

Wholesale Wines & Spirits
435 Eldora
Wichita, KS 67202
316-264-1354



121

December 28, 1987

Mr. Richard A. Mascolo
Chief, FAA, Wine & Beer Branch
BATE
1200 Pennsylvania Avenue, N.W.
Washington, DC 20026

Re: Proposed Stags Leap Appellation

Dear Mr. Mascolo:

I am writing to urge your approval of the proposed Stags Leap Appellation boundaries as presented by the Stags Leap Appellation committee.

I believe appellations should reflect natural boundaries that have important viticultural influence and distinguish the area from surrounding areas. Boundaries for these small appellations must be based on distinct geographical, geological and climatic features.

To rule otherwise would be misleading to the consumer and would very seriously undermine the whole meaning of appellation in the United States.

Sincerely,

A handwritten signature in cursive script, appearing to read 'George McEwen', is written over a horizontal line.

AB SALES, INC.

435 Eldora

Wichita, Kansas 67202

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Sincerely,

Ken Mastriolo

AB SALES, INC.

435 Eldora

Wichita, Kansas 67202

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435 Eldora
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316-264-1354

123



December 28, 1987

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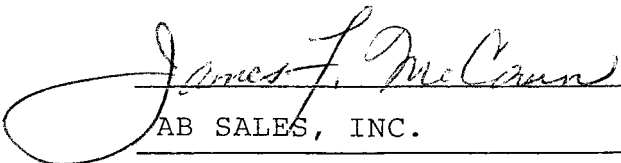
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Sincerely,

Tom Schuman, *Wine Division Sales Mgr.*
AB SALES, INC.

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Wichita, Kansas 67202

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435 Eldora
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316-264-1354

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Sincerely,

Valeta Hansen

AB SALES, INC.

435 Eldora

Wichita, Kansas 67202

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316-264-1354

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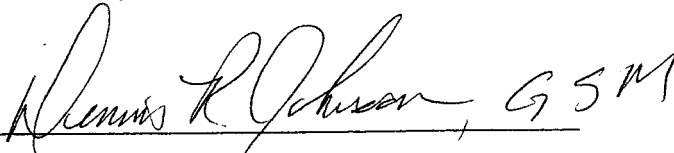
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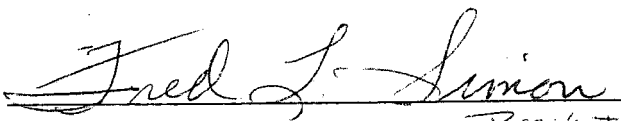
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AB SALES, INC.

President

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Wichita, Kansas 67202

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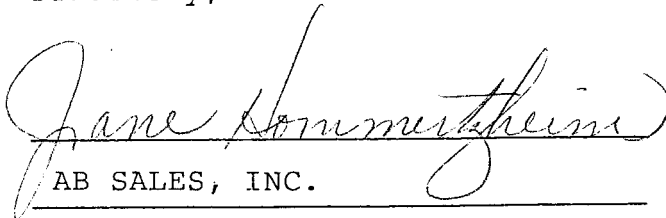
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Sincerely,

Allen Arnbruster

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435 Eldora

Wichita, Kansas 67202

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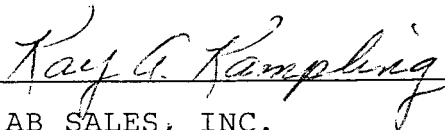
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Sincerely,

Lesia D. Syfel

AB SALES, INC.

435 Eldora

Wichita, Kansas 67202

Wholesale Wines & Spirits
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A handwritten signature in cursive script that reads "John G. Hasselwander". The signature is written in dark ink and is positioned above a horizontal line.

AB SALES, INC.

435 Eldora

Wichita, Kansas 67202

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Sincerely,

Tracy A. Moody
Moody's Retail Liquors
401 N. Woodlawn,
Wichita, Kansas 67208

Wholesale Wines & Spirits
435 Eldora
Wichita, KS 67202
316-264-1354



140

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Wichita, Kansas 67202

CLDS DU VAL WINE COMPANY LTD.

P.O. BOX 4350

5330 SILVERADO TRAIL

NAPA, CALIFORNIA 94558

PHONE 707-252-6711 - TELEX 353197 (ARETI LD)

141

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Sincerely,

Kenneth W. Theobald

LEDO-DIOXYDUS

12603 E 38th Ave

Denver, CO 80239

CLOS DU VAL WINE COMPANY LTD.

P.O. BOX 4350

5330 SILVERADO TRAIL

NAPA, CALIFORNIA 94558

PHONE 707-252-6711 - TELEX 353197 (ARETI UD)

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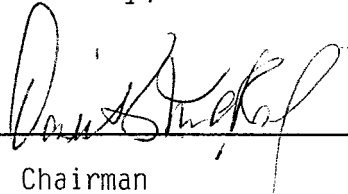
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Chairman

Snowbird Winterfest Committee 1988

Grand National Wine Competition

CLOS DU VAL WINE COMPANY LTD.

P.O. BOX 4350

5330 SILVERADO TRAIL

NAPA, CALIFORNIA 94958

PHONE 707-252-6711 - TELEX 353197 (ARETI UD)

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William Parker
Vice President Corporate Accounts
WINE Warehouse
800 E 9th Street
Los Angeles, California
90021

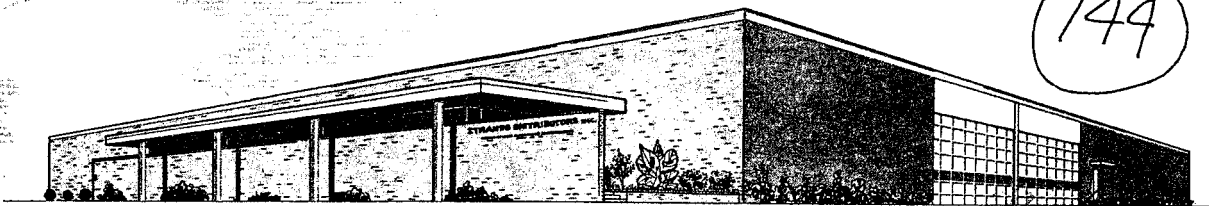


Wine Warehouse
Distributors of Fine Wines
Premium Beers, Selected Spirits

WILLIAM D. PARKER
VICE PRESIDENT
CORPORATE ACCOUNTS

800 EAST NINTH ST REET
LOS ANGELES, CALIFORNIA 90021
PHONE (213) 628-6141
PHONE (800) 421-5904

144



STRAUSS DISTRIBUTORS INCORPORATED

WHOLESALE LIQUOR AND WINE

4000 West 65th Street · P. O. Box 9890 · Little Rock, Arkansas 72219 · 501 565-0121

January 8, 1988

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Chief, FAA, Wine & Beer Branch
BATF
1200 Pennsylvania Avenue, N.W.
Washington, DC 20026

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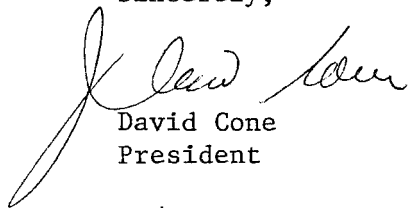
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Sincerely,



David Cone
President

DC/cm



WIEGAND and BOBLITT

Professional Wine Services

145

December 28, 1987

Chief FAA
BATF
Washington, D.C. 20044

Dear Sirs:

I have been following with interest the issue regarding the proposed approval of Stags Leap as a viticultural area (hearing #644).

As a wine journalist and wine consultant, I feel that the definition of all viticultural areas must be done as conscientiously and accurately as possible in order to preserve the integrity of the AVA program and of the geographical areas under consideration.

It would seem to be in the best interest of consumers, the wine industry, and the BATF to base AVAs upon the preponderance of evidence submitted by applicants regarding the viticultural distinctiveness of the entire area under consideration.

Otherwise, the AVA program will neither serve the consumer nor the industry it is designed to complement.

Sincerely,

Ronn R. Wiegand
Master Sommelier &
Wine Columnist, The San Francisco Examiner

CLOS DU VAL WINE COMPANY LTD.

P.O. BOX 4350

5330 SILVERADO TRAIL
NAPA, CALIFORNIA 94558

PHONE 707-252-6711 - TELEX 353197 (ARETI UD)

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PERRONE WINES & SPIRITS INC
P.O. Box 519 KEARNY, N.J. 07032
Eli Barry
President

CLOS DU VAL WINE COMPANY LTD.

P.O. BOX 4350

5330 SILVERADO TRAIL

NAPA, CALIFORNIA 94558

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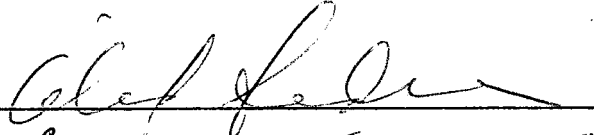
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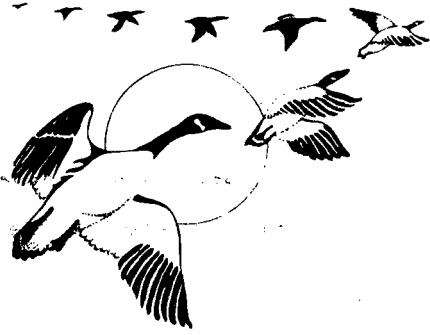
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Sincerely,


RICHARD SAUNDERS
3757 CLARA DRIVE
NAPA, CA 94558



148

Goosecross Cellars

Chardonnay

January 14, 1988

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

Dear Sir: Re: Stag's Leap Appellation

We feel that the application for the above be granted "as is".

Even though we are not far north of the Yountville Crossroad, we are not interested in becoming a part of the above appellation.

There are various factors that would make the boundary coincide with the Yountville Crossing; variances in soil and climate the main variances.

The Chardonnay we produce is very different than that in the proposed appellation, even though some of the same clones that we have in our vineyards are planted in the region south of the Crossroad.

Also, a few years from hence, we plan to combine efforts with neighboring vineyards to apply for an appellation in our unique region.

Yours truly,

Patt S. Gorsuch
Owner-Vice President

PSG:cs

1/27/88
called Ms. Gorsuch -
Goosecross Cellars supports
the extension to the Yountville
Cross Road.
Jo Kurtz
James Ficaretta
ATF Coordinator

Dale J. Missimer

January 13, 1988

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

Reference: Stags' Leap District Viticultural Area

Recently comments were made about Stags' Leap being a *red wine only* area or important *only for Cabernet Sauvignon*, such as those made at the December 1-2, 1987 hearings in Yountville. To me, these comments do not seem to present a proper impression of the district, particularly because of the great variety of grapes grown within it.

The enclosed January 1987 survey of the district includes Chenin Blanc, Sauvignon Blanc, Chardonnay, and Semillon, all whites. We also understand that Johannisberg Riesling and muscat and perhaps other whites are grown in the area, but are not included on this list. This survey also lists five reds in addition to Cabernet S., although they are not in such large plantings. This survey was made by the Stags' Leap District Committee.

The Stags' Leap area contains both white and red grapes since overall it is suited to cultivation of both types, but not all portions are suited to both types. Specific sections may be best suited for Chardonnay while others are best for Cabernet, etc. For instance, some areas near the river are best suited for Semillon.

I recently learned that Robert Mondavi wrote in *Vintage* magazine, Sept. 1981 (as included in original petition): "We actually like the area (Stags' Leap) more for Sauvignon Blanc than for Cabernet. We seem to get more liveliness, flavor and suppleness from Cabernet grown around our winery (in Oakville) than at Oak Knoll (his property in Stags' Leap), so we're thinking strongly about changing our Cabernet and Merlot over to Sauvignon Blanc, and if our Sauvignon Blanc comes out the way we want it, we may well use the appellation." This view appears to confirm the value for this area for whites.

In the Napa Valley, no appellation should be dominated by a single color or grape type. Perhaps the reds (primarily Cabernet S.) of Stags' Leap have been marketed more aggressively at the expense of the whites or other reds. The area's climate and soil conditions are well suited for creating an excellent reputation for many varieties.

Sincerely yours,



Dale J. Missimer

Business (Day) phone: (415) 479-0977

Home Address: 27 Legend Rd., San Anselmo, CA 94960

Vineyard Address: 1421 Yountville Crossroad, Napa, Calif.

GROWERS (NON-MINERY)

ME:	# OF CULTIVATED ACRES:	TOTAL ACREAGE:	CS	CF	REDS:		G	MAL	PN	Z	TOTAL:	WHITES:		S	TOTAL
					M	PS						CB	SB		
Lson	65.71	171.30	24.40	2.00	4.00						30.40	8.30	27.01		35.31
eltzner	55.00	97.54	48.00	6.00	1.00						55.00				12.00
agusci	32.00	167.00*						13.00		7.00	20.00		12.00		13.14
Isley	29.08	50.78	12.50							3.44	15.94	13.14			20.00
Estimer for BARK	26.00	44.30	5.50		5.50						5.50	5.00			15.50
Ilsev	20.00	21.00													20.00
Note	17.62	114.38	10.57		2.21						12.78	4.84			4.84
rain	15.00	28.72	13.00								13.00		2.00		2.00
umberg	10.88	40.00	8.00				2.88				10.88				10.88
ndy	12.00	18.30	5.00		7.00						12.00				12.00
rnbull	12.00	14.70	12.00								9.22				9.22
Isely Hwiler	9.22	114.50	9.22								7.75	1.00	1.05		2.05
obinson	9.80	77.28	5.00	1.25	1.50						3.00		7.00		10.00
reathy	10.00	20.14											7.00		7.00
olter	7.00	10.05											4.00		4.00
pe	4.00	42.76									.50				4.00
Puy	.50	20.75	.50												
TOTALS:	330.81	1053.48	153.69	9.25	15.71	0	2.88	0	13.00	10.44	204.97	16.14	14.14	80.06	15.50

*Figure doesn't include 120 acres leasehold to Clos du Val and 100 acres leasehold to Mondavi

GROWERS (WINERY)

ID:	# OF CULTIVATED ACRES:	TOTAL ACREAGE:	CS	CF	REDS:		G	MAL	PN	Z/Misc.	TOTAL:	WHITES:			TOTAL:
					M	PS						CB	SB	CH	
Los du Vall	124.05	152.07	70.00		19.00					7.05	96.05		28.00		28.00
Janiarski	118.00	206.89	114.00		4.00						118.00				27.00
Disney	104.00	237.30	65.00		12.00			.50		8.00	77.00	3.00			4.00
Zoumani	90.50	403.77	29.00		24.00						83.50				
Shafer	39.00	200.00	27.50	5.50	6.00						39.00				
Pine Ridge	36.80	49.64	5.00	6.00	1.80					Pet. Verdot 4.00	16.80			20.00	
Phelps	30.00	32.00	30.00								30.00				
MONDAVI *															
TOTALS:	542.35	1281.67	340.50	13.50	66.80		20.00	.50	8.00	7.05 4.00	460.35	3.00	28.00	51.00	32.00

* Figures not available - Guesstimate: 316 cultivated acres (26PN; 40M; 32CS; 26CB; 100SB; 6JR; 80CH; 6Mus)

Parducci
Wine Cellars



150

January 7, 1988

Bureau of Alcohol, Tobacco & Firearms
Post Office Box 385
Washington, D.C. 20044-0385

ATTENTION: Chief, FAA, Wine and Beer Branch
Notice Hearing No. 644

The important message for the BATF to hear is that the members of the industry do want an appellation program which is meaningful. You might say "I don't know whether this program of making viticultural areas is good or not. Do we really need to give the consumer another name!" I personally think that the winemaker loses some flexibility in blending wines from the already existing areas of appellation to make better wines, because he can make up for one year's deficiency in one area with wines or grapes from another area.

I also think that the consumer should rely more on the brand name of the producer and not so much on the geography of a viticultural district. The brand name is something people can rely on to get an idea of the quality whether it be good, mediocre or very good. I don't think that having the name of a smaller viticultural area on a label means that the wine is necessarily better. It could be the reverse. There is also the possibility that some people could take advantage of the program which would not do any of us any good.

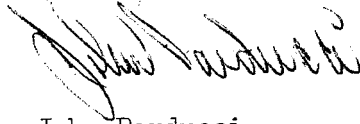
However, in spite of these reservations, since the program is already going on, I do think it is possible to get some good out of it. But, if you are going to have such a program, I believe you must make it meaningful. I agree with the Rod Smith article that if the consumer loses confidence in the program, or if the areas are not drawn-up tightly and in strict accordance with viticultural distinctiveness, then you are only confusing the consumer and you might as well not have any such program at all, from my point of view.

Bureau of Alcohol, Tobacco & Firearms

Page 2

I hope you will take these comments in the constructive way in which they are intended, by someone who has been in the wine business all his working life. I am going to celebrate my 70th Birthday this month."

Yours truly
PARDUCCI WINE CELLARS

A handwritten signature in cursive script, appearing to read "John Parducci".

John Parducci
Winemaster

encl

cc/ Waren Winiarski

December 28, 1987

DRAFT

This issue concerns developments taking place under AFT 53. ATF 53 regulates the use of geographic names on wine labels as well as the formation of recognized viticultural areas related to such use. The developments taking place under this regulation have long-term implications for wine marketing.

In particular, it is important for the industry to be perceived as supporting the consumer interest in the formation of viticultural areas. This is so because it is believed by the generality of informed consumers, and certainly wine writers and consumer advocates, that consumers are benefited by viticultural areas which preserve regional distinctiveness.

If consumers lack confidence in the process of defining viticultural areas, they will not have confidence in the named area as representing viticultural reality. They will, therefore, not have confidence in industry efforts to market wines using the names of viticultural areas. Regional marketing efforts by the industry therefore will likely not repay expectations because the viticultural area program will lack consumer support.

In the formation of small viticultural areas it is especially important for the industry to be perceived as supporting regional distinctiveness. The smaller the region, the greater should be the distinctiveness. The industry should, in this regard, encourage BATF to require a clear preponderance of evidence for regional distinctiveness before creating viticultural areas. By the same reasoning, it should also discourage those

who want to be included in an area merely because they are nearby. If such petitioners cannot demonstrate, again by preponderance of evidence, that they share the same regional distinctiveness, they should be excluded so that the distinctiveness of the region not be diluted. The preservation of regional character is especially important when a proposed area already has considerable national and international consumer recognition.

The Stags Leap district is being proposed for recognition as a viticultural area. Its northern border, however, has been proposed for expansion beyond what was requested by the original petitioners. Industry comments to the BATF are welcome. It would be appropriate for BATF to know that industry is interested in the preservation of the distinctiveness of this region.

The original petitioners of the Stags Leap district do not believe the expansion is viticulturally justified. We believe that BATF should require from those favoring the expansion to show, by a preponderance of evidence, that the proposed expansion area shares the same distinctiveness as the original area. In other words, BATF should be encouraged not to be accommodating, but to be strict. Following strict guidelines is the most likely way to demonstrate to consumers that there is seriousness recognizing "regional distinctiveness". Only consumer confidence in that seriousness will support the regional marketing aspirations of the industry. The Stags Leap appellation is important beyond its small size. Because of the substantial consumer recognition for the name, it will tend to determine a large part of the public attitude towards the viticultural area program as a whole.

FEDWAY ASSOCIATES, INC.
P. O. Box 09
Mt. Laurel, New Jersey 08054
(609) 234-3200

151

December 28, 1987

Mr. Richard A. Mascolo
Chief, FAA, Wine & Beer Branch
BATF
1200 Pennsylvania Avenue, N.W.
Washington, DC 20026

Re: Proposed Stags Leap Appellation

Dear Mr. Mascolo:

I am writing to urge your approval of the proposed Stags Leap Appellation boundaries as presented by the Stags Leap Appellation committee.

I believe appellations should reflect natural boundaries that have important viticultural influence and distinguish the area from surrounding areas. Boundaries for these small appellations must be based on distinct geographical, geological and climatic features.

To rule otherwise would be misleading to the consumer and would very seriously undermine the whole meaning of appellation in the United States.

Sincerely,

Roy L. Lewallen
John Thomas
Thomas Wine & Spirits
Stags Leap

FEDWAY ASSOCIATES, INC.
P. O. Box 09
Mt. Laurel, New Jersey 08054
(609) 234-3200

152

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Chief, Wine & Beer Branch -
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Mt. Laurel, NJ 08054

FEDWAY ASSOCIATES, INC.
P. O. Box 09
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(609) 234-3200

153

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Sincerely,

R. Scott Conant
c/o Penrose Wine & Spirits
Box 09
Mt Laurel NJ 08054

FEDWAY ASSOCIATES, INC.
P. O. Box 09
Mt. Laurel, New Jersey 08054
(609) 234-3200

154

December 28, 1987

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Sincerely,

Howard S. Melman

Perrone Wines & Spirits INC.

Box 09

Mt Laurel N.J. 08054

FEDWAY ASSOCIATES, INC.
P. O. Box 09
Mt. Laurel, New Jersey 08054
(609) 234-3200

155

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Sincerely,

Joe Keating
Person Wine & Spirits
Box 09
Mt Laurel N.J. 08054

FEDWAY ASSOCIATES, INC.
P. O. Box 09
Mt. Laurel, New Jersey 08054

(609) 234-3200

157

December 28, 1987

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Washington, DC 20026

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Sincerely,

Richard Stone - 6
Waterbury Dist
W.H. Hines, Jr.

158



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

Ran

January 26, 1987

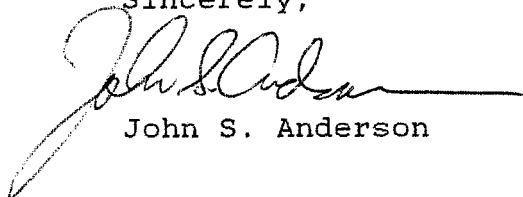
Dear Sir,

Just this morning, Joanne DePuy ran across a piece of information that I think you will find interesting in light of her other submissions.

As stated in previous submissions, she runs a tour service which introduces her clients to the Napa Valley. Joanne has always included S. Anderson Vineyard in her description of the Stag's Leap Area and has done so for a number of years. By way of example, please find attached a draft of an itinerary of a 1983 tour she conducted. While it primarily discusses cabernet, it clearly places S. Anderson Vineyard among the wineries of Stag's Leap.

I thank you for your interest.

Sincerely,



John S. Anderson

S. Anderson

The Wines of Stags Leap

John H. Bell
Chief Executive Officer

Joanne DePuy
President

Napa Valley is one of California's best known appellations. Although this beautiful region north of San Francisco produces only a small fraction of the total California wine output, Napa is world famous for its high quality bottlings, especially those made from the Cabernet Sauvignon grape.

It would be oversimplifying matters, however, to talk about Napa Cabernet as if wines produced in all parts of the country had the same characteristics. First of all, Napa actually has three different basic climates. The southern part of the valley, near San Pablo Bay, is the coolest, corresponding to what the University of California at Davis would consider a Region I climate; the central part of the county, around Rutherford, is a bit warmer, a Region II and the northern end of the valley, around Calistoga, is the warmest, a Region III.

But even these climatic subdivisions don't tell the whole story. There are geographic zones within the larger regions. These small areas produce Cabernets that have very recognizable characters. For example, wines from vineyards high on the slopes of Mt. Veeder are easy to distinguish from wines made from grapes grown on the flat valley floor in Rutherford; wines from the Spring Mountain area are not the same as those from Diamond Mountain. The Stag's Leap area is considered by many to be the finest microclimate for Cabernet Sauvignon in California... Cabernets from Stags Leap tend to be big yet elegant wines, full of color, flavor and finesse.

There is a thread that connects these wines and it is the Stag's Leap regional personality. All the wines have a velvety texture - a lushness that is nicely balanced by a firm acidity. They are big without being clumsy and awkward. It is pleasing to see consistent and recognizable character in the wines of small American viticulture areas as experimentation gives way to experience and proficiency.

On our wine tour, we will have a wine tasting of Stags Leap wines at an exciting home overlooking the Stags Leap area and the entire Napa Valley. Our host will be Joanne DePuy, President of Wine Adventures, Inc. She will discuss the wines of Pine Ridge, Stag's Leap Wine Cellars, S. Anderson, and Shafer Vineyards.

*Reservations
and Sales.*

415/391-7932

San Francisco

213/625-0280

Los Angeles

800/551-1000

Outside California

Pier 27

San Francisco

CA 94111

Administration:

707/944-8468

P.O. Box 3273

Yountville

CA 94599

Wine Adventures, Inc.

THE WINES

John H. Bell
Chief Executive Officer

Joanne DePuy
President

Stag's Leap Wine Cellars is designed to remain small enough to handcraft wines distinguished by varietal excellence and unique regional characteristics. The winery received international attention when it's Cabernet Sauvignon was chosen first in the 1976 wine tasting held in Paris by Steven Spurrier. Stag's Leap Wine Cellars owner and winemaker, Warren Winiarski, has a reputation of making firmly structured yet velvety wines, as in his 1979 Cabernet Sauvignon.

Shafer Vineyards is a small family owned and operated winery begun in 1972 when John Shafer, a senior vice president with a publishing firm in Chicago changed careers and moved his wife and four children to the Napa Valley. 1979 Shafer Cabernet Sauvignon was just awarded a gold medal at the prestigious Orange County Fair. Their 1981 Chardonnay recently won a silver medal at the Reno judging. This Chardonnay has a crisp, lemony aroma, good balance, understated oak and a soft, lingering finish.

Pine Ridge Winery is nestled in a small canyon off of Silverado Trail. It is named from the ridge of pines that dominates the horizon above the winery. Its Cabernets are considered to be one of the best values in the Napa Valley. The 1980 is one of our top selections - only 788 cases have been made from the Pine Ridge's Stags Leap vineyard area and they won't be released until fall of next year.

S. Anderson Vineyard is a family owned and operated vineyard and winery located east of Yountville near the Silverado Trail in the beautiful Napa Valley. The special qualities of their Chardonnay grapes allow them to produce an estate wine with good varietal characteristics and fruit in the nose. It is a complex wine which is fruity, flowery, and thick on the palate, carefully complemented by French Oak.

*Reservations
and Sales:*

415/391-7932

San Francisco

213/625-0280

Los Angeles

800/551-1000

Outside California

Pier 27

San Francisco

CA 94111

Administration:

707/944-8468

P.O. Box 3273

Yountville

CA 94599

Wine Adventures, Inc.

January 28, 1988

158
Attachment

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

Joanne DePuy
President

Gentlemen:

Last week while looking through my old files I came across some material that might interest you in your decision regarding the Stag's Leap Wine Appellation (see attached copy). I gave a copy of this description which I often use for the Wines of Stags Leap to Dr. Stan Anderson January 26 and he sent it on to you.

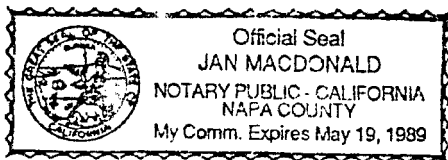
In 1973 I started the first wine touring business in Napa Valley and have been doing it since that time. As you will notice by the letterhead attached Wine Adventures reservations and sales offices were in San Francisco in 1983 although the administrative offices were in Yountville. In 1984 those offices were transferred to Yountville and have remained here since that time.

I have in the past had winemakers come up to my home on the hill to meet visitors to the valley. They have explained the special characteristics of their wines while viewing the Stag's Leap area. John Shafer and Dr. Anderson have both been guests under these circumstances. The enclosed synopsis of Stag's Leap Wines has been sent to many groups that Wine Adventures, Inc. has taken through the valley.

I hope that the enclosed will be helpful to you in determining the Stan's Letter 1-28-88

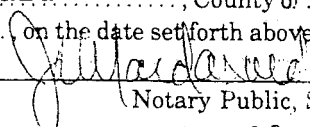
STATE OF CALIFORNIA
COUNTY OF Napa ss.

On this 28th day of January, 1988, in the year 1988, before me, Jan Macdonald, a Notary Public, State of California, duly licensed and sworn, personally appeared Joanne DePuy



personally known to me (or proved to me on the basis of satisfactory evidence) to be the person who executed the within instrument as President or on behalf of the corporation therein named and acknowledged to me that such corporation executed the within instrument pursuant to its by-laws or a resolution of its board of directors.

IN WITNESS WHEREOF I have hereunto set my hand and affixed my official seal in the said County of Napa on the date set forth above in this certificate.


Notary Public, State of California
My commission expires May 19, 1989

This document is only a general form which may be proper for use in simple transactions and in no way acts, or is intended to act, as a substitute for the advice of an attorney. The printer does not make any warranty either express or implied as to the legal validity of any provision or the suitability of these forms in any specific transaction.

Wine Adventures, Inc.

January 28, 1988

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

Joanne DePuy
President

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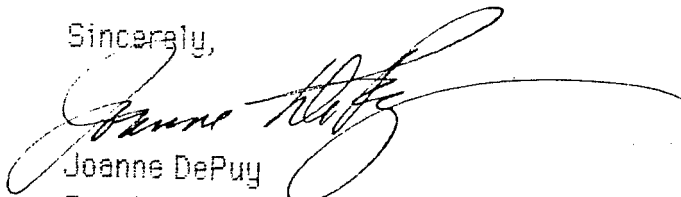
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I hope that the enclosed will be helpful to you in determining the Stag's Leap appellation boundaries.

Sincerely,


Joanne DePuy
President

Encls.

NOTARIZED
January 28, 1988

Administration:
707/944-8468
P.O. Box 3273
Yountville
CA 94599

Wine  **Adventures, Inc.**

John H. Bell
Chief Executive Officer

Joanne DePuy
President

Your Invitation to a

PRIVATE WINE TOUR

FOR

California Department of Thrift and Loans

by Wine Adventures, Inc.

Thursday, October 18, 1983

I T I N E R A R Y

- 12:30 pm Depart Silverado Resort and Country Club
- 1:00 pm Arrive Spring Mountain Vineyards for private
tasting, tour and luncheon
- 3:00 pm Depart Spring Mountain Vineyards
- 3:30 pm Arrive at David Channings home for tasting
of Stags Leap area wines conducted by Joanne
DePuy, President of Wine Adventures, Inc.

*Reservations
and Sales:*

415/391-7932

San Francisco

213/625-0280

Los Angeles

800/551-1000

Outside California

Pier 27

San Francisco

CA 94111

Administration:

707/944-8468

P.O. Box 3273

Yountville

CA 94599

Wine Adventures, Inc.

John H. Bell
Chief Executive Officer

Joanne DePuy
President

Private Wine Tour

for

California Department of Thrift and Loans

Thursday, October 13, 1983

Join a member of the Napa Valley Docent Council for a behind the scenes look at this internationally known wine producing area of California.

Upon departing Silverado Resort and Country Club, we will drive north on the Silverado Trail through the Agricultural Preserve to Spring Mountain Winery in the hills nestled east of the quaint town of St. Helena. This winery is the home of the fictitious Angela Channing, the matriarch of Falcon Crest. We will have a private tasting of Spring Mountain and Falcon Crest wine and an alfresco luncheon consisting of the finest of imported cheeses, wursts, baguettes, fresh fruit and fresh baked pastries accompanied by the wines of Spring Mountain.

After lunch on the spacious grounds of the manison, you will depart via the wine road (Highway 29) passing many of the many internationally famous wineries of the Napa Valley on the way to a private home nestled on a knoll with a 360° view of the Napa Valley. The home is the fictitious Richard Channing home featured in Falcon Crest.

The wines of the Stags Leap wine region will be featured in a wine tasting conducted on the deck overlooking the Valley. You will return to Silverado... having had a perfect day in the wine country. Your enjoyment exceeded only by the education you will have acquired in this intimate look at the wine industry in the Napa Valley.

Don't miss this unusual opportunity.

Reservations
and Sales:

415/391-7932

San Francisco

213/625-0280

Los Angeles

800/551-1000

Outside California

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San Francisco

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The Wines of Stags Leap

John H. Bell
Chief Executive Officer

Joanne DePuy
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Napa Valley is one of California's best known appellations. Although this beautiful region north of San Francisco produces only a small fraction of the total California wine output, Napa is world famous for its high quality bottlings, especially those made from the Cabernet Sauvignon grape.

It would be oversimplifying matters, however, to talk about Napa Cabernet as if wines produced in all parts of the country had the same characteristics. First of all, Napa actually has three different basic climates. The southern part of the valley, near San Pablo Bay, is the coolest, corresponding to what the University of California at Davis would consider a Region I climate; the central part of the county, around Rutherford, is a bit warmer, a Region II and the northern end of the valley, around Calistoga, is the warmest, a Region III.

But even these climatic subdivisions don't tell the whole story. There are geographic zones within the larger regions. These small areas produce Cabernets that have very recognizable characters. For example, wines from vineyards high on the slopes of Mt. Veeder are easy to distinguish from wines made from grapes grown on the flat valley floor in Rutherford; wines from the Spring Mountain area are not the same as those from Diamond Mountain. The Stag's Leap area is considered by many to be the finest microclimate for Cabernet Sauvignon in California... Cabernets from Stags Leap tend to be big yet elegant wines, full of color, flavor and finesse.

There is a thread that connects these wines and it is the Stag's Leap regional personality. All the wines have a velvety texture - a lushness that is nicely balanced by a firm acidity. They are big without being clumsy and awkward. It is pleasing to see consistent and recognizable character in the wines of small American viticulture areas as experimentation gives way to experience and proficiency.

On our wine tour, we will have a wine tasting of Stags Leap wines at an exciting home overlooking the Stags Leap area and the entire Napa Valley. Our host will be Joanne DePuy, President of Wine Adventures, Inc. She will discuss the wines of Pine Ridge, Stag's Leap Wine Cellars, S. Anderson, and Shafer Vineyards.

*Reservations
and Sales:*
415/391-7932
San Francisco
213/625-0280
Los Angeles
800/551-1000
Outside California
Pier 27
San Francisco
CA 94111

Administration:
707/944-8468
P.O. Box 3273
Yountville
CA 94599

THE WINES

Stag's Leap Wine Cellars is designed to remain small enough to handcraft wines distinguished by varietal excellence and unique regional characteristics. The winery received international attention when it's Cabernet Sauvignon was chosen first in the 1976 wine tasting held in Paris by Steven Spurrier. Stag's Leap Wine Cellars owner and winemaker, Warren Winiarski, has a reputation of making firmly structured yet velvety wines, as in his 1970 Cabernet Sauvignon.

Shafer Vineyards is a small family owned and operated winery begun in 1972 when John Shafer, a senior vice president with a publishing firm in Chicago changed careers and moved his wife and four children to the Napa Valley. 1979 Shafer Cabernet Sauvignon was just awarded a gold medal at the prestigious Orange County Fair. Their 1981 Chardonnay recently won a silver medal at the Reno judging. This Chardonnay has a crisp, lemony aroma, good balance, understated oak and a soft, lingering finish.

Pine Ridge Winery is nestled in a small canyon off of Silverado Trail. It is named from the ridge of pines that dominates the horizon above the winery. Its Cabernets are considered to be one of the best values in the Napa Valley. The 1980 is one of our top selections - only 788 cases have been made from the Pine Ridge's Stags Leap vineyard area and they won't be released until fall of next year.

S. Anderson Vineyard is a family owned and operated vineyard and winery located east of Yountville near the Silverado Trail in the beautiful Napa Valley. The special qualities of their Chardonnay grapes allow them to produce an estate wine with good varietal characteristics and fruit in the nose. It is a complex wine which is fruity, flowery, and thick on the palate, carefully complemented by French Oak.

*Reservations
and Sales:*

415/391-7932

San Francisco

213/625-0280

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Outside California

Pier 27

San Francisco

CA 94111

Administration:

707/944-8468

P.O. Box 3273

Yountville

CA 94599

John H. Bell
Chief Executive Officer

Joanne DePuy
President

KFMB-TV

eight

A CBS ©
AFFILIATE

Joanne DePuy
Wine Adventures Inc.
P.O. BOX 3273
Yountville
Napa Valley, CA. 94599

9-30-85

Dear Joanne,

Well, because of you, not only did it work, it worked with remarkable ease and elegance. You are absolutely incredible at what you do!

The piece was a tremendous success. Your choice of vineyards, interviews, vistas, restaurants, hotels...everything was impeccable!

And what was even nicer travelling around the valley was the feeling of respect that is shown to you by the farmers, by the restauranteurs, by the innkeepers. It is obvious how well thought of you are in the Napa Valley.

We had one terrific time. There is such a feeling of warmth, of generosity, of caring in that valley. It was a joy for us to share in that and bring a part of it back for our audience.

I can't thank you enough Joanne for all the arrangements, the extensive hours that you must have put in to make things run so smoothly. I know it must have taken hours of phone calls and probably a good bit of coaxing, but your efforts absolutely shine through. You are one special lady.

Please give your delightful husband our best, and if you get down this way soon please give me a call. Dinner and oceanfront drinks are on me.

I've sent Stan a videotape copy of the harvest. If you want one also, send me a ½ inch tape, as we don't keep any here at the station. I'd be more than happy to give you a ¾ inch copy, as we've got plenty of those hanging around.

All the best for a fruitful winter. Please keep in touch, and if you know of any good-looking single men, send 'em my way!!!

Love
Susan

Susan Lichtman



P.O. Box 925 Sioux Falls, South Dakota 57101 • Phone (605) 336-2454

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December 30, 1987

Mr. Richard A. Mascolo
Chief, FAA, Wine & Beer Branch BATF
1200 Pennsylvania Avenue, N.W.
Washington, D.C. 20026

RE: Proposed Stags Leap Appellation

Dear Mr. Mascolo:

I am writing to urge your approval of the proposed Stags Leap Appellation boundaries as presented by the Stags Leap Appellation committee.

I have always believed in and respected the French appellation system. Appellations should reflect natural boundaries that have important viticultural influence and distinguish the area from surrounding areas. Boundaries should be set as narrowly as possible, strictly respecting the lay of the land as it affects grape and wine characteristics. Boundaries for all appellations, must be based on distinct geographical, geological and climatic features. Rigid legislation in all aspects of wine production helps make the French system work.

It is my understanding that a decision will be made concerning the extension of the boundaries. I urge you to consider all the facts and consider the long term effects on the American appellation system.

Sincerely,

Shane Viger

SV:tg



100

1701 East Euclid Avenue • Des Moines, Iowa 50316 • 515/262-6254

December 28, 1987

Mr. Richard A. Mascolo
Chief, FAA, Wine & Beer Branch
BATF
1200 Pennsylvania Avenue, N.W.
Washington, D. C. 20026

Re: Proposed Stags Leap Appellation

Dear Mr. Mascolo:

I am writing to urge your approval of the proposed Stags Leap Appellation boundaries as presented by the Stags Leap Appellation committee.

I believe appellations should reflect natural boundaries that have important viticultural influence and distinguish the area from surrounding areas. Boundaries for these small appellations must be based on distinct geographical, geological and climatic features.

To rule otherwise would be misleading to the consumer and would very seriously undermine the whole meaning of appellation in the United States.

Very truly yours,

WINES & SPIRITS LTD.


Arnold E. Levine

AEL:mag

CLOS DU VAL WINE COMPANY LTD.

P.O. BOX 4350

5330 SILVERADO TRAIL

NAPA, CALIFORNIA 94558

PHONE 707-252-6711 - TELEX 353197 (ARETI UD)

161

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Chief, FAA, Wine & Beer Branch
BATE
1200 Pennsylvania Avenue, N.W.
Washington, DC 20026

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Sincerely,

Michael D. Main
Central Coast Regional Mgr.
Wine Warehouse Co
Los Angeles Ca

CLOS DU VAL WINE COMPANY LTD.

P.O. BOX 4350

5330 SILVERADO TRAIL

NAPA, CALIFORNIA 94558

PHONE 707-252-6711 - TELEX 353197 (ARETI UD)

162

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1200 Pennsylvania Avenue, N.W.
Washington, DC 20026

Re: Proposed Stags Leap Appellation

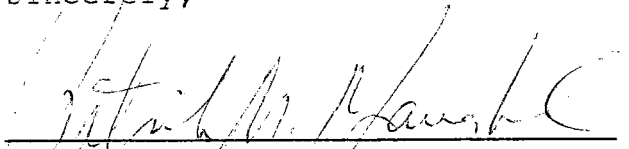
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Sincerely,



John M. Hawk

V.P. Sales

Zucco & Son, Inc.

Reno Nevada 89501

CLOS DU VAL WINE COMPANY LTD.

P.O. BOX 4350

5330 SILVERADO TRAIL

NAPA, CALIFORNIA 94558

PHONE 707-252-6711 - TELEX 353197 (ARETI UD)

163

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1200 Pennsylvania Avenue, N.W.
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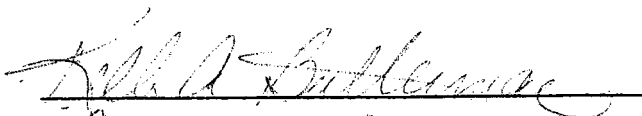
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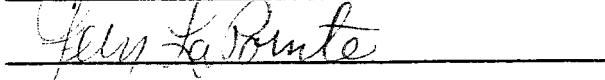
Sincerely,



Wine Sales Representative



Marketing Manager



Restaurant Division Manager

CENTRAL DISTRIBUTORS INC.
P.O. BOX 1936
LEWISTON, MAINE 04240



E.T.L. CORPORATION

P. O. BOX 9525, ASHEVILLE, NORTH CAROLINA 28815

164

December 28, 1987

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Chief, FAA, Wine & Beer Branch
BATF
1200 Pennsylvania Avenue, N.W.
Washington, DC 20026

Re: Proposed Stags Leap Appellation

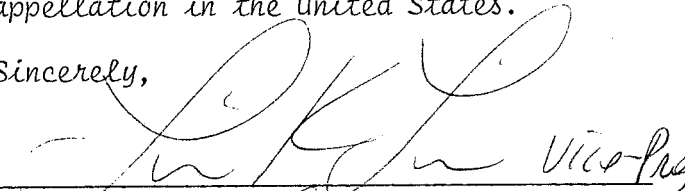
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Sincerely,



E.T.L. Corporation

P.O. Box 9525

Asheville, N.C. 28815

American Wine & Importing Co.

105

MAIN OFFICE: 2831 NAGLE • P.O. BOX 540637 • DALLAS, TEXAS 75354 • 214/350-5784 • TELEX 73-2372 • LABARBAVIN

December 28, 1987

Mr. Richard A. Mascolo
Chief, FAA, Wine & Beer Branch
BATF
1200 Pennsylvania Avenue, N.W.
Washington, DC 20026

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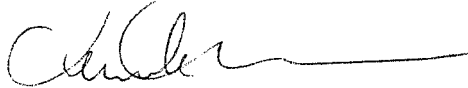
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Sincerely,



James A. LaBarba
Vice President

JALB/ts



SAN ANTONIO
CORPUS CHRISTI

HOUSTON
LONGVIEW

FORT WORTH
WICHITA FALLS

AUSTIN
EL PASO

MIDLAND
HARLINGEN

AMARILLO

BRANDED WINES, LTD.

166

Division of Branded Liquors, Inc. • 46 Harvard Street • Westwood, Massachusetts 02090 • (617) 326-7710 • TLX: 989608

December 28, 1987

Mr. Richard A. Mascolo
Chief, FAA, Wine & Beer Branch
BATE
1200 Pennsylvania Avenue, N.W.
Washington, DC 20025

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Sincerely,

Nicholas Zakon-Bourke
Director of Wines
Branded Liquors INC
Westwood, Mass.

167

Quality Wines, Inc.

1324 FLETCHER ST.
HUNTSVILLE, ALABAMA 35801
PHONE: (205) 536-3281

December 28, 1987

Mr. Richard A. Mascolo
Chief, FAA, Wine & Beer Branch
BATF
1200 Pennsylvania Avenue NW
Washington, DC 20026

Re: Proposed Stag's Leap Appellation

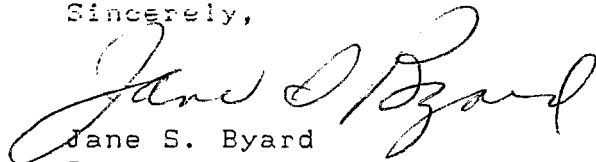
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Sincerely,



Jane S. Byard
President