changes in climate, are lowest during the summer months when weather systems become generally inactive in this part of the State.

Whether we are talking about the general public or agricultural production, we think of four distinct seasons; winter, spring, summer and fall. Since climate is a function of normal and abnormal large-scale weather patterns, and weather patterns in-turn are a function of the time of year, we can then break climatological considerations into seasons. During the winter months, the inland area to the east of the Valley is colder than the Valley itself by a matter of 3° to 5°F. This is due to a strong coastal wind effect in the Valley, as it is closer to the ocean and back bays. Since this flow has more moisture in it, it tends to have a moderating affect on the temperature. The lower winter temperature over the eastern portion of the County is due to slightly lower minimum temperatures, and significantly lower maximum temperatures. Even though Markley Cover shows a slightly higher rainfall on the wet year, and slightly lower on the dry year than Napa, generally speaking I believe that most of the eastern County area is much drier than the Valley area. In general during the winter months, the Valley has air that is relatively moist and mild, while the more inland areas have a little cooler, drier air. During the transition months of spring and fall, temperatures become more equal between the Valley and the eastern part of the County. During the summer months of the major growing season, the Valley has a lower average temperature than the area to the east. Now, temperatures can average up to 8° warmer than in the Valley area. ✓ When working with monthly or annual averages, 8° is highly significant. Generally this higher average is a result of warmer daytime temperatures than night-time temperatures. A quick glance at random summer data shows minimum temperatures only slightly warmer than in the Valley. The same reasoning explains this. The summer seabreeze has some effect in the Valley, but little over the eastern areas. With the drier air, daytime temperatures can be quite warm, but also this same dry air promotes excellent radiational cooling at night. In terms of precipitation during the summer months, little needs to be said, as normally there is not much precipitation during this time of year. Precipitation during the summer months, when it does occur, is related to subtropical flow from the south or southeast, and usually comes from thunderstorm activity. This thunderstorm activity is not associated with low-level characteristics or local effects, and can occur in one area just about as easy as any other area.

There is a great deal that has been published on minimum temperatures during the critical spring fruit-frost season. I'm sure that on a season to season basis, different relationships exist between one area and another depending on the large-scale flow pattern responsible for the cold minimum temperatures. As previously mentioned, it is difficult to go through the records year by year and find what one might call a normal season. The distinction between the two areas is important when the weather conditions are significant to agriculture. For this reason, I have taken data from the Fruit-Frost Report of Napa-Sonoma County for the spring of 1970. Since this season had a large number of cold nights (defined as 32°F or below at one or more official stations), it represents a large sample of data from many different large-scale flow patterns.





U.S. DEPARTMENT OF COMMERCE
National Oceanic and Atmospheric Administration
NATIONAL WEATHER SERVICE

The data includes average minimum temperature and durations (hours and tenths) below 32° for three stations in the Valley/ Napa, St. Helena and Calistoga, and three stations east of the valley/ Pope Valley, Chiles Valley, and Wooden Valley. The data shows that all three stations to the east had a lower average minimum temperature during the 1970 season than did the stations in the Valley itself. More importantly than average minimum temperatures is the duration of near-critical temperatures. The next column shows the total duration of temperatures below 32° for the entire season. Here, very large differences show up. There were many more hours at or below critical in the eastern valley locations than the Valley itself.

Although the conclusions drawn from this limited data are fairly general and partially subjective, I feel they are significant in that they do show some differences in the overall weather pattern and climatology between the Valley and the eastern portion of the County. Similarly, there are some differences within the Valley itself, but they are smaller in comparison.

The important weather difference between the Valley part of the County and the eastern portions is the marine/coastal effect. The Valley is considered, from climatological data as a coastal valley. While the area just to the east of the ridge line (east of the Valley) is considered an interior or inland valley - a different climatological division. If one looks at a monthly California Climatological Data report (published by NOAA/EDS/National Climatic Center, Asheville, N.C.) the boundary between these two climatic divisions runs in a general north-to-south line, just east of the ridge line to the east of the Valley. The brief amount of climatological data I have looked at and from my personal observations in this area, I would say that this is an accurate boundary between two distinct climatological areas.

Ronald S. Hamilton
Meteorologist in Charge
National Weather Service Office for Agriculture
Riverside, California

enclosures: Table I Temperature & precipitation data
Table II Spring 1970 fruit-frost data
Climatological divisions map for California (northern part)



TABLE I

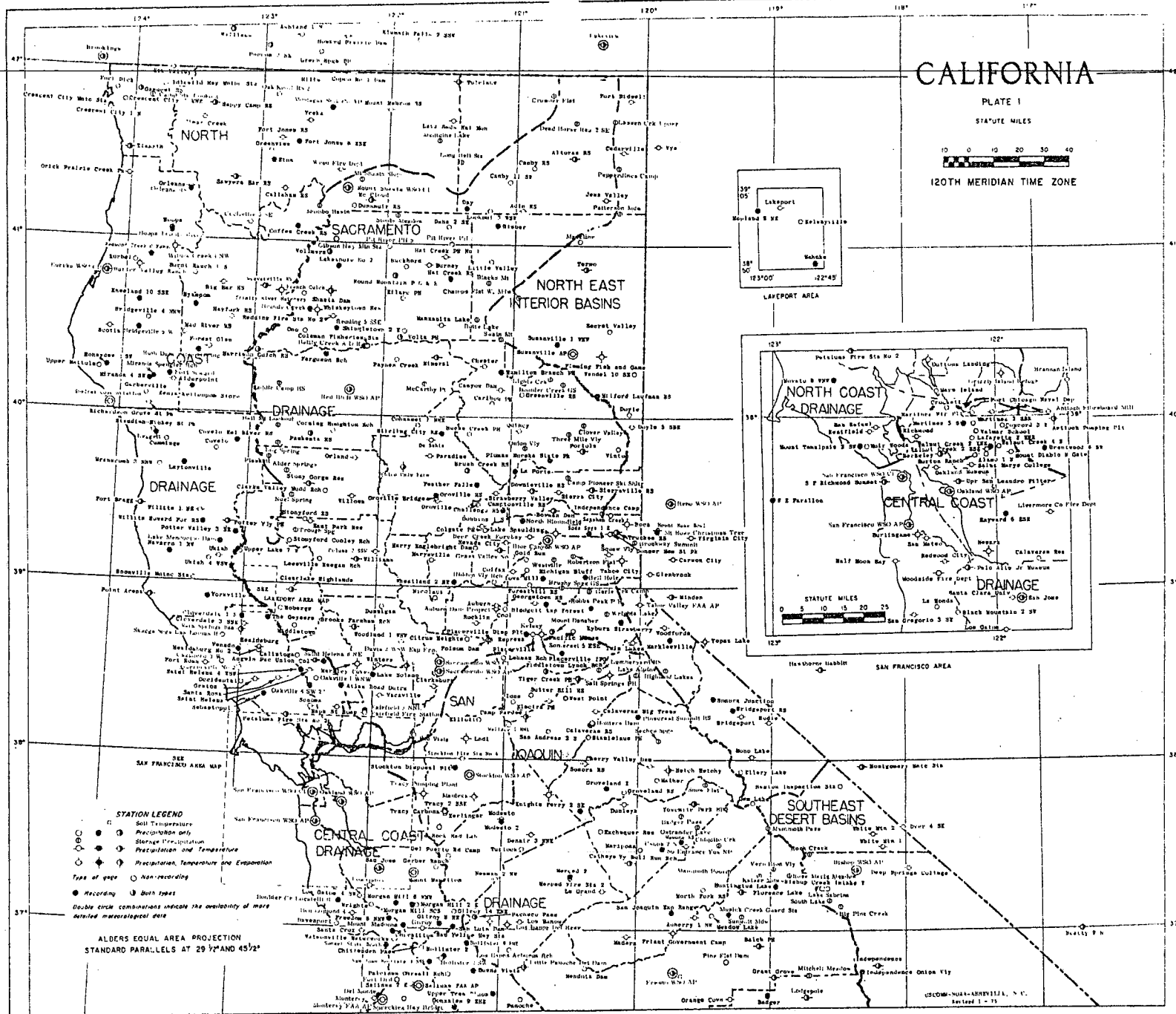
Data, TEMPERATURE & PRECIPITATION, NAPA COUNTY

Stations	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual
NAPA													
Temperature 1978	51.6	53.6	58.5	55.8	65.0	64.8	67.7	68.0	69.4	64.4	52.3	45.0	59.7
Rainfall 1978	10.17	4.64	5.62	3.77	.02	0	0	0	.83	0	2.53	1.11	28.69
Temperature 1976	48.7	51.4	52.4	54.8	62.2	67.6	67.9	67.4	67.0	64.1	56.7	48.5	59.1
Rainfall 1976	.34	1.97	1.62	1.40	0	0	0	1.30	.84	.46	1.26	1.27	10.46
ST. HELENA													
Temperature 1978	49.8	50.9	56.9	54.4	65.1	68.4	71.5	69.9	67.9	64.1	51.3	44.0	59.5
Rainfall 1978	18.00	7.25	6.68	3.31	.09	trace	0	trace	1.23	0	2.08	.71	39.35
Temperature 1976	47.7	49.8	51.0	54.8	64.9	68.7	70.9	68.4	67.3	63.0	56.6	48.0	59.3
Rainfall 1976	.48	2.43	1.04	2.05	0	.08	0	.80	.62	.26	1.26	1.39	10.41
MARKLEY COVE													
Temperature 1978	49.0	49.3	55.3	54.3	63.9	68.6	75.1	75.6	67.8	65.6	49.8	41.1	59.6
Rainfall 1978	15.45	6.07	5.31	2.63	.14	.10	0	0	.62	0	2.06	.91	33.29
Temperature 1976	45.3	48.5	50.2	53.7	66.2	69.8	75.3	69.3	69.8	63.7	54.8	46.0	59.4
Rainfall 1976	.36	.79	1.76	1.17	0	.08	0	.63	.61	.28	.58	1.52	7.78
ANGWIN													
Temperature 1978	46.6	47.3	52.6	50.6	62.5	65.8	72.5	72.3	67.2	65.4	MSG	43.4	N/A
Rainfall 1978	16.28	8.89	7.19	4.34	.27	.03	0	0	1.87	trace	2.20	.96	42.03
Temperature 1976	48.1	44.7	46.7	51.3	63.4	68.2	72.1	67.8	66.6	63.4	58.0	MSG	N/A
Rainfall 1976	.48	3.07	1.48	2.30	.05	.09	0	1.42	.87	.25	1.53	1.40	12.94
AVERAGE RAINFALL DATA													
Napa: 24.80"													
St. Helena: 35.40"													
Markely Cove: 29.37"(est.)													
Angwin: 40.46"													

REMARKS

TABLE II

<u>VALLEY STATIONS</u>	1970 SEASON AVERAGE MINIMUM TEMPERATURE	32° OR LOWER TOTAL DURATION
Calistoga	37.2	26.00
St. Helena	36.7	31.75
Napa	36.9	10.75
<u>EASTERN STATIONS</u>		
Pope Valley	30.5	149.30
Chiles Valley	34.2	92.30
Wooden Valley	36.0	46.50



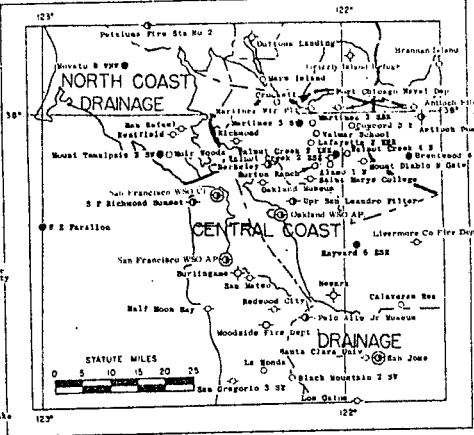
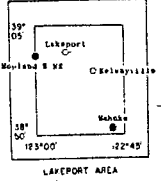
CALIFORNIA

PLATE I

STATUTE MILES



120TH MERIDIAN TIME ZONE



STATUTE MILES

- STATION LEGEND**
- Soil Temperature
 - Precipitation only
 - Storage Precipitation
 - Precipitation and Temperature
 - Precipitation, Temperature and Evaporation
 - Type of year
 - Non-recording
 - Recording
 - Both types
- Double circle combinations indicate the availability of more detailed meteorological data

ALDERS EQUAL AREA PROJECTION
STANDARD PARALLELS AT 29 1/2° AND 45 1/2°

U.S. GOVERNMENT PRINTING OFFICE: 1954

NAPA VALLEY APPELLATION STATEMENT

By Bill Jaeger, Rutherford Hill Winery

Before The Bureau of Alcohol, Tobacco & Firearms

Napa Valley, April 28, 1980

The Napa Valley, as a wine region, has world-wide significance that dates back more than 100 years. If BATF fails to recognize the universal notoriety that Napa Valley wines have achieved during that time, our government will be brought under world-wide ridicule and the full brunt of that fiasco will fall on the Bureau.

I do not oppose the creation of appellation regions such as Oakville or Carneros, which are parts of the Napa Valley. I merely insist that Napa Valley must be recognized first, and only later recognize the subregion appellations (either with or without "Napa Valley" in conjunction).

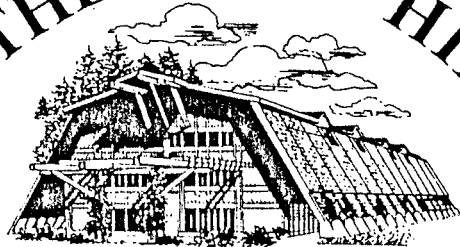
I present first, an informative and understandable label of our 1979 Cabernet Sauvignon. This label would conform to the most recently promulgated rulings of the Bureau, PROVIDED THE BUREAU RECOGNIZES THE NAPA VALLEY APPELLATION. This label tells a consumer what he wants to know. Only the nit-picking, super-technical, perfectionists would call it inadequate.

For them I have developed a second label, prepared on the assumption that the perfectionists have persuaded the Bureau not to grant a Napa Valley appellation, but rather to grant appellations only to the subregions of the Valley. On this label the information is completely accurate and totally useless. I ask you, is it possible that the second label is really what wine buyers want? Why don't you ask the person who goes to the store? If the Bureau requires information like the second label, consumers would have to put on their glasses and allow an extra 15 minutes everytime they went shopping. Who needs help like that?

A Napa Valley appellation is a sensible thing. Please help the Bureau make a

*informative
and
understandable*

RUTHERFORD HILL



1979

Napa Valley

**CABERNET
SAUVIGNON**

Produced and Bottled by
RUTHERFORD HILL WINERY, RUTHERFORD, CALIFORNIA
Alcohol 12.2% by volume

*completely accurate
and
totally useless*

RUTHERFORD HILL



1979

8.3 * SPRING MOUNTAIN CABERNET SAUVIGNON
12.24 * YOUNTVILLE CABERNET SAUVIGNON
8.76 * RUTHERFORD CABERNET SAUVIGNON
33.53 * OAKVILLE CABERNET SAUVIGNON
9.29 * NORTH NAPA CABERNET SAUVIGNON
6.98 * ST. HELENA CABERNET SAUVIGNON
18.98 * NORTH NAPA MERLOT
1.92 * OAKVILLE MERLOT

Produced and Bottled by
RUTHERFORD HILL WINERY, RUTHERFORD, CALIFORNIA
Alcohol 12.2% by volume



April 25, 1980

B.A.T.F.
Appellation Hearing

Gentlemen:

I am a grower and winery owner here in the Napa Valley. I have made wine from grapes grown in most of the various regions within the watershed of our valley, and I have found a similar characteristic among these wines.

My feeling is that the grape represents 85% of the end wine product. The two most important components of the grape are soil and climate. Therefore, it follows a logical sequence for the particular soil types and climate of the Napa Valley to produce a grape that has distinguishing characteristics. I find this to be true in tasting wines I have made from Napa Valley grapes versus wines I have made from Sonoma, Amador, Lodi, and San Luis Obispo.

I strongly support the watershed as being the Napa Valley which it has always meant to me and to people worldwide.

Sincerely,

C. Gregory Bissonette

CGB:kb

STATEMENT BY LOUIS P. MARTINI

REGARDING COMMON CHARACTERISTIC OF NAPA VALLEY WINES

The proposed watershed area of Napa County does contribute an underlying character that is common to all wines produced from grapes grown within the area. Although there are a number of microclimates and soil types in the Valley, there is a characteristic "common thread" that is persistent and identifiable. It is difficult to describe and impossible to quantify. I suspect that the character may be tied to the tannin complex.

We own vineyards and purchase grapes in both Napa and Sonoma Counties. It is our policy to initially keep each vineyard's wine separate. It is no problem to distinguish wines from our Sonoma Vineyard, our Healdsburg Vineyard and the Alexander Valley Vineyards, from Napa Valley Vineyards. The Napa Valley wines have a common characteristic which is not present in the other areas. Likewise, each of the other areas have their own common denominator.

Within the Napa Valley we receive grapes from around St. Helena, Carneros, and Chiles Valley. We find the same underlying character from all these areas although there are other characteristics that vary among the areas.

I, therefore, believe that wines from the Napa Valley are unique, have certain characteristics that are recognizable and common to all varieties regardless of where in the Valley the grapes are grown.

ROBERT G. THOMPSON

Notes on historical and current evidence supporting Napa Valley as a viticultural area.

If I may summarize the history in a few broad strokes:

The first grower in the Napa Valley was its first European settler, George Yount, who planted 200 vines in 1843, and was obtaining 200 gallons of wine a year from them by 1855. His vineyard was near the present-day town of Yountville.

The first winery of substance belonged to Charles Krug, an immigrant German who built at St. Helena beginning in 1861.

On the heels of these beginnings came a boom. Napa made 297,000 gallons of wine in 1870, 2,460,000 in 1880, and 4,252,000 in 1890. The History of Napa and Lake Counties published in San Francisco by Bancroft surveyed wine in Napa County as of 1881, and gave the total vineyard acreage as 11,043. That book divided winegrowers in Napa into just three districts: Calistoga, St. Helena, and Napa. The Directory of the Grape Growers and Wine Makers of California by Charles Wetmore surveyed the industry as of 1890.

Wetmore's directory listed growers by postal addresses; it showed 197 growers in St. Helena, 110 in Napa, 70 in Calistoga, 63 in Rutherford, ~~22 in Oakville~~ 40 in Yountville, 27 in Oakville, and 9 in Childs (i.e., Chiles). It also listed 16 growers with 166 acres in Pope Valley.

The sum of all vineyard acreage in the county was slightly more than 17,000.

There has been no doubt since 1890 that Napa is a valley of vines and wines. Phylloxera nearly halved the vineyard acreage during the 1890s, then Prohibition put an official hole into the record from 1920 until 1934. However, the roots of wine were strong enough to come back immediately after repeal, and to endure a lagging market until the new wine boom began during the 1960s.

Wine grape acreage in 1936 was 11,026. It crested at 12,963 in 1948, then drifted downward to a minimum of 10,290 acres in 1961. The number of bonded wineries never numbered more than 54 during this period, and ebbed to a low of 27 in 1966. This latter figure misleads slightly, for the cooperage capacity in the county rose from 12 million gallons soon after repeal to 16 million by 1945, and stayed at that level until 1960. It dipped briefly to 15.2 million gallons before regaining its earlier level in 1965.

Just as the figures touched bottom, the quality of Napa Valley wine was re-establishing itself in the public mind. Others will locate present-day vineyards with precision, but as a generality I would note that the valley as our petition would define it now contains 93 wine companies with 106 premises bonded or soon to be bonded, and a very substantial majority of Napa County's 22,456 acres of vineyard...increases due in many cases to newcomers drawn by a wish to share in the fame of the valley and to build upon it.

But enough of raw numbers. Let us get to the main point: Where are the grapes and where are the wineries the consuming public recognizes as giving Napa its distinctive fame as a wine valley? The heart of the answer, we believe, lies with the writings of independent observers for the consumer. What better standard is there than the publicly professed judgements of knowledgeable wine drinkers...their recommendations of where to find excellent representation of what the Napa Valley has to offer?

On this grounds, there is much evidence that the Napa Valley ^(at least) is as our petition defines it. The citations I am about to give come primarily from books and major magazines, because these tend to involve painstaking research. For the record, we have assembled a stack of other published materials that reinforce the main points but are too abundant to review before this hearing.

Taking the simple question first, "Is there such a wine district as The Napa Valley?", the answer is yes.

The famous English wine authority Hugh Johnson in his standard reference, The World Atlas of Wine, says in opening a section titled "The Napa Valley":

"The Napa Valley has become the symbol as well as the centre of the top quality wine industry in

California. It does not have a monopoly by any means. But in its wines, its wine-makers, and the idyllic Golden Age atmosphere which fills it from one green hillside to the other, it captures the imagination and stays in the memory."

An authority at least as impeccable is our own National Geographic Society. In 1979, in its monthly magazine, The National Geographic, it published a 30-page report entitled "Napa Valley of Vines"

We have been given to understand by a staff member that this was the first and ^{still} is the only story on a wine district as such published in the history of the magazine. ~~One~~

~~quote from writer Moira Johnston~~

To these international and national references should be added a local one, a book titled California Wineries / Napa Valley. It is by local writers and artists working through a local publishing company called Vintage Image. It is one of three volumes in a series published in several formats, and the only one identified by a specific name smaller than a county. The other volumes are California Wineries / Sonoma and Mendocino Counties, and Central Coast.

This pattern, incidentally, appears in chapter titling of several books dealing with California wine in general. Both California Wine and California Wine Country by Sunset Books entitle Napa chapters as "Napa Valley" rather than "Napa County." So does The Signet Book of American Wines by Peter Quimme, who sums up the existence of The Napa Valley in much the same way as Hugh Johnson. I quote, "no doubt a local resident could practically absorb the necessary knowledge of viticulture and vinification from the atmosphere; wine-consciousness in the valley is all-pervasive."

In the interest of brevity, I would leave these few to speak for the many, not only contemporary, but going back through such well regarded names as Robert Balzer, Idwal Jones, and Frank Schoonmaker, to the first popular writer about California wines, Frona Eunice Wait.

Given that there is a wine region called The Napa Valley, not only in the minds of those who work in it every day but in the minds of many of the most highly regarded critics of several eras, the next question is, "Where are the boundaries?"

It is in the nature of writers to look for the heart of a subject more than for its edges. All of those cited and a good many more are in easy agreement that the valley floor from Napa city north to Calistoga is the heart. Still, staying with books as a main source because they tend to be thoughtful published records, there is a remarkable consistency of view.

Taking the north limit first, and progressing from oldest to newer works:

Frona Eunice Wait includes Calistoga as part of the valley in The Wines and Vines of California, or, a Treatise on the Ethics of Wine Drinking. (pp 131-32). Published in 1889, the book stood alone in its era.

Following repeal, a whole series of books noted Calistoga wineries as part of the valley. These include American Wine by Frank Schoonmaker and Tom Marvel (p. 93), California's Best Wines by Robert Lawrence Balzer (pp 103-104), Vines in the Sun by Idwal Jones (pp 40-41), and--lastly--in 1955--Guide to California Wines by John Melville (p. 104).

Because they pre-dated Prohibition and revived after it, Schramsberg and Chateau Montelena are the two properties consistently noted in literature of this era. The former is in hill country west of town, the latter at the upper tip of valley floor north of town. I might add here that long-time local winemaker John Ghisolfo listed many more properties in an interview published in a local monthly called Redwood Rancher. A copy of that interview is appended to help establish additional reference points for the Calistoga district.

Newer books list the above two and newer wineries of the Calistoga district as part of the Napa Valley. The most familiar of these is Leon D. Adams The Wines of America (pp 330-335). Others are The Treasury of American Wines by Nathan Chroman (pp 145, 162), and the Hugh Johnson and Peter Quimme books already cited (pp 231-233 and p. 119, respectively).

As for the westerly boundary, the John Melville work already cited includes as Napa Valley properties the Menasco and Draper vineyards on Spring Mountain, and the Stony Hill and Mayacamas wineries (p. 118). Peter Quimme calls the vineyards at Mayacamas the highest in the Napa

Valley (p. 159), and also takes note of nearby properties on Mt. Veeder (p. 164). Leon Adams describes a succession of winery and vineyard properties ranging from St. Helena west up Spring Mountain to the crest, ending with Ritchie Creek and Smith-Madrone. (p. 321).

As to easterly limits, the only ~~three~~ properties in the hills which might serve as landmarks do so regularly.

In the Howell Mountain area east of St. Helena, John Melville refers to the Souverain Winery of Leland Stewart as belonging to the Napa Valley (p. 117) ^{Books} published since 1970 note Burgess Cellars; ~~These~~ include Napa Valley Wine Tour by Vintage Image (p. 161), and Guide to California's Wine Country by Sunset (p. 36). All references are to the same property under two successive ownerships.

Nichelini Winery, in Chiles Valley, is described as part of the Napa Valley by Nathan Chroman in The Treasury of American Wines (p. 235), Earl Roberge in Napa Wine Country (p. 84), Sunset's California Wine (pp 136, 156), and--on its map--The National Geographic (p.).

Finally we come to the southern boundary, the Carneros district, where the Stanly ranch is the universal landmark but not the only one. Frona Eunice Wait in 1889 was the first to mention it as part of the Napa Valley (p. 106). Schoonmaker and Marvel (p. 93), Idwal Jones (p. 50), and Leon Adams (pp 293-4) are only some who followed.

Another early property of the Carneros noted in literature is the Debret & Priet winery and vineyard, now known as Rene di Rosa's Winery Lake Vineyard. It is noted under its original name by Sunset's California Wine (p. 142), and by Adams under its current name (p. 294). Books of recent vintage describe the nearby Carneros Creek Winery as the southernmost in the valley; Vintage Image's Napa Valley title is an example (p. 75)

The practical test of label identification can be added here as well. For 20 years, ending only in 1970, Beringer Bros. maintained a winery and 34 acres of vines on Buchli Station Road, making wine there and labelling it as "Napa Valley." Beaulieu Vineyards has a vineyard within the angle formed by Duhig and Las Amigas roads from which it has made wines since the 1960s, all identified on the labels as "Napa Valley."

Owing to the complexity of the subject, even a cursory look at the evidence grows long. But I think this is enough to indicate that historic use and historic perception by skilled observers places the boundaries of The Napa Valley with the watershed, as the petition of the Napa Valley Vintners and Napa Valley Grape Growers Associations seeks to have them officially set.

Thank you.

Bibliographic notes on literature cited by Robert G. Thompson
(Grouped by chronologic era, and alphabetic by author within groups)

Pre-Prohibition

WAIT, Frona Eunice. Wines & Vines of California, or a Treatise
on the Ethics of Wine Drinking. (Bancroft, San Francisco,
1889)

Post-Prohibition

BALZER, Robert Lawrence. California's Best Wines. (Ward Ritchie
Press, Los Angeles, 1948)

JONES, Idwal. Vines in the Sun. (Wm. Morrow, New York, 1949)

MELVILLE, John. Guide to California Wines. (Doubleday, New
York, 1955)

SCHOONMAKER, Frank and Tom Marvel. American Wines. (Duell,
Sloan and Pierce, New York, 1941)

Current

ADAMS, Leon. The Wines of America. (McGraw-Hill, New York,
1978 - Second edition, revised)

CHROMAN, Nathan. The Treasury of American Wines. (Rutledge -
Crown, New York, 1973)

JOHNSON, Hugh. The World Atlas of Wine. (Mitchell-Beazley,
London, 1977 - Completely Revised Edition)

QUIMME, Peter (pseud.). American Wine. (Signet, New York,
1980 - Third Edition)

SUNSET. California Wine. (Lane, Menlo Park, 1973)

-- Guide to California's Wine Country (Lane, Menlo Park, 1979,
Second Edition)

ROBERGE, Earl. Napa Wine Country. (Belding, Portland, OR, 1975)

VINTAGE IMAGE. California Wineries / Napa Valley (Vintage
Image, St. Helena, 1975)

-- Napa Valley Wine Tour, 1978 Edition. (Vintage
Image, St. Helena, 1978)

The French have not been so fortunate, as they got the marauder from us, but did not get the ant. So far there is but one known remedy for phylloxera, and that is submersion, a practice largely followed in France, and the planting of resistant stock; that is, native vines which the insect will not touch and grafting on foreign varieties above them."

From Napa City, up the line of railway to Yountville, glorified by the Veteran's Home and vineyard, there are some beautiful bottom vine lands, but the valley is yet too wide and level to suit the vineyardist. From Yountville to St. Helena is one vast vineyard, and at St. Helena there are forty or fifty cellars with a capacity of from 10,000 to 500,000 gallons each. Long lines of freight-cars thread their way through the valley, and the huge oaken tanks with which they are laden scorn other covering, so that wine on the wing is one of the familiar features of this matchless landscape.

The town of St. Helena is sixty-four miles from San Francisco, and eighteen miles north of Napa City. Still farther up at the end of the valley and under the very shadow of Mount St. Helena is Calistoga, surrounded by vines and palm-trees, and holding within its corporate limits the celebrated Hot Springs, belonging to Senator Leland Stanford.

Long before Yountville is reached, and just as Napa Valley begins to narrow down to rolling-hill land, one catches a glimpse of a vineyard which supplies the wines for a well-known city merchant's brand, "La Loma," meaning the hills. This property belongs to Judge John A. Stanly, and consists of 1,500 acres, 100 of which are in vines. Like all intelligent and far-seeing vintners, Judge Stanly has been very careful in the selection of foreign varieties; and he has also taken the precaution to plant upon resistant stock, so his vineyard not only contains the noblest vines of the Old World, but is safe from phylloxera, even should the dreaded pest invade that portion of the valley. Thus far, Judge Stanley has not bottled his wines, but has sold them in bulk to the trade, which is a pity, since the product is superior in every way, and quite worthy of a special brand and label.

Leaving the train at Yountville, where Napa Valley has already taken on some of its most attractive features, the traveler finds himself on the very threshold of one of the best wineries in the valley. It is a substantial, unpretentious brick structure, boldly facing the station-house, and is surrounded by a promising vineyard, covering not only the lowlands, but stretching well back toward the high hills, which are Nature's fortress keeping a sullen guard on the purple grapes and golden grain growing in such profusion below.

It is a hale, hearty specimen of the Teutonic race who answers in person for the ownership of this old-established business, and besides his willingness to "talk wines," he takes delight in having his own products liberally sampled. The label "G. Groezinger" is a synonym for purity, care in handling, and age—three of the principal requisites to produce a fair specimen of our native wines.

The name of H. M. La Rue is enough to vouch for the excellence of production in and around Yountville, and with him are associated W. B. Graves, the managers of Magnolia Farm, and the Soldiers' Home. Other growers in the vicinity are Mrs. Blanchard, E. A. Bailey, R. Wing, M. Brisard, F. Ellis, F. Frish, T. Fawver, J. Hahn, W. H. Holland, Wm. Johnson, W. S. Johnson, J. Johnson, G. Levi, J. Mumford, Nauer Bros., J. R. Pedler, C. Perato, D. Pierce, R. Robertson, W. B. Stephens, Mrs. Vaiey, J. Vade, Charles Wall, G. Whitton, S. M. Whitton and E. Wilkins.

The country at this point already gives sign of things to be expected from a farther tramp, and if the slightest desire is manifested, a lovely drive from Yountville to Oakville, the next railway station, is one of the pleasant possibilities in this hospitable region. On the roadway between Yountville and Oakville is the low rambling country house of Capt. John Benson, set well back and surrounded by a well-tilled vineyard of the best foreign varieties. There are many fine old oaks scattered about the grounds, and their venerable appearance is greatly heightened by the long drooping moss which swings gently to and fro in the wind.

Portland cement, neatly finished and graded to the various outlets. The second floor is of Portland cement, concrete with strong twisted bars of iron imbedded in the concrete (Ransom's patent method). This entire floor is constructed in 24 foot spans and supported by iron columns. The third floor is of heavy timber construction capable of being used for wine storage. An attic formed in the roof gives ample room for crushing grapes and distributing to the tanks below, while a stone tower 20 feet square, extending one story above the roof, gives accommodations to a large water-tank and furnishes a fine point from which to view the Napa Valley.

The facilities for making and handling wine in this vast establishment are very complete. In a small basement under the central projection is located a boiler, engine and dynamo for generating electricity, which is conveyed by proper wires to all parts of the building and tunnels, furnishing incandescent lights and power for pumping wine at any point required. Water-pipes are run along all gangways and passages with hose cods at frequent intervals. There are four-inch iron pipes with neat brass plugs placed through walls and floors every 30 feet for the purpose of piping wine from one part of the building to another, also from wagons outside to any portion of the buildings or tunnels, or to discharge directly from the building into the cars in front.

In approaching the building after ascending a short flight of polished mosaic steps and passing under a massive Romanesque arch one finds himself in a neat and spacious vestibule with walls of colored brick, floor of mosaics and ceiling of moulded concrete. On the left a door opens into an office about 20 feet square with walls and ceilings paneled in antique quartered oak with desks and furniture to match. A cosy stone fireplace occupies one corner and a massive vault door another, thus making one end of the office octagonal. On the opposite side of the vestibule is a sample room elegantly fitted up with walls and ceilings of paneled mahogany with open bottle-racks around the walls and two beautiful lockers of

mahogany and plate glass beveled. The windows in these two rooms are of polished plate glass with artistic stained glass transoms, while a fancy parquet floor completes the finish. On the opposite side of the vestibule from the main entrance is a large oak and glass door leading directly into the 20 foot passage between the two wings.

"In this passage is an iron staircase leading to the third story, also a hydraulic ram elevator. On each side of this passage in each story are three doors 8 feet wide, and from which a vista of 200 feet is obtained in either direction down spacious gangways where great casks of varnished oak containing 2,000 gallons of wine each set closely on both sides. The entire building has a capacity for storing 2,500,000 gallons of wines besides space required for making wines. A distillery is placed a little north of the building and the superintendent's house on the south."

"Schramsberger" is the characteristic name of the mountain home and vineyard of Mr. Jacob Schram, the nestor of Napa Valley vigneron. It is fully eight miles from St. Helena and for the most part up hill, but the road, built by the enterprising owner of Schramsberger, leads through a mass of wildwood with their pretty Spanish cognomens and in many places follows the circuitous route of a limpid mountain stream. It seems superflous to state that Mr. Schram is a pioneer wine-maker. His name is a household word among Californians, and is known to the connoisseurs everywhere. He is one of the men who make high-grade wines a life study. With the bearing of a prince and the cordiality of a true Californian, this white-haired vintner meets his visitors at the threshold of his lovely house and as soon as fairly settled a generous bumper is dispatched as a welcome. There are but three members of this household, father, mother and son, but it would be hard to tell who has the greater knowledge of wine-making or the most enthusiam as to future results. A veritable tunnel, cool, dark, damp, and moss-grown is the receptacle for the famous Schramsberger vintages and these wines are

7. A GENTLEMAN'S PREOCCUPATION

If cleanliness is next to godliness, then the Niebaum farm and factory are as godly as one of the ancient monkeries, where the fathers of the Holy Church first taught the art of wine making.

FRANK M. PIXLEY, "The Argonaut"—Oct. 20, 1890

NAPA VALLEY in the autumn is one of the most beautiful places in the world. With tree-clad mountains on either side the narrow valley runs northward to the towering slopes of Mount St. Helena. The hillsides to the west and the floor of the valley are blanketed with vineyards that roll with the sweeping terrain. From a distance the vineyards, with their coloring leaves of various grapes, resemble a patchwork design of brilliantly hued ferns in red, gold, pale green, russet, and yellow.

We arrived in the valley just as the sun was dropping behind the ridge of hills that separate Napa and Sonoma counties to the west. Rutherford is not much more than a railroad siding for the wineries and it was easy to spot a neat white sign reading "Inglenook."

We turned off the highway toward the hills and drove straight through a vineyard to the impressive semi-Gothic structure that we now know to be the most beautiful win-

A Gentleman's Preoccupation

ery in the State. The entire façade was masked with a climbing vine that had turned a vivid crimson.

The young owner of the winery, John Daniel, Jr., greeted us, and we soon discovered that we had been contemporaries at Stanford University. As it was getting late we decided to see the vineyards and the winery the next day and adjourned to the handsome oak-paneled tasting room for a glass of Sherry and some reminiscences of college days.

As the afternoon light began to fade, John lighted the candles in the room. Their flickering light danced on the polished wood, antique wineglasses, and stained glass miniatures inset in the mullioned windows. The room resembled what I imagined a captain's quarters might have been on an old sailing vessel. I was quite right, as I discovered when John told us the story of his great uncle who had founded Inglenook in 1879.

In command of his own sailing vessel, a handsome, broad-shouldered young captain sailed from Helsinki, Finland, in 1864. Standing well over six feet, Captain Gustav Ferdinand Niebaum looked forward to the brave adventures of pioneering in Russian America. His native land was then a grand duchy under Czar Nicholas I, and from other seamen he had heard of the fortunes to be gained in the northern land of the Arctic.

All they had told him he found true, so with tireless industry he amassed a collection of furs: mink, sable, blue fox, beaver, and seal. Three years after he left Finland he sailed through San Francisco's Golden Gate, the master of a \$600,000 fortune.

In negotiating the sales of the furs he met many men who were anxious to work with him in founding an Alaskan trading company. The United States had purchased the territory that same year for \$7,200,000. From the government Capt. Niebaum secured selling rights and the

tinue to attract men and women with the challenge that they too can make wines their life and living.

The Ahern family—father, mother, daughter, and son—are all pledged to the business of making good wine at Freemark Abbey. They acquired the old moss-clad stone cellar and vineyard just a few years before the war. Today they have the friendship and respect of the better vineyardists of the county because they make no compromise with quality. Their vineyard, when they acquired it, was planted with a wide variety of wine grapes, not all of which were choice selections. But they made some very, very palatable wines, labeled them with generic names, and put them on the market. They sold quite well, well enough to give Mr. Ahern courage to carry on while his son was away with the Army. In a few years Freemark Abbey will be offering varietal wines with the other top-flight names of the community. In the meanwhile, if you're lucky enough to find a Freemark Abbey Claret, Burgundy, or Chablis, try it. You'll find it to be virtuous wine with considerable charm. Young Michael Ahern, like Louis Martini's son, is a graduate student of Dr. Amerine's classes at Davis. Under such tutelage it would be impossible to fail in a spot which time has proved to be a favorite haunt of Bacchus.

Nearby Calistoga is a pleasant little village. Though it is no longer a fashionable spa for wealthy San Franciscans, it presents a well-kept appearance. The old wooden buildings with their Victorian and American Gothic turrets and scrolls have not been neglected or desecrated with bastard renovations. The few new and modern buildings with their neon signs seem to be tolerated, but the broad lawns, stone coping, iron fences, and graceful old shade trees mark the town's unassuming aristocracy that still clings to a gentle yesterday.

| This rich, fertile valley has a concentration of wealth

from highly productive farms, ranches, and orchards nestling in the hills and upper valleys. |

Several years before we embarked upon our vintage tours we spent an autumn holiday at a friend's ranch high up in the mountain sheltering Calistoga from the Pacific winds on the west. The winding road to this mountain ranch was not much better then than it was fifty years before. There is just room for one car to travel, and no place to pass. In the days of the horse and buggy, old Dobbin wore sleigh bells winter and summer to warn anyone of his possession of the road. Fortunately the narrow trail runs only a few miles and a few toots on the horn are sufficient to announce your approach.

Our friend's ranch had been an ambitious undertaking when it was selected for a vineyard in the eighties, but the grapes grown up there in the hills were sufficiently superior to warrant the extra trouble of transporting all supplies. Even fermentation in the stone winery, carved back into the hills, was a problem. Once the grapes were crushed, the days were so cold that fermentation wouldn't begin without help. A huge old iron kettle, like a witch's caldron, hung on a great arm over a stone fire-pit. Water was heated in it and conducted through rubber hose immersed in the fresh juice.

"There's an even more primitive method than this," my friend told me, "but I don't think it would be very acceptable. In France, when it was too cold and the wine wouldn't ferment, winery workers went into the vats naked, warming up the purple wine with their own body heat! Haraszthy saw them do it in Burgundy on his famous trip for grape cuttings."

One afternoon of our stay in this rustic mountain ranch we came down the hill to pay a call on one of the earlier settlers of the Calistoga region, Mr. Chapin Tubbs. The

home, like that of John Daniel at Inglenook, was a showplace of Victorian elegance—wide verandas, small rooms, high ceilings, and polished golden oak paneling. The house was situated on a knoll, screened with dark firs, redwoods, and madrone. On the west side of the knoll we were shown their winery building, as impressive as any in California, built in the style of the famous Chateau Lafite in Bordeaux. This was known as Montelena, its vintages highly prized in the days when Mrs. Tubbs' father was designing the marble halls of San Francisco's new Fairmont Hotel.

There is something very friendly about the Napa Valley. It may be the intimacy suggested geographically by the two ranges of wooded mountains which at this upper end are almost within calling distance of each other. Possibly it is the abundant growth and evergreen forests and hills that indicate the natural blessings of the place. In the fall other sections of California are parched; dry and brown fields tell everyone who sees them that farming is a struggle and only hardy men should attempt it. But in the Napa Valley, Dame Nature seems to proclaim quite the opposite. In the words of Helen Hunt Jackson who wrote "Ramona": "The scene makes earth seem young again, old mythologies real; and one would not wonder to see Bacchus and his leopards come bowling up, with shouting Pan behind."

Leaving the Napa Valley we turned to the west on a winding road that leaves the highway just a few miles beyond Calistoga. This modern trail rises and twists through miles of dense green forests veined with cold, clear mountain streams. The heavily shaded earth is carpeted with moss. Wild native vines wind around the trunks of the soaring redwood, pine, and oak trees. Approaching the summit, the road darts in and out of clearings where rows of cultivated vines run up steep slopes to the edge of red-

wood forests. From these mountain grapes are made our finest wines. The region is claimed by both Napa and Sonoma counties; the border line runs a twisting course along the peaks and ridges.

Sonoma Valley, which produces more than a third of California's dry red wine, is broad and flat. Over its western edge fog banks of cold salt air creep up from the Pacific. A protecting rim of inland hills saves the cradle of the valley where grapes were first planted by a colony of Russians in 1812. The threat of this modest band of fur traders to the new Spanish colonial empire started a chain of events that led directly to the establishment of Sonoma as the birthplace of the modern wine industry.

Rising on one of the knolls at the foot of the Napa-Sonoma dividing range we approached the old Fountaingrove vineyard and winery. It has a strange history blending occult Oriental philosophy with agriculture in luxurious trappings.

The region was already firmly established as the principal fine wine district of California in 1873, when Thomas Lake Harris and his troupe of satellites arrived to take up residence at their 400-acre plot of ground two miles north of Santa Rosa. There were only five in the curious settling party. Harris, the long-bearded leader, for many years the pastor of the Church of the Good Shepherd in New York City, was accompanied by Mrs. James A. Requa, a wealthy woman of certainly no farming intentions; her small son; Prince Kanaye Nagasawa, an erudite Japanese nobleman; and his Japanese companion, Arai, a printer. From the beginning the village folk looked with suspicion upon the group. Years later when one female member of the colony took to costuming herself as a Turkish princess and smoked a lavish pipe, the pressure of gossip approached the boiling point.

The philosophy which Harris and his group were at-

or so to make his likeness contemporary. In respect of a memorial, our label-maker was doubly fortunate, for he had the enjoyment of his while still in the flesh.



SCHRAM'S old vineyard is far up on a wooded slope below the village of Calistoga with its plumed geysers. This seems not grape country at all, but tree-clad and shaggy foothill country, utterly beyond taming. Beyond is Mount St. Helena, even wilder, where Napa Valley ends. The Russians came here first, and Princess Helena de Gagarin, niece of the Czar and wife of the Governor-General of Siberia and the Russian colonies in the North Pacific, climbed to the top and christened it in honor of her patron saint. This indefatigable Princess, bred to the saddle, was on her way to Fort Ross, where an outpost was held before the teeth of first the Spanish, then the Mexican authorities.

The road, shaded with flowering buckeye, is unmarked as it leaves the highway, and the pilgrim must be a stouthearted motorist if he does not retreat in dismay from the ever-growing roughness of it. Seldom is it visited now, this place, but for long it was the most famous in this end of the Napa region. Yet down this road only forty years ago its cheery proprietor, ruddy and white-bearded like Father Christmas, used to careen in his tally-ho at fearsome speed. Struggle up another thousand feet, and you find Schram's house still there. There is no description of it as clear as Stevenson's:

Mr. Schram's . . . is the oldest vineyard in the valley, eighteen years old, I think; yet he began a penniless barber, and even after he had broken ground up here with his black malvoisies, continued for long to tramp the valley with his razor. Now, his place is the picture of prosperity: stuffed birds in the veranda, cellars far dug into the hillside, and resting on pillars like a bandit's cave: all trimness, varnish, flowers and sunshine, among the

angled wildwood. Stout, smiling Mrs. Schram, who has been to Europe and apparently all about the States for pleasure, entertained Fanny in the veranda, while I was tasting wines in the cellar. To Mr. Schram this was a solemn office; his serious gusto warmed my heart; prosperity had not yet wholly banished a certain neophyte and girlish trepidation, and he followed every sip and read my face with proud anxiety. I tasted all. I tasted every variety and shade of Schramberger, red and white Schramberger, Burgundy Schramberger, Schramberger Hock, Schramberger Golden Chasselas, the latter with a notable bouquet, and I fear to think how many more. Much of it goes to London—most I think; and Mr. Schram has a great notion of the English taste.

And further,

So local, so quintessential is a wine, that it seems the very birds in the veranda might communicate a flavor, and that romantic cellar influence the bottle next to be uncorked in Pimlico, and the smile of jolly Mr. Schram might mantle in the glass.

The time of Stevenson's sojourn was 1880; he was spending his honeymoon in a cabin at the derelict mine of Silverado on a shoulder of Mount St. Helena a few miles away; Schram was even then spoken of as the Nestor of the valley. That title must have fallen to him through the prestige of his Hock rather than for seniority. Near Calistoga was the ranch of the illustrious Mr. Krug, the real Nestor of the *vignerons*; and on the further side of St. Helena was Judge J. H. McCord, a forty-niner of majestic beard, who expounded the law (as justice of the peace) and tended his hundred acres of vines, most of them on the flat, where the Berger of prodigal field grew an Alsatian wine not quite ordinary when the summer was cool.

They were excellent men, but for my part I am glad Max knew Jacob Schram, who after the Civil War drove out here by wagon from San Francisco, a twelve-hour journey, and with knapsack climbed over these slopes and found the bonanza that was to be his vineyard. Some instinct led him

back by moonlight triumphing over the hazards of the ditch and the steep road down to the highway. Quite as often he might be hurtled up in a tally-ho coach driven furiously by the emancipated "Lil" Coit in Alpine skirts and tall hunting boots.

The caves are no longer deserted and bleak, the haunt of bats. There is a stir in them as Joseph Gargano moves up and down the corridors where tier upon tier of magnums lie flat in endless racks. He gives each of them in a section a quarter turn, his chore for the day, then marks a post with the date on which he is to reappear and again turn. Mr. Gargano has taken over the caves and here ages champagne and sparkling burgundy made from wine that he grows himself on these slopes once renowned for Schramberger.

Mount Diamond, Schram's place was called on the old maps, and that name is returning. High up on the ridge are ledges of rock that glitter in the sunlight, though some are in the shade of oaks. In the days of the Mexican Governors this was a rendezvous for "men of the long rifle" who lived about the valley, and met here to hunt and camp for the night. They were backwoodsmen, of an age, and in their adventurous youth had beaten trails through the Indian Nations to the Sierra. The strangest of this group was John B. Chiles, an ex-trapper, a lean seven-foot Kentuckian with frosty eye, mouth like a knife-slash, and a rifle-stock tucked under his arm. His homestead, reached through a gap in the hills, is still known as Chiles Valley, which is mostly vineyards, and he planted the first. No more roamed Jack Chiles, the guide, nightmare of the Shoshones, and mighty tracker of the elk and grizzly. That vineyard took caring. He plowed, he harrowed and pruned; and on Sunday he trod to church, Colonel Chiles, town councilor and vestryman, proper in tails and cravat. He was not the first nomad made sedentary by the vine. One of his books, *A Little Manual of Sound Doctrine and Sober Practice*, and his two rifles are still preserved.

The Colonel broke out at times to go "b'ar huntin'" and

wind up on Mount Diamond with another companion of his wild youth, the North Carolinian who owned Yountville, where the grape region of Napa begins. It is probable that George Yount rose higher than any frontiersman in this part of the State. He had come to Santa Barbara in 1831, and there was such great report of him as "Captain Buckskin" that he was sent for by Captain Dana, the merchant and fur trader. He agreed to shoot sea-otter, taking half the proceeds for himself and his Kanakas, Dana finding the boat and supplies. Adept at woodcraft, he often hunted deer with a knife, but otter had the sea to dive into. Yount was no mariner; the waves made unsteady both his aim and his stomach; the recoil of his gun sent him floundering. But he mastered his new trade, and kept at it for five years, until the sea-otter vanished.

One hears of him next calling at the Petaluma ranch of General Vallejo, who was then building his large adobe. Indians were already puddling clay for tiles. Yount, who had built a log house or two, asked for work at carpentry.

"You see, the Casa is all adobe," said the General. "Very little wood, and we already have the doors."

"Well, I can make you shingles. I will roof your house with shingles, like in the Carolinas."

"Shingles?" asked the General. "Those are what?"

Yount split a redwood block and made a shingle which the General, an innovator, weighed musingly. Nowhere in the Californias, from the old Jesuit colonies up to this settlement, the most northerly of all, was there a house roofed with shingles. He approved of their lightness, and asked Yount to proceed. The roofing was done in seven weeks, and in payment Yount asked for a parcel of land in Napa Valley and the skin of a few cattle.

"Half a league will do."

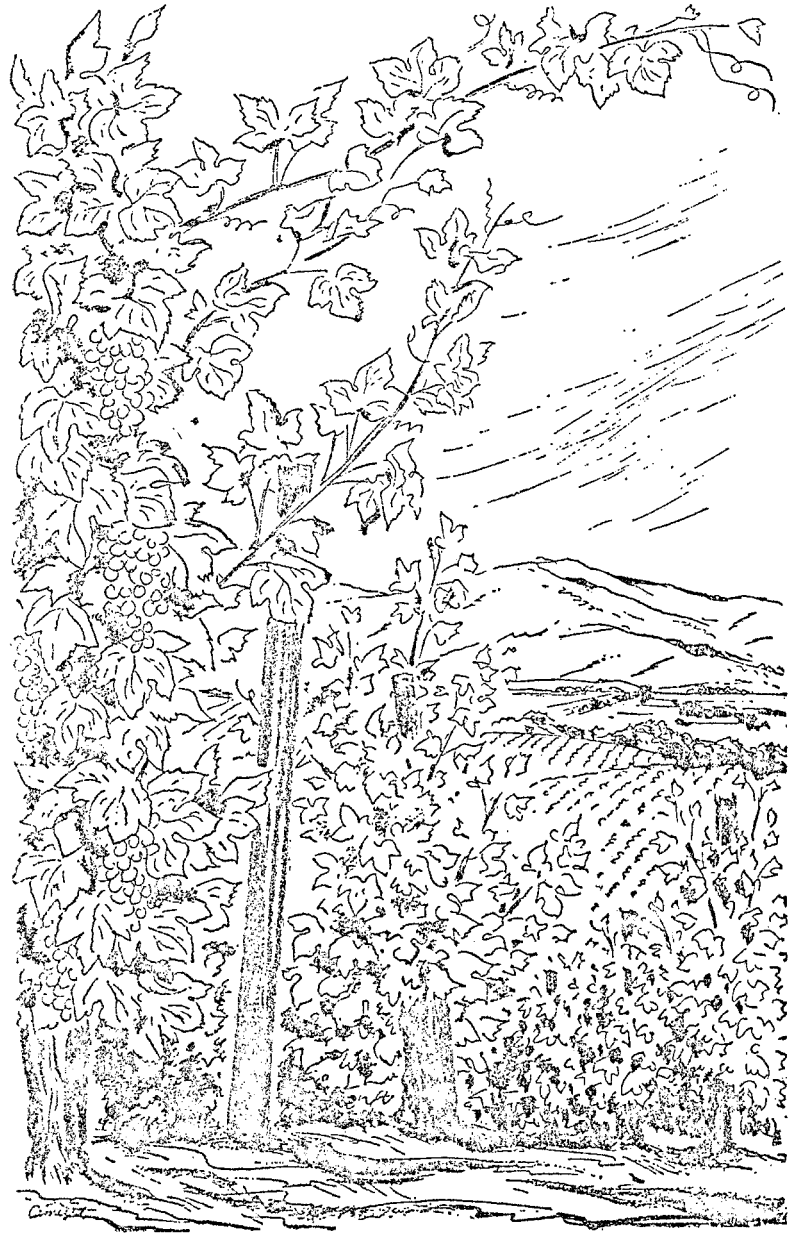
The General's ranch was vast and unsurveyed, and on the east it stretched, empty, to the Sierra.

"We don't go by half leagues here," he said. "You will take four leagues."

height, to spy out another vineyard, and swoop upon it for another massacre.

The Napa farmers, here at this end of the valley, open to the sea breezes, hit upon the plan of spacing their vineyards a half mile or so apart. They tried flooding, which helped; and they also had an ally, which the French had not, in a winged ant that slew the invader by the myriads. Judge John A. Stanley, one of whose avocations was entomology, bred this ant and turned it loose in legions beyond count, running a band of it north and south, to create a sort of Chinese Wall. That may have helped to turn the flow of battle. His own vineyard, planted to Eastern roots, and growing Cabernet Sauvignon, the grape incomparable for claret, was immune. La Loma, or the Stanley Ranch, with its hundreds of acres of vines, fenced even today by blue-gum trees, grown gigantic, was one of a group of Napa Valley farms whose names, as Frank Schoonmaker remarked, had "a fine genuine flavor about them, the flavor of a period in which 'brands' had not acquired their present importance, and when wine was a farm product." The Judge had a passion for farming; he had none for fame, and his cabernet he sold in bulk to a merchant who bottled with "La Loma" on the sticker: a wine that was a sure card, and also quite dear.

Another such farm between Yountville and St. Helena, but farther back in the hills, behind a spur that protected it wholly from the sea breeze, a desideratum in the driest wines, was Hiram W. Crabb's To Kalon Vineyard. The name has a smack reminiscent of the esthetic, the Delsarte, or the vogue of pseudo-Greek culture fashionable at that era. It meant, as Mr. Crabb was glad to explain, "the highest beauty, the highest good, and I try to make it mean the boss vineyard." He was an Ohioan, and a farmer, to start with, and there is reason to believe he was brought up in the Bass Islands, that scattering of islands in Lake Erie, off Sandusky, where fir-shaded vines grow on limestone. He, too, like Jacob Schram, was a pioneer, and his wine was esteemed as early as 1874. Charles Wetmore



In the Napa Valley

Dry Sauterne are available, while Sauvignon Vert is a winery specialty.

B. NAPA-SOLANO DISTRICT

This famous district is formed by the two counties bearing those names. Napa yields some of the finest of all California wines, especially table wines, while Solano, adjoining its exalted neighbor to the east, produces table wines of greater-than-average merit. In number of active bonded wineries Napa, with thirty-eight, rates third.

From a viticultural point of view Napa County and Napa Valley are interchangeable terms, for it is from the valley and its bordering hillsides that the county's famed wines originate. Only the Mayacamas Mountains separate Napa Valley from that of Sonoma, to which it lies parallel. Napa possesses its own romantic name, for in the Indian language it is said to mean "plenty." Napa is indeed the "Valley of Plenty," one of abundant beauty and fertility. Even in ancient times grapes, though wild, are said to have grown here in profusion.

The Napa River which flows through the valley, is little more than a creek and empties, like its Sonoma neighbor, into the waters of San Pablo Bay, connecting with that of San Francisco. Dominating the valley to the north thrones Mt. St. Helena, christened after that saint by the Princess Helena Gagarin, wife of the one-time Russian Governor of Siberia and of the Russian Northern Pacific Colonies and daughter of the Czar of all the Russias.

The Napa Valley can be divided into two separate winegrowing areas, the upper and the lower. The upper Napa Valley centers around the town of St. Helena, flanked to the north by Calistoga and to the south by Rutherford, as famed as St. Helena itself for wines of the highest quality. The vineyards are to be found both high and low on the hillsides as well as on the valley floor. The lower Napa Valley takes in the area northwest of the town of Napa in the Mayacamas Mountains toward the Sonoma County line.

MELVILLE, John

The Northern Coastal Region

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planted mainly to three varieties, all white: Pinot Chardonnay, Pinot blanc, and White Riesling.

Frederick H. McCrea, vice-president of the internationally known advertising agency of McCann-Erickson, Inc., for long had the ambition to see what he could do about producing good wines in small quantities. He purchased the Stony Hill property in 1943 and built a small but very modern winery in 1951. Crushing of the grapes is done by hand power and the wine is fermented in fifty-gallon barrels.

Production is limited to a small output, some of it going to Souverain Cellars across the Napa Valley. Pinot Chardonnay, Pinot Blanc, and Johannisberger Riesling are bottled under the *Stony Hill* brand, carrying the vintage on the label as well as the Napa Valley appellation of origin.

Souverain Cellars, St. Helena

On the slopes of Howell Mountain, overlooking the upper Napa Valley from the east, are to be found the ranch and vineyards of J. Leland (Lee) Stewart. It was in 1943 that Lee Stewart, always appreciative of fine wines, decided to enter the winegrowing and wine-making fields himself. Originally headed for Ukiah, he happened to detour by way of Napa and St. Helena and ended up by purchasing the old Peter Stark place above the Silverado Trail. Gradually he modernized the winery and replanted the vineyards. His aim is to combine the best traditions of the European winegrower with the most modern California methods. A feature of the winery is the handsomely carved entrance door, depicting a vintage scene, the work of Merrill Abbott of St. Helena.

What had first started out as a hobby soon became a steady business. The accent of production is on the choice *table wine* varieties, for which Cabernet Sauvignon, Grenache, and Zinfandel are grown on the Howell Mountain property. Lee Stewart feels that certain varieties like the Rieslings, Pinot blanc, and Gamay are of superior quality when grown on the opposite side of the valley. Three of his friends, who came to the Napa Valley about the same time and

with the same desire to own vineyards of fine varieties, are, to quote Lee Stewart, "enthusiastically growing these varieties on such steep and rock-lain slopes as would scare less timid souls out of their wits." And so the Al Menasco, Jerry Draper, and Fred McCrea Spring Mountain vineyards contribute to the Souverain Cellars vintages every fall.

The name Souverain Cellars owes its origin to the simple fact that it headed the list of suggestions submitted to Lee Stewart at the time he was looking for a suitable brand and name. It rang true and was adopted forthwith.

Souverain is the brand name for all the choicer wines, with *Villa LeGlen* the secondary label.

The following *Souverain table wines* are produced:

RED: Cabernet Sauvignon, Gamay, Mountain Zinfandel; Burgundy;

WHITE: Johannisberger Riesling (featured), Pinot Blanc, Sylvaner, Green Hungarian (one of the very few produced), Dry Sauterne;

ROSÉ: Grenache Rosé.

Beaulieu Vineyard, Rutherford

A true California chateau with a name for its wines as great as it is justified.

It was just before the turn of the century that a young Frenchman, Georges de Latour, came to California, desirous of producing table wines comparable in quality and character to the finer ones of his native France. He had heard much about California's favorable climate and soil and he came to see for himself. He stemmed from a family well known in both the Bordeaux and Burgundy regions and was already familiar with many of the problems of viticulture and of the difficult art of wine making. He was, besides, gifted with an exceptionally fine taster's palate, an attribute of primary importance to all those engaged in the wine business, and especially in the producing end of it.

Georges de Latour traveled through California searching for the

California Vineyard Districts

Fourth, inferior grapes, planted in the better vineyards of this district, continue to yield entirely mediocre wine. Santa Cruz-Santa Clara, in other words, is potentially a great wine district, but only when planted with grapes capable of producing superior wine. *Neither Santa Cruz nor Santa Clara, on a label, means anything unless it is followed by that of a good wine grape:* Cabernet, Pinot Noir, Pinot Chardonnay, Pinot Blanc, Gamay, Sauvignon Blanc, Semillon, Folle Blanche, and so on.

NAPA

The earliest American settlers arrived in the Napa Valley well before the gold rush, and most of them very sensibly decided to remain at home when gold was discovered back of Sacramento, the Napa Valley being one of the most beautiful, temperate, and productive spots in the United States. When the first pioneers reached Napa, the Valley was inhabited by some four thousand Indians of the so-called "Digger" tribe. A more harmless and innocent people could hardly be imagined; they subsisted on roots, and apparently could be taught neither the practices of husbandry, nor the science

California Vineyard Districts

of farming, nor the arts of war. Forty years after the arrival of the first settler, there were about twenty Digger Indians left in the Napa Valley.

The place names of Napa Valley reflect in their variety something of the Valley's early varicolored history. Yountville was named after a Mr. Yount, St. Helena after the patron saint of the Russian Princess mentioned in Chapter IV, Calistoga was the invention of a classical scholar who had seen the geysers and hot springs of this extraordinary community.

Napa Creek, or the Napa River (the former is decidedly the more appropriate name), empties into San Francisco Bay not far from Vallejo, some ten miles south of the little town of Napa, from which the Valley, presumably, takes its name. At this point it scarcely seems a valley at all: rather a wide, fertile, slightly undulating plain running back from the Bay with ranges of low hills to the east and west, in the middle distance. There are good vineyards, however, even south of Napa (the Stanly Ranch, for example) and the rolling meadows hereabouts are surprisingly similar, in exposure and temperature and humidity (though probably not in soil) to the vineyards which over-

New York and San Francisco were already serving wines from the To Kalon Vineyard of Hamilton Crabb near Oakville, from the Inglenook Vineyard of Captain Niebaum at Rutherford, and from the vineyards of Charles Krug and Jacob Schram at St. Helena and Calistoga, to mention a few.

Napa vineyards covered 18,000 acres in 1891. Since then, like a magic green carpet, they have shrunk dramatically and spread repeatedly in response to alternating plagues and booms.

The phylloxera plague, which had begun a decade earlier, devastated all but 3,000 acres before 1900, but during the following decade nearly half of the dead vineyards were replanted with vines grafted on resistant roots.

Napa again had almost 10,000 acres in 1920, when an even worse plague—Prohibition—struck. It did not destroy the vineyards, but economics compelled the growers to graft over their Cabernet, Pinot, and Riesling vines to the tough-skinned varieties that were preferred by the buyers of grapes shipped east for homemade and bootleg wines. Repeal in 1933 was a disappointment to the Napa winegrowers, too, because it brought little demand for their dry table wines. There still were only 11,500 acres of vines in the county by 1965.

Then the wine boom reached its height, and vines began to spread throughout the valley again. As vintners raised their offers for "varietal" grapes, growers grafted back their vineyards from shipping varieties to the noble Cabernets, Rieslings, and Pinots. The growers started buying sprinkler systems and \$6,000 wind machines to guard their vines from frostbite on chilly spring nights. You now see more of these huge fans in the Napa Valley than in any other vineyard district in the world. When disastrous frosts hit the coast counties in late April of 1970, the wind machines throbbed and smudge pots burned all night—much to the annoyance of those valley residents who do not grow grapes—and saved half of the crop. The least loss—incidentally, was in those vineyards protected by sprinklers which kept the vines coated with a protective film of ice.

As the planting fever reached a climax in the late '60s, scores of Napa prune orchards were ripped out and replaced with wine grapes. New vineyards also sprang up in the mountains west and east of the valley, on slopes that had been bare of vines since the phylloxera epidemic eighty years before. A dozen pre-Prohibition Napa wineries meanwhile were refurbished and reopened for business. Twenty-three entirely new wineries were built in the county between 1970 and 1977, and at least five more are in the planning stage. Giant conglomerates began

buying up the old established Napa wineries, but most of them, enjoying their new-found prosperity and proud of their family histories, turned down multimillion-dollar offers to sell.

Vineyard plantings in Napa County have doubled since the mid-1960s and may soon exceed 25,000 acres. But not by much, for that is all the space left in the county with the soil, drainage, and climatic conditions considered suitable for the commercial cultivation of wine grapes.

A bitter struggle has raged for a decade to protect this open space from urban sprawl, which already has wiped out many fine vineyards in the other counties neighboring San Francisco Bay. When in 1968 the Napa Board of Supervisors blocked the subdividers' bulldozers by enacting a minimum twenty-acre agricultural preserve zoning law,* the land-development interests challenged the law in the courts. The Supervisors also compelled the state highway division to reroute a projected new freeway that would have cut a six-lane swath through the valley's main vineyard areas. While these battles dragged on, alarmed conservationists came up with an idea to save the vineyards if all other measures fail. They hoped to persuade the Federal Government to designate the Bay Area grape-growing districts as a National Vineyard, like the National Parks.

• 3 •

To get acquainted with Napa wines, you should tour the vineyards along the side roads and in the hills as well as those along the highway before you join the crowds in the tasting rooms. You will find that Napa, like Sonoma and Mendocino, has many climatically different winegrowing districts.

A striking example is the Carneros ("sheep" in Spanish) district, through which you pass when driving east from Sonoma on Highway 12-121. You enter the Napa Valley at its lower end. The vineyards here are close to San Pablo Bay. Because the Carneros is cooled in summer by winds and fogs from the salty bay, it is called the burgundy district of Napa County; its climate is rated as "low Region I." Such burgundian grape varieties as Chardonnay and Pinot Noir are said to develop higher flavors here—at least one more point of acidity

* Under this Napa County law, no house may now be erected in the main vineyard areas on any parcel of land smaller than twenty acres. Another measure that is helping to protect the vineyards is the state's 1965 Land Conservation Act. Under the state law, owners who pledge to use their property only for agriculture for at least ten years may have it taxed on its value for farmland instead of at its higher value for business or subdivisions. This is called "greenbeating the land."

in balance with their sugar content when ripe—than when grown farther up the valley. Vintners whose main vineyards are in those warmer areas have acquired lands in this district to grow these two grape varieties in particular. On the other hand, Cabernet Sauvignon, a Bordeaux variety, fails to ripen fully in some of the Carneros vineyards except in unusually warm years, although when it does reach full ripeness here, it makes a superlative wine.

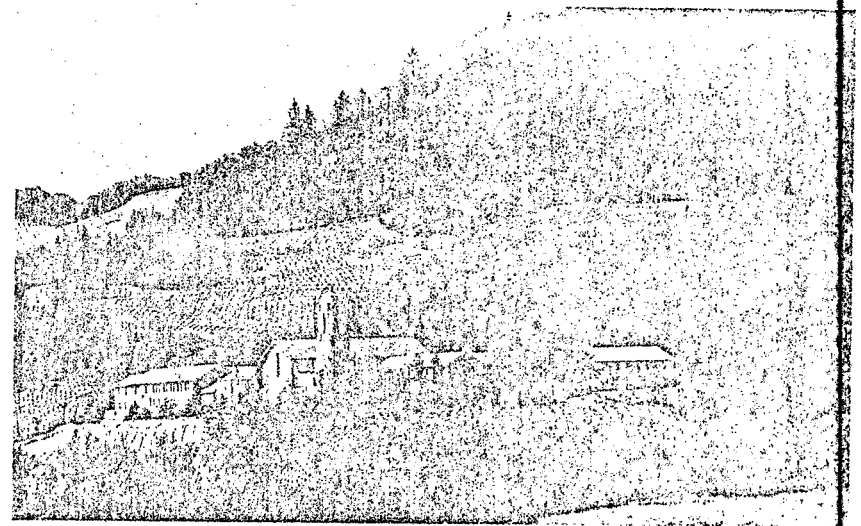
There is only one producing winery in the Carneros, the new 85,000-gallon Carneros Creek cellar on Dealy Lane, just north of Highway 12-121. Self-taught young winemaker Francis V. Mahoney with partners Balfour and Anita Gibson of Connoisseur Wine Imports built this winery in 1973 primarily to specialize in growing Pinot Noir. They are testing twenty different clones of that classic red burgundy grape in their ten-acre vineyard, planted in the following year. While waiting for the Pinot Noir vineyard to mature, The Carneros Creek Winery has specialized in making full-bodied, oak-aged Zinfandels from Amador and Yolo Counties hillsides.

Before Prohibition there were many more wineries in the Carneros, the greatest of which was Judge John Stanly's La Loma cellar on Stanly Lane. Another famous winery was the stone castle that can be seen from the highway, in the spectacular Winery Lake Vineyard to the left with its lake and modernistic sculptures. It is now the baronial residence of art collector Rene di Rosa, who replanted the century-old vineyard in 1961.

Different climates are also found in the uplands, where temperatures vary with the altitude and with the angle of exposure of each slope to the sun. The upland growers will tell you that certain grape varieties, Riesling in particular, develop higher aromas and more delicate balance in upland vineyards than when grown on the valley floor. Before you continue up the valley, a side trip into the hills to explore this aspect will be worth your while.

• 4 •

Redwood Road, at the north end of Napa city, takes off in a northwesterly direction through a thickly wooded canyon into the hills. In a six-mile drive of many turns, you climb a thousand feet and reach a lovely, undulating mountain meadow that is carpeted with almost a hundred and fifty acres of vines. Side by side in this vineyard stand the imposing mission-style



This vineyard on Mount Veeder, Napa County, dates from 1864. It was replanted by Theodore Gier, who built the adjoining winery in 1903. The Christian Brothers bought it and built their Mont La Salle Novitiate beside the winery in 1930.

monastery of the Christian Brothers,* an ivy-clad stone winery, a wooden tasting room with a "Visitors Welcome" sign, and a modest brick office building that faces the road.

The monastery is the Novitiate of Mont La Salle, where young men are trained to join this worldwide Catholic teaching order, founded in France in 1680 by Saint Jean Baptiste de la Salle. The old winery is one of five the Brothers own; it is where they have made their table wines. The brick building is the corporate headquarters of their Mont La Salle Vineyards, which, the Brothers want you to know, is a taxpaying concern like any other commercial vintner.

The Brothers are now the largest producers of Napa grapes and wines, and also of California brandy and premium-priced California dessert wines. Remembering that winemaking monks in the monasteries of Europe advanced the art and science of the vintager through the Middle Ages, it is of historical interest that the Christian Brothers of California are now the largest Church-owned producer of wine in the world. They are also the oldest winery owners in Napa County.

*Officially, *Fratres Scholarum Christianarum* (the initials F.S.C. follow the members' names) or Brothers of the Christian Schools.

At the Kornell Champagne Cellars you are shown every step in the making of bottle-fermented champagne. Your amiable guide may be the indefatigable owner himself, for he still works fourteen hours a day, or perhaps a member of the Fourth Generation, daughter Paula or son Peter Hanns, who help in the cellar and taste wine regularly with their parents. There are seven Kornell champagnes, brut, sec, extra dry, demi-sec, rouge, Muscat of Alexandria, and Sehr Trocken (extremely dry). The latter is aged five years or more on the yeast before it is disgorged. Kornell champagnes are unlike the French product because Hanns prefers Riesling, with its flowery aroma, to the traditional champagne grape, Chardonnay. That many others agree with his taste is evident from his steadily increasing business, including his exports to other countries, especially to Switzerland and Germany.

• 21 •

Five miles north of St. Helena, a small sign at the left of the highway reads "Schramsberg Champagne Cellars—Founded 1862." A narrow road from there winds nearly a mile up the southern slope of Mount Diamond through a thicket of redwoods, buckeyes, and madrones. In a wide clearing at the end is the scene that Robert Louis Stevenson described in *Silverado Squatters*, the same house with its broad verandas where RLS and his bride were entertained in 1880 by Jacob and Annie Schram, and the five underground cellars "dug deep in the hillside like a bandit's cave."

Schram (originally Schramm) arrived in America from the Rhineland in 1842, became an itinerant barber, and stopped in San Francisco long enough to get married. When he reached Napa in 1862, Charles Krug had begun building his winery on the valley floor two years before. Schram had saved enough money to buy a mountainside of his own. While Annie supervised the planting of their vines, Schram continued tramping from farm to farm with his razor and shears. Eighteen years later, Stevenson found Schramsberg "the picture of prosperity." Schramsberger Hock, Golden Chasselas, and Burgundy of Refosco had already won a place on such wine lists as the Palace Hotel's in San Francisco and the Carlton Club's in London.

When Schram died in 1904, his son Herman took over and made wine until Prohibition, when he sold the estate for a summer home. Following Repeal there were two brief revivals, the first by Joseph Gargano's California Champagne Company

in 1940, the second in 1951 by the Douglas Pringles. Pringle, a flamboyant interior decorator, revived the Schramsberg label and made rather poor champagnes for a few years. The winery was closed again, and Pringle killed himself in 1960.

Meanwhile, a Stanford and Harvard Business School graduate named Jack L. Davies had joined the San Francisco Wine and Food Society and had developed a taste for fine wines. In 1961 he invested in a Cabernet-planting venture with Martin Ray in Santa Clara County, then sold his interest after a dispute with that controversial vintner; but Davies's fascination with winegrowing increased. In 1965, he formed a corporation with fourteen fellow wine lovers and bought Schramsberg from Pringle's former wife, Mrs. Louis de Laveaga Cebrian. He quit his job as a management consultant, moved with his wife, Jamie Louise, and their three children into the ninety-year-old Schram house on the mountain, and set out to make the world's finest champagne.

The next seven years were difficult at Schramsberg. The cobwebbed, long-neglected tunnels were cleared and the earth floors paved; the old vineyard was torn out and replanted with Chardonnay and Pinot Noir. Grapes were purchased from nearby hillsides in 1966, but the new crusher broke down on the first day; and with a ton of Chardonnays left, Jamie took off her shoes and finished the crushing the age-old way. The first two-year-old Blanc de Blancs champagne was released in 1968, followed by a sparkling pink Cuvée de Gamay. A Blanc de Noir champagne made in 1967 from Pinot Noir and Chardonnay was offered in 1971. Davies succeeded in getting the wines stocked by a limited number of prestige wine shops around the country, including one in Washington, D.C. He then told his partners they might hope for sufficient sales to turn the corner financially in another year or two.

In February 1972, Schramsberg Champagne became world-famous overnight. President Richard M. Nixon had flown an American champagne to Peking to serve at his historic, globally-televised banquet for Red Chinese Premier Chou Enlai. On the day of the banquet a Washington newspaper columnist identified the shipment as thirteen cases of Schramsberg, Nixon's favorite champagne. Press, TV, and radio spread the name, Davies's story, and the fame of Napa Valley wine.

Schramsberg and its vineyard have been gradually enlarged in subsequent years in efforts to keep up with the growing demand for its champagnes. A semi-sparkling, demised Crémant champagne has been added to the list. Two buildings have

been erected in front of the main aging tunnels, and visitors who make appointments in advance are taken on cellar tours.

• 22 •

Diamond Mountain, like Mt. Veeder and Spring Mountain also on the west side of Napa Valley, is regarded as a viticultural district separate from the rest of Napa County. If the Federal plan to delimit American vineyard areas goes ahead, wines from all three of these mountainsides may someday bear label designations of their own.

Diamond Mountain Road, a mile north of the entrance to Schramsberg, climbs from Highway 29 to several new vineyards and to a pre-Prohibition stone winery whose name nobody in the vicinity remembers, on the face of which the initials "RS" are carved with the date of 1888. This cellar, with tunnels carved into the mountain, is where Albert Brounstein ages his three distinctly different Diamond Creek Vineyards Cabernet Sauvignon wines.

A wine-appreciation course taught by Los Angeles *Times* writer Nathan Chroman in 1965 and a subsequent wine tour of France inspired Brounstein to give up his wholesale drug business and to plant twenty acres of Cabernet and Merlot on Mount Diamond three years later. Finding three different soil types on his vineyard, he kept the grapes from each patch of vines separate and named their wines Red Rock Terrace, Gravelly Meadow, and Volcanic Hill. Brounstein invites selected visitors to picnic and taste his wines at a lake beside the vineyard, and takes their advance orders for the next Cabernet vintages he will release for sale.

• 23 •

As you approach the valley's upper end, a white monastery-like structure comes into view atop the range of hills to the east. It is the Sterling Vineyards winery, the most spectacular in America and quite possibly in the world.

To reach the winery, you turn right on Dunaweal Lane, pass a smaller winery (of which more in a moment) and board an aerial tramway like those you find at the costlier mountain ski resorts. For a \$2.50 fare, a yellow four-person gondola lifts you 250 feet to the winery, which commands a dramatic view of the valley winescape and of towering Mount St. Helena.

On disembarking, you take an instructive self-tour of the

crushing and fermenting areas, then pass through stained-glass-illuminated cellars where some 400,000 gallons of wine age in oak barrels and casks. You then arrive in an area of mosaic-lined patios, fountains, and flowers overlooked by a carillon of European church bells that chime the hours. Here selected wines are offered for tasting and for purchase to take home.

Sterling had its inception in 1964 when Yale-educated former Navy fighter pilot Michael P.W. Stone and former London journalist Peter Newton, among the owners of a San Francisco paper products firm called Sterling International, invested in planting the 400-acre vineyard on the valley floor. When the vineyard bore its first full crop in 1968, they built a temporary winery and chose as Sterling's winemaker Richard R. (Ric) Forman, who was just winning his master's degree in enology at UC Davis at the age of twenty-four. By the time the hilltop winery was built in 1973, Sterling Vineyard wines were already winning awards at the Los Angeles County Fair. Its most consistent gold medal winners at this writing were its Chardonnays and its Merlots, which closely resemble the leading Pomerols of Bordeaux.

In 1977, the Coca-Cola Company of Atlanta, which had entered the wine field by purchasing the Taylor and Great Western wineries of New York State, bought the Sterling Vineyards and winery. Stone and Newton, continuing in charge for the new owner, announced that Sterling would discontinue the use of purchased grapes, was acquiring two more Napa vineyards, and henceforth would be the largest exclusively estate-bottling winery in the United States.

Returning from Sterling to the Wine Road, you will find it interesting to stop for a visit to the small (40,000-gallon) Stonegate Winery, which you passed on Dunaweal Lane. The owners of Stonegate are University of California journalism instructor James Spaulding and his wife Barbara. Their son David, trained in enology at Santa Rosa Junior College and in short courses at UC Davis, is the winemaker. The Spauldings came to California from Wisconsin in 1969 after a disappointing attempt to grow wine grapes at Mequon, a suburb of Milwaukee. They produce estate-bottled Pinot Noir, Cabernet Sauvignon, Chardonnay, and Sauvignon Blanc wines from thirty acres of vineyard, half of which is at the winery and half on the upper slopes of Diamond Mountain. Stonegate wines, aged mostly in European oak, have already won a connoisseur following.

A mile and a half farther north is Calistoga, the city that began in 1859 as the personal empire and obsession of the fabulous Sam Brannan. He is said to have named Calistoga by a slip of his tongue, saying: "I'll make this place the Calistoga of Sarafornia."

So spectacular were Brannan's other exploits that his role as a major Napa winegrower of the 1860s appears to have been forgotten. Little of his story can be learned in Calistoga, which is a sleepy tourist town with numerous bathhouses situated around the founder's hot mineral springs. To recall his memory there are only a side street named Brannan, a plaque, and two small, faded wooden buildings.

One must dig into libraries elsewhere to read the fantastic story of that wandering printer from the Ohio vineyard center of Painesville, who joined the original Mormons, brought two hundred of them to San Francisco by sea, founded that city's first newspaper, led the Vigilantes, quarreled with Brigham Young, and then abandoned the Mormon faith.

California's first millionaire, Brannan bought 2,000 acres to found Calistoga around its natural mudpots and geysers, spent millions planting the 125,000 vines that he personally brought from Europe, and built a winery, brandy distillery, hotels, racetrack, and luxury baths. Brannan's Calistoga empire collapsed after his divorce in 1870. He soon lost his fortune, and in 1889 died penniless near Escondido in the arms of an Indian squaw.

Two miles north of Calistoga, hidden in a grove a few hundred yards from Tubbs Lane, is an historic winery named Château Montelena. Its facade of many arches, pilasters, parapets, and towers is an architectural curio, reminiscent of some nineteenth-century Italian palace. It was built of native stone in 1882 by cordage manufacturer Alfred L. Tubbs, the patriarch of a noted San Francisco family, and has often been compared to Château Lafite. Tubbs, with Charles Krug and other winery owners, organized the Napa Valley Wine Company in 1883 to sell their wines and those of independent vineyardists to the retail trade. Eleven years later, the company was absorbed by the California Wine Association. A grandson, Chapin Tubbs, made wine sporadically here for a few years following the repeal of Prohibition. In 1947, a Chinese engineer bought the property, made the upper story of the empty winery

his home, and built the Oriental Water Gardens, a five-acre lake with four islands, arched bridges, and an authentic five-ton Chinese junk in the center.

The winery had lain idle for some thirty years when in 1968 it was purchased by Lee and Helen Paschich, dedicated home winemakers who found it pleasant to live upstairs.

Then the wine revolution exploded, and many investors became interested in old Napa Valley wineries that might be revived to capitalize on the boom. Among those who saw the possibilities in Château Montelena were Southern California attorney James L. Barrett and Chicago supermarket developer Ernest Hahn. They became Paschich's partners, replanted much of the hundred-acre vineyard, installed modern equipment to hold some 40,000 gallons, and in 1972 brought in the great winemaker Miljenko (Mike) Grgich, whom we met a few pages ago. Grgich made Château Montelena nationally famous with one of the wines in his second vintage—the 1973 Chardonnay—for this was the California white wine that those nine French experts, at that blind-tasting in Paris, chose as finer than four of the top white burgundies of France and five other California Chardonnays.

When Grgich left in 1977 to start his own winery, Montelena was fortunate again in choosing its new winemaker. He was young Jerry Luper, an enology graduate of Fresno State University, who had made many fine wines during six years at Freemark Abbey, including the 1973 "Edelwein," Freemark's botrytized late-harvest Riesling that has won nationwide praise.

Château Montelena's vineyard is planted entirely to red varieties, mostly Cabernet Sauvignon and Zinfandel. Its white wines are made of purchased grapes. The winery has a second label, Silverado Cellars, for any vintages that do not meet the standard for its Château wines.

Beyond Tubbs Lane, Highway 29 climbs the foothills of Mount St. Helena and heads for Lake County. It is time to turn back down the Napa Valley, this time taking the east-side highway, the Silverado Trail.

The first winery to be seen is the handsome new 60,000-gallon Cuvaision cellar, built in 1974 just south of Dunawear Lane. Mission style with stained-glass windows and a red tile roof, it replaces a rustic earlier structure opened four years earlier by

the first owner, Dr. Thomas Parkhill, who contributed the name: a French word for the fermenting of red wines on the skins of grapes.

When noted French-trained winemaker Philip Togni took charge at Cuvaison in 1975, he announced that the winery thenceforth would specialize in producing only three wines, Chardonnay, Cabernet Sauvignon, and Zinfandel. One of the Cabernets was the first produced in this century from Marin County grapes.

At press time the present owners, affiliated with the Commerce Clearing House publishing firm, were reported negotiating to sell the winery to a group of grape growers. Tasting was still being offered Thursdays through Mondays in the attractive hospitality room.

• 26 •

A left turn on Deer Park Road takes you uphill some two and a half miles to a small sign at your left that points to Burgess Cellars. Former Air Force pilot Tom Burgess and his wife Linda bought this 37,000-gallon winery and its twenty-acre vineyard in 1972. Originally it was the Rossini vineyard, planted by Marielouise Kornell's grandfather in 1880. J. Leland Stewart built the winery in 1943 and called it Souverain Cellars, a name later applied, after Stewart retired in 1970 (he is still active elsewhere), to two newer wineries in Napa and Sonoma Counties. The Burgesses operate their winery as Stewart did, welcoming visitors daily except on holidays but offering no tasting. They make a few wines from their own grapes, but buy most of their needs from other vineyards, some of whose names appear on Burgess labels. Their wines are highly praised, which they credit to their enologist Bill Sorenson, a Fresno State University graduate who once operated the experimental winery at that institution.

From Burgess Cellars you may wish to drive several miles farther east on Howell Mountain Road across the hills to Napa County's northernmost winery in Pope Valley. There are several vineyards in this valley, which has a warmer climate than the rest of Napa County. The Pope Valley winery dates from 1909. It had been closed for several years after its founder Sam Haus retired, when James and Arlene Devitt, dealers in home-winemaking supplies, came from Thousand Oaks to reopen the old wooden buildings in 1972. Their sons Bob and

Steve were making wine there from purchased Napa, Sonoma, and Lake Counties grapes when I last paid them a visit.

• 27 •

Returning to Silverado Trail and continuing three miles south, you reach Taplin Road, which extends to your left. A short drive past a green wooden schoolhouse takes you to a curiously constructed gateway constructed of recycled lumber from century-old California railroad bridges. This is the entrance to Joseph Phelps Vineyards. Joseph Phelps is a builder, headquartered at Greeley, Colorado. In 1972, while building the Souverain wineries in California, he bought land on Taplin Road to establish his own winegrowing estate. The old Spring Valley Schoolhouse became his vineyard headquarters. As his winemaker Phelps chose German-born, Geisenheim-trained Walter Schug, who had had experience with two California wineries since coming to this country in 1961. Schug planted 120 acres of noble varieties for Phelps beginning in 1973, including twenty acres of Syrah, the red Rhone wine variety of Hermitage, which differs from California's Petite Sirah. The 50,000-gallon Phelps winery, whose facade resembles the vineyard gate, was built in time to ferment the 1974 vintage. Phelps Vineyards wines have received lyric praises since the introduction of the 1975 vintage, made from neighbors' grapes. The highest accolades have been for the delicate yet luscious late-harvest Johannisberg Riesling.

Touring and tasting are not offered at the Phelps winery, but you can buy wines by the case there on most weekdays. An invitational tasting is held on the first Saturday of each month, when you may meet Walter Schug, Phelps's charming daughter Leslie, and if he isn't away on some building project, perhaps Phelps himself.

• 28 •

Taplin Road continues past Phelps Vineyard to the winery and vineyard of Joseph and Alice Heitz. An appointment is worth making in advance, for their wines are among the finest in Napa County.

In 1944, after two years in a midwestern college, Airman Joe Heitz was chief of a night-fighter ground crew at the field near the Italian Swiss Colony winery outside Fresno. Dale Mills, the winemaker there, put Joe to work in the cellar by day, and

discovered that he had an exceptionally keen palate. Mills advised him, on his discharge from the Air Force, to enroll at Davis and study enology. Heitz did so and won his master's degree in 1949. For ten years he worked at Beaulieu and other wineries, then taught enology at Fresno State College for four years. In 1961, married and with three children, Heitz decided to start his own wine business.

He bought Leon Brendel's "Only One" Grignolino vineyard on The Wine Road south of St. Helena, the site of the Heitz tasting room today. The orange-pink Grignolino wine he made there could not support his family, but Heitz has the rare ability to select lots from other wineries that will improve with blending and aging. The quality of these Heitz selections, of his Grignolino and of wines he made from purchased grapes, attracted connoisseurs to the little old winery. Five-foot-tall Alice Heitz developed a mailing list and sent periodic letters to their customers, announcing each new Heitz selection.

Soon a larger winery was needed, and in 1965 Heitz found the place in a small valley at the end of Taplin Road. On the property was an empty seventy-year-old winery building and an old house. He equipped the cellar with a new crusher, stainless steel fermenters, and racks of French oak casks, some of them from the Hanzell Vineyard, while Alice made the ancient house livable. In the next few years he planted twenty more acres of Grignolino, Chardonnay, and Pinot Noir. In 1972, when son David graduated from Fresno State and went to work with his parents, an additional winery was built, raising their capacity to 160,000 gallons. Most grapes for Heitz wines are produced by others, some of whose names appear on the labels. Most famous vineyard-labeled Heitz wine is the Cabernet Sauvignon grown on Martha May's vineyard near Oakville.

Although the wines are sold mostly to those on Alice's mailing list and at the highway tasting room, restaurants and wine merchants feature some of the rarities. Recent offerings to the mailing list, which will give you an idea, ranged from Chablis at \$2.55 a bottle and Grignolino at \$3.25, to 1972 Chardonnay Lot Z-21 at \$10 and the 1969 Martha's Vineyard Cabernet at \$35 each.

• 29 •

A mile or so south of Taplin Road, a private road leads a half-mile uphill to the handsome Rutherford Hill winery. This was named Souverain of Rutherford when it was built in 1972

while the Souverain of Alexander Valley cellar, visited in the preceding chapter, was being built near Geyserville in Sonoma County. In 1976, when Pillsbury Mills of Minneapolis sold both Souverain wineries, a group formed by vineyardist William Jaeger and other owners of Freemark Abbey bought this one and renamed it Rutherford Hill. Philip Baxter is the winemaker. Cellar tours and use of the picnic area are by appointment.

Just south of the road to Rutherford Hill, Highway 128 leads east to two more Napa wineries and a future third. Opposite Lake Hennessy, Sage Canyon Road climbs steep Pritchard Hill to the vineyard of Robert Long and his wife Zelma, the enologist at Robert Mondavi winery. The Longs are planning a winery of their own. The road continues farther to the hundred-acre hilltop vineyard and spectacular winery of Donn Chappellet, who left the food-vending business in Los Angeles to found this winery in 1967. The cellar, a triangular pyramid designed by Santa Rosa structural engineer Richard Keith, has rust-colored metal roofs. Chappellet's past enologists have been Philip Togni, more recently at Cuvaision, and Joseph Cafaro, who later joined the Robert Keenan Vineyard on Spring Mountain. Six wines have been made at Chappellet: Cabernet, Merlot, Chardonnay, Riesling, Chenin Blanc, and a Pritchard Hill White.

Four miles farther east on Highway 128 is the hilltop winery of Jim Nichelini. It is an old-fashioned roadside cellar, built in 1890 by Jim's grandfather, Anton Nichelini from Switzerland. Open to the public on weekends, it is a cheery place. Visitors are invited to sample the wines on the terrace, which Jim calls "the only outdoor tasting room in California." Sometimes Jim plays his accordion for the visitors. Several red and white wines are made, but the Nichelini specialties are Chenin Blanc and Sauvignon Vert. The wines are inexpensive and are stocked in a few Bay Area restaurants and stores, although a good part is sold to people passing the winery en route to and from Lake Berryessa nearby. The fifty-acre Nichelini vineyard is a mile beyond the winery in Chiles Valley, where the Kentucky trapper, Colonel Joseph Chiles, was the first winegrower during the 1860s.

The climate of Chiles Valley, nine hundred feet high, has attracted the interest of vintners who are looking for more Napa land suitable for vines. The first to plant extensively there was Louis P. Martini, whose land is three miles north of Nichelini's. For many years, Chiles Valley was considered too warm for the premium wine grapes, because the hills there turn brown in

ever, I will add a few brief notes on the best and worst years. These apply to reds, principally to Napa Valley Cabernet:

- 1953: Outstanding year; best reds are wonderful now, nearing maturity, but should hold their plateau of quality for some time.
 1957: Considered a poor year.
 1951: Outstanding year; best reds stunning.
 1948: Considered a poor year.
 1947, 1946, 1941, and 1934 produced some extraordinary wines, the best of which are still developing in the bottle.

One should also remember that these comments are very general, and cannot apply to each and every wine produced in a given year. To take two examples, the Robert Mondavi '68 Cabernet was well-balanced and fruity, but light compared with the Heitz Martha's Vineyard Cabernet '67, a big dark, tannic, rich mouthful of a wine that is still maturing. There are, in other words, plenty of exceptions to the claim that '68 was a much better year for reds than '67; and one can find unusual wines that defy the expected. Like any generalizations about vintages, the above are merely a rough guide; the only surefire guide is your palate.

Chapter 6

The Napa Valley

The Napa Valley, like most of the premium wine districts of California, can be reached in a two-hour drive from San Francisco. The valley lies north of San Francisco Bay in a cool climatic zone somewhat similar to that of Bordeaux. The valley's reputation as a fine wine district, however, is not so much due to the excellence of its climate or soil—other areas in California match or possibly better its grape-growing conditions—as it is the result of its concentration of major premium wineries. Miles of vineyards and dozens of producers, large and small, border the highway that runs the length of the narrow mountain valley as it curves to the northwest from the city of Napa to Calistoga, some twenty-five miles to the north.

Out of almost four hundred bonded wineries in California, Napa County has over seventy. Many of the wineries are uncompromisingly modern, with no romance or allure save in the bottle; some perch in spectacular settings, and some have a ramshackle, carved-out-of-the-wilderness look about them. Only five miles across at its widest, the valley is hemmed in by the rounded Howell mountain range on the east, and the forested peaks of the Mayacamas mountains on the west. The climate is the reverse of what one might expect; the coolest area (Region I) is found in the southern part of the valley, near the town of Napa in the Carneros district; Oakville, farther north on the highway from Napa, is slightly warmer, Region II; Rutherford, two miles farther north, is also Region II; near Calistoga, however, at the upper end of the valley, the climate is Region III. A good deal of the valley floor is covered with vineyards, dotted every so often with huge tall fans, used, along with sprinkling systems, to ward off frosts. Vineyard work goes on all year long, and pickup trucks are constantly bumping down dirt roads between the plots to drop off vineyard workers in cowboy hats. The wine vine can grow in notoriously poor soil, but it is a sensitive plant nonetheless. The vines in a vineyard, like children in a classroom, demand

individual attention if they are to yield their best, and in the Napa Valley, they get a great deal of attention. The vineyards scattered among the hills and nestled in the mountains are harder to work than those on the flat valley floor, but their advocates claim the quality of the grapes compensates for the difficulty of cultivating slopes sometimes over two thousand feet high.

Grapes have been grown and wine has been made in the Napa Valley since the 1840s. By the late 1800s, there were 142 wineries in operation and by 1891 some eighteen thousand acres of vineyards. Before phylloxera and Prohibition, wines from the Napa Valley had already gained a great reputation and were shipped to Eastern cities and London. The valley and the surrounding hillsides are still dotted with Victorian mansions and old stone wineries that date from that era, some of which have been revived and had their vineyards replanted. When visiting some of them it is not hard to imagine what it was like in the days when Robert Louis Stevenson visited the Napa Valley in 1880 and wrote about it in his *Silverado Squatters*. Snippets from his chapter on "Napa Wine" are often quoted in historical accounts of early California viticulture, and some of his more poetic quotes even appear on a billboard welcoming tourists to the valley. But his most famous paragraph is worth repeating:

Wine in California is still in the experimental stage; and when you taste a vintage, grave economical questions are involved. The beginning of vine-planting is like the beginning of mining for the precious metals: the wine-grower also "prospects." One corner of land after another is tried with one kind of grape after another. This is a failure; that is better; a third best. So, bit by bit, they grope about for their Clos Vougeot and Lafitte. Those lodes and pockets of earth, more precious than the precious ores, that yield inimitable fragrance and soft fire; those virtuous Bonanzas, where the soil has sublimated under sun and stars to something finer, and the wine is bottled poetry; these still lie undiscovered; chaparral conceals, thicket embowers them; the miner chips the rock and wanders farther, and the grizzly muses undisturbed. But there they bide their hour, awaiting their Columbus; and nature nurses and prepares them. The smack of Californian earth shall linger on the palate of your grandson.

Today, Stevenson's prediction has come true. California wine has come into its own; there is no doubt about the success of California's great experiment with the wine grape.

Vineyard acreage in Napa dwindled to a few thousand after phylloxera had struck, and was never replanted to more than about ten thousand acres until the late 1960s. Now there are some twenty-three thousand acres planted to vines, and the few thousand suitable acres left in the county may eventually be planted as well. The rosy economic forecasts for the wine industry brought about by the "wine boom" have made vineyard prices in the valley to soar to thousands of dollars an acre. Nonetheless, a number of large U.S. corporations and dozens of small producers continue to invest millions in the valley, confident that the future for fine table wine is assured. Their ranks have even been joined by the French corporation Moët-Hennessy, makers of Moët et Chandon Champagnes among others, which purchased eight hundred acres near the city of Napa. One of the reasons that the Napa Valley is becoming the most intensely planted wine district in the country is that unlike other areas in California it has been able to stave off the threats of urbanization which have gobbled up other fine wine districts: A decade ago a plan to put a freeway through the narrow valley was squelched, and the county's agricultural preserve plan keeps unincorporated land from being subdivided into housing tracts. There is even a movement afoot among some of the valley's wineries to investigate the possibilities of appellation control regulations for the valley. These active efforts to protect and promote the wine industry attract even more wineries to the valley, which will doubtless soon become an unbroken carpet of vines. Small plots of vines even appear in the front yards of many of the homes in the town, as often as a flower bed or tomato patch might appear elsewhere, and no doubt a local resident could practically absorb the necessary knowledge of viticulture and vinification from the atmosphere; wine-consciousness in the valley is all-pervasive.

There is a good deal of argument in the Napa over virtues of mountain-grown grapes and valley-grown grapes. Mountain vineyard owners point out that the soil is often poor in the mountains, so that the yield is low, and thus, the smaller crop is of higher quality; mountain vineyards rarely experience frost, a great danger on the valley floor. It's cooler in the hills, an advantage when there's excessive heat in the valley, as it keeps the grapes from ripening too rapidly and los-

QUIMME, Peter

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Different lots of the Christian Brothers wines are sometimes supplied with cuvée numbers, but a much more important number to look for is the stamped code which appears on the back label of each bottle of varietal wine. The first two numbers stand for the month, the third stands for the year, and the last two indicate the day of bottling. While the Christian Brothers wines, as marketed, are ready to be drunk, the code enables one to determine if the whites one buys are tired veterans of the shelf or reasonably fresh, as well as how much bottle age the reds have had.

The dessert wines of the Christian Brothers—Meloc Cream Sherry and Tinta Madeira Port, for example—are well-made, but undistinguished for these types of wines. Their XO rare reserve brandy is another matter. A 50-percent pot still brandy aged ten years in wood, it possesses a most attractive vanilla nose and very smooth body and flavor.

Other Wineries

The number of new wineries that have begun operation recently in the Napa Valley continues to grow, and the following notes mention only some of them.

In 1976 a group of partners (some of whom are partners in Freemark Abbey) purchased the former Souverain of Rutherford winery and renamed it Rutherford Hill. Among the new wines released that I have had are an excellent, promising '74 Cabernet Sauvignon, a fresh, fruity '77 Johannisberg Riesling, and a dry, delicious '77 Gewürtztraminer.

New names continue to be added to the valley's roster of wineries. Some to look for: Cakebread Cellars, Francisco Vineyards, Silveroak Cellars, Chateau Chevalier, Carnegie Creek Vineyards, Stonegate Winery, Villa Mt. Eden, McVeeder Vineyards, Veedercrest Vineyards, Raymond Vineyards, and Stag's Leap Vineyard. (This last is not to be confused with the nearby Stag's Leap Wine Cellars. Stag's Leap Vineyard has become known for a string—'73, '74, '75—of superbly flavorsome, tannic Petite Sirabs.) Still others have been bonded recently and are in various stages of planting, building, and winemaking. Even some small local enterprises that have been around for decades, like Nichelini Vineyard in the Chiles Valley district and the J. Mathews winery in the

The Napa Valley: Other Wineries

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town of Napa, have begun sending their wines out of state. Others are certain to follow and it seems only a matter of time before the number of Napa wineries exceeds the 105 the valley had in 1885.

Who makes wine where

Within the narrow confines of the Napa Valley, the overwhelming emphasis is on varietal table wines. With the exception of the two specialists in Champagne—Hanns Kornell and Schramsberg—all of the valley wineries produce varietals. A few are small, estate-like cellars. Most of the familiar old names draw grapes from several vineyards spaced throughout the valley. A few have vineyards outside Napa.

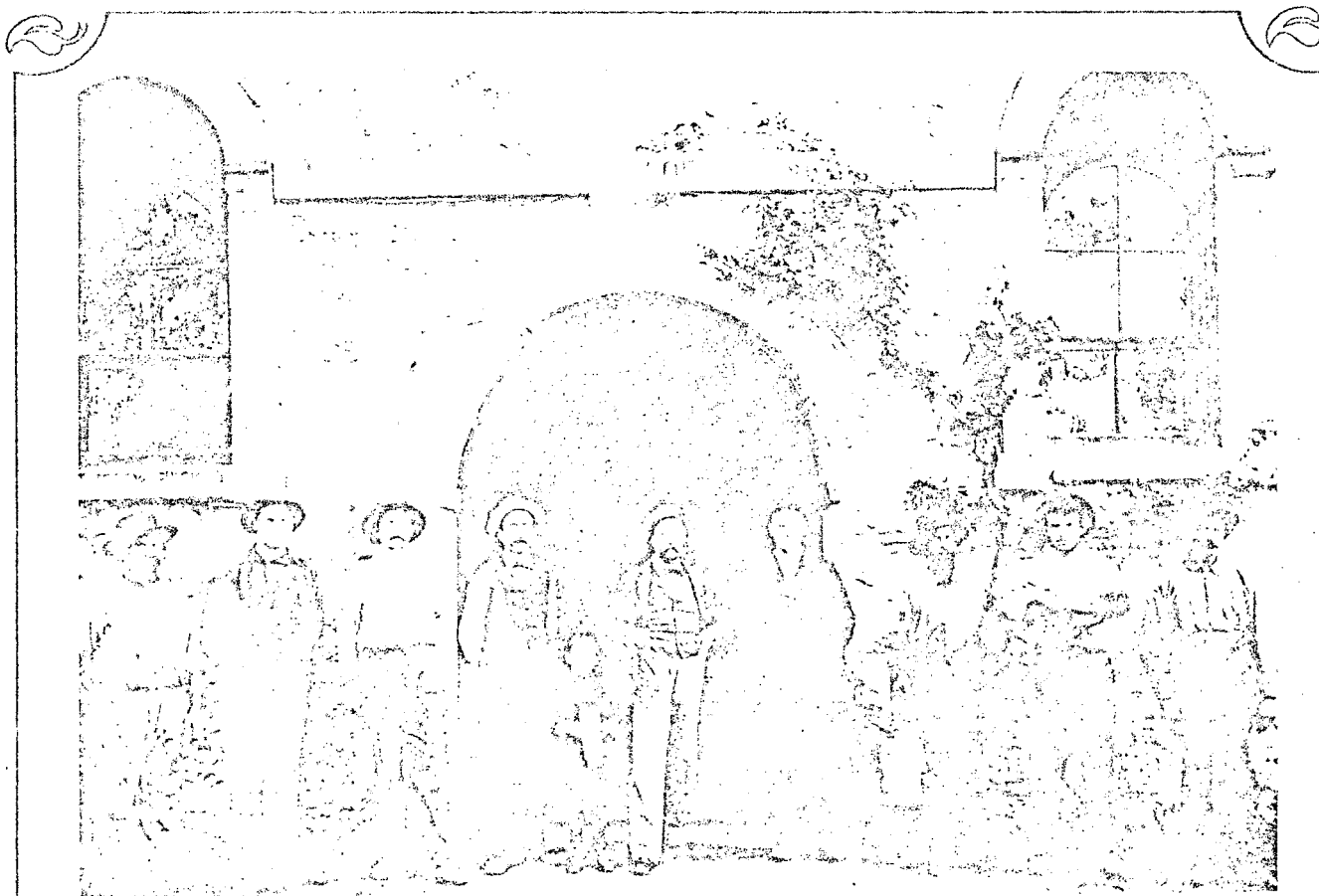
*The asterisk marks wineries with tasting rooms.

- Beaulieu Vineyard (Rutherford 94573). Winery, vineyards on SR 29 at Rutherford*
 Beringer/Los Hermanos (2000 Main Street, St. Helena 94574). Winery on north limit of St. Helena business district*
 Burgess Cellars (PO Box 282, St. Helena 94574). Winery, vineyards on Deer Park Road 3 miles east of SR 29.
 Chappellet Vineyard (Pritchard Hill, St. Helena 95474). Small, the winery requires appointments to visit.
 Chateau Montelena (PO Box 738, Calistoga 94515). Small, the winery requires appointments to visit.
 The Christian Brothers (PO Box 420, Napa 94558). Mont La Salle vineyards, winery on Redwood Road 6 miles west of Napa; Greystone Cellars on SR 29 at the north limit of St. Helena*
 Cuvaison (4560 Silverado Trail, Calistoga 94515). Winery on Silverado Trail near Dunaweal Lane*
 Freemark Abbey (PO Box 410, St. Helena 94574). Winery on SR 29 2 miles north of St. Helena.
 Heitz Cellars (500 Taplin Road, St. Helena 94574). Vineyards, tasting room on SR 29 at south limit of St. Helena*
 Inglenook (Rutherford 94573). Winery, vineyards on lane leading west from SR 29 at Rutherford*
 Hanns Kornell (PO Box 249, St. Helena 94574). Champagne cellars on Larkmead Lane 1/2 mile east of SR 29*
 Charles Krug (PO Box 191, St. Helena 94574). Winery, vineyards on SR 29 at north limit of St. Helena*
 Martin/Conradi (3650 Spring Mountain Road, St. Helena 94574). Small, the winery requires appointments to visit.
 Louis M. Martini (PO Box 112, St. Helena 94574). Winery on SR 29 at south limit of St. Helena*
 J. Mathews (1711 Main Street, Napa 94558). Winery at Main and Yount Streets in Napa City*
 Mayacamas (1155 Lokoya Road, Napa 94558). Small, the winery requires appointments to visit.
 Robert Mondavi (7801 St. Helena Highway, Oakville 94562). Winery and vineyards on SR 29 at north limit of Oakville*
 Nichelini (2349 Lower Chiles Road, St. Helena 94574). Winery on SR 128 11 miles east of Rutherford*
 Oakville Vineyards (PO Box 87, Oakville 94562). Winery on Oakville Crossroad at junction with SR 29*
 Schramsberg (Calistoga 94515). Small, the champagne cellars requires appointments to tour.
 Sovereign Cellars (PO Box 401, Rutherford 94573). Winery on lane north of junction between SR 128, Silverado Trail.
 Spring Mountain (2867 St. Helena Highway North, St. Helena 94574). Small, the winery requires appointments to tour.
 Sterling Vineyards (4300 St. Helena Highway, Calistoga 94515). Winery, vineyards on Dunaweal Lane 1/2 mile east of SR 29*
 Stony Hill (PO Box 308, St. Helena 94574). Tiny, the winery requires appointments to tour.
 Sutter Home (277 St. Helena Highway South, St. Helena 94574). Winery on SR 29 at south limit of St. Helena*
 Vintage Winery (PO Box 2470, Yountville 94599). Winery is within Vintage 1870 complex at Yountville on SR 29.



The heroic builders of yore

At the beginning, the Napa Valley drew its winery owners and winemakers from every corner of Europe. Gustav Nybom, builder of Inglenook, was a Finn and a retired sea captain. William Bowers Bourn, who launched Greystone, and H. W. Crabb, who owned ToKalon, were Anglo types. The French were represented by a whole series of partnerships, including Debret & Priet and Brun & Chaix. But the era 1870-1900 had a predominantly German flavor, one built on solid enough foundations to contribute most of the pioneer names and buildings still enduring today. Charles Krug started commercial winemaking in the valley in 1861 after a short apprenticeship with Agoston Haraszthy in Sonoma. On Krug's heels came the brothers Jacob and Frederick Beringer and Jacob Schram. Now-faded names like J. Thomann, C. J. Beerstecher, and G. Groezinger were major figures in their time.



FAMILY PORTRAIT. Jacob Beringer (fourth from left) and Frederick Beringer (sixth from left) pose with cellarmen in front of the caves they had excavated in 1877. The small boy, C. T. Beringer, ran the family firm after Prohibition. In 1970 the fourth generation of Beringers sold the old family property to Nestle, the Swiss food corporation.



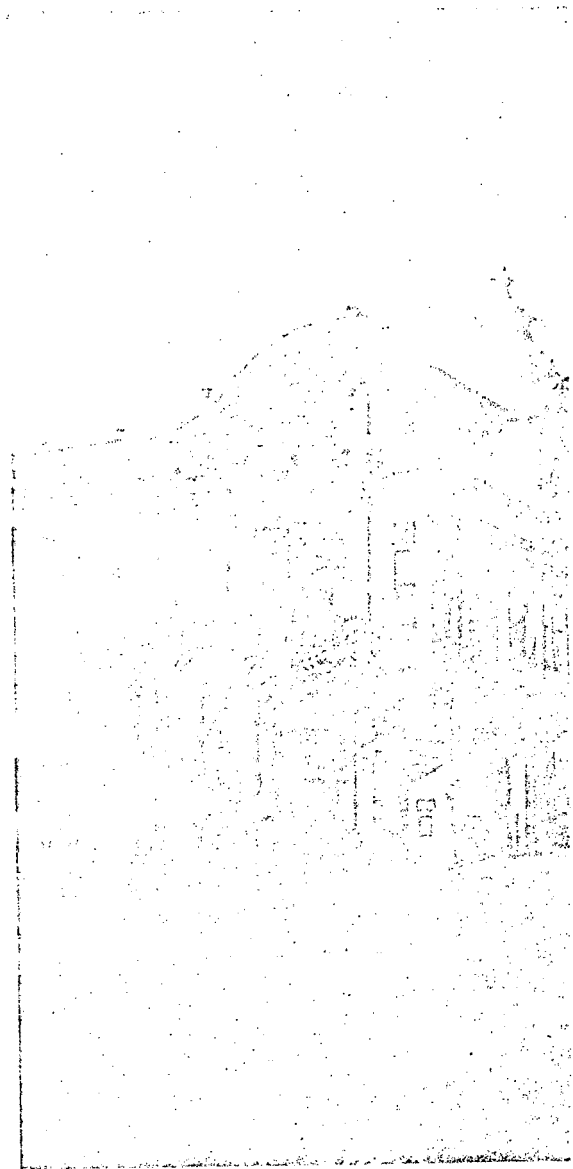
THE ONE AND ONLY. At the Nichelini winery in the hills east of the Napa Valley there is one workable Roman press, a contrivance that came to full flower in Medieval times. The next nearest one is in a wine museum in Beaune, France. Jim Nichelini used his until the early 1960s, and keeps it as a souvenir of vintages that pressed out very slowly.

of some considerable size. There are 120 acres of newly planted vineyards within sight of the winery, and by 1976, these will furnish the grapes for the firm's estate bottlings. In the meantime, this winery will be a fine customer for any vineyardist who can meet winemaker Walter Schug's admittedly high standards.

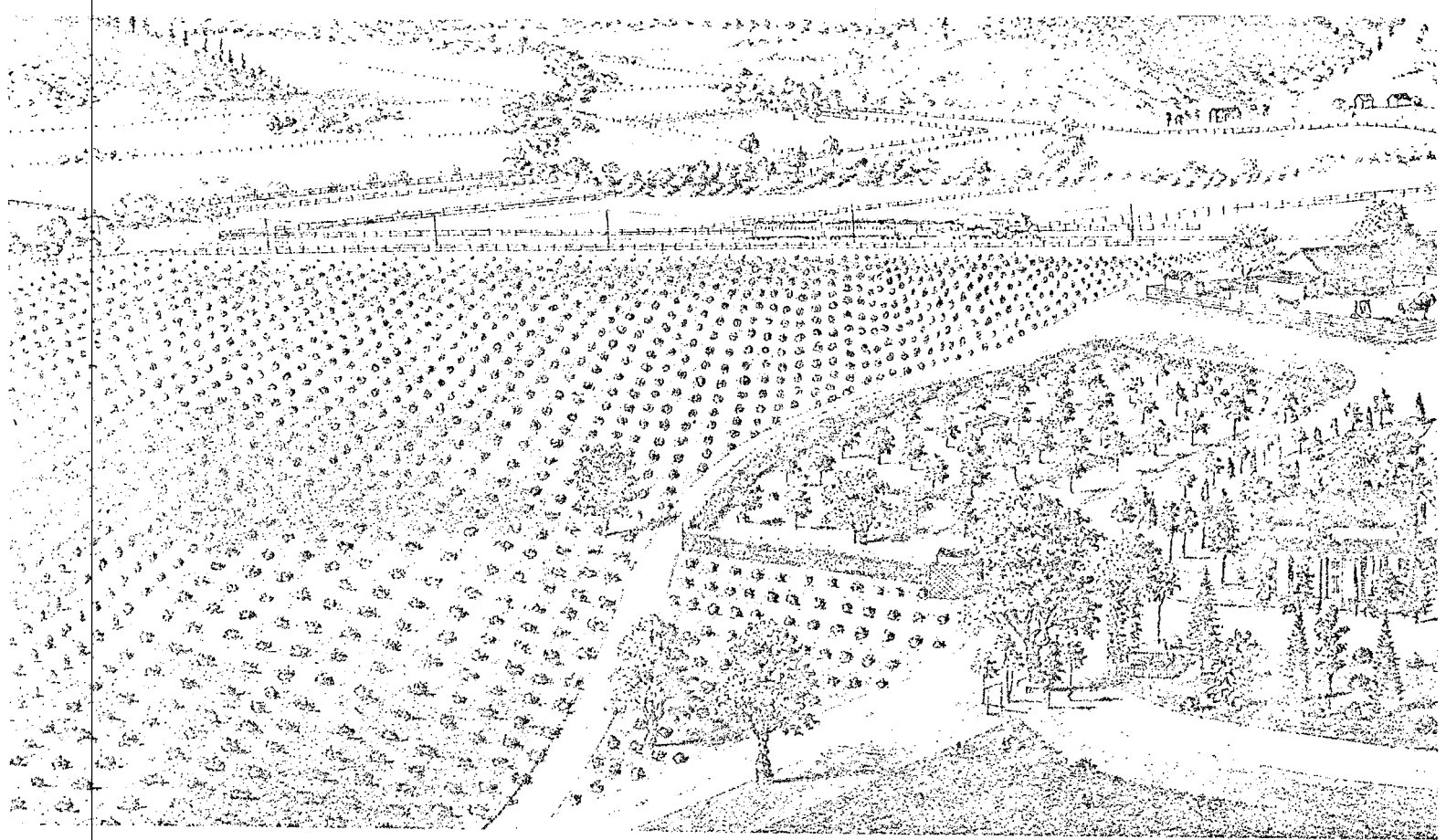
Hidden away at the head of Taplin Road in a beautifully wooded hollow called Spring Valley, Joe Heitz crushes, ferments and ages the wines that have made him the most talked about winemaker since Andre Tschelistcheff, under whom Joe once worked. There are many beautiful old wine cellars in the Napa Valley, but Heitz Cellars is unique. The Italian who built it probably knew very little about architecture, but he had an innate love of beauty that expressed itself in a rhyolite stone building that is so perfectly proportioned, so well adapted to its purpose that it could hardly be surpassed today, even with all the conveniences modern science has provided us. The old building serves as an aging cellar now, and handsome well cared for oaken casks hold the priceless Cabernets and Chardonnays that have made Joe Heitz internationally famous as probably the best winemaker in America today . . . a statement which he vigorously denies. "Best" he points out, is a relative statement and depends on many factors, most of them variable and a matter of personal opinion. Nevertheless, he consistently turns out magnificent wines, and was the leader in the movement that moved Napa Valley wines out of the low or medium priced level to the higher priced status that their quality deserves and presently enjoys. It comes as some surprise to visitors that his small modern winery, housed in a hexagonal structure completed in 1972 can turn out with equipment no different than anyone else's, wines that consistently come in at, or near the top, of the list in tastings that include the world's most prestigious and much better known wines.

Many firms located some miles from St. Helena nevertheless call this town home. Up on Pritchard Hill, on a site of breathtaking beauty, Donn Chappellet has built a distinctively different winery overlooking Lake Hennessey and much of the Napa Valley. Farther up the road, Jim Nichelini's winery, dating back to the turn of the century is the scene of weekend tastings that live on in story for years. While these people do not live within the city limits of St. Helena, they nevertheless feel that they are part of the community, and proudly claim the town as their own.

The varied background of the town is evident in its architecture, ranging from the cut stone buildings of the 1880's to California modern. There is a white needle-steepled Presbyterian church that is right out of New England, and a handsome, solidly built stone Catholic church that would be right at home in some affluent French wine country town. The Rhine house is blatantly Germanic, and in the sturdy if somewhat



Downtown St. Helena is an interesting blend new. Note the stone construction of the old larger rocks were used on the lower levels, higher. The local story is that the scaffolding as it got higher, so it wasn't trusted with too much weight. A workman washes down fiberglass tanks at winery on Taplin Road. These tanks, made in Italy, were brought to the Valley, but will probably be soon seen since they are eminently practical.



Charles Krug Winery was established in 1861 and is considered the oldest Napa Valley Winery. Krug learned viticulture and enology under the tutelage of Agoston Haraszthy and Mariano Vallejo. He produced his first Napa vintage in 1858, using the "Pioneer Wine Press" preserved for us in the 1906 photograph

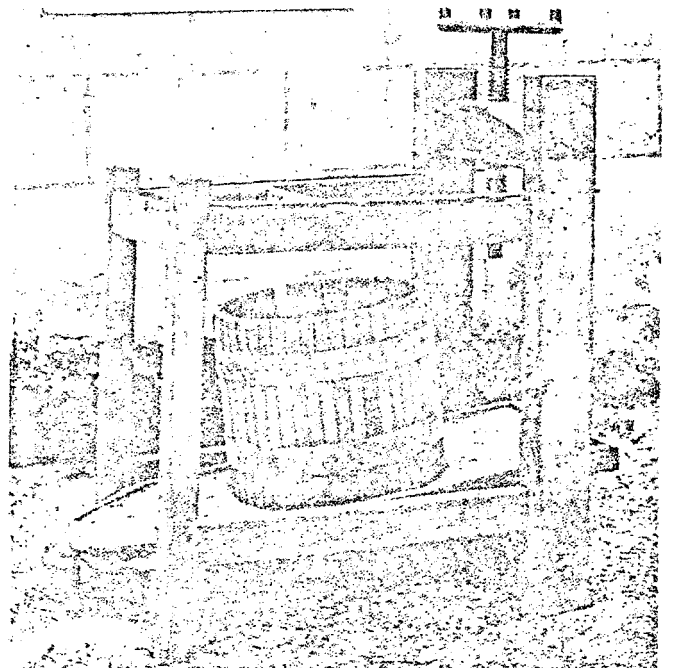
There was no stopping the flood tide; by 1881 there were 433 vineyards in the three districts of Napa, St. Helena and Calistoga, covering 11,043 acres. Ten years later there were 619 vineyards on more than 17,000 acres.

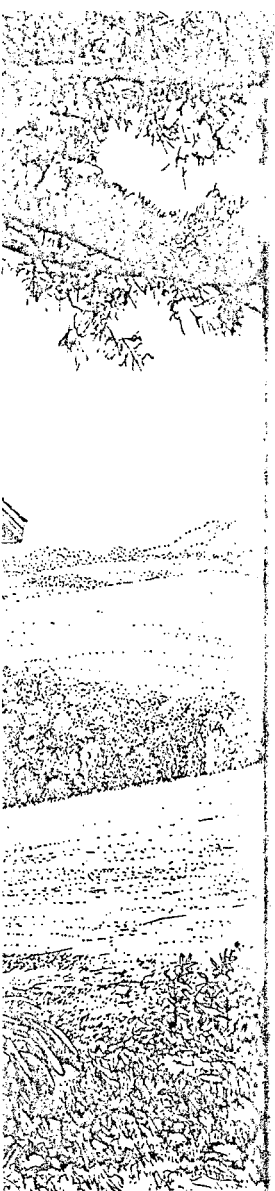
Early winemaking was primitive. The wine only satisfied local consumption; Idwal Jones reported of the Mission grape: "It was mediocre but useful, and the Franciscans wrought their honest best with it." But it was obvious that the future of valley wine did not lie there.

Charles Krug was the first to make non-Mexican wine in the county. In 1858, with his cider press and European wine knowhow, he proved a fine wine could be made from valley grapes.

Figures show the following rate of growth:

YEAR	GALLONS OF WINE
1860	8,520
1870	297,070
1880	2,460,000
1890	4,252,000





Carneros Creek Winery is situated beneath the slopes of Miliken Peak, and is the southernmost winery in the valley. The owners, Balfour and Anita Gibson, founded the winery in 1971.

Los Carneros (the sheep) is the famous cool winegrowing area close to San Pablo Bay, where the early ripening varieties of grapes are particularly at home. The marine intrusion and fog factor play a vital role in the development of high quality varietal fruit. With cooler summers away from valley heat, Pinot Noir, Chardonnay and White Riesling grapes are able to stay on the vine in this area longer, retaining their balance of sugar and acid, and thus developing more character.

The basic premise of this winery is to help establish vineyards and plant the right varieties at the right places to achieve maximum results in the wine. This will require the diligence of Francis Mahoney, the winemaker, in overseeing the vineyard operations during all phases of pruning, cultivation and picking in this low Region I area.

Mahoney was an employee of the Gibsons in their importing business, and the three decided to establish a vineyard and begin making wine. He was already a home winemaker, with experience from working at Mayacamas, and he attacked the project with enthusiasm. "To put in ten acres of vineyard with your own

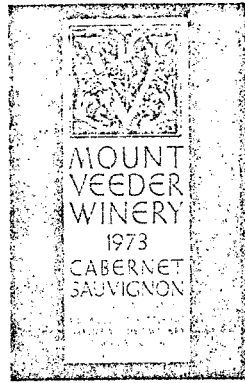
hands helps to destroy the romantic view," he comments, "and if that doesn't do it, then there is the hard, tiring work and long hours at winery chores that go on seven days a week."

This grand experiment will be a five year program, carefully planned, with results yet to be seen. The 1974 crush includes Cabernet Sauvignon grapes from five different locations, and as Mahoney says, "only the years can determine the future of these wines." It is sure to be an interesting experiment, worthy of his best efforts to seek the finest wine obtainable. Mahoney is determined to try for better and better wines each year, as his expertise and experience increase, and the reputation of Carneros Creek Vineyards is expected to increase accordingly.

The winery building, completed in 1973, is constructed of Sonoma block and poured solid. The dimensions are 40 by 80 feet, and the roof is topped with six inches of styrofoam, which supplies efficient insulation. All of the fermenting is done outside in stainless steel refrigerated fermenters, designed at a pitch of three inches to the foot to allow for ease of movement of the pomace.

The ultimate goal of the winery is to achieve a volume of 7500 cases a year. There are less than ten acres at the winery site, recently budded to Pinot Noir, which will augment the other grapes that will be purchased. Cabernet Sauvignon, Pinot Chardonnay, Zinfandel and Pinot Noir will be made and sold by the winery in the near future, with emphasis on the Appellation and district recognition of individual vineyards.

NAPA VALLEY WINE TOUR
Vintage Image



This small, pleasantly situated winery is located on the slopes of Mt. Veeder at a level of from about 1000 to 1400 feet. It is the old Moyer place, purchased in 1963 by Attorney Michael Bernstein and his wife Arlene as a summer home.

In the beginning, the Bernsteins bought the ranch as a place to get away from the bustle of city life. As time went on, the area became more and more attractive to them, and they wanted to spend more of their time there.

Original planting was a prune orchard. For several years they refreshed from the hectic pace by training and pruning trees, picking and marketing the crop. A log cabin on the property, built by the former owner from material on the land—rocks and trees—has proved to be a comfortable home for Mike and Arlene, and has undergone only minor changes and renovations in their years of residence.

In 1965 they planted a few grapevines in areas not taken up by prune trees. This continued through the next few years, and by 1968 they began taking out prunes and planting grapes. The planting is now complete and bearing—16 acres of Cabernet Sauvignon, the remaining 4 acres of Zinfandel and Chenin Blanc.

During these busy years of planting vineyard, Mike and Arlene Bernstein worked side by side, with their own hands preparing the land, planting and culti-

vating the vines, watering them during long hot summers until they were well on their way to fruitful maturity. There was a light crop in 1970—and after that, as Mike remarks, “the thing just evolved naturally. We saw that this was what we had been looking for—a quality of life that we had not known before.” The first wines were made in the Bernstein home, a 1970 Cabernet Sauvignon. The results encouraged them to think of building the winery, which was begun in 1972.

During these first years, Kimbal Giles, North Coast winemaker, worked with the Bernsteins on designing the winery and making the first wines. Mike himself has now given up his law practice and assumed fulltime winemaking duties, along with winegrowing and winery management.

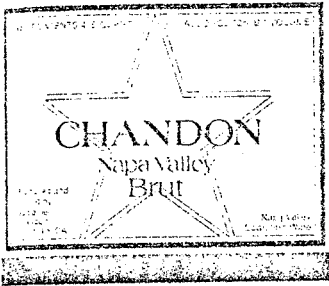
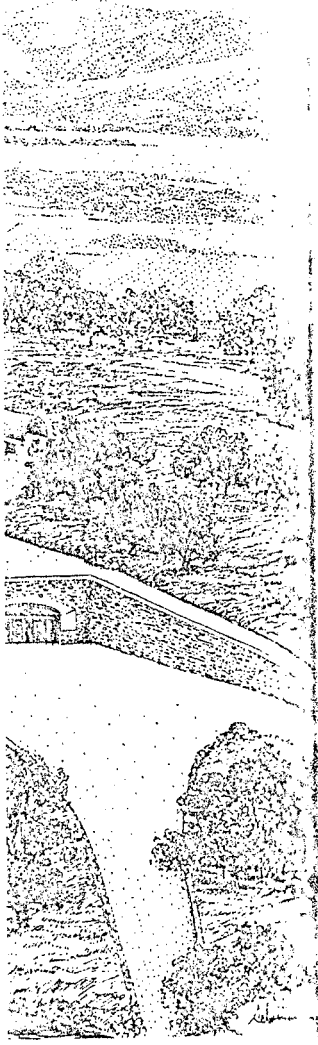
Arlene, from the first, has worn many hats, filling in where she was needed during the busy, happy years of launching the enterprise and getting it established among the fine small wineries of Napa Valley.

There are several innovative practices in use at Mt. Veeder Winery, among them the efficient use of gravity for moving wines from fermenter to press. Although the building is about the size of a one-bedroom home, with maximum capacity of 2000 cases, the Bernsteins have taken pride in giving it the best equipment available, including a small but complete lab.

Ownership is a limited partnership, with the Bernsteins as general partners and other investors involved in a limited capacity.

Interested persons are asked to write or phone ahead before coming to the winery, for all visiting is by appointment only.

NAPA VALLEY WINE TOURS
Vintage Image



After four years of development, Domaine Chandon opened in April, 1977, to offer its first sparkling wines, winery tour, restaurant, and Champagne mini-museum for public enjoyment. The 100,000 case per year winery was designed to reflect both Napa Valley and Champagne winery features, particularly

the native stone walls and arched entries. The buildings are barely visible from Highway 29, and leave a clear view of the Mayacamas mountains for Domaine Chandon's neighbor to the east, the City of Yountville.

The sparkling wines which are the principal products of Domaine Chandon reveal their heritage: the Napa Valley winery has nearly unlimited access to the resources of its French parent company, whose subsidiaries also include the prestigious champagne houses of Moët & Chandon, Ruinart and Mercier as well as Hennessy cognac and Dior perfumes.

Under the expert guidance of Moët's chef de caves, M. Edmond Maudiere, Domaine Chandon has applied the traditional methode champenoise to the creation of its sparkling wines: Chandon Napa Valley Brut and Chandon Blanc de Noir. The carefully considered balance of these cuvees result from M. Maudiere's 25 years as a master blender.

Chandon Napa Valley Brut and Chandon Blanc de Noir differ only in the composition of their cuvees, the blending of which can be considered the most demand-

ing process of the methode champenoise. For the Napa Valley Brut, M. Maudiere blended Pinot Noir and Chardonnay grapes in a 2:1 proportion to create a traditional champagne-style sparkling wine. The Blanc de Noir is a fuller-bodied sparkling wine made entirely from Pinot Noir grapes; this cuvee is a blend of Pinot Noirs from several different locations in the Napa Valley, notably the cooler Carneros region.

In order to control the winemaking process from start to finish, Domaine Chandon owns 900 planted or plantable acres of vineyard land in the Napa Valley. The biggest plot is the 600-acre Carneros ranch, part of which spills over the county line into Sonoma. This viticultural region attracted the attention of Domaine Chandon's president, John Wright, when the company was first established because its climate and growing conditions resemble those of Champagne.

To add other dimensions to its cuvees, Domaine chandon owns a 200-acre vineyard on Mt. Veeder and a 130-acre vineyard surrounding the winery west of Yountville. Blending grapes of various areas of origin, different vintages, and several varieties gives the cuvees the desired complexity and allows a skillful blender to maintain a definite style from year to year despite annual variation in harvest quality.

Visitors are welcome to Domaine Chandon. Upon arrival visitors may enjoy a collection of antique vineyard and winery tools from Champagne, including two large 19th century presses, prior to departing on a guided tour of the winery.

The winery and restaurant are closed to the public Monday and Tuesday.

NAPA VALLEY WINE TOURS
Vintage Image

Hearing to Establish
The Napa Valley Viticultural Area
Bureau of Alcohol, Tobacco & Firearms
Napa, California 94558

April 28, 1980

Statement of Charles A. Carpy

Goodmorning, Gentlemen: Welcome to our Napa Valley. I am Charles Carpy, current President of the Napa Valley Vintners and a partner in both Freemark Abbey and Rutherford Hill wineries. Along with my sister, I am also an independent grape grower here in the valley.

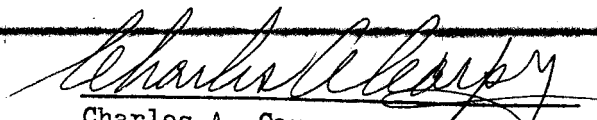
As you are well aware, the results of these deliberations are going to have a profound effect on our future as consumers, growers and vintners. Napa Valley wines are recognized and held in esteem throughout the world. This esteem is the result of a wine growing heritage of over 100 years. The official recognition and delineation of Napa Valley is a fitting testimonial to these dedicated men and women who have preceded us.

As you also know, we vintners have proposed a watershed definition for the Napa Valley Viticultural Area. This position was formulated by us over eight years ago after many man hours of deliberations by our members. The Growers have joined us in support of this definition. As evidence of this long standing position, I have attached a copy of my letter to you dated September 10, 1971 along with a list of signators of like letters.

Using your criteria, we are prepared to show the rationale of our position. It's almost as simple as, "Step outside and look around. This is our valley.", but we are prepared to be more precise.

I would now like to introduce Ren Harris, President of the Napa Valley Grape Growers, the organization with which we made our joint petition for these hearings.

Thank you.


Charles A. Carpy

FOREMAN, DYESS, PREWETT, ROSENBERG & HENDERSON

ATTORNEYS AND COUNSELORS AT LAW

1300 19TH STREET, N. W.

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WASHINGTON, D. C. 20036

202/466-7610

WILLIAM F. DEMAREST, JR.
PARTNER

2900 ENTEX BUILDING
HOUSTON, TEXAS 77002
713/658-8500
TELEX 79-0207

January 25, 1980

Mr. Tom Minton
Bureau of Alcohol,
Tobacco & Firearms
Room 6213
1200 Pennsylvania Avenue, NW
Washington, D.C. 20226

Dear Mr. Minton:

Enclosed for your information are the materials we discussed. As I mentioned to you, the proposed boundary expansion would follow the northern boundary of Napa County to Putah Creek, Putah Creek to Lake Berryessa, the Western limit of Lake Berryessa to the Napa County line and southward along the Napa County boundary to the proposed boundary of the pending Napa Valley Petition.

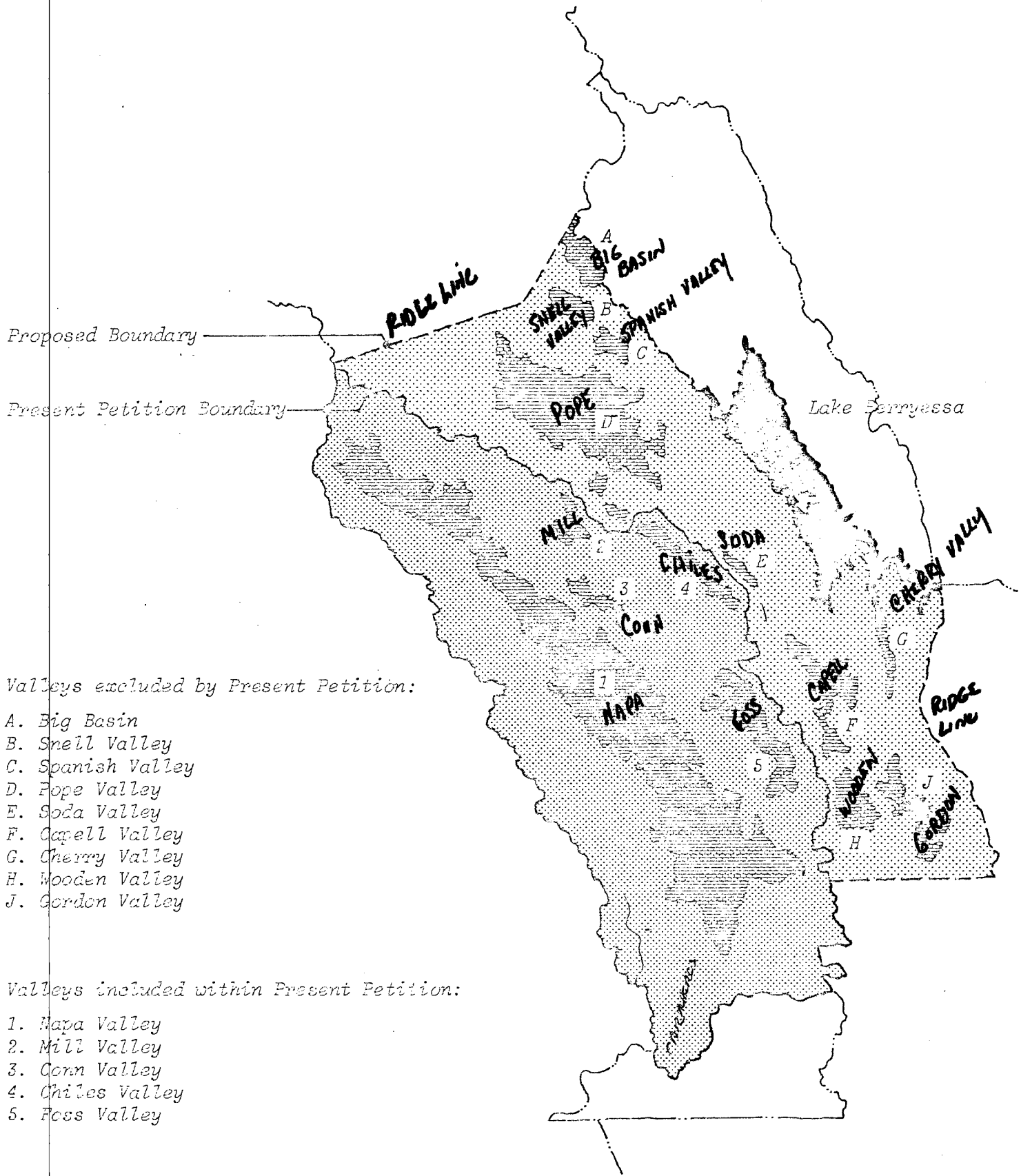
I appreciated your suggestions that historical and relevant vitilological factors be evaluated to assure that the proposed broadening of the viticultural area satisfies the criteria set out in the BATF regulations.

We look forward to working with all Napa growers to assisting the BATF in its difficult task of defining a Napa Valley viticultural area which serves the wine consumer's needs while protecting the interest of all historical Napa Valley grape growers.

Sincerely,


William F. Demarest, Jr.

Enclosure



Valleys excluded by Present Petition:

- A. Big Basin
- B. Snell Valley
- C. Spanish Valley
- D. Pope Valley
- E. Soda Valley
- F. Cozell Valley
- G. Cherry Valley
- H. Wooden Valley
- J. Gordon Valley

Valleys included within Present Petition:

- 1. Napa Valley
- 2. Mill Valley
- 3. Conn Valley
- 4. Chiles Valley
- 5. Foss Valley

PROPOSED NAPA VALLEY VITICULTURAL ZONE

Fiechaim-Smith & Associates
 Planning, Urban Design, Architecture
 300 Broadway, San Francisco

Frank A. Morrow & Associates, Business Consultant
 Janet E. Crane, Planning Consultant

INFORMAL CONFERENCE AND DISCUSSION TO CONSIDER
EXTENSIONS OF THE PROPOSED NAPA VALLEY VITICULTURAL ZONE
TO INCLUDE THE FULL AREA OF HISTORIC GRAPE PRODUCTION

*At The Vineyard Room . Robert Mondavi Winery
Oakville, California 2:00 pm January 30, 1980*

INTRODUCTION

In the Fall of 1979, Napa grape growers whose vineyards lie outside the proposed "watershed" viticultural district joined in an effort to solve problems resulting from the exclusion of hundreds of acres of wine production traditionally sold as "Napa Valley" wine. An equitable resolution to this problem appears within relatively easy reach of the growers, producers and the government agencies involved by simply enlarging the proposed viticultural zone to include the entire complex of valleys that has historically produced Napa's fine wines.

Freebairn-Smith and Associates, a San Francisco consulting firm, working with Civil Engineer James Hanson in Sacramento, Viticulturist James Lider in St. Helena, Attorney William Demarest in Washington, D.C., and Attorney Gregory Rodeno in Napa, have been assisting Andy Cangemi and other growers review this situation. We put forward here a proposal to retain the historical unity of the county's famous vineyards. At a meeting January 30th we would like to discuss the amended viticultural zone with various interested groups and individuals. We seek an appellation that better reflects the historic origins and growing tradition of the county.

The attached map shows a proposed eastward amendment to the Napa viticultural zone. Discussion pro and con will be the agenda for an informal meeting at the Robert Mondavi winery, January 30th.

NEW DEVELOPMENTS AT BATF SINCE THE ORIGINAL "WATERSHED" ZONE WAS PROPOSED

(This notice assumes the reader is familiar with procedures that the Bureau of Alcohol, Tax and Firearms is pursuing in its work to establish boundaries for U.S. viticultural zones. Excellent articles summarizing BATF's proposed appellation system can be obtained by contacting the San Francisco Council of the Wine Institute (415) 986-0878.)

1. HISTORIC GROWING AREAS SHOULD DETERMINE APPELLATION BOUNDARIES

Variations of soil type, temperature and rainfall within the proposed viticultural zone will be acceptable to BATF so long as consumers recognize the wine, as labelled, comes from the same valleys as those historically identified as Napa Valley Wines.

2. SUB-APPELLATIONS RULED ACCEPTABLE

Sub-appellations (smaller zones) within a large "Napa Valley" appellation will be possible. A single, large Napa appellation is not controversial. The issue is: will the Napa viticultural zone include all or only part of the area known to consumers as that which currently produces Napa Valley wines? The watershed boundary excludes traditional valleys of importance today, and for the future. Later on, smaller viticultural zones designating special or unique wine character can be identified within the larger zone.

3. LARGE APPELLATION PLUS SMALLER SUB-APPELLATIONS:
PROTECTION FOR INDUSTRY GROWTH

Special interests who would separate small areas of the County by varietal, or by an individually recognizable wine product, will be able to do so, uncomplicated by the larger Napa Valley zone proposed here. Allocating ample acreage for decades of expansion of Napa Valley's fine basic produce will permit internal zones such as "Rutherford Dust" or Carneros to have their own future sub-appellations, should the growers wish to pursue this course of action. The wisdom of including generous unplanted acreage for the future in the overall "Napa Valley" or "Napa County" viticultural zone, argues for incorporating as much of Napa's vineyard land as possible, so long as production from the acreage designated can maintain the County's premier reputation among U.S. wine producing regions. Certainly Pope, Capell, Wooden, Gordon and other smaller valleys have long been a part of Napa Valley's production, and they continue to produce grapes today under contract to wineries selling their wine as Napa Valley produce.

4. IF "NAPA VALLEY" IS USED, THE FULL COUNTY AREA CANNOT BE THE
BOUNDARY

Although BATF resists designating the entire County as "Napa Valley", the BATF staff will seek the most appropriate and inclusive boundary they can identify. That is likely to extend the "watershed" proposal to the east. BATF must hear all reasonable discussion of boundaries for the viticultural zone, and will, no doubt, seek to foster harmony among the growers, and to avoid controversy.

5. POLITICAL AND PHYSICAL BOUNDARIES ARE MORE ACCEPTABLE TO BATF THAN UNMARKED GEOLOGIC POSITIONS

At its recent Missouri hearing, BATF preferred easily seen geographical features and pre-established political boundaries, lines commonly shown on USGS and other readily available maps. Although the "watershed" line is well established as a political boundary between Sonoma and Napa counties, it does not yet exist in legal records on the east side of Napa and Chiles valleys, is not always apparent on the ground, and has no precedents behind it in the courts or elsewhere. A more visible physical boundary would be easier for BATF to administer.

6. BATF SEEKS A "BEST" BOUNDARY, AND IS NOT YET CONSTRAINED BY A SINGLE APPLICANT'S PROPOSAL

As the attached map indicates, some of the historic wine valleys were included in the "watershed" proposal and some were not. An amended eastern boundary to the proposed viticultural zone can correct this, and at this point in the process, would be uncontroversial within BATF's rulemaking procedures.

7. BATF SEEKS A SIMPLE, FAST PROCEEDING WITHOUT CONTROVERSY

It behooves all of us with an interest in the resolution of land and grape price issues raised by the "watershed" proposal, to resolve these matters in the two or three months remaining, before BATF hearings in Napa County. An unhurried discussion of the attached boundary amendment to the watershed zone can occur in January and February of this year. The change will have been well discussed and can be acceptable to growers and producers alike, in time for BATF's hearings this spring.

8. AN AMENDED EASTERN BOUNDARY IS PROPOSED

The use of Putah Creek, the western limit of Lake Berryessa, and the southwestern county boundaries extends the proposed viticultural zone east, and picks up the 9 or 10 valleys within present or future Napa Valley wine production.

INVITATION

We invite you to bring your comments to the meeting on the 30th. We will bring background information to review the BATF appellation procedures, and to discuss events at BATF's first appellation hearing in Augusta, Missouri. We hope to leave that meeting with your support for the amended Napa Viticultural zone; one that includes all of today's vineyards that produce grapes labelled Napa Valley Wine, and one that looks toward an expanded Napa wine industry in the years ahead.

FOREMAN, DYESS, PREWETT, ROSENBERG & HENDERSON

ATTORNEYS AND COUNSELORS AT LAW

1300 19TH STREET, N. W.

SUITE 350

WASHINGTON, D. C. 20036

202/466-7610

2900 ENTEX BUILDING

HOUSTON, TEXAS 77002

713/658-8500

TELEX 79-0207

WILLIAM F. DEMAREST, JR.

PARTNER

April 25, 1980

Mr. William T. Drake
Assistant Director
Office of Regulatory Enforcement
Bureau of Alcohol, Tobacco & Firearms
1200 Pennsylvania Ave., N.W., Rm 5020
Washington, D. C. 20226

Re: Notice No. 337, Napa Valley Viticultural Area,
45 Fed. Reg. 17026 (March 17, 1980)

Dear Mr. Drake:

On behalf of our clients, a group of eastern valley growers, it is hereby requested that the matters encompassed by the foregoing notice be the subject of hearings conducted pursuant to Section 5 of the Administrative Procedure Act, 5 U.S.C. § 554. These growers have a substantial interest in the establishment by the Bureau of a viticultural area to be known as "Napa Valley". Under current law and by historical practice, these growers are able to sell their production as "Napa Valley" grapes, and the wine produced therefrom may bear the name "Napa Valley" as the appellation of the wine. The ability to use the Napa Valley appellation is of considerable economic benefit to these growers, since historically many vintners have paid a premium for Napa Valley grapes as compared to the prices paid for identical grape varieties produced from other regions.

The petition proposing establishment of a Napa Valley viticultural area would exclude the eastern valleys from the designated area. If the proposed boundaries were adopted by the Bureau in its final regulations, grapes pro-

Mr. William T. Drake
Page Two
April 25, 1980

duced by the eastern valley growers no longer could be considered Napa Valley grapes for purposes of the appellation of origin of a wine. In effect, the proceeding under Notice No. 337 is an adjudication (or a type of licensing) to determine whether the eastern valley growers and others similarly situated may continue to market their grapes as Napa Valley production, or whether they shall henceforth be deprived of that valuable right. As such, considerations of due process and the requirements of the Administrative Procedure Act mandate that the matters described in the Notice be determined on the record after an opportunity for a full agency hearing within the scope of 5 U.S.C. § 554.

By separate letter, these growers have requested an opportunity to present oral comments at the informal hearings to be held in Napa, California, commencing April 28, 1980. While the growers intend to present evidence at those hearings to show that the Napa Valley viticultural area properly should be expanded to include the eastern valleys, those hearings will not afford the growers the full procedural rights to which they are entitled. Their participation at those hearings is solely to protect their interests and should not be construed as a waiver of the rights claimed hereunder.

Sincerely,

William F. Demarest Jr.
William F. Demarest, Jr. *by [signature]*

cc: Mr. Tom Minton

Freebairn-Smith & Associates
Planning, Urban Design, Architecture
300 Broadway
San Francisco
California 94133
(415) 398-4094

transmittal: Temperature data submitted by Andy Cangemi
to: BATF Chief, Regulations & Procedures Division
from: Rod Freebairn-Smith, Frank O'Brien
date: 20 May 80
re: "Napa Valley" Appellation

Enclosed please find the temperature data referred to by Andy Cangemi, Ranch Manager of Pope Valley Vineyards, in his testimony at the "Napa Valley" appellation hearing April 28, 1980. This is material specifically requested by the BATF panel at the hearing.

"NAPA VALLEY" TEMPERATURE DATA
SUBMITTED BY ANDY CANGEMI, RANCH MANAGER, POPE VALLEY VINEYARDS

FROST DURATIONS (IN HOURS)¹: NAPA VALLEY PROPER AND POPE VALLEY VINEYARDS

1977: 0 Yountville
 1.5 Rutherford
 3.8 Napa
 5.0 GRANERY, POPE VALLEY VINEYARDS²
 7.0 TWIN LAKES, POPE VALLEY VINEYARDS
 8.4 St. Helena

1978: 0 Yountville
 0 Rutherford
 0 Napa
 0 St. Helena
 1.5 GRANERY, POPE VALLEY VINEYARDS
 2.0 TWIN LAKES, POPE VALLEY VINEYARDS

1979: 0 Yountville
 0 Rutherford
 0 Napa
 0 GRANERY, POPE VALLEY VINEYARDS
 1.0 St. Helena
 4.0 TWIN LAKES, POPE VALLEY VINEYARDS

FROST DURATIONS IN POPE VALLEY³

1977: 5.0 GRANERY, POPE VALLEY VINEYARDS
 7.0 TWIN LAKES, POPE VALLEY VINEYARDS
 110.9 *Pope Valley Official Station*

1978: 1.5 GRANERY, POPE VALLEY VINEYARDS
 2.0 TWIN LAKES, POPE VALLEY VINEYARDS
 21.3 *Pope Valley Official Station*

1979: 0 GRANERY, POPE VALLEY VINEYARDS
 4.0 TWIN LAKES, POPE VALLEY VINEYARDS
 29.5 *Pope Valley Official Station*

1. 32°F. and below

2. All Pope Valley Vineyards thermographs are calibrated, recalibrated annually by the manufacturer, and checked monthly with an official testing thermometer.

3. The official monitoring station in Pope Valley is placed in the coldest spot for frost warning purposes. Durations monitored at Pope Valley Vineyards are far less severe.

"NAPA VALLEY" TEMPERATURE DATA
SUBMITTED BY ANDY CANGEMI, RANCH MANAGER, POPE VALLEY VINEYARDS

DEGREE DAYS⁴

3052 TWIN LAKES, POPE VALLEY VINEYARDS, 1979
3124 Oakville, 1974⁵
3132 TWIN LAKES, POPE VALLEY VINEYARDS, 1978
3229 St. Helena, 1974
3242 TWIN LAKES, POPE VALLEY VINEYARDS, 1979
3353 GRANERY, POPE VALLEY VINEYARDS, 1979
3440 GRANERY, POPE VALLEY VINEYARDS, 1978
3483 GRANERY, POPE VALLEY VINEYARDS, 1977

-
4. All of the readings fall within Region III.
 5. The most recent official figures available for Oakville and St. Helena are from 1974. Unofficial figures from other years vary only slightly.

My name is Bruno C. Solari and I live at 1145 Larkmead Lane, St. Helena

I have been in the business of grape growing and wine making for 46 years. In one year, ^{14 Counties} I crushed and marketed 450000 tons of grapes, grown from Bakersfield to Ukiah. I have had personal and business relationships with vineyards and vintners in most of the wine growing areas of the world: France, Italy, Germany, Portugal, New Zealand, Australis, Brazil, and Mexico. I feel qualified to speak about the wine business. But, sitting among all these young faces, I feel a personal relationship to Whittier's "If I should grow to the last leaf upon the tree".

Settin aside all rhetoric, really what we are trying to prove, or disprove, is to quote "if a rose by any other name would smell as sweet". What we should be trying to discover is whether or no, we are all growing roses.

Now to make a few specific points: (For this purpose I depend largelu on two publications; one, written 1873 and the other, a pamphlet published in 1908 on Napa County.

1. History of the Development of Agricultural Resources. I have here the first edition of the book by C.S. Menefee; published in 1873, entitled: "Historical and Descriptive Sketch Book of Napa, Sonoma, Lake, and Mendecion, comprising sketches of their Topography, Productions, History,, Scenery, and peculiar attractions"

In the section titled "Napa County as it was and is, I refer to Chapter 13, pages 196 to 214 under the subchapter "viniculture". I quote "the first one to plant a vineyard of any consequence, one for any other purpose than grapes for table use, was John M. Patchett. This commercial vineyard was planted in 1850 near the city of Napa. In 1859, he was so convinced that fine wine making was possible that he erected Napa Valley's first commercial wine cellar." There follows a long list of names: Crane, Rule, Krug, Pellet, Carver, Groezinger, Tucker, Hopper, and many others, identifying the areas where their vineyards were planted. The point I wish to make of this is that all wineries and commercial

brought them a comfortable and well deserved standard of living.

We all know; the consumer knows, the historian knows what is the Napa
valleys
Valley. If the Interiors of the County truly believe they can produce roses,
let them build on their proper historical names, and if they can produce
roses, I am sure that they will ultimately smell as sweet.

ROBERT MONDAVI WINERY



OAKVILLE, CALIFORNIA

ZIP CODE 94562
P. O. BOX 106
TELEPHONE (707) 963-9611

April 28, 1980

Director of BATF
Bureau of Alcohol,
Tobacco, & Firearms
525 Market St., 34th Floor West
San Francisco, CA 94102

Dear Sir:

Since 1937, my father has been crushing grapes in the Napa Valley. These grapes have come from the various areas of Napa County:

Carneros, Yountville, Oakville, St. Helena, Calistoga,
Pope Valley, Chiles Valley, Wooden Valley and Gordon
Valley.

As a result of his own and our collective experiences in producing wines from these various regions, we have, in addition to other contracts, entered into a long-term contract with Cal Plans Vineyards for grapes from Wooden Valley. Since 1975 this Wooden Valley Vineyard has contributed significantly to the production and character of our Zinfandel and Napa Gamay and to a lesser extent to our Fume Blanc, Cabernet Sauvignon, and Johannisberg Riesling.

We have also received grapes from the historic Abruzzini and Loney/Gordon Vinyards in Gordon Valley. These grapes have contributed to our Moscato d'Oro wine.

All of these wines have carried the Appellation Napa Valley and in so doing, have contributed to it's name. It is definitely our feeling, and apparently that of our consumer, that these wines exhibit the character of Napa Valley. As a result, we urge that you allow the continued use of these historic viticulture areas in the Napa Valley Appellation.

Sincerely,

Tim Mondavi
Executive Vice President/
Winemaker

TM/ldg

NAPA VALLEY VINTNERS

A Regional Association of Wine Growers

P. O. BOX 141

ST. HELENA, CALIFORNIA

94574

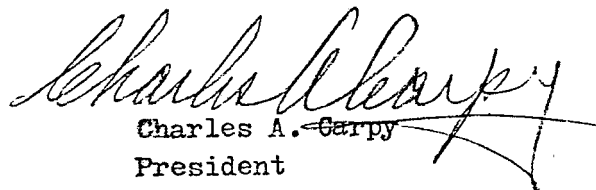
April 2, 1980

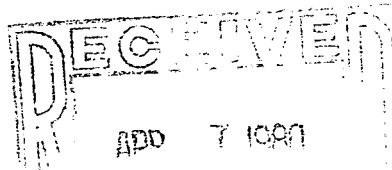
Director
Bureau of Alcohol, Tobacco and Firearms
P. O. Box 385
Washington, D. C. 20044
Attn.: Chief, Regulations and Procedures Division

Dear Sir:

The Napa Valley Vintners and the Napa Valley Grape Growers request about two $\frac{1}{2}$ hours for a joint presentation at the hearing on the Napa Valley Viticultural Area. We request the opportunity to make the initial presentation on April 23 and also ask for additional time at the conclusion of the hearing for a short summary.

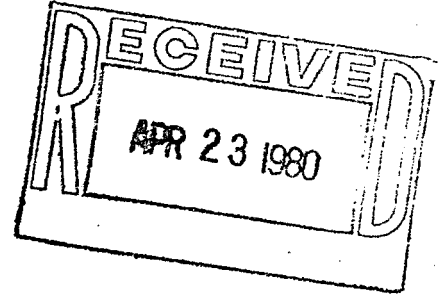
Sincerely


Charles A. Garpy
President
Napa Valley Vintners



Domaine Chandon

April 16, 1980



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

Dear Sir:

I wish to present oral comments at the scheduled hearing relating to the Napa Valley Viticultural Area scheduled for April 28 - 30, 1980. I would prefer appearing on April 29 or April 30 as I will just be returning from France on the evening of April 27.

The primary purpose of my comments will be to describe the deficiencies and discrepancies that will arise by designating the Napa-Sonoma County line running South of Route 121 to the Southern Pacific Railroad tracks as the southwestern boundary of the prepared Napa Valley Viticultural Area

I will also make some specific recommendations for dealing with this problem.

Sincerely yours,

John H. Wright
President

JHW:mis

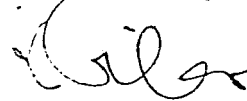
SONOMA, APRIL 19, 1980

DIRECTOR B.A.T.F.

DEAR SIR:

I REQUEST TO PRESENT AN ORAL COMMENT CONCERNING THE PROPOSED
BOUNDARIES OF THE NAPA VALLEY VITICULTURAL AREA AT THE NAPA
HEARING OF APRIL 28-30TH.

RESPECTFULLY,



K. GILES

1170 CASTLE ROAD
SONOMA, CALIFORNIA
95476

K. GILES
1170 CASTLE ROAD
SONOMA, CALIF., 95476

OUTLINE OF ORAL COMMENT

- I. AREA CALLED NAPA VALLEY IS DIVERSE
 - A. ELEVATIONS
 - B. SOILS
 - C. CLIMATE

- II. DIVERSITY A POSITIVE FACTOR IN QUALITY
 - A. RESTRICTING AREA COULD RESTRICT QUALITY.
 - B. RESTRICTING AREA COULD INFLATE PRICES OF GRAPES.
 - C. TO INSURE QUALITY, IMPORTANT TO PLANT RIGHT VARIETIES IN RIGHT AREAS.
 - D.

- III. OBJECT TO SOUTHERN BOUNDARY AS PROPOSED BY NAPAVALLEY VINTNERS BECAUSE IT EXCLUDES AN AREA SUITABLE FOR CHARDONNAY, ETC.
 - A. CLIMATE - REGION I
 - B. BALE, COOMBSVILLE AND HAIRE SOILS
 - C. MINIMAL FROST LOCATION
 - D. HISTORICAL BASIS, SHORT QUOTATION.

- IV. BEST INTEREST OF CONSUMER MIGHT BEST BE SERVED BY LETTING NAPAVALLEY AND NAPA COUNTY BE SYNONYMOUS
 - A. DEVELOP SUBAPPELLATIONS.

POPE VALLEY WINERY

Jim & Arlene Devitt
owners/managers

PREMIUM VARIETAL WINES

Bob Devitt
production manager

6613 Pope Valley Road, Pope Valley, California
Napa County 94567 — Phone (707) 965-2192

California Bonded Winery 4586
April 21, 1980

Director Bureau A.T.&F.

P.O. Box 385

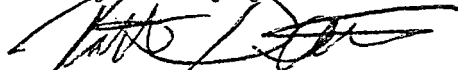
Washington D.C. 20044

Attn: Chief, Regulation & Procedures Division

Gentlemen,

I would like to ask your permission to testify on the behalf of our winery at the B.A.T.F. hearing on April 28, 29, or 30, 1980 at the Napa Holiday Inn, Napa CA, concerning the inclusion of the eastern valleys of Napa Co. in the Napa Valley viticulture appellation. Please contact me at your earliest convenience in response to my request, I remain

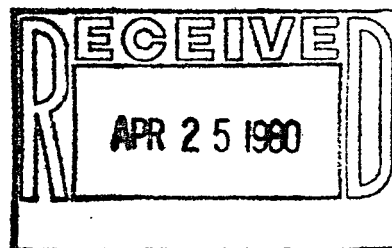
Very truly yours



Robert Devitt, Manager

Pope Valley Winery

cc Mr. Bill Demarest, Foreman and Dyess



FOREMAN, DYESS, PREWETT, ROSENBERG & HENDERSON
ATTORNEYS AND COUNSELORS AT LAW

1300 19TH STREET, N. W.
SUITE 350
WASHINGTON, D. C. 20036

202/466-7610

2900 ENTEX BUILDING
HOUSTON, TEXAS 77002
713/658-8500
TELEX 79-0207

WILLIAM F. DEMAREST, JR.
PARTNER

April 24, 1980

Mr. Tom Minton
Office of Regulatory Enforcement
Bureau of Alcohol, Tobacco,
and Firearms
1200 Pennsylvania Avenue, NW
Washington, D.C. 20226

RE: Notice No. 337, Napa Valley Viticultural Area
45 Fed. Reg. 17026 (March 17, 1980)

Dear Mr. Minton:

The Bureau of Alcohol, Tobacco and Firearms (BATF) has received a petition proposing that an area roughly within the watershed of the Napa River be designated as a viticultural area known as "Napa Valley." The BATF will hold hearings on the designation of the Napa Valley viticultural area on April 28-30, 1980. In the published notice of this hearing, BATF specifically requested "comments concerning the possible inclusion of the smaller valleys east of the Napa River watershed in a Napa Valley viticultural area." On behalf of a group of such eastern Napa County growers, an opportunity to present oral comments at the April 28-30 hearings concerning the inclusion of these eastern valleys is hereby requested.

The eastern valley growers do not criticize the watershed concept as viticulturally inadequate. Instead, we seek to expand its boundaries eastward to include areas whose wines historically have been sold as "Napa Valley" wines and whose viticultural features are similar to those of the Napa River watershed. For this reason, we suggest that our presentation would be most meaningful if given after the reception of comments supporting the proposed watershed area.

The following is a proposed agenda of testimony to be offered by an ad hoc association of eastern valley growers:

Mr. Tom Minton
April 24, 1980
Page Two

1. General discussion of issues relevant to designation of Napa Valley viticultural area and inclusion of eastern valleys.

William F. Demarest, Jr., Washington, D.C.

Outline of nature of Napa Valley problems and challenge facing BATF in drawing valley boundaries; discussion of the special historical significance of the Napa Valley appellation, and consumer identification with that appellation; discussion of balancing the area's geographical and viticultural features; illustration of the relationship of the eastern valleys to the watershed.

Time Requested: 1/2 hour

2. Geographical boundary considerations for an expanded Napa Valley viticultural area.

Rod Freebairn-Smith, San Francisco, California

Discussion of watershed and historic zone boundaries, illustrated by detailed maps of both and comparisons with French viticultural areas.

Time Requested: 1/2 hour

3. Expert witnesses on viticultural features.

James Hanson, Civil Engineer, Sacramento, California
James Lider, Viticultural Consultant, St. Helena, California

Discussion of soil types, temperature, and rainfall in (a) the areas surrounding Napa Valley, (b) the watershed area, and (c) the eastern valleys, illustrated by detailed maps of these areas, supporting inclusion of the eastern valleys.

Time Requested: 1 hour

4. Presentation of detailed viticultural and historical evidence by individual eastern valley growers.

Lilburn Clark, Wooden Valley
Howard Thompson, Wooden Valley
Carl Rose, Soda Valley
Don Gordon, Gordon Valley
Fred Abbruzzini, Gordon Valley

Time Requested: 1 hour

Mr. Tom Minton
April 24, 1980
Page Three

5. Presentation of expert historical evidence.

Willaim F. Heintz, Wine Historian and author of
"A Review Of The Historical Uses Of The Terms
Napa Valley And Napa County," a 91-page historical
analysis of the Napa County wine industry to the present.

Discussion of the historical bases for inclusion of eastern valleys in a Napa Valley appellation, as well as current evidence illustrating consumer identification of eastern valley grapes with Napa Valley wines.

Time Requested: 1 hour

6. Testimonial support of an expanded area from other interested parties.

Robert Devitt, Pope Valley Winery
Michael Walsh, Wooden Valley
John Brock, St. Regis Napa Vineyards, Capell Valley
Jack Welsch, Fromm & Sichel Worldwide Distributors

(Other names to be provided by telephone not later than Friday, April 25, 1980)

Time Requested: 1 hour

7. Summary of evidence supporting the inclusion of eastern valleys in Napa Valley appellation.

William F. Demarest, Jr.

Time Requested: 1/2 hour

The total amount of time for oral comments requested by the eastern valley growers ad hoc association is 5 1/2 hours, and this request is calculated to include time for questioning by the panel. In view of the special considerations presented by the Napa Valley case and the widespread effect designation of the Napa Valley viticultural area will have on growers, vintners, and consumers, we do not believe this request is excessive. We intend to use any time allowed to us to present pertinent and detailed viticultural, historical, and geographical evidence which we hope will assist BATF in designating fair and accurate boundaries for the Napa Valley viticultural area.

Sincerely,

William F. Demarest, Jr.
William F. Demarest, Jr. 96

**E
P
S**

Edward P. Schwafel Engineer, Inc.

2206 Springs Road
P.O. Box 5058

Vallejo, California 94590
(707) 552-3114

May 27, 1980

R. L. MAHER

MAY 30

Richard L. Maher
Beringer Vineyards
2000 Main Street (Box 111)
St. Helena, CA 94574

Re: Napa Valley Appellation

Dear Dick:

Thank you for your letter of May 5th. I'm late in replying since I was away and just returned today. I am enclosing our billing as you requested.

The following 7.5 minute USGS Quadrangle Sheets were utilized in the preparation of the large scale Napa Valley Watershed Map:

AETNA SPRINGS
BROOKS
CALISTOGA
CAPELL VALLEY
CHILES VALLEY
CORDELIA
CUTTINGS WHARF
DETERT RESERVOIR

FAIRFIELD NORTH
GUINDA
JERICHO VALLEY
KENWOOD
KNOXVILLE
LAKE BERRYESSA
MT. GEORGE
MT. VACA

MARK WEST SPRINGS
MONTICELLO DAM
NAPA
RUTHERFORD
ST. HELENA
SEARS POINT
SONOMA
WALTERS SPRINGS
YOUNTVILLE

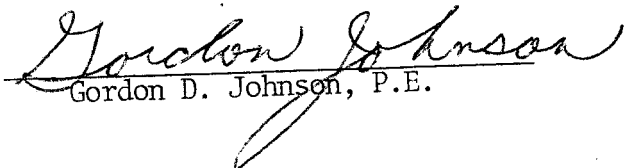
I trust you will take care of forwarding the Quad Sheet listing to B.A.T.F. as they requested. Please do not hesitate to call if I can be of any additional assistance.

Sincerely,

EDWARD P. SCHWAFEL ENGINEER, INC.

Encl. A/N

GDJ/sm


Gordon D. Johnson, P.E.

Date: April 26, 1980

To: Rennick J. Harris
President, N.V.G.G.A.

From: Eugene L. Begg
Soils Consultant

As requested by members of the N.V.G.G.A., I have made a comparison and evaluation of the soils of the Napa Valley with those of other grape growing areas and potential grape growing areas in Napa County and some adjacent counties.

Material consulted in the preparation of this study and report included topographic maps of the county, the Santa Rosa Sheet of the State Geologic Map of California, the 1972 "Soil Survey of Sonoma County, California," the 1938 "Soil Survey of the Napa Area, California," and the 1978 "Soil Survey of Napa County, California." In addition, a visit was made to each grape producing area and potential grape producing area in Napa County to identify which soils were being utilized for vineyards. The results of this study are summarized in the attached report.

ELB/jak
Attachment

NAPA VALLEY SOILS REPORT

Prepared by

Eugene L. Begg
Soils Consultant
Davis, CA 95616

April 26, 1980

Soils of the Napa Valley

The Napa Valley, located in the southern part of the Northern Coast Ranges, is "atypical" of the larger valleys within the Coast Ranges. In contrast to the "typical" valleys which are predominately bordered by mountains of sedimentary rocks, Napa Valley is almost entirely surrounded by mountains of volcanic origin. These volcanic rocks were laid down during Pliocene time some 2-11,000,000 years ago. They were subsequently uplifted and partially eroded forming the present mountains. In the processes of erosion, some shales and sandstones of the older Cretaceous and Franciscan formations have been exposed by dissection in the mountains west of the lower part of the Valley.

With the erosion of the volcanic and sedimentary upland soils in the mountains, eroded materials have been laid down as floodplains, alluvial fans, and terrace deposits in the Valley. Over time, these valley fill materials have developed into the present day Napa Valley soils.

Napa Valley is blessed by a wide variety of soils. They range in texture from very gravelly loams to loams, clay loams and clays. Some soils are very deep and permeable while others are shallow with slowly permeable subsoils. Some soils are well drained while others are moderately well to somewhat poorly drained. Some soils are moderately acid while others are neutral to moderately alkaline.

These wide ranges of soil characteristics were recognized in the mapping and classification of the soils of the Napa Valley. Ten soil series and twenty-three soil types were mapped in the Valley in the 1978 "Soil Survey of Napa County." These included the Bale, Clear Lake, Cole, Coombs, Cortina, Haire, Maxwell, Perkins, Pleasanton, and Yolo series.

The Bale soils, except for a few acres in Conn Valley, Foss Valley, and Wooden Valley, and the Coombs soils are unique to the Napa Valley. Together they make up about 21,000 acres. The Cole soils are mapped only in Lake County near Kelselyville and in Napa County. In Napa County, except for a small acreage in Wooden Valley, the Cole soils are restricted to the Napa Valley where they account for about 8,000 acres. The Haire soils, on old terrace deposits, are mapped only in Napa and Sonoma Counties. In Napa County they occur mostly in the Carneros District and account for about 13,000 acres.

The other soil series mapped in the Napa Valley, which include the Clear Lake, Cortina, Perkins, Maxwell, Pleasanton, and Yolo soils, are also mapped in a number of other counties, such as Solano, Yolo, Colusa, Lake, Glenn, Mendocino, and others. Thus, they are not unique or restricted to Napa Valley or Napa County. Totally, they make up a small portion of the Napa Valley.

However, when one considers the heat summation grape climatic regions of the Napa Valley, then these other soil series become unique soils for the growing of grapes. For example, if we consider the Cortina and Yolo soils, where they occur extensively in Glenn, Colusa, and Yolo Counties, in these counties they fall within the grape climatic regions 4 and 5, while these two series as mapped in Napa Valley fall within climatic regions 2 and 3. Thus, when one considers climatic conditions in conjunction with the soils, then the Napa Valley becomes a unique area for the growing of grapes. The pioneer grape growers and vintners who originally settled and developed the wine industry in the Valley, early recognized this unique combination of climate and soil conditions favorable for the growing of premium quality varietal wine grapes.

Appendices

1. Soil Series Descriptions

2. Vineyard Soils of the Napa Valley Appellation

Napa Valley
Mill Valley
Conn Valley
Chiles Valley
Foss Valley
Foothill Area

3. Vineyard Soils or Potential Vineyard Soils in Outlying Valleys

Big Basin
Snell Valley
Spanish Valley
Pope Valley
Soda Valley
Capell Valley
Cherry Valley
Wooden Valley
Gordon Valley

4. Acreages of Unique Soils

5. Climatic Regions

1. Soil Series Descriptions

Bale Series

The Bale soils are deep to very deep, medium and moderately fine textured, moderately well to somewhat poorly drained, alluvial fan and floodplain soils formed in alluvial materials derived from rhyolitic and basic igneous rocks. In a representative profile, the surface soil is a dark gray, slightly acid, slightly gravelly loam or clay loam, which overlies at a depth of 6 to 11 inches, a grayish brown to brown, slightly acid, slightly gravelly loamy subsoil. Below depths of 24 and 60 inches, the lower subsoil consists of stratified layers of gray to pale brown, slightly acid loam, gravelly sandy loams, and sandy loams. Permeability is moderate, available water holding capacity is high, and the effective rooting depth is 60 inches or more. In the winter and spring months, a temporary water table may occur within a depth of 4 to 6 feet. This water table may be beneficial in the sub-irrigating of the vines.

The Bale soils are very good to excellent vineyard soils. Except for a few small acreages in Conn Valley, Foss Valley, and Wooden Valley, they are unique to the Napa Valley where they make up about 15-16,000 acres. In the Napa Valley, these soils are found in climatic regions 2 and 3. In the other valleys, they are located in regions 3 and 4.

Clear Lake Series

The Clear Lake soils are deep, fine textured, poorly drained, clay soils. They occur mostly on slowly drained alluvial fans or in low basin areas. The alluvium from which these soils is developed is mostly derived from sedimentary rocks. In a representative profile, the surface soil is a very dark gray, slightly acid to mildly alkaline clay extending to about 46 inches. This grades to a grayish brown and light olive brown, moderately alkaline, calcareous (limey) clayey subsoil extending to depths

of 60 inches or more. Permeability is slow to very slow, available water holding capacity is high, and effective rooting depth is potentially 60 inches or more. A temporary high water table may rise to within 3 feet of the surface during wet winter months. Water may also stand on the surface for short periods following heavy rains. Upon drying, these soils form deep, wide cracks.

The Clear Lake soils are generally not used for vineyards because of their fine clayey texture, slow permeability, and slow surface runoff (temporary surface ponding). Some areas in the northern Napa Valley are being utilized for vineyards, where surface drainage has been improved. Total acreage of the Clear Lake soils in Napa County is 7,190 acres, much of which occurs in the Napa Valley.

Cole Series

The Cole soils are deep, medium textured, somewhat poorly drained soils on young alluvial fan and floodplain deposits outwashed from sandstone, shale, and basic volcanic rock sources. In a typical profile, the surface soil to a depth of 8 inches is a grayish brown, slightly acid silt loam. The subsoil, to a depth of 32 inches, is a dark gray, neutral to mildly alkaline, silty clay loam. This grades to a grayish brown, moderately alkaline, clay loam or clay substratum extending to 60 inches or more. Permeability is moderately slow, available water holding capacity is very high, and effective rooting depth is 60 inches or more.

The Cole soils are well suited to vineyards and orchards. They are found only in Napa, Lake and Sonoma Counties. In Napa County, the total acreage is 8,135 acres. All of the Cole soils in Napa County occur in Napa Valley, in climatic regions 2 and 3, except for about 225 acres of Cole soils in Wooden Valley, in climatic regions 3 and 4.

Coombs Series

The Coombs soils are deep, well drained, gravelly loam soils on low terraces or older alluvial fans from mixed alluvial materials derived from volcanic and sedimentary rocks. In a representative profile, the surface soil to a depth of 13 inches is a brown or pale brown, medium acid gravelly loam. This overlies a brown or light reddish brown, strongly acid, slightly gravelly clay loam subsoil which grades at about 50 inches to a strongly acid, very gravelly loamy sand substratum. Permeability is moderately slow, available water holding capacity is high, and the effective rooting depth is 40 to 60 inches.

The Coombs soils are mapped only in the Napa Valley and thus are unique to this area. They occupy about 5,080 acres of the valley floor. The Coombs soils are well suited to vineyards. The gravels in the soils reduce the water holding capacity of the soils and tend to accelerate wear of tillage equipment.

Cortina Series

The Cortina soils are deep, gravelly, excessively drained soils on recent floodplain and alluvial fan deposits derived mostly from sedimentary and meta-sedimentary rock sources. In a typical profile, the surface soil to a depth of about 21 inches is a pale brown, neutral, very gravelly loam in the upper 11 inches and a light grayish brown, mildly alkaline, very gravelly sandy loam in the lower part. The underlying substratum to a depth of 60 inches or more is a light grayish brown, mildly alkaline, stratified very gravelly loamy sand and very stony loam. Permeability is rapid, available water holding capacity is low, and the effective rooting depth is 60 inches or more.

The Cortina soils are used extensively for vineyards but are somewhat marginal because of their very gravelly texture and lower water holding capacity. They require more frequent irrigations than non-gravelly soils. The gravels and cobbles in these soils cause tillage equipment to wear out rapidly due to excessive abrasion. In Napa County there are about 2,740 acres of Cortina soils, the greater majority of which is located in Napa Valley where they occur in climatic regions 2 and 3.

Haire Series

The Haire soils are medium and moderately fine textured, moderately well drained, claypan soils formed on old alluvial fan and terrace deposits outwashed primarily from sedimentary rocks. In a typical profile, the upper surface soil is a brown or grayish brown, medium acid loam which overlies a light gray, medium acid loam or sandy clay loam lower surface soil at a depth of about 22 inches. The upper subsoil, from about 27 to 45 inches, is a pale brown, or brown, very strongly acid, dense clay (claypan). This grades to a pale yellow, very strongly acid, clay loam lower subsoil which extends to a depth of 60 inches or more. Permeability is very slow due to the claypan, available water holding capacity is medium, and effective rooting depth is 2 to 3 feet. A temporary perched water table may form above the claypan during wet winter and early spring months.

The Haire soils are somewhat marginal for grapes because of the presence of the claypan which tends to restrict root development and water movement. In Napa County, the greatest acreage of these soils occurs around Napa and in the Carneros District. These areas fall within climatic regions 1 and 2. Small acreages of the Haire soils are scattered throughout other parts of the County in climatic regions 3 and 4. Total acreage of the Haire soils in Napa County is 13,625 acres.

Maxwell Series

The Maxwell soils are deep, somewhat poorly drained, fine textured clay soils that occupy low lying basin areas or slowly drained alluvial fans. They are formed in alluvium outwashed from serpentine areas. In a typical profile, the surface soil to a depth of 38 inches is a dark gray, mildly to moderately alkaline clay. This grades a gray, moderately alkaline clay which becomes calcareous (limy) below 48 inches. Permeability is very slow, available water holding capacity is very high, and potential rooting depth is 60 inches or more. If not artificially drained, these soils may have a water table between 3 and 5 feet.

The Maxwell soils are not suited to the growing of grapes due to their fine clay texture, poor drainage, and toxic levels of chrome and nickel. They are used mostly for range and improved pasture. Most of the acreage of Maxwell soils are located in the northeastern section of the county, including areas in Pope, Snell, and Spanish Valleys, where they are associated with extensive areas of serpentine rocks. Only one area of Maxwell clay is located in the Napa Valley, northwest of Rutherford.

Perkins Series

The Perkins soils are deep, well drained, gravelly soils on terrace deposits derived mainly from mixed igneous and sedimentary rock sources. A typical profile has a brown, slightly acid, gravelly loam surface soil about 19 inches thick that overlies a reddish brown, slightly acid, gravelly clay loam subsoil. This grades at a depth of about 55 inches to a brown, slightly acid, gravelly loam substratum. Permeability is slow, available water holding capacity is high, and effective rooting depth is about 60 inches.

The Perkins soils are widely scattered throughout the Napa County and are used for vineyards, orchards, and range. Most of the acreage of Perkins soils in the Napa Valley is used for grapes. Other areas of Perkins soils are located in most of the valleys outside the Napa Valley Appellation Area, where some of the acreage is presently being utilized for grapes. In the Napa Valley, the Perkins soils are located in climatic regions 2 and 3, while the Perkins soils in outlying valleys are in climatic regions 3 and 4.

Pleasanton Series

The Pleasanton soils are deep, well drained, medium textured soils on young alluvial fans formed from alluvial materials outwashed from predominately sedimentary rocks. A representative profile has a grayish brown to brown, strongly acid loam surface soil about 11 inches thick. This overlies a dark grayish brown, medium acid, heavy loam or clay loam upper subsoil which grades at about 20 inches to a brown, medium acid loam lower subsoil layer extending to a depth of 60 inches or more. Permeability is moderately slow, available water holding capacity is high to very high and effective rooting depth is 60 inches or more.

The Pleasanton soils are excellent vineyard soils. There are about 6,750 acres of these soils scattered throughout the county where they occur in Pope, Soda, Capell, Wooden and Chiles Valleys as well as Napa Valley. Most of the acreage in the Napa Valley is utilized for grapes, while only a portion of the Pleasanton soils in outlying valleys is currently planted to vineyards. In the Napa Valley, the Pleasanton soils are located in climatic regions 2 and 3. Pleasanton soils in outlying valleys are in climatic regions 3 and 4.

Yolo Series

The Yolo soils are very deep, medium textured, well drained, recent alluvial fan soils formed in alluvium mainly outwashed from sedimentary rocks. In a typical profile, the surface soil is a dark grayish brown, slightly acid to neutral loam or silt loam which at a depth of 15 to 24 inches overlies a brown to grayish brown, neutral to mildly alkaline, silt loam extending depths of greater than 60 inches. Permeability is moderate, the available water holding capacity is very high, and the effective rooting depth is 60 inches or more.

These are some of the best and most productive vineyard soils in California. In Napa County, the most extensive acreage of Yolo soils is located in Napa Valley, in climatic region 2. Small areas of Yolo soils are also found in Big Basin, Capell, Chiles, Gordon and Pope Valleys in climatic regions 3 and 4. In other counties of California, such as Glenn, Colusa, Yolo, Solano, Lake, Mendocino, and others, the Yolo soils are found primarily in grape climatic regions 4 and 5.

2. Vineyard Soils of Napa Valley Appellation

1. Napa Valley

- 103 - Bale loam, 0-2% slopes
- 104 - Bale clay loam, 0-2%
- 105 - Bale clay loam, 2-5%
- 106 - Bale complex, 0-2%, seeped
- 112 - Bressa-Dibble complex, 5-15%
- 113 - Bressa-Dibble complex, 15-30%
- 116 - Clear Lake clay, drained
- 117 - Clear Lake clay, overwashed
- 118 - Cole silt loam, 0-2%
- 122 - Coombs gravelly loam, 0-2%
- 123 - Coombs gravelly loam, 2-5%
- 124 - Cortina very gravelly loam, 0-5%
- 125 - Cortina very stony loam, 0-5%
- 126 - Diablo clay, 5-9%
- 127 - Diablo clay, 9-15%
- 128 - Diablo clay, 15-30%
- 145 - Haire loam, 0-2%
- 146 - Haire loam, 2-9%
- 147 - Haire clay loam, 0-2%
- 148 - Haire clay loam, 2-9%
- 149 - Haire clay loam, 9-15%
- 150 - Haire clay loam, 15-30%
- 161 - Maxwell clay, 2-9%
- 168 - Perkins gravelly loam, 2-5%
- 169 - Perkins gravelly loam, 5-9%
- 170 - Pleasanton loam, 0-2%
- 171 - Pleasanton loam, 2-5%
- 181 - Yolo loam, 0-2%

2. Mill Valley

3. Conn Valley

- 105 - Bale clay loam, 2-5%
- 146 - Haire loam, 2-9%
- 149 - Haire clay loam, 9-15%
- 168 - Perkins gravelly loam, 2-5%

4. Chiles Valley

- 112 - Bressa-Dibble complex, 5-15%
- 113 - Bressa-Dibble complex, 15-30%
- 171 - Pleasanton loam, 2-5%
- 180 - Tehama silt loam, 0-5%
- 182 - Yolo loam, 2-5%
- 168 - Perkins gravelly loam, 2-5%

5. Foss Valley

- 104 - Bale clay loam, 0-2%
- 105 - Bale clay loam, 2-5%
- 161 - Maxwell clay, 2-9%
- 161 - Perkins gravelly loam, 2-5%
- 169 - Perkins gravelly loam, 5-9%

6. Foothill Area Bordering Napa Valley

- 110 - Boomer-Forward-Felta complex, 5-30%
- 112 - Bressa-Dibble complex, 5-15%
- 113 - Bressa-Dibble complex, 15-30%
- 131 - Fagan clay loam, 5-15%
- 132 - Fagan clay loam, 15-30%
- 133 - Fagan clay loam, 30-50%
- 135 - Felton gravelly loam, 15-30%
- 139 - Forward gravelly loam, 9-30%
- 141 - Forward-Kidd complex, 30-50%
- 155 - Kidd loam, 15-30%

3. Vineyard Soils or Potential Vineyard Soils in Outlying Valleys

A. Big Basin - No grapes

121 - Contra Costa gravelly loam, 5-15%

169 - Perkins gravelly loam, 5-9%

181 - Yolo loam, 0-2%

B. Snell Valley - No grapes

168 - Perkins gravelly loam, 2-5%

161 - Maxwell clay, 2-9%

166 - Montara clay loam, 5-30%

not suited for grapes

C. Spanish Valley - No grapes

161 - Maxwell clay, 2-9%

166 - Montara clay loam, 5-30%

not suited for grapes

D. Pope Valley

121 - Contra Costa gravelly loam, 5-15%

146 - Haire loam, 2-9%

164 - Millsholm loam, 15-30%

168 - Perkins gravelly loam, 2-5%

171 - Pleasanton loam, 2-5%

180 - Tehama silt loam, 0-5%

181 - Yolo loam, 0-2%

E. Soda Valley

170 - Pleasanton loam, 0-2%

171 - Pleasanton loam, 2-5%

180 - Tehama silt loam, 0-5%

F. Capell Valley

116 - Clear Lake clay, drained

170 - Pleasanton loam, 0-2%

171 - Pleasanton loam, 2-5%

181 - Yolo loam, 0-2%

182 - Yolo loam, 2-5%

127 - Diablo clay, 9-15%

G. Cherry Valley - No grapes

168 - Perkins gravelly loam, 2-5% slopes

H. Wooden Valley

104 - Bale clay loam, 0-2%

105 - Bale clay loam, 2-5%

116 - Clear Lake clay, drained

117 - Clear Lake clay, overwashed

118 - Cole silt loam, 2-5%

146 - Haire loam, 2-9%

161 - Maxwell clay, 2-9%

170 - Pleasanton loam, 0-2%

171 - Pleasanton loam, 2-5%

132 - Fagan clay loam, 15-30%

133 - Fagan clay loam, 30-50%

J. Gordon Valley

146 - Haire loam, 2-9%

181 - Yolo loam, 0-2%

4. Acreages of Unique Soils

(Acreages of Soils Unique to Napa Valley and
Soils Unique to Napa and Adjacent Counties)

<u>Soil Series</u>	<u>Napa Valley</u>	<u>Other Grape Growing Areas Napa County</u>	<u>Napa County</u>	<u>Sonoma County</u>	<u>All Other Counties</u>
Bale	16,220	135	16,355	0	0
Cole	8,135	225	8,360	1,466	7,552(Lake Co)
Coombs	5,080	0	5,080	0	0
Haire	12,125(est)	1,500(est)	13,625	16,359	0

5. Climatic Regions

Heat summation - sum of mean monthly temperature above 50°F for period April through October. Expressed as degree days. e.g. - if mean for day is 70°F, the summation is 20 degree days; if the mean for June is 65°F, the summation is 450 degree days (30 x 15).

Climatic Regions

- I - <2500 degree days
- II - 2501 to 3000 degree days
- III - 3001 to 3500 degree days
- IV - 3501 to 4000 degree days
- V - >4000 degree days

FOREMAN, DYESS, PREWETT, ROSENBERG & HENDERSON

ATTORNEYS AND COUNSELORS AT LAW

1300 19TH STREET, N W.

SUITE 350

WASHINGTON, D. C. 20036

202/466-7610

WILLIAM F. DEMAREST, JR.
PARTNER

2900 ENTEX BUILDING
HOUSTON, TEXAS 77002
713/658-8500
TELEX 79-0207

January 25, 1980

Mr. Tom Minton
Bureau of Alcohol,
Tobacco & Firearms
Room 6213
1200 Pennsylvania Avenue, NW
Washington, D.C. 20226

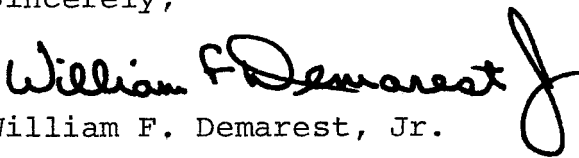
Dear Mr. Minton:

Enclosed for your information are the materials we discussed. As I mentioned to you, the proposed boundary expansion would follow the northern boundary of Napa County to Putah Creek, Putah Creek to Lake Berryessa, the Western limit of Lake Berryessa to the Napa County line and southward along the Napa County boundary to the proposed boundary of the pending Napa Valley Petition.

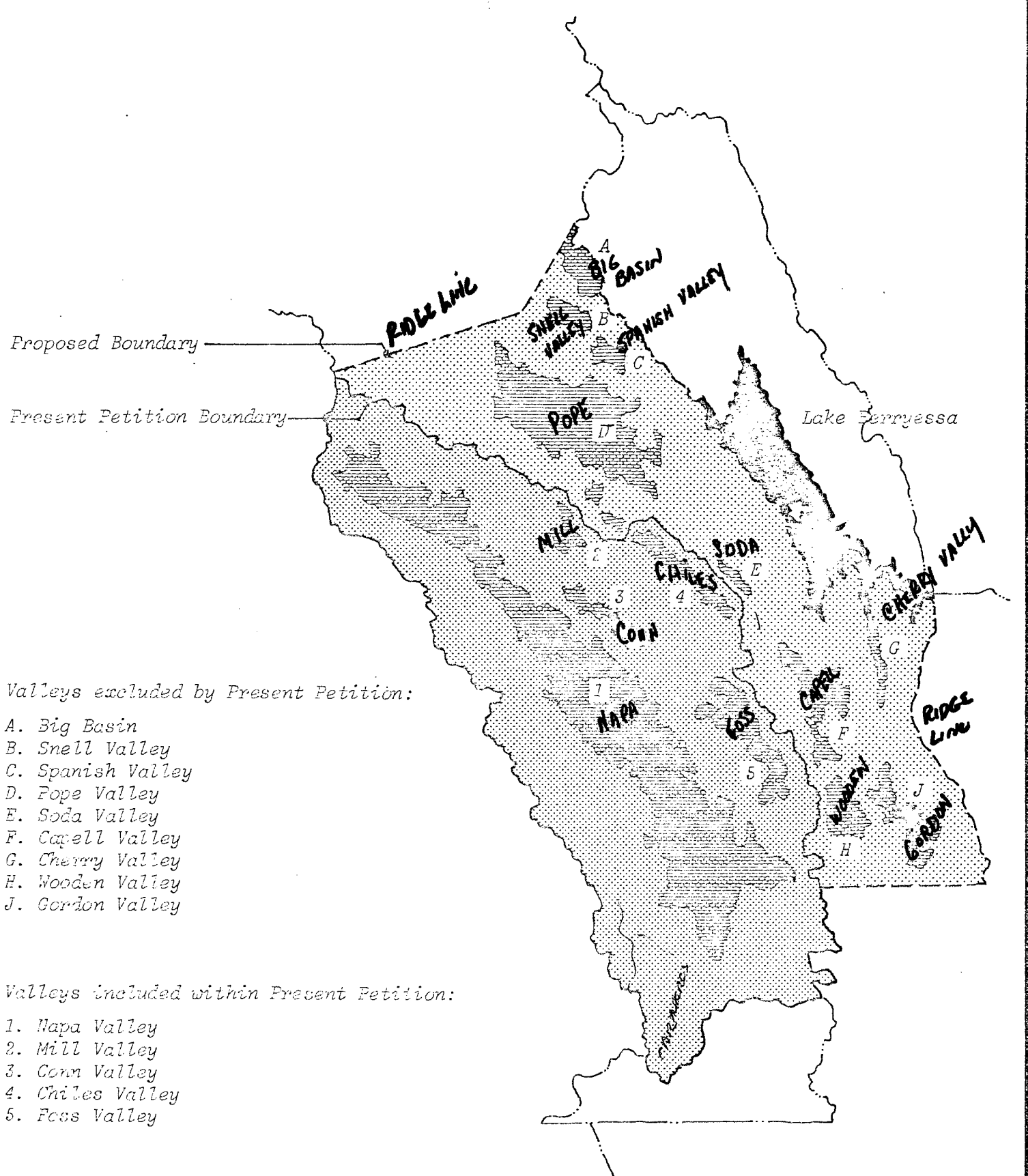
I appreciated your suggestions that historical and relevant vitilological factors be evaluated to assure that the proposed broadening of the viticultural area satisfies the criteria set out in the BATF regulations.

We look forward to working with all Napa growers to assisting the BATF in its difficult task of defining a Napa Valley viticultural area which serves the wine consumer's needs while protecting the interest of all historical Napa Valley grape growers.

Sincerely,


William F. Demarest, Jr.

Enclosure



Valleys excluded by Present Petition:

- A. Big Basin
- B. Snell Valley
- C. Spanish Valley
- D. Pope Valley
- E. Soda Valley
- F. Cabell Valley
- G. Cherry Valley
- H. Wooden Valley
- J. Gordon Valley

Valleys included within Present Petition:

- 1. Napa Valley
- 2. Mill Valley
- 3. Conn Valley
- 4. Chiles Valley
- 5. Foss Valley

PROPOSED NAPA VALLEY VITICULTURAL ZONE

Frechman-Smith & Associates
 Planning, Urban Design, Architecture
 300 Broadway, San Francisco

Frank A. Moore & Associates, Business Consultant
 Janet E. Crane, Planning Consultant

INFORMAL CONFERENCE AND DISCUSSION TO CONSIDER
EXTENSIONS OF THE PROPOSED NAPA VALLEY VITICULTURAL ZONE
TO INCLUDE THE FULL AREA OF HISTORIC GRAPE PRODUCTION

*At The Vineyard Room . Robert Mondavi Winery
Oakville, California 2:00 pm January 30, 1980*

INTRODUCTION

In the Fall of 1979, Napa grape growers whose vineyards lie outside the proposed "watershed" viticultural district joined in an effort to solve problems resulting from the exclusion of hundreds of acres of wine production traditionally sold as "Napa Valley" wine. An equitable resolution to this problem appears within relatively easy reach of the growers, producers and the government agencies involved by simply enlarging the proposed viticultural zone to include the entire complex of valleys that has historically produced Napa's fine wines.

Freebairn-Smith and Associates, a San Francisco consulting firm, working with Civil Engineer James Hanson in Sacramento, Viticulturist James Lider in St. Helena, Attorney William Demarest in Washington, D.C., and Attorney Gregory Rodeno in Napa, have been assisting Andy Cangemi and other growers review this situation. We put forward here a proposal to retain the historical unity of the county's famous vineyards. At a meeting January 30th we would like to discuss the amended viticultural zone with various interested groups and individuals. We seek an appellation that better reflects the historic origins and growing tradition of the county.

The attached map shows a proposed eastward amendment to the Napa viticultural zone. Discussion pro and con will be the agenda for an informal meeting at the Robert Mondavi winery, January 30th.

NEW DEVELOPMENTS AT BATF SINCE THE ORIGINAL "WATERSHED" ZONE WAS PROPOSED

(This notice assumes the reader is familiar with procedures that the Bureau of Alcohol, Tax and Firearms is pursuing in its work to establish boundaries for U.S. viticultural zones. Excellent articles summarizing BATF's proposed appellation system can be obtained by contacting the San Francisco Council of the Wine Institute (415) 986-0878.)

1. HISTORIC GROWING AREAS SHOULD DETERMINE APPELLATION BOUNDARIES

Variations of soil type, temperature and rainfall within the proposed viticultural zone will be acceptable to BATF so long as consumers recognize the wine, as labelled, comes from the same valleys as those historically identified as Napa Valley Wines.

2. SUB-APPELLATIONS RULED ACCEPTABLE

Sub-appellations (smaller zones) within a large "Napa Valley" appellation will be possible. A single, large Napa appellation is not controversial. The issue is: will the Napa viticultural zone include all or only part of the area known to consumers as that which currently produces Napa Valley wines? The watershed boundary excludes traditional valleys of importance today, and for the future. Later on, smaller viticultural zones designating special or unique wine character can be identified within the larger zone.

3. LARGE APPELLATION PLUS SMALLER SUB-APPELLATIONS:
PROTECTION FOR INDUSTRY GROWTH

Special interests who would separate small areas of the County by varietal, or by an individually recognizable wine product, will be able to do so, uncomplicated by the larger Napa Valley zone proposed here. Allocating ample acreage for decades of expansion of Napa Valley's fine basic produce will permit internal zones such as "Rutherford Dust" or Carneros to have their own future sub-appellations, should the growers wish to pursue this course of action. The wisdom of including generous unplanted acreage for the future in the overall "Napa Valley" or "Napa County" viticultural zone, argues for incorporating as much of Napa's vineyard land as possible, so long as production from the acreage designated can maintain the County's premier reputation among U.S. wine producing regions. Certainly Pope, Capell, Wooden, Gordon and other smaller valleys have long been a part of Napa Valley's production, and they continue to produce grapes today under contract to wineries selling their wine as Napa Valley produce.

4. IF "NAPA VALLEY" IS USED, THE FULL COUNTY AREA CANNOT BE THE BOUNDARY

Although BATF resists designating the entire County as "Napa Valley", the BATF staff will seek the most appropriate and inclusive boundary they can identify. That is likely to extend the "watershed" proposal to the east. BATF must hear all reasonable discussion of boundaries for the viticultural zone, and will, no doubt, seek to foster harmony among the growers, and to avoid controversy.

5. POLITICAL AND PHYSICAL BOUNDARIES ARE MORE ACCEPTABLE TO BATF THAN UNMARKED GEOLOGIC POSITIONS

At its recent Missouri hearing, BATF preferred easily seen geographical features and pre-established political boundaries, lines commonly shown on USGS and other readily available maps. Although the "watershed" line is well established as a political boundary between Sonoma and Napa counties, it does not yet exist in legal records on the east side of Napa and Chiles valleys, is not always apparent on the ground, and has no precedents behind it in the courts or elsewhere. A more visible physical boundary would be easier for BATF to administer.

6. BATF SEEKS A "BEST" BOUNDARY, AND IS NOT YET CONSTRAINED BY A SINGLE APPLICANT'S PROPOSAL

As the attached map indicates, some of the historic wine valleys were included in the "watershed" proposal and some were not. An amended eastern boundary to the proposed viticultural zone can correct this, and at this point in the process, would be uncontroversial within BATF's rulemaking procedures.

7. BATF SEEKS A SIMPLE, FAST PROCEEDING WITHOUT CONTROVERSY

It behooves all of us with an interest in the resolution of land and grape price issues raised by the "watershed" proposal, to resolve these matters in the two or three months remaining, before BATF hearings in Napa County. An unhurried discussion of the attached boundary amendment to the watershed zone can occur in January and February of this year. The change will have been well discussed and can be acceptable to growers and producers alike, in time for BATF's hearings this spring.

8. AN AMENDED EASTERN BOUNDARY IS PROPOSED

The use of Putah Creek, the western limit of Lake Berryessa, and the southwestern county boundaries extends the proposed viticultural zone east, and picks up the 9 or 10 valleys within present or future Napa Valley wine production.

INVITATION

We invite you to bring your comments to the meeting on the 30th. We will bring background information to review the BATF appellation procedures, and to discuss events at BATF's first appellation hearing in Augusta, Missouri. We hope to leave that meeting with your support for the amended Napa Viticultural zone; one that includes all of today's vineyards that produce grapes labelled Napa Valley Wine, and one that looks toward an expanded Napa wine industry in the years ahead.

FOREMAN, DYESS, PREWETT, ROSENBERG & HENDERSON

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TELEX 79-0207

WILLIAM F. DEMAREST, JR.

PARTNER

April 25, 1980

Mr. William T. Drake
Assistant Director
Office of Regulatory Enforcement
Bureau of Alcohol, Tobacco & Firearms
1200 Pennsylvania Ave., N.W., Rm 5020
Washington, D. C. 20226

Re: Notice No. 337, Napa Valley Viticultural Area,
45 Fed. Reg. 17026 (March 17, 1980)

Dear Mr. Drake:

On behalf of our clients, a group of eastern valley growers, it is hereby requested that the matters encompassed by the foregoing notice be the subject of hearings conducted pursuant to Section 5 of the Administrative Procedure Act, 5 U.S.C. § 554. These growers have a substantial interest in the establishment by the Bureau of a viticultural area to be known as "Napa Valley". Under current law and by historical practice, these growers are able to sell their production as "Napa Valley" grapes, and the wine produced therefrom may bear the name "Napa Valley" as the appellation of the wine. The ability to use the Napa Valley appellation is of considerable economic benefit to these growers, since historically many vintners have paid a premium for Napa Valley grapes as compared to the prices paid for identical grape varieties produced from other regions.

The petition proposing establishment of a Napa Valley viticultural area would exclude the eastern valleys from the designated area. If the proposed boundaries were adopted by the Bureau in its final regulations, grapes pro-

Mr. William T. Drake
Page Two
April 25, 1980

duced by the eastern valley growers no longer could be considered Napa Valley grapes for purposes of the appellation of origin of a wine. In effect, the proceeding under Notice No. 337 is an adjudication (or a type of licensing) to determine whether the eastern valley growers and others similarly situated may continue to market their grapes as Napa Valley production, or whether they shall henceforth be deprived of that valuable right. As such, considerations of due process and the requirements of the Administrative Procedure Act mandate that the matters described in the Notice be determined on the record after an opportunity for a full agency hearing within the scope of 5 U.S.C. § 554.

By separate letter, these growers have requested an opportunity to present oral comments at the informal hearings to be held in Napa, California, commencing April 28, 1980. While the growers intend to present evidence at those hearings to show that the Napa Valley viticultural area properly should be expanded to include the eastern valleys, those hearings will not afford the growers the full procedural rights to which they are entitled. Their participation at those hearings is solely to protect their interests and should not be construed as a waiver of the rights claimed hereunder.

Sincerely,

William F. Demarest Jr.
William F. Demarest, Jr. *by [signature]*

cc: Mr. Tom Minton

Freebairn-Smith & Associates
Planning, Urban Design, Architecture
300 Broadway
San Francisco
California 94133
(415) 398-4094

transmittal: Temperature data submitted by Andy Cangemi
to: BATF Chief, Regulations & Procedures Division
from: Rod Freebairn-Smith, Frank O'Brien
date: 20 May 80
re: "Napa Valley" Appellation

Enclosed please find the temperature data referred to by Andy Cangemi, Ranch Manager of Pope Valley Vineyards, in his testimony at the "Napa Valley" appellation hearing April 28, 1980. This is material specifically requested by the BATF panel at the hearing.

"NAPA VALLEY" TEMPERATURE DATA
SUBMITTED BY ANDY CANGEMI, RANCH MANAGER, POPE VALLEY VINEYARDS

FROST DURATIONS (IN HOURS)¹: NAPA VALLEY PROPER AND POPE VALLEY VINEYARDS

1977: 0 Yountville
 1.5 Rutherford
 3.8 Napa
 5.0 GRANERY, POPE VALLEY VINEYARDS²
 7.0 TWIN LAKES, POPE VALLEY VINEYARDS
 8.4 St. Helena

1978: 0 Yountville
 0 Rutherford
 0 Napa
 0 St. Helena
 1.5 GRANERY, POPE VALLEY VINEYARDS
 2.0 TWIN LAKES, POPE VALLEY VINEYARDS

1979: 0 Yountville
 0 Rutherford
 0 Napa
 0 GRANERY, POPE VALLEY VINEYARDS
 1.0 St. Helena
 4.0 TWIN LAKES, POPE VALLEY VINEYARDS

FROST DURATIONS IN POPE VALLEY³

1977: 5.0 GRANERY, POPE VALLEY VINEYARDS
 7.0 TWIN LAKES, POPE VALLEY VINEYARDS
 110.9 *Pope Valley Official Station*

1978: 1.5 GRANERY, POPE VALLEY VINEYARDS
 2.0 TWIN LAKES, POPE VALLEY VINEYARDS
 21.3 *Pope Valley Official Station*

1979: 0 GRANERY, POPE VALLEY VINEYARDS
 4.0 TWIN LAKES, POPE VALLEY VINEYARDS
 29.5 *Pope Valley Official Station*

-
1. 32°F. and below
 2. All Pope Valley Vineyards thermographs are calibrated, recalibrated annually by the manufacturer, and checked monthly with an official testing thermometer.
 3. The official monitoring station in Pope Valley is placed in the coldest spot for frost warning purposes. Durations monitored at Pope Valley Vineyards are far less severe.

"NAPA VALLEY" TEMPERATURE DATA
SUBMITTED BY ANDY CANGEMI, RANCH MANAGER, POPE VALLEY VINEYARDS

DEGREE DAYS⁴

3052 TWIN LAKES, POPE VALLEY VINEYARDS, 1979
3124 Oakville, 1974⁵
3132 TWIN LAKES, POPE VALLEY VINEYARDS, 1978
3229 St. Helena, 1974
3242 TWIN LAKES, POPE VALLEY VINEYARDS, 1979
3353 GRANERY, POPE VALLEY VINEYARDS, 1979
3440 GRANERY, POPE VALLEY VINEYARDS, 1978
3483 GRANERY, POPE VALLEY VINEYARDS, 1977

-
4. All of the readings fall within Region III.
 5. The most recent official figures available for Oakville and St. Helena are from 1974. Unofficial figures from other years vary only slightly.

My name is Bruno C. Solari and I live at 1145 Larkmead Lane, St. Helena

I have been in the business of grape growing and wine making for 46 years. In one year, ^{14 Counties} I crushed and marketed 450000 tons of grapes, grown from Bakersfield to Ukiah. I have had personal and business relationships with vineyards and vintners in most of the wine growing areas of the world: France, Italy, Germany, Portugal, New Zealand, Australis, Brazil, and Mexico. I feel qualified to speak about the wine business. But, sitting among all these young faces, I feel a personal relationship to Whittier's "If I should grow to the last leaf upon the tree".

Settin aside all rhetoric, really what we are trying to prove, or disprove, is to quote "if a rose by any other name would smell as sweet". What we should be trying to discover is whether or no, we are all growing roses.

Now to make a few specific points: (For this purpose I depend largelu on two publications; one, written 1873 and the other, a pamphlet published in 1908 on Napa County.

1. History of the Development of Agricultural Resources. I have here the first edition of the book by C.S. Menefee; published in 1873, entitled: "Historical and Descriptive Sketch Book of Napa, Sonoma, Lake, and Mendecion, comprising sketches of their Topography, Productions, History,, Scenery, and peculiar attractions"

In the section titled "Napa County as it was and is, I refer to Chapter 13, pages 196 to 214 under the subchapter "viniculture". I quote "the first one to plant a vineyard of any consequence, one for any other purpose than grapes for table use, was John M. Patchett. This commercial vineyard was planted in 1850 near the city of Napa. In 1859, he was so convinced that fine wine making was possible that he erected Napa Valley's first commercial wine cellar." There follows a long list of names: Crane, Rule, Krug, Pellet, Carver, Groezinger, Tucker, Hopper, and many others, identifying the areas where their vineyards were planted. The point I wish to make of this is that all wineries and commercial

history.

May I add, as a footnote, that the Berryessa, Pope, Chiles, Wooden, and Gordon Valleys were: "Eminently suitable for the best grain and cattle, and for those seeking a secluded and peaceful existence". Actually, until a bridge was built across Putah Creek about 1870, the only contact these "Interior Valleys" had with the Napa Valley was by swimming their horses across Putah Creek.

IV Again, in the pamphlet written by A.J. Wells and issued by Sunset Homeseekers Bureau, in 1908, on Napa County; in the section entitled "Valleys and Soils" there is a description of those of the Napa Valley, and a section entitled "Interior Valleys: Berryessa, Pope, Chiles, Capel, Wooden, and Gordon, and Quote"are given to grain and stock raising, and are secluded, sheltered, and delightful for quiet people. It is an agricultural side of the county full of simple virtues and rich in its own resources".

Somehow, and for some reason, too many of the new pioneers, including the Butte Oil Company the Interior Valleys and the Napa Valley have merged into one conglomerate. Thus, history and facts ~~have~~ ^{are} been rewritten in modern times. This is a practice with an honorable past and a promising future.

As I near that so-called golden period of three score and ten years, I find I have acquired one simple characteristic: to try hard to assess with a cold eye, and to judge with a warm heart.

May I say last, that you are here sitting ~~judging~~ ^{judging} ~~the~~ ^{the} ~~future~~ ^{of the} ~~of~~ ^{of} ~~many~~ ^{of} small people and small businesses ; you are being asked to threaten the existence by dilution, of some of the many who have struggled from 17¢ per gallon wine, and this just in 1947, when some present growers were unable to sell their grapes, to their present state when a deep recognition of the product of their labor has

brought them a comfortable and well deserved standard of living.

We all know; the consumer knows, the historian knows what is the Napa
Valley. If the ~~Inhabitants~~ ^{valleys} of the County truly believe they can produce roses,
let them build on their proper historical names, and if they can produce
roses, I am sure that they will ultimately smell as sweet.

ROBERT MONDAVI WINERY



OAKVILLE, CALIFORNIA

ZIP CODE 94562

P. O. BOX 106

TELEPHONE (707) 963-9611

April 28, 1980

Director of BATF
Bureau of Alcohol,
Tobacco, & Firearms
525 Market St., 34th Floor West
San Francisco, CA 94102

Dear Sir:

Since 1937, my father has been crushing grapes in the Napa Valley. These grapes have come from the various areas of Napa County:

Carneros, Yountville, Oakville, St. Helena, Calistoga,
Pope Valley, Chiles Valley, Wooden Valley and Gordon
Valley.

As a result of his own and our collective experiences in producing wines from these various regions, we have, in addition to other contracts, entered into a long-term contract with Cal Plans Vineyards for grapes from Wooden Valley. Since 1975 this Wooden Valley Vineyard has contributed significantly to the production and character of our Zinfandel and Napa Gamay and to a lesser extent to our Fume Blanc, Cabernet Sauvignon, and Johannisberg Riesling.

We have also received grapes from the historic Abruzzini and Loney/Gordon Vineyards in Gordon Valley. These grapes have contributed to our Moscato d'Oro wine.

All of these wines have carried the Appellation Napa Valley and in so doing, have contributed to it's name. It is definitely our feeling, and apparently that of our consumer, that these wines exhibit the character of Napa Valley. As a result, we urge that you allow the continued use of these historic viticulture areas in the Napa Valley Appellation.

Sincerely,

Handwritten signature of Tim Mondavi.

Tim Mondavi
Executive Vice President/
Winemaker

TM/ldg

ROBERT MONDAVI WINERY



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Handwritten signature of Tim Mondavi.

Tim Mondavi
Executive Vice President/
Winemaker

TM/ldg

FOREMAN, DYESS, PREWETT, ROSENBERG & HENDERSON

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WILLIAM F. DEMAREST, JR.
PARTNER

June 30, 1980

Director
Bureau of Alcohol, Tobacco
and Firearms
Post Office Box 385
Washington, D.C. 20044

Re: Notice No. 337 - Designation of the Napa
Valley Viticultural Area

Gentlemen:

Although the deadline for submission of written comments regarding the "Napa Valley" viticultural area has passed, the proponents of the Napa Valley Historic Viticultural Area wish to respond to the comment received by BATF from Edward J. Wawszkiewicz, Ph.D. Because Dr. Wawszkiewicz neither participated in the April 28-29, 1980, hearings nor submitted his proposal until the final day for written comments to be received, there was no opportunity for a timely rebuttal to his proposal. Therefore, we request that this letter be included in the official record and treated as an addition to the comments of the proponents of the Napa Valley Historic Viticultural Area submitted on May 16, 1980.

Dr. Wawszkiewicz proposes to designate the Napa River watershed up to the 400' elevation mark as "Napa Valley," and to designate the area between 400' and the proposed watershed area as "Napa Mountain."

Dr. Wawszkiewicz is certainly correct in his assessment of the "Napa Valley" as "probably the most well known of our better quality wine growing areas." However, the boundaries he proposes for it fail to encompass much of the viticultural area that has earned "Napa Valley" its reputation. Rather than addressing the issue logically, by first identifying an area possessing generally similar viticultural conditions and then applying the most appropriate appellation, Dr. Wawszkiewicz

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Bureau of Alcohol, Tobacco
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appears to have proceeded by first focusing on the Napa Valley proper and then trying to find a viticultural justification for making the appellation area conform to it. Only an unreasonable reliance on a literal definition of "valley" could have produced his proposal, for no compelling viticultural or historical evidence exists which can provide additional support.

As an appellation of origin, "Napa Valley" always has signified more than the Napa Valley proper. In our testimony at the BATF hearing, we demonstrated that nearly all of Napa County amounts to a single general viticultural area and that it has always been known historically by the Napa Valley appellation.

We also indicated in our testimony that the criteria used by BATF in determining a general viticultural area must be of an appropriately general nature. No single factor can be regarded as definitive for an area that has built its reputation partly through its rich diversity of prime growing conditions. Unlike many foreign viticultural areas, which bear strict prescriptions on viticultural practices, the "Napa Valley" has offered vintners a highly desirable flexibility. While enjoying the underlying presence of the distinctive "Napa Valley" style, individual vintners have blended wines made from grapes grown at different locations in Napa County in order to achieve subtle variations. The accompanying excerpts from Selections, Outstanding Wines for 1979, clearly demonstrate the widespread adoption and success of this practice. Especially noteworthy is the description of Cuvaision's Cabernet Sauvignon, in which "no fewer than ten separate Cabernet vineyards and one additional source of Merlot are represented They range from the red soils of Angwin to Spring Mountain to Carneros."

Dr. Wawzkiewicz's proposal would severely restrict this practice -- thereby jeopardizing the quality and character of "Napa Valley" wine -- on the grounds that the 400' elevation line represents the major determinant in grape characteristics. We agree that elevation and related climate are significant factors, but we object to Dr. Wawzkiewicz's exclusive and arbitrary use of the 400' elevation mark as the criterion for "Napa Valley" viticultural area boundaries. Although the 400' line appears on U.S.G.S. maps, it is neither easily identifiable on the ground nor easily administrable by BATF.

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Bureau of Alcohol, Tabacco
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More important, the line possesses no real viticultural significance in itself. Along the 400' line climatic vary as they do throughout the county. Soil conditions vary as they do throughout the county. The viticultural insignificance of the 400' elevation mark is demonstrated by the fact that vineyards actually straddle this line and there are no appreciable differences in the quality of the grapes produced throughout the vineyard as a whole. Furthermore, use of frost control systems has virtually eliminated elevation as a determinative factor in grape quality in Napa County.

The reference to Cuvaision's Cabernet Sauvignon, quoted above, indicates the importance of vineyards at substantially different elevations within the "Napa Valley." Certain indisputably "Napa Valley" vintners have produced indisputably "Napa Valley" wine for decades from vineyards located well above the 400' elevation. In the 1880's the Charles Krug Winery, perhaps most responsible for first establishing the "Napa Valley" appellation, produced "Napa Valley" wine from grapes grown not only on the valley floor but also on Howell Mountain at 1600' elevation. Schramsberg produced internationally appreciated "Napa Valley" wine from its vineyard at 800' well before the turn of the century. The vineyard at Mont La Salle, at 800', has produced "Napa Valley" wines for far longer than the forty-four years since the Christian Brothers have owned it. Beaulieu produced "Napa Valley" wine from grapes grown in Pope Valley at 700' (c. 1900) and in Gordon Valley at just slightly above 400' (1930's-40's). These vineyards have played as great a role as "valley floor" vineyards in establishing the reputation of "Napa Valley" wine for fine quality and distinctive style.

Dr. Wawszkiewicz's proposed boundary is inadequate not only because it is arbitrary, unenforcable and of minimal viticultural significance, but also because its adoption would create undue consumer confusion. As a result of his narrow definition of "valley," much of the wine that consumers justifiably have come to know as "Napa Valley" would suddenly be designated by a different and potentially misleading appellation, "Napa Mountain." "Napa Valley" is an established appellation recognized as identifying the products of the Napa County wine industry, and therefore it meets BATF's criterion that it be locally or nationally known. "Napa Mountain," on the other hand, identifies nothing in Napa County, for neither an individual peak nor a mountain range is known by that name. Furthermore, "mountain" has acquired a specialized meaning when applied to wine labels which

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could cause substantial consumer confusion. Almaden and Sebastiani, among others, have popularized the use of "mountain" to distinguish their generic wines from their varietals. Use of the "Napa Mountain" appellation in conjunction with a varietal designation would amount to a contradiction in terms.

In its regulations, 27 C.F.R. §9.3, BATF requires certain types of historical, viticultural, and geographical evidence in support of the establishment of an American viticultural area. Dr. Wawzkiewicz's proposal is virtually devoid of appropriate supporting evidence.

Dr. Wawzkiewicz offers no historical evidence in support of either his "Napa Valley" or his "Napa Mountain" designations. In fact, his proposal totally ignores the compelling historical evidence that was presented at the April hearings, and adoption of his proposed designations would be contrary to BATF's own requirement that the area designated be historically or currently recognized as a viticultural area designated by the proposed name. Dr. Wawzkiewicz focuses on a single viticultural factor -- climate as affected by elevation -- to the exclusion of other, equally significant factors. He chooses an arbitrary and unenforceable geographical feature -- the 400' line -- not because that point possesses great viticultural or geographical significance, but primarily because it comports with his dictionary's definition of a "valley."

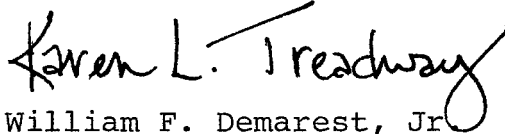
Finally, Dr. Wawzkiewicz professes to be concerned with the interests of the millions of wine consumers who have long been buying and enjoying "Napa Valley" wines. Is it really reasonable to assume, however, that those consumers consult their dictionaries when choosing a Napa Valley wine? Will those consumers be ill-served if BATF designates a "Napa Valley" appellation of origin that includes areas outside the 400' mark, areas that for decades have grown high-quality grapes used in the finest "Napa Valley" wines? We can only repeat what was said in our previous written comments:

only a reasonably large viticultural area can protect the interests of the American wine-consuming public. An unduly narrow viticultural area for the "Napa Valley" appellation would serve only to confuse the ordinary wine consumer by ascribing a new meaning to the "Napa Valley" appellation different from that upon which

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he or she has come to rely. Moreover, any significant reduction in the "Napa Valley" appellation would produce an unwarranted increase in the wholesale and retail prices of "Napa Valley" wine -- a consequence which we believe BATF should avoid. If it is deemed desirable to provide more specific information representing grape origin to satisfy the desires of wine connoisseurs, this can be achieved by designation of more limited viticultural sub-areas within the "Napa Valley" viticultural zone.

Respectfully submitted,



William F. Demarest, Jr.
Karen L. Treadway

WFD:KLT:rp

cc: Tom Minton

Enclosures

The accompanying
pages are from:

SELECTIONS,
OUTSTANDING WINES FOR 1979

CABERNET



SELECTIONS

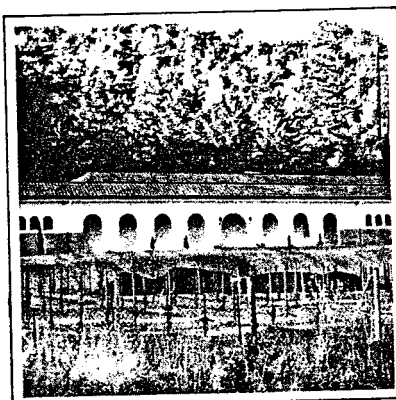
20 AWARD WINNING CABERNETS WITH WINEMAKER'S COMMENTS AND TASTING NOTES.

Winery Profile:CUVAISON

Though Cuvaision was founded in 1970 by a pair of scientists from San Jose, its emergence as a serious winemaking establishment dates from 1974 when the winery was rebuilt from the ground up and peripatetic winemaker Philip Togni hired.

The wine list-- which included a jumble of varietals-- was quickly pared to but three wines. Togni feels that hillside grown Cabernet Sauvignon, Zinfandel, and Chardonnay are the best that the Napa Valley has to offer.

Cuvaision now produces 20,000 cases of wine each vintage, produced by traditional methods. Togni expects all to live long and well in the bottle.



PHILIP I. TOGNI: Winemaker

Philip Ivor Togni is the product of a Swiss father, an English mother, and a French wine education. After being graduated from London's Imperial College of Science, he began his wine education as a student winemaker at the Cooperative of Marsillargues near Montpellier during the harvest of 1954.

From there he studied at Montpellier's school of agriculture, worked in wineries from Algeria to Alsace to Margaux (Ch. Lascombes). After a year in Chile, he came to California, where he worked at Mayacamas, Chalone (he was a founder), Gallo, Inglenook, and Chappellet before coming to Cuvaision.

TASTING NOTES

"In this wine I have attempted to follow straightforwardly the Medoc tradition, in the choice of grapes, in the fermentation, the pressing, the choice of cooperage, and in fining," says Togni. "This is the closest I could come to a Medoc— dare I say to a Saint Estephe? Cheese is what it demands. None of your cheese-and-apple or flavored cheeses, but a straightforward Teleme, California's best, and seemingly America's least known cheese. I have this wine often with snails in garlic butter.

"This wine will last a dozen years, possibly more. It has no sharp corners or angularities. I would not hesitate to recommend it for those who favor the European concept of Medoc-with-food." Alcohol is 12.7, total acid low, and price \$7.50.

VINEYARD & CELLAR TREATMENT

"No fewer than ten separate Cabernet vineyards and one additional source of Merlot are represented in this wine," says Togni. "They range from the red soils of Angwin to Spring Mountain to Carneros, almost entirely hillsides, with the largest single tonnage coming from the Stags Leap area.

"The year 1975 was not outstanding for its heat, and average sugars were low in contrast to the succeeding three harvests. Per acre yields were low."

Togni characterized the fermentation as warm and long. Nearly all of the press wine was immediately blended back into the free run. None of Cuvaision's reds are centrifuged or cold stabilized. Togni limited the fining of this wine to retain tannin and the single filtration was coarse. The wine saw small French oak for a year and a half and was bottled in the autumn of 1977 for release in November 1978.

Winery Profile: STONEGATE WINERY

In 1970 James and Barbara Spaulding began planting Chardonnay, Merlot, and Cabernet Sauvignon along the 800 to 1000 foot slopes west of Calistoga. "The soil, terrain, and climate there are especially suitable for growing wine grapes with intense varietal character," says Jim Spaulding.

They started their winery in 1973. It is about a mile south of Calistoga at Highway 29 and Dunaweal Lane, where French Colombard, Pinot Noir, Sauvignon Blanc, and Chardonnay vines surround the olive colored winery buildings and house. Just 10,000 cases are produced each year by the family owned winery.



DAVID SPAULDING: General Manager

Two young men share the winemaking duties at Stonegate: general manager David Spaulding (son of the owners) and vineyard manager Michael Fallow. "David learned winemaking by working with our consultants at the winery, by taking course work at various schools (including Davis), and especially from the generous advice of many local winemakers," says Jim. Fallow took an M.S. at Davis before gaining experience at Cuvaision and Stag's Leap. "His expertise in viticulture makes him particularly valuable because of our conviction that wine quality depends, more than anything else, on the quality of the grapes."

TASTING NOTES

"We were looking for a wine with complex varietal character, but with the finesse sometimes lacking in the high alcohol California Cabernets of similar intensity," says Spaulding. "Spiciness and French oak are evident in the nose, together with the Merlot fruitiness, which tends to overshadow the more powerful Cabernet fruit at this stage of the wine's development."

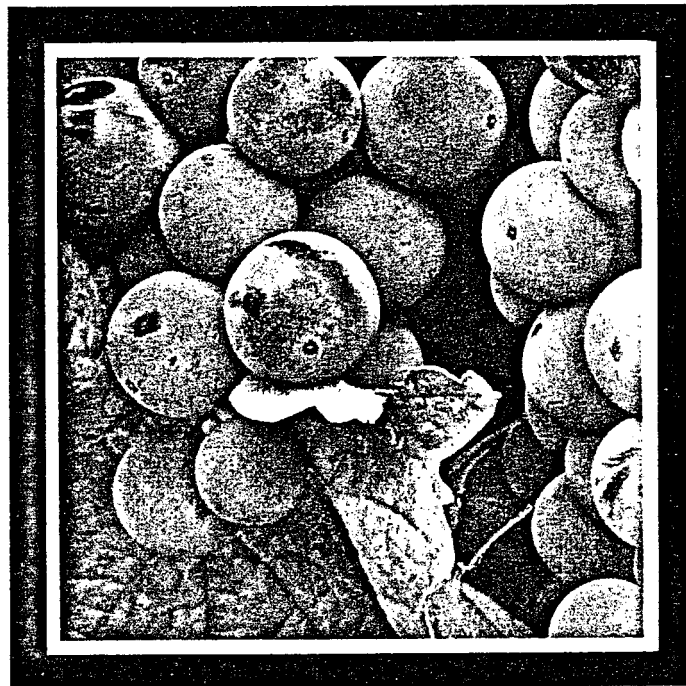
This wine has 12.6% alcohol, 0.63 acid, and 3.66 pH. The suggested retail price is \$9. The Spauldings say that it is well suited to hearty dishes and think that it should improve with ten to fifteen years of additional bottle age.

VINEYARD & CELLAR TREATMENT

The grapes for this vintage came from the steep hillside vineyards of the Spauldings and their neighbors. The vines are rooted in loam and stony-loam. "At our altitude the growing season begins earlier, but remains cooler and lasts longer than on the valley floor," avers Spaulding. "This brings the fruit to full maturity without excessive sugar and consequent excessive alcohol."

The Cabernet was picked October 9 and 10 at 22.3 sugar; the Merlot (14% of the wine) came in a month earlier at 22.8. Both varieties were fermented dry on the skins, then aged 16 months in 60 gallon French oak, egg white fined, and polish filtered prior to bottling in April 1978.

ZINFANDEL



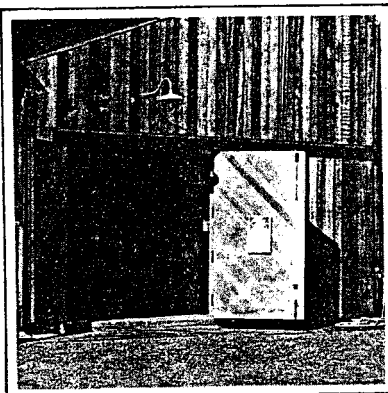
SELECTIONS

20 AWARD WINNING ZINFANDELS WITH WINEMAKER'S COMMENTS AND TASTING NOTES.

Winery Profile: CAKEBREAD CELLARS

Cakebread Cellars was founded in 1973 on 22 acres of pasture and old vines along the east side of St. Helena Highway, between Oakville and Rutherford. The old vines were pulled and the land replanted, primarily to Sauvignon Blanc. There are also two acres of Cabernet Sauvignon and Cabernet Franc.

The Cakebreads produce four wines. Sauvignon Blanc comes from their own vineyard at the winery. Cabernet hails from the Stags Leap vineyard of Dick Steltzner, Chardonnay is purchased from Trefethen Vineyards, and the Zinfandel comes from Mike Beatty's Howell Mountain ranch near Angwin.



BRUCE CAKEBREAD: Winemaster

Bruce Cakebread entered college at Cal Poly, San Luis Obispo, where he majored in pomology (fruit science). As Cakebread Cellars grew Bruce was drawn to winemaking, so much so that he transferred to U.C. Davis where he took his degree in enology in 1978.

"When we started the winery," recalls Jack, "I had to rely on short courses at Davis and my own agricultural background in nearby Brentwood, where I helped my father raise almonds and peaches. With Bruce here, we have a good team of growers and winemakers, with assistance from our consulting enologist Larry Wara."

VINEYARD & CELLAR TREATMENT

"The two Zinfandel vineyards are located on Howell Mountain and in Rutherford," says Jack. "The mountain vines are low yielding and intense in varietal character. The Rutherford area grapes have a fruitiness that brings freshness to the nose."

Both vineyards were picked at 25.5 Brix, with acid registering 1.25! The grapes were field crushed for maximum freshness. Fermentation was controlled at 80 to 85° F. for nine days. After pressing, a slow fermentation continued in small French oak. Since the wine did not go through malolactic fermentation, it was tightly filtered when bottled. Unfined, the wine was bottle aged six months before release.

TASTING NOTES

"Usually a high alcohol Zinfandel is labeled 'Late Harvest,' which may indicate a sweet finish," says Jack. "Not so for our Zinfandel. It was fermented to dryness, finishing its fermentation in the barrel after pressing out. The alcohol is 15.7% and the acid is 0.88. It is a full bodied, dark garnet colored wine. There is an abundance of good fruit with a background of mellow French oak. The big, complex nose is the first suggestion that the wine will release a mouth filling reward of fine taste and a long, lingering finish.

"While having tannin, acid, and alcohol for long life, the wine is very drinkable now. It is a fine accompaniment to big beef dishes as steak, roasts, stews, or sharp cheeses at the end of the meal."

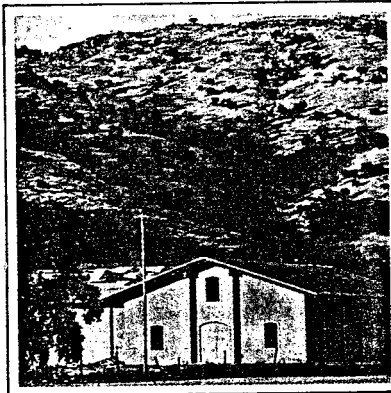
The wine was sold out at the winery within a week of its release.

Winery Profile: CLOS DU VAL

The Clos Du Val Wine Company marks its anniversary from the Spring of 1972, though its present facility was not ready until the 1974 crush. During those first two years the facilities of other wineries were employed, including the old Occidental Winery, practically next door.

With the addition of the North Wing in 1977 the winery now covers 1500 square meters (over 16,000 square feet). Fifteen fermenting tanks hold 2500 hectoliters (66,000 gallons) and French oak cooperage adds another 3600 hectoliters (95,100 gallons) of aging capacity.

The winery is on the Silverado Trail next to the Chimney Rock Golf Course.



BERNARD M. PORTET: Winemaker

Bernard M. Portet was born and raised in the winegrowing traditions of France. His father was the technical director of Chateau Lafite and his brother is winemaker at Clos Du Val's sister operation in Australia.

Bernard is a graduate of the Ecole Nationale Supérieure d'Agronomie (ENSA of Toulouse, France) and of the ENSA of Montpellier, where he took a specialized degree in viticulture and enology.

He began coming to California in 1968, looking for the right place to grow Cabernet Sauvignon wines. In 1972 he and his partners settled upon the lower end of the Napa Valley near the Stags Leap district.

TASTING NOTES

"This wine is one hundred percent varietal," notes Portet. "It has a characteristic aroma, which is less aggressive than our previous vintage's, and has finesse. Fresh and fruity, powerful and spicy, it has a very long finish which promises good aging potential."

Portet believes that this wine will achieve complete balance after about three to five years in the bottle. Its retail price in California is \$7.50.

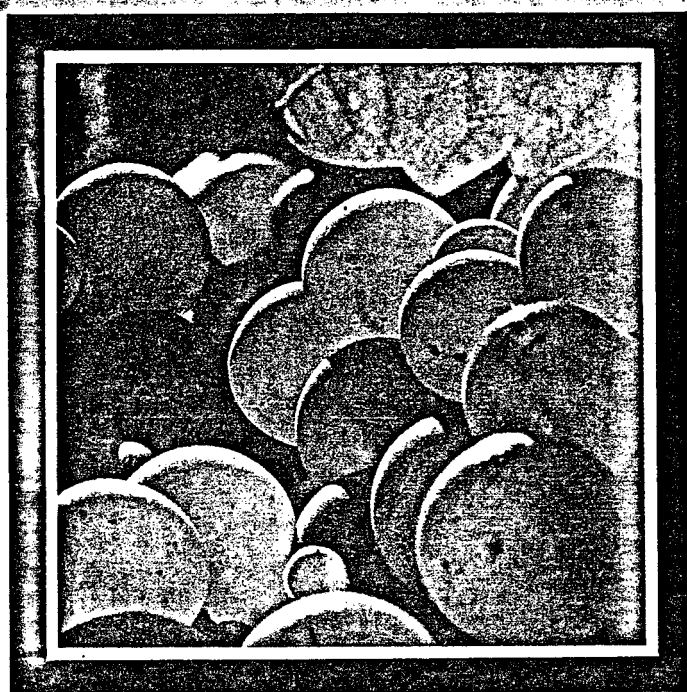
VINEYARD & CELLAR TREATMENT

"Most of the grapes for this wine came from our own vineyard," says Portet. "Some, however, came from two other ranches, one in Angwin and one in Rutherford. The soils where those grapes are grown bear no resemblance at all with the soil in our vineyard, which is gravelly to loam. The Angwin vineyard is very rocky, while the Rutherford site has light, gravelly soils."

As to climate, Clos Du Val's vineyard is a Region II. Yields in 1976 were about two tons per acre in the winery's vineyard and just one ton per acre in the other two. The grapes were harvested at 24 Brix. Fermentation in temperature controlled stainless steel tanks lasted about a week.

The wines were aged in small oak barrels for fifteen months, lightly filtered, and bottled, then held another eighteen months before release.

RIESLING

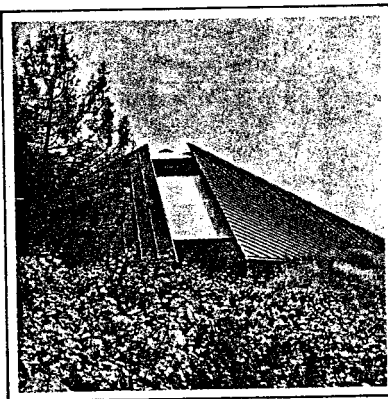


SELECTIONS

20 AWARD WINNING RIESLINGS WITH WINEMAKERS' COMMENTS AND TASTING NOTES.

Winery Profile: CHAPPELLET VINEYARDS

Donn Chappellet moved with his family to the Napa Valley in 1967, leaving behind a Beverly Hills business and lifestyle. Chappellet Winery is a modernistic pyramid shaped structure with three wings radiating out equally from the central work area. It is located near the peak of Pritchard Hill at an elevation of 1200 feet overlooking Lake Hennessey to the north. The vineyards rise to the 1800 foot elevation. The making of Chappellet wines is overseen by winemaker Tony Soter and the vineyards are managed by a University of California at Davis graduate Randy Mason.



TONY SOTER: Winemaker

Tony Soter was a philosophy major at Pomona College whose interest in wines led him to relocate in the Napa Valley. He gained cellar experience by apprenticing at several small, prestigious wineries including Stag's Leap Wine Cellars, Stonegate and Spring Mountain. During this period he studied viticulture and enology at the University of California at Davis and wine chemistry with Lisa Van de Water of The Wine Lab in St. Helena. In 1976 he became assistant winemaker for Chappellet Vineyards and was elevated to the position of winemaker in 1977.

VINEYARD & CELLAR TREATMENT

"Our 1978 vintage has evolved through a series of refinements, the most prominent of which is grape maturity. Picking earlier at a sugar of only 20.5%Brix enabled us to reduce the alcohol content from 1977's 12.5% to barely 11.0% in the 1978 vintage. Furthermore, lower sugar grapes maintain higher acid and better pH values which are vital in balancing this wine's 1.8% residual sugar," states winemaker Soter.

TASTING NOTES

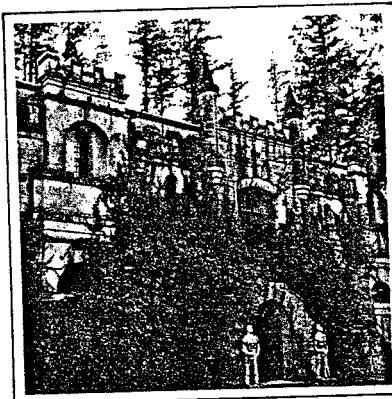
"Last year we introduced a style change in our Johannisberg Riesling. Departing from the bone dry Alsatian style of previous years, we finished the 1977 Riesling with 1.2% residual sugar. Encouraged by the results, we pursued this more Germanic style of winemaking again this harvest," says Soter.

"Lowering the alcohol and accentuating the acid balance contribute greatly to an impression of lightness on the palate that seems more in harmony with the delicate floral aroma and fine varietal flavors this wine exhibits."

Winery Profile: CHATEAU MONTELENA

Chateau Montelena was founded in 1882 by whaling tycoon Alfred Tubbs, once a California State Senator. He caused the fortress-like stone winery to be built into a prominent hillside north of Calistoga and brought a French winemaker back from a European voyage.

After a long fallow period, Montelena's rejuvenation came in 1972 when three businessmen and Croatian-born winemaker Miljenko "Mike" Grgich re-established a winery in the formidable stone structure. They elected to produce what they considered California's four best wines: Cabernet Sauvignon, Zinfandel, Chardonnay, and Johannisberg Riesling.



JERRY LUPER: Winemaker

A year after winning the fabled Paris tasting with his second Chardonnay, Mike Grgich left to start his own winery.

At that time the owners of Montelena were fortunate enough to obtain the services of Jerry Luper, who had just returned from a European sabbatical.

Luper had been close to winemaking since his teens, when he took samples and washed glassware at Gallo. He later graduated to the analytical lab and sat in on the winery's tasting panel. But it was at Freemark Abbey where he began to show his skill, there producing the honied delight of Edelwein.

In 1977 Jerry became Montelena's winemaker.

TASTING NOTES

"As in past vintages," notes Luper, "we harvested mature grapes and arrested fermentation at one percent reducing sugar. The cold fermentation allows for the maximum development of the varietal flavors, while the residual sugar adds depth and roundness. Two of the four vineyards had modest amounts of botrytis, which adds a little richness to the nose.

"This wine is strong in Riesling character, rich, and high in body. Unusually big and complex for a California Riesling, we encourage the consumption of this wine with a meal to fully appreciate the complexities it has to offer."

Jerry feels that the wine is at its peak right now, and will hold that for another year or two.

VINEYARD & CELLAR TREATMENT

The grapes for this wine came from four different vineyards. The vineyards on Spring Mountain and in the hills above Calistoga both have sparse, shallow soils and yielded less than three tons per acre. The Cloverdale vineyard has deep clay loam soil, while the one in the southern part of the Napa Valley has a slightly gravelly clay-loam. Yields off of the last two averaged three and a half tons per acre.

The grapes came in between September 24th and 27th at 23.6 Brix. The three Napa vineyards contributed 43 percent of the wine, while 57 percent came from the Cloverdale vines.

The juice was immediately pressed from the skins, settled, and fermented in stainless steel tanks. At 55° Fahrenheit the fermentation lasted four to five weeks. This wine saw no wood.

Winery Profile: GRGICH HILLS CELLAR

Grgich Hills Cellar was established in 1977 by winemaker Miljenko "Mike" Grgich and vineyard owner Austin Hills. Hills (of the coffee family), owns 140 acres of vines in Rutherford and east of Napa.

Located just north of Rutherford on Highway 29, the winery is small and functional. Put up in just three months, the tan stucco building is in the Mission style, with a red tiled roof and arched doorways.

Grgich Hills is primarily a Chardonnay house, where the wine will be of what Grgich calls "Chateau quality." Johannisberg Riesling and Zinfandel are also produced.



MIKE GRGICH: Winemaker

Croatian-born, Mike Grgich has made wine in the Napa Valley for twenty years. Prior to helping found Chateau Montelena in 1972 (where he created the Chardonnay that stormed Paris in 1976), Mike learned of California winegrowing by working under Lee Stewart, Andre Tchelistcheff, and Robert Mondavi.

"Winemaking is an art first, then a science," he maintains. "I prefer to make wine by natural methods, putting them through the fewest procedures consistent with excellence and distinctive varietal aroma and flavor. Our wines are grown, not made. Whatever they need, they get."

VINEYARD & CELLAR TREATMENT

This wine was grown in three Napa Valley vineyards: Olive Hills, Napa; William Hanna, Napa; and Robert Long, Pritchard Hill. Soils vary from deep loam to shallow, gravelly soil mixed with chalk. Some of the grapes are from hillsides, some from the valley floor.

"In 1977 a cool summer gave us grapes with well-balanced sugar-acid ratios and rich aroma and varietal character," says Grgich. "Two late September rains produced many botrytised and dry berries. 'Noble mold' removes water from berries, concentrating sugar, acid, and aroma."

Grapes were picked for this wine at 25 Brix and 0.9 total acid. The must was cold fermented at 45 to 50° F. for two months. When the sugar was down to 6%, fermentation was arrested by chilling the wine (at 25° F.). Thus, all of this wine's sugar is natural grape sugar.

TASTING NOTES

"Made in the style of a German *Beerenauslese*, this wine has a rich, honey-apricot nose, followed by a superb full flavor, rich and smooth, with a long, pleasant aftertaste," enthuses Grgich. "The sweetness does not linger, but the acid does. It gives the wine crispness and inspires the desire to drink more."

"The longer this wine ages the better and smoother it will get. We hope it will continue to improve for many years. An opened bottle will keep well for one week in the refrigerator. We recommend serving this wine any time of day—without food, before or after meals—but you will enjoy it most with dessert."

Bottled in April 1978, the wine has just 11% alcohol, 0.82 acid, and 6% residual sugar.

Exhibit 17

Bureau of Alcohol Tobacco and firearms

P.O. Box 385

Washington D.C. 20044

To: Viticultural Area Hearing Board:

April 29, 1980

My name is Donald Gordon and I am a family farmer raising Walnuts, Cattle, and Grapes in Gordon Valley. I have been asked to speak today in behalf of several growers on the history of grapes in the Gordon Valley area. We have gathered data from ranches that have had grape plantings since the late 1800's but very little documentation is available before prohibition. Since prohibition, grapes have been grown and delivered to the Napa Valley from most ranches in the area. During the early 1930's, grapes were sold to Napa Wine Company, Graystone Winery, and B.V. Winery, but little documentation has been found on these sales. From 1936 to 1979 grapes have been sold to several Napa Valley winerys including, Christian Brothers, Beringer, St. Helena Co-op, Charles Krug and Mondavi. These sales have been documented by sales receipts from several

growers, some of which have already been exhibited by Mr. Heine.

Besides having documentation on many marketings, Mr. Fred
Abruzzini, a prominent grape Buyer and General Manager for Beringer
Brothers winery for many years, remembers buying excellent quality
grapes from Gordon Valley to be put into Napa Valley wines.

Mr. Abruzzini was kind enough to let me borrow the bottles and
labels from his collection for exhibit. This bottle of ~~Grignolino~~ ^{Beringer Rose}

wine was bottled at Beringer Brothers winery in 1954. It bears
the name Napa Valley on the label. The grapes for this wine were
grown in Gordon Valley. This wine was made from the only Grignolino
grapes grown in Napa County at that time.

Mr. G.W. Loney who is a neighbor and grape grower of many
years, also has memories of Gordon Valley grapes being exhibited
in area shows and festivals as being part of the Napa Valley-County
area produce.

There are now 8 wine grape producers in Gordon Valley, with
201 acres bearing, 64 acres non-bearing and a planned potential
of 181 additional acres. Further and more detailed information

is included in a letter you shall receive shortly, along with a copy of this presentation.

Climate and rainfall in Gordon Valley are very close to areas of the Napa Valley and soil types are also comparable to those of Napa Valley.

In conclusion, based on the information that I have just presented, we believe that it would be ridiculous to exclude the outer valleys from the Appellation, because of the extent their produce has helped make the fine reputation of Napa Valley wines.

Gordon Valley Grape Growers

Donald W. Gordon

~~Rt. one Box 85~~

Suisun, Calif. 94585

ST. REGIS NAPA VINEYARDS, INC.

655 BEACH STREET • SAN FRANCISCO, CALIF. 94109
(415) 673-6333

JOHN B. BROCK
3562 NEWARK DR.
NAPA, CA 94558
(707) 252-0321

APRIL 29, 1980

To: BATF HEARING PANEL
HOLIDAY INN, NAPA, CA 94558

Ref: TESTIMONY AND COMMENTS BY JOHN BROCK, MANAGER.

I HAVE BEEN IN NAPA SINCE 1968, PRIMARILY DEVELOPING NEW VINEYARDS .
I JOINED WITH FROMM & SICHEL IN SAN FRANCISCO IN AUGUST, 1972; TO DEVELOP
VINEYARDS IN NAPA VALLEY. THE FIRST OBJECTIVE WAS TO ACQUIRE SUITABLE
LAND FOR VINEYARDS. VALLEY FLOOR LAND WAS AND IS IN SHORT SUPPLY. WE HAD
THE OPPORTUNITY TO DEVELOP IN CAPELL VALLEY AT THE SOUTH END OF BERRYESSA
VALLEY. ONE OF OUR MAJOR CONCERNS WAS THE UPCOMING "NAPA VALLEY" APPELLATION
DETERMINATION. IN DEC. 1972, I HAD A MEETING WITH JIM LIDER, WHO HAD JUST
LEFT A TWENTY YEAR POSITION WITH THE UNIVERSITY AS NAPA COUNTY FARM ADVISOR.
MR. LIDER CONCURRED THAT NAPA VALLEY AND NAPA COUNTY HAD BEEN CONSIDERED AS
ONE AND THE SAME. HE FURTHER STATED THAT ANY CHANGE IN THIS CONSIDERATION
WOULD BE UNJUST TO THE GROWERS THAT MIGHT BE LEFT OUT IN A CHANGE OF THE
DEFINITION OF NAPA VALLEY, AS ALL OF THE GROWERS IN NAPA COUNTY HAVE
CONTRIBUTED TO THE SUCCESS AND REPUTATION OF THE CURRENT USE OF NAPA
VALLEY AS AN APPELLATION.

POPE VALLEY WINERY

Jim & Arlene Devitt
owners/managers

PREMIUM VARIETAL WINES

Bob Devitt
production manager

6613 Pope Valley Road, Pope Valley, California
Napa County 94567 — Phone (707) 965-2192

California Bonded Winery 4586

to: Bureau of Alcohol, Tobacco and Firearms

re: The position Pope Valley Winery wishes to take on the current
BATF regulation excluding the eastern valleys of Napa County
from the viticulture appellation "Napa Valley"

It is our opinion that the new BATF regulation to exclude the eastern valleys of Napa County from the Napa Valley appellation is an unfair and unreasonable ruling by the Bureau due to the several criteria already pointed out by Mr. Freebairn-Smith's and Mr. Demerest's testimony. We are in total agreement with these testimonies and also have our own personal evidence in support of these testimonies.

The geographical evidence already cited is by far substantial reason enough to include the eastern valleys in the Napa Valley appellation. Our support of this argument is to offer finished wine made solely from grapes grown in Pope Valley. It is our experience and opinion that wines made from grapes in this particular area produce wines of very similar character and quality from those wines made from grapes grown on the Napa Valley floor.

The historic evidence already cited is substantial and there is no need to elaborate further, but in added support, we would like to submit evidence of our own of more recent history which concerns both historical evidence and consumer recognition which we feel takes precedence over the new BATF regulation. We have in the past been issued several label approvals by BATF which uses the Napa Valley appellation and it clearly states on some of our labels that the grapes used in making these particular wines were grown in Pope Valley. Our 1978 Napa Valley, Dry Chenin Blanc label approval issued by BATF April 11, 1979 clearly states this fact and is what we feel supportive evidence for the inclusion of the eastern Napa

County valleys in the Napa Valley appellation. We would also like to use this same label approval as evidence for national consumer recognition of the eastern valleys being included in the Napa Valley appellation. Although our wine production is very small, certain amounts of our wines do get into the national distribution channels. In this particular instance our 1978 Dry Chenin Blanc did get into the eastern U.S. markets and as proof we submit a copy of this same BATF label approval received and approved by the state of Michigan, dated June 7, 1979.

Finally it is our opinion that this new regulation could have adverse effects for the consumer.

The appellation "Napa Valley" has a long standing Name synonomous with quality. Historically, not only have wines with this appellation been made from grapes grown in the Napa Valley proper, but also from grapes grown in several other outlying areas of Napa County. With this in mind, you could assume that the consumer, when buying a bottle of Napa Valley wine, has been getting a wine that was made from grapes grown in both Napa Valley proper and other outlying areas. The percentage of grapes used from these outlying areas may be small, or even non-existent, but this percentage, may still be there. It is this wine that the consumer has learned to accept and appreciate. To change the Napa Valley appellation to exclude these outlying areas of Napa County creates an area which has a more narrowed, limited and definitive boundary, thereby making it what could be considered by some more elite, and possibly, more worthy of higher grape prices to the winery and in turn higher wine prices to the consumer.

Consumers buying a bottle of Napa Valley wine, thinking they are buying the best wine, may have to start paying higher prices for wines which may or may not be of better quality than what they were getting with the old Napa Valley appellation. All the consumer would really be getting is a higher priced wine, which may or may not be equal in quality to what he has bought in the past, with a New ~~Label~~ Napa Valley name.

TESTIMONY OF JACK WELSCH

APRIL 28, 1980

GOOD MORNING. MY NAME IS JACK WELSCH. I AM VICE CHAIRMAN OF FROMM AND SICHEL. WE ARE THE WORLD WIDE DISTRIBUTORS FOR THE CHRISTIAN BROTHERS WINES. I AM HERE TODAY AS A NAPA VALLEY GRAPE GROWER. WE OWN VINEYARDS IN THE CAPELL VALLEY.

THESE VINEYARDS WERE PLANTED WITH SPECIAL GRAPES FOR THE USE OF THE CHRISTIAN BROTHERS. BROTHER TIM HAS USED ALL OF THESE GRAPES FOR HIS NAPA VALLEY ZINFANDEL AND GAMAY BECAUSE OF THEIR HIGH QUALITY.

WE HAVE BEEN LEADERS IN THE ADVERTISING OF THE NAPA VALLEY APPELATION AND WE HAVE INVESTED SEVERAL MILLION DOLLARS IN SPECIAL NAPA VALLEY ADVERTISING AND WE HAVE A LARGE INVESTMENT IN OUR CAPELL VINEYARDS.

WE BELIEVE THAT THERE MUST BE A CLEAR PROVISION IN THE REGULATIONS TO INCLUDE IN THE EASTERN VALLEY VINEYARDS OF NAPA COUNTY IN ANY NAPA VALLEY APPELATION.

AT THE BATF PUBLIC HEARINGS OF APRIL 14, 1976 IN SAN FRANCISCO MR. CARPY AND I TESTIFIED TO

JACK WELSCH TESTIMONY, CONT.

PAGE 2

APRIL 28, 1980

THE POINT OF INCLUDING THE EASTERN VALLEY
VINEYARDS IN THE NAPA VALLEY APPELATION.
I AM ATTACHING OUR TESTIMONY FOR YOUR CON-
SIDERATION.

APRIL 29, 1980
M.W.

TESTIMONY FOR B.A.T.F.
NAPA, CALIFORNIA

①/6

MEMBERS OF THE PANEL, MY NAME IS MICHAEL WALSH - WALSH - AND, ^{GENERALLY} I AM HERE AS A REPRESENTATIVE OF THE GROWERS EXCLUDED FROM THE NAPA VALLEY APPELLATION BY THE PROponents OF THE WATER SHED CRITERIA, ~~WATER SHED~~, AND SPECIFICALLY I AM SPEAKING ON BEHALF OF THE PEOPLE OF WOODEN VALLEY.

MY REASONS FOR TESTIFYING ARE TO SHOW THAT ^{THE} INCLUSION OF THE EASTERN GRAPE GROWERS ENHANCES THE GENERAL QUALITY OF THE NAPA VALLEY APPELLATION AND THAT ~~WATER SHED~~ ^{IT DOESN'T} ~~ARE NO REALISTIC MEANS TO SEPARATE~~ MAKE ANY MORE SENSE TO EXCLUDE WOODEN VALLEY FROM ~~THE NAPA VALLEY~~ ^{THIS} APPELLATION THAN IT DOES TO EXCLUDE CALISTOGA OR RUTHERFORD.

I AM A VITICULTURIST BY PROFESSION AND RECEIVED AN M.S. DEGREE IN VITICULTURE FROM U.C. DAVIS. I HAVE BEEN THE MANAGING GENERAL PARTNER OF CALPLANS VINEYARDS FOR THE PAST SIX YEARS AND, IN THAT CAPACITY, SUPERVISE THE VINEYARD OPERATIONS OF 1200 ACRES IN NAPA AND SONOMA COUNTIES. WE HAVE VINEYARDS IN BOTH CHILES VALLEY AND WOODEN VALLEY AND, IN MY OPINION, IT IS VERY ADVANTAGEOUS TO INCLUDE THE

AND EXCLUDE THE OTHER. THE WOODEN VALLEY VINEYARD CONSISTS OF 420 ACRES OF VINES, AND PRODUCES CONSISTANTLY ~~AS~~ AS HIGH, IF NOT ^{*}HIGHER QUALITY ~~THE~~ FRUIT THAN ANY OF OUR OTHER VINEYARDS.

QUALITY - HOW DOES ONE MEASURE QUALITY OF ~~THE~~ THE PRODUCT OF A VINEYARD?

ONE WAY IS ^{FOR THE PUBLIC TO} ~~TO~~ DETERMINE ACCEPTABILITY OF THE WINE MADE FROM THESE GRAPES. ALL OF OUR GRAPES ARE SOLD TO ROBERT MONDAVI WINERY ^{WELL} (OVER 1000 TONS LAST YEAR) AND I BELIEVE IT IS COMMON KNOWLEDGE THAT THE CONSUMER ACCEPTANCE OF MONDAVI WINES IS LEGENDARY.

I WOULD LIKE TO READ A LETTER FROM TIM MONDAVI REGARDING OUR CONTRIBUTION TO THEIR WINES AND BUTTER THIS LETTER AS AN EXHIBIT TO THESE HEARINGS

- Letter -

→ THE CONTRIBUTION OF OUR GRAPES IS ASSESSED PERIODICALLY AND THE WINES MADE FROM MOST OF OUR GRAPES ARE KEPT SEPARATE UNTIL BLENDING. WE MEET WITH THE MONDAVIS TO TASTE AND EVALUATE THIS WINE AND USUALLY COMPARE IT WITH WINES MADE FROM OTHER GRAPES. WE HAVE ALWAYS ^{FARED WELL IN THESE COMPARISON TASTING}

WE PLANTED THIS VINEYARD IN WOODEN VALLEY DUE TO THE RECOMMENDATION OF ROBERT MONDAVI AND SUBSEQUENTLY HAVE AGREED TO A 30 YEAR CONTRACT WITH MONDAVI TO PURCHASE OUR TOTAL TONNAGE

③/6

THE CONTRACT STIPULATES THAT WE ARE TO RECEIVE NAPA VALLEY (NOT NAPA COUNTY) PRICES FOR ALL VARIETIES GROWN. OBVIOUSLY THE MONDAVI'S, KNOWN FOR A PHILOSOPHY OF QUALITY, HAVE ENDORSED WOODEN VALLEY AS BEING A VERY DESIRABLE AREA TO GROW GRAPES AND HAVE STAKED THEIR FUTURE ON PURCHASING ABOUT 25% OF THEIR TOTAL CRUSH FROM OUR VINEYARD. IS THEIR FAITH JUSTIFIED?

AN^{AN} OTHER CRITERIA TO DETERMINE QUALITY IS ~~E~~^{ONE} ECONOMIC. AT THE PRESENT, THE MOST SIGNIFICANT METHOD OF DETERMINING QUALITY IS FOR THE GROWER TO DELIVER GRAPES THAT HAVE THE CORRECT SUGAR/ACID BALANCE. AT MONDAVI, GROWERS ARE REWARDED MAXIMUM BONUS FOR GRAPES THAT NOT ONLY HAVE OPTIMUM SUGAR BUT ALSO HAVE THE REQUISITE ACID REQUIREMENT.

IN COMPARING THE GRAPES DELIVERED TO MONDAVI IN 1978 AND 1979, WITH THE WEIGHTED AVERAGE PRICE PAID TO ALL GROWERS IN NAPA COUNTY, WE CAN JUDGE THE RELATIVE QUALITY OF OUR GRAPES FROM WOODEN VALLEY.

④/6

WE DELIVER SAUVIGNON BLAK, JOHANNISBURG RIESLING, MUSCAT CANELLI, CABERNET SAUVIGNON, ZINFANDEL AND NAPA GAMAY.

IN 1978⁹ WE AVERAGED^A 39.3% GREATER PRICE PER TON (INCLUDING BONUS) FOR ALL BLACK VARIETIES. AND 28.2% OVER THE NAPA COUNTY WEIGHTED AVERAGE FOR OUR WHITES. THIS PUT OUR GRAPES IN THE UPPER 5% OF ALL GRAPES DELIVERED IN 1979 BASED ON HOW THE WINEMEN DETERMINE QUALITY.

LIKewise IN 1978, WOODEN VALLEY'S BLACK'S AVERAGED 29.6% & THE WHITES AVERAGED 21.5% OVER THE COUNTY AVERAGE.

Clearly, ON A QUALITY BASIS THE GRAPES FROM WOODEN VALLEY SHOULD BE INCLUDED IN THE MOST FAVORABLE APPellation — SINCE ^{THE} CONSUMERS PERCEPTION OF, AND ^{THEIR} PROTECTION OF GUARANTEE OF QUALITY IS ^{OF} PARAMOUNT IMPORTANCE

—
—
① OTHER FACTORS DETERMINING QUALITY ~~OF~~ OTHER THAN PRICES PAID TO THE GROWER, AND CONSUMER ACCEPTANCE OF ^{THE} QUALITY OF THE WINE WERE DISCUSSED AT LENGTH YESTERDAY.

MR.

~~MR. LIGER, MR. ROBERT MONDANI,~~
AND MR. HAMILTON ALL AGREED THAT
CLIMATE IS PROBABLY THE MOST
IMPORTANT FACTOR IN BINDING TOGETHER
THE QUALITY VINEYARDS IN THE NAPA
VALLEY.

OBVIOUSLY, MANY VARIABLES EXIST THAT
WOULD TEND TO CONFUSE THE ISSUE. THE
HEAT SUMMATION IN CALISTOGA IS MARKEDLY
DIFFERENT THAN OF THE ~~WOODEN VALLEY~~ NAPA
AREA. YET NOBODY HAS PROPOSED ~~EXCLUDING~~
^{EITHER OF}
~~SERRANO~~ ~~OR~~ THESE AREAS FROM THE
NAPA VALLEY APPELLATION.

YESTERDAY, MR. BELGUSO ~~AS~~ AN EXAMPLE
OF WHY THE EASTERN AREAS OF NAPA COUNTY
SHOULD BE EXCLUDED FROM THE PROPOSED
APPELLATION. HE SAID THAT WOODEN VALLEY
WAS A REGION III or IV - PRESUMABLY
ELIMINATING THIS AREA BASED ON THE RELATIONSHIP
OF QUALITY TO TEMPERATURE - THAT IS TO SAY
THAT A REGION IV WOULD BE TOO HOT TO
GROW QUALITY VARIETAL GRADES.

IN FACT WE HAVE SIX YEARS OF
THERMOGRAPH DATA THAT INDICATE OUR
VINEYARD IN WOODEN VALLEY VARIES
BETWEEN A HIGH REGION II AND A LOW
REGION III DEPENDING ON THE YEAR.

6/6

~~IN COOLER YEARS OUR CHARLESTON RISING APPEARS TO HAVE GIVEN ALL THE FAULTS OF MEASURING USING HEAT SUMMATION AND DEGREE DAYS TO DETERMINE QUALITY — OUR DATA INDICATES A MICROCLIMATE SIMILAR TO RUTHERFORD AND SOMETIMES OAKVILLE ^{BOON} THAT HAVE LONG BEEN ^{ON} RECORDED AS THE MOST DESIRABLE AREAS ~~TO~~ THE VALLEY FLOOR TO PRODUCE FINE GRAPES.~~

ACTUALLY, DUE TO THE ABSENCE OF MORNING FOG, THE INFLUENCE OF GENTLE BREEZES COMING UP FROM SULSON VALLEY AND DOWN FROM NAPA, THE LACK OF EXTREME DAYTIME HIGH TEMPERATURES — WE FEEL THAT WOODEN VALLEY GRAPES RECEIVE A MORE GRADUAL AND EVEN RIPENING AND ARE NOT EXPOSED TO AS EXTREME CONDITIONS AS ST HELENA, ^{RUTHERFORD} CALISTOGA — EVEN THOUGHT OUR HEAT SUMMATION DATA MAY INDICATE PARITY WITH RUTHERFORD.

IN SUMMARY, I AM CERTAIN THAT IF QUALITY IS USED AS A CRITERIA — WHETHER IT BE CLIMATE, SOILS, TOPOGRAPHY, PROVEN CONSUMER ACCEPTANCE OF WINES MADE FROM OUR GRAPES, OR INCOME RECEIVED FOR OUR GRAPES — THIS PANEL WOULD HAVE TO CONCLUDE THAT IT WOULD BE AN INJURY TO EXCLUDE

⑦/12

THE WOODEN VALLEY FROM ANY PROPOSED
NAPA VALLEY APPPELLATION.

~~KIMBLE~~ THANK YOU.