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RONALD LIGHT, D. D. S.
DIPLOMATE AMERICAN BOARD OF ORTHODONTICS
2881 WILLOW PASS ROAD
CONCORD, CALIFORNIA 94519

TELEPHONE 682-1008

October 28, 1987

Chief FAA
Wine & Beer Division
Washington, D.C. 20226

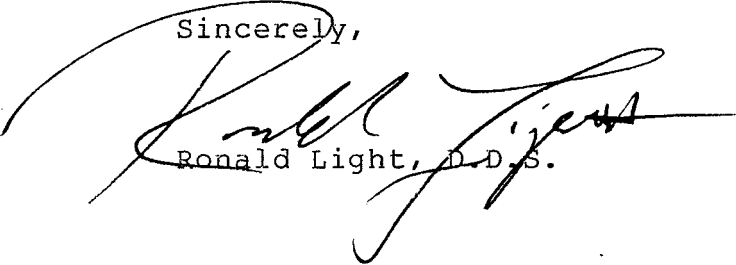
Dear Sir,

I am writing to you as a California wine collector who has no financial connection with anyone in the wine industry! As a collector for many years I purchase wines with certain characteristics that I like. I believe these come to the grapes thru clone, climate and very importantly geographic location.

It is my belief i.e. that a Napa Valley designation says little, since the area covered varies so greatly. To be specific the Stag's Leap area within the Napa Valley is one of these small important areas which produce especially in the Cabernet grape distinctive characteristics which I very much enjoy and collect. This area is not limited to just one winery, but about half a dozen within that immediate area of the Stag's Leap rock formations. I am very concerned to see that the integrity of this small Vinicultural district be held to a geographic minimum so we may rely on these characteristics in the wine to be stabilized.

If this area is enlarged to run down the Silverado Trail to the flat areas to the north you then find other characteristics coming into the grapes, which would disturb especially, the consistency of the Cabernet. Therefore I urge you to limit the Stag's Leap appellation to the minimum area from Clos du Val on the South to the Silverado Winery on the North and to the top of the Ridge lines East and West of the Silverado Trail.

Sincerely,


Ronald Light, D.D.S.

RL:bls

- Member of:
- Vintners Club of S.F.
- Medical Friends of Wine
- Vice Commander Brotherhood of Knights of the Vine
- = IW. & F.S. and AIWF

Member
American Association of
Orthodontists



2

DR. GERALD BUTRIMOVITZ

PUBLIC & PRIVATE INVESTMENTS INC.

83 COVENTRY CT.

SAN FRANCISCO, CA 94127

(415) 469-9590

October 30, 1987

Chief FAA
Wine And Beer Branch
BATF
PO Box 385
Washington, D.C. 20044-0885

Dear Chief:

I am writing you regarding Notice 644 on your calendar dealing with the designation of the Stag's Leap area of Napa, California as an area that should remain limited to its historically correct and original region and should not be expanded beyond this scope. I am a California wine consumer and home winemaker of grapes from this appellation. This region has provided several of the world's greatest wines recognized as early as 1973 in international wine competition in Paris. Thus, the wines of this region provide California and the U.S. an international presence and considerable revenues in export so badly needed to keep our country afloat in an era of huge deficits due to imports. For your information, though other areas of Napa produce excellent grapes, this region is very unique in its soils, microclimate and other conditions that now are recognized to differentiate it. Allowance of this designation "Stag's Leap" to "non-Stag's Leap" growers and wineries will financially and by reputation dilute the efforts of original agriculturalists as Nathan Faye and wineries as Schaefer and Stag's Leap. Though not an excellent analogy, it is fair to say that infringement in this area would be as incorrect as patent infringement on a copyrighted name and business. As a professional money manager and wine collector, I feel I know something about how wines from this area are valued and this is almost entirely based on the proven year to year consistency of unique style and predictable outcome.

I strongly urge you, as I am similarly requesting my Senator and local Representative to deny access of others to the designation "Stag's Leap" that are not located in the presently designated region. Thank you.

Sincerely Yours,



Gerald Butrimovitz, Ph.D.

c.c. Senator Alan Cranston
Congressman Nancy Pelosi

JS JIM STRIEGEL, INC.

(3)

2300 STEMMONS FRWY.
SUITE 4G68
P. O. BOX 585891
DALLAS, TEXAS 75258
(214) 630-8341

TO: Chief FAA Wine & Beer Branch

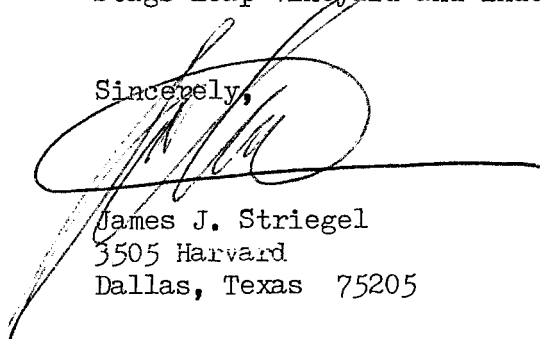
SUBJECT: Notice 644

DATE: November 2, 1987

I have purchased wines from The Stags Leap Vineyard and surrounding vineyards in the Napa and Sonoma counties for 13 years and I am concerned about the redistricting of the area. California wines are certainly on their way to achieving worldwide respect thanks to the local wine-makers efforts to fully tap all the flavor that the grapes can produce given the local soil and weather conditions. Each vineyards' wine then truly reflects the viticultural distinctiveness that makes a wine legendary and that in turn builds respect for and consumer confidence in a particular appellation.

I certainly cannot foresee The Stags Leap area including the Yountsville Crossroad; rather it should be confined to Stags Leap proper to preserve the uniqueness of this award winning vineyard. I appreciate your consideration in this matter of utmost importance to the future of The Stags Leap Vineyard and indeed all Californian wines.

Sincerely,



James J. Striegel
3505 Harvard
Dallas, Texas 75205

cronin vineyards
11 old la honda road
woodside, california 94062
duane mansell cronin, proprietor
(415) 851-1452



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Chief, F. A. A.
Wine and Beer Department
P.O. Box 385
Washington, DC 20044-0885
November 3, 1987

To the reviewers of the Stags Leap District Appellation:

Reference: Forthcoming hearing

As proprietor of Cronin Vineyards, I have been buying Cabernet Sauvignon grapes from the Stags Leap area since 1977. As a wine consumer, I have been enjoying Cabernet Sauvignons from the Stags Leap area since 1972. As a result of these activities, I have developed some fairly specific ideas of what the Stags Leap District appellation should be.

Summary

I believe the boundaries of the Stags Leap District appellation should be left as they are today, and not expanded. The reasons include historical, soil and climate considerations as well as natural geographical delineations.

Discussion

I will concentrate on Cabernet Sauvignon in this discussion because it is the most important variety in the Stags Leap District today. No doubt Merlot and Cabernet Franc will eventually become important, but their needs are very similar to Cabernet Sauvignon's.

The most obvious boundary is the steep hills to the east. This protects the appellation from the heat on the other side of that formation. For historical reasons, the appellation should be in fairly close proximity to the Stag's Leap rock formation itself. To the north, the easiest, most natural, and most meaningful boundary is the range of hills used in the present appellation proposal. To the west, we have a similar situation, with a significant formation of hills. All of these hills, to the east, north and west, help trap the cool air from the bay and prevent hot air from the north from giving the grapes a plummy, cooked, raisiny character. Furthermore, if you go beyond the hills to the west, the water table becomes too high to grow the highest quality Cabernet Sauvignon grapes. The Cab vines are too vigorous there, resulting in some vegetal qualities in the grapes which are not typical of the Stags Leap District. To the south, the boundary should be chosen by climate. In other words, how far south can you go and still ripen Cabernet Sauvignon in most years? Again, I believe the current boundary is correct.

Yours truly,

D. M. Cronin, proprietor

5

CHARLES GEO. DONDERO
5909 ACACIA AVENUE
OAKLAND, CALIFORNIA 94618

November 2nd 1967

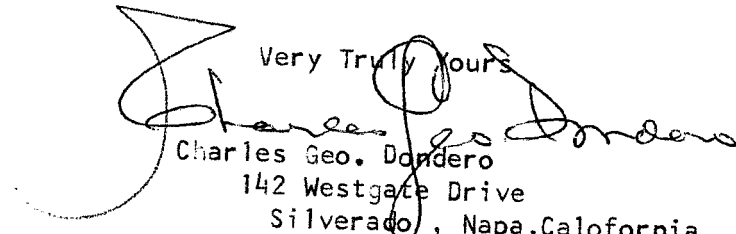
Chief F.A.A. Wine and Beer Branch
B.A.T.F.
P.O. Box 385
Washington D.C. 20044-0385

Attention: Notice 644

Gentlemen: As a resident of the Napa Valley and an Owner of property in that County and also a Consumer of quality wines from the Stag's Leap Area, I object to the extension of the famous Stag's Leap Area. Historically, the Stag's Leap Area has stood for quality and has a unique micro climate. This area is protected by mountains on the east and west flank and is opened to the cool S.F. Bay breezes that come in from the south.

Many parts of the Napa Valley are envious of the Stag's Leap Area and their unique situation for excellent grape culture. I am strongly opposed to any extension of of this area.

Very Truly Yours


Charles Geo. Dondero
142 Westgate Drive
Silverado, Napa, California

CGD C

cc Mr. John R. Shafer
Chairman of the Stag's Leap Area
6154 Silverado Trail
Napa, Calif. 94558

6

Laurie Wood
3022 St. Helena Hwy., North
St. Helena, California 94574
(707) 963-2872

November 5, 1987

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

Attention: Notice No. 644

RE: The Public Hearing Concerning the Establishment of the
"Stags Leap District" Viticultural Area.

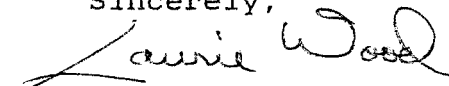
Dear Sir or Madame:

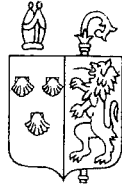
Due to previous commitments, I am unable to attend the public hearing concerning the establishment of the "Stags Leap District" viticultural area, but would like to submit written evidence concerning the area and its boundary.

My written submission will be forthcoming and I request that it be considered part of the hearing record.

My address and telephone number appears at the top of this letter.

Sincerely,


Laurie Wood



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Château Prieuré-Lichine

GRAND CRU CLASSÉ EN 1855

Réf.: AL/EL

Wine and Beer Branch
B.A.T.F
P.O.Box 385
Attention Notice 34 N°644
Washington D.C 20044

Margaux, 2 November 1987

Gentlemen,

It has come to my attention that the B.A.T.F is working on the appellation "Stag's Leap" in Napa County, California.

In light of the international recognition of that name, it would be most recommendable to be very precise in delineating the exact boundaries to maintain the viticultural distinction of this place name.

I have found, that in the case of place names, vague boundaries lend themselves to unjustified claims. The purpose of a good place name is to protect a viticultural distinction.

Yours truly,

ALEXIS LICHINE

CLOS PEGASE

1060 DUNAWAEL LANE • P.O. BOX 305 • CALISTOGA, CA 94515 • (707) 942-4981

7 Nov 87

Chief, FAA
Wine & Beer Branch
BATF
Washington DC 20226

REF: Hearing Notice 644

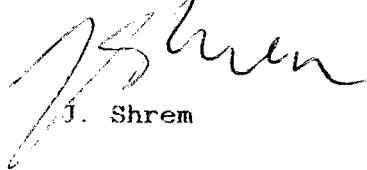
Dear Sir:

I am the owner of the Clos Pegase Winery and I am writing you concerning the boundaries of the Stags Leap District.

I have searched and been interested in acquiring land in the Stags Leap district because of the distinctive quality of its Cabernet grapes.

I have never believed that the vineyards in the Yountville Cross Road area was part of this district and therefor I did not attempt to secure the grapes or the land from this area for my production.

Sincerely,


J. Shrem

SHIRLEY SARVIS

1100 FILBERT STREET
SAN FRANCISCO, CA 94109
(415) 673-3323

November 10, 1987

Chief FAA Wine and Beer Branch
BATF
P. O. Box 385
Washington, D.C. 20044-385

Gentlemen:

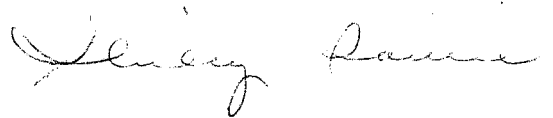
I am writing in regard to Notice 644 now under consideration.

As a wine consumer, and as a professional food and wine writer and consultant, I am concerned that appellation notations could be meaningless, excess notation, and discouraging and thwarting and confusing to the consumer--if the areas included within the appellation boundaries are too large and general to indicate viticulturally distinctive areas.

Please maintain a smallness of these appellations so that the appellation will clearly mark--for the consumer--the distinctive characteristics of the wines of the area.

Thank you.

Sincerely,



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STANTON G. SCHWARTZ, M.D.
A PROFESSIONAL CORPORATION
NEUROLOGY & ELECTROENCEPHALOGRAPHY
2121 YGNACIO VALLEY ROAD, BLDG. G1
WALNUT CREEK, CALIFORNIA 94598
TELEPHONE 933-8040

November 12, 1987

Chief FAA Wine and Beer Branch BATF
P. O. Box 385
Washington, D. C. 20044

Re: Notice #644

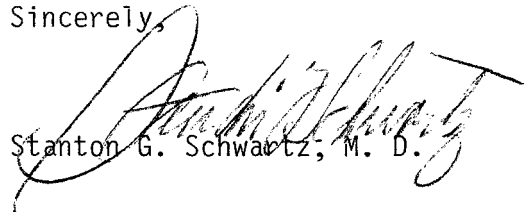
Dear Sir:

I am writing as an interested consumer of California wines, and an interested observer of marketing practices of California wines. On the surface of it, drawing appellation lines for wines would seem to help the consumer know what it is that he is getting. If such were the case, I would really be in favor of it. But the truth of the matter is, in my opinion, it would add another layer of confusion. At this time, the best of serious wine tasters in a blind tasting would not be able to distinguish appellation such as Stag's Leap from other areas nearby and not so nearby.

In my opinion, there should not be appellations until such time as the wines are distinguishable by their regional differences rather than the individualistic styles of the wine maker. That process may take decades.

Do not burden the unwary consumer with yet another layer of meaningless bureaucracy! Let the serious consumer select the winery on the basis of its merits, not on an artificial boundary that makes him believe that which is not true.

Sincerely,



Stanton G. Schwartz, M. D.

SGS:b



BALBOA INTERNAL
MEDICINE
MEDICAL GROUP inc.

306 WALNUT AVE., SUITE 38 • SAN DIEGO, CA 92103
2020 GENESEE AVE. • SAN DIEGO, CA 92123
480 FOURTH AVE., SUITE 314 • CHULA VISTA, CA 92010
(619) 299-2350

11

NEPHROLOGY AND INTERNAL MEDICINE

J. MICHAEL CHANNICK, M.D.
RICHARD VILLALOBOS, M.D.
STEVEN M. STEINBERG, M.D., F.A.C.P.
MICHAEL D. LUTZ, M.D.
IRVING M. COHEN, D.O., F.A.C.P.
JUDY R. HILSCHER, M.D.
DIOGO S. BELO, M.D.

November 10, 1987

Bureau Chief, F.A.A.
Wine and Beer Branch,
B.A.T.F.
Washington, DC 20226

Dear Sir:

RE: Hearing Notice 644, Stags Leap District Appellation

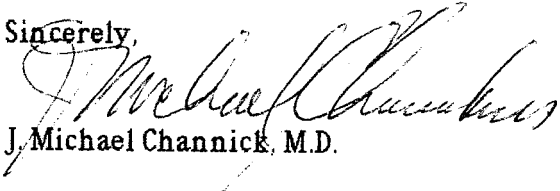
I am writing to you as a wine consumer, frequent visitor to the Napa Valley and founding chairman of a large charity wine auction, The San Diego International Wine Auction, to voice my views on pending changes related to the Stags Leap District Appellation in the Napa Valley of California.

I have made many visits to the Napa Valley and, in particular, to the Stags Leap area to visit wineries and for wine related activities. I have always viewed the Stags Leap District as a very small, well defined area. Certainly, the accumulated preponderance of evidence that I have seen leads me to believe that most people think of the district in this same way. I have never, nor have I talked to anyone with similar interest in wine, who felt that the boundaries could extend anywhere near the Yountville crossroad or any area nearly that far north. To do so, would greatly dilute the meaning of the Stags Leap District Appellation.

It is my sincere hope that when all of the evidence is considered that the BATF will agree with this opinion and not extend the boundaries of the Appellation so far that they become meaningless to consumers of Napa Valley, and, in particular, Stags Leap District Wines.

I thank you very much for your consideration.

Sincerely,


J. Michael Channick, M.D.

JMC:prn

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November 17, 1987

Mr. Richard Mascola, Chief
B.A.T.F.
1200 Pennsylvania Ave. NW
Washington, DC 20226

Dear Mr. Mascola:

We wish to place on the record our thinking with respect to establishment of sub-appellations and particularly to the proposed Stag's Leap sub-appellation.

It seems to us that the basic premise for such sub-appellation is to inform the consumer of some meaningful, distinctive character due to the origin of such wines. If this were not the case, then why sub-appellations?

This view, we believe, argues for careful attention to viticultural considerations and narrower, rather than broader construction of relevant boundaries. It is always possible to make a case for wider appellation, but does that help achieve the presumed consumer interest in such appellations?

Whereas, in all cases, very general conditions prevail of a very general viticultural setting, e.g. the Napa Valley, within a sub-appellation, the specific characteristics (air flow, soil, etc.) which contribute to the distinctive character should be the determining factors in establishing the area. The consumer would expect this.

We support the definition of Stag's Leap sub-appellation being proposed to you by the original petitioners and also urge that BATF consider requiring that some formal linkage of overall appellation with the sub-appellation name, i.e. "Stag's Leap - Napa Valley" or "Carneros - Napa/Sonoma" become part of the labeling requirement. We realize this latter is a larger issue for consideration.

Very truly yours,

Jack L. Davies
Jack L. Davies

JLD/b

13

LAW OFFICES

SANDBOWER, GABLER & O'SHAUGHNESSY, P.A.

117 WATER STREET-SEVENTH FLOOR
BALTIMORE, MARYLAND 21202

TELEPHONE (301) 576-0762

JAMES M. GABLER
JOHN E. SANDBOWER III
PHILLIPS P. O'SHAUGHNESSY

C. JAMES SFEKAS
ALISON D. KOHLER
PAUL W. SPENCE
DENNIS C. WHELLEY

November 17, 1987

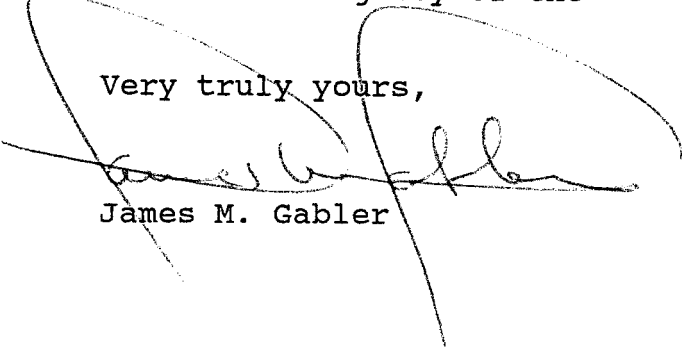
Chief FAA
Wine and Beer Branch
B.A.T.S.
Washington, D.C. 20226

Dear Sir:

As a consumer of California wines, I am disturbed to learn that B.A.T.S. is considering expanding the Stag's Leap District boundaries to the Yontville crossroad. From my visits to Napa Valley, I had never considered the Yontville crossroad as part of the Stag's Leap District.

I question whether the Bureau is acting in the best interest by increasing by size what consumers know as a region of distinctiveness. It is my belief that this expansion will dilute the significance of this sub-appellation within Napa Valley. As a consumer, I certainly hope that the Bureau will maintain the integrity of the original district.

Very truly yours,


James M. Gabler

JMG/tj

14

CHARLES B. SEE

SYLVAN VINEYARDS
5795 SILVERADO TRAIL
NAPA, CALIF. 94558

2222 AVENUE OF THE STARS
SUITE 2505
LOS ANGELES, CALIF. 90067
(213) 879-1182

Los Angeles

November 18, 1987

Bureau of Alcohol, Tobacco and Firearms
P.O. Box 385
Washington, D.C. 20044-0385

Attn: Hearing #644 Chief, SAA, Wine & Beer Branch

Gentlemen:

I am addressing this Committee relative to the hearing for the proposed northern expansion of the Stag's Leap district.

My name is Charles B. See and a number of years ago I developed in the Napa Valley a property of approximately 200 acres which is now the vineyard and winery called Silverado Vineyards. I looked for this property over an extended period and after making careful evaluation of grapes and wines from a wide range of areas in various parts of the south end of the Napa Valley.

Gradually I came to see that what I was looking for in the quality and character of fruit for a vineyard and winery development was located near that portion of the valley neighboring the Stag's Leap palisades on the Silverado Trail. I consulted with many experts in vineyard management, land purchase consultants, and farm advisors in Napa County before and after I purchaed and developed that 200 acres.

I want to assure you that no one of that group ever associated the land along the Yountville Cross Road even remotely with the general conditions of grape growing in my area which is the Stag's Leap area. In fact I always regarded and heard others regard the ring of hills just to the north of Silverado Vineyards as establishing a kind of boundry line of agricultural conditions. When you crossed those hills you were in the main valley and out of the Stag's Leap area conditions.

Now I hear there is some discussion that you are adding this area north of those hills and along the Yountville Cross Road to Ltag's Leap. To my way of thinking, to do this would reverse everything that was the basis of my judgement about agriculture when I developed Silverado Vineyards. One side of the hills faces north, the other side faces south. Nothing is more important for vineyards than the exposure. The ring of hills was also a wind and fog barrier in my observation: how can such things not be important in determining an agriculture boundry?

CHARLES B. SEE

SYLVAN VINEYARDS
5795 SILVERADO TRAIL
NAPA, CALIF. 94558

Los Angeles

2222 AVENUE OF THE STARS
SUITE 2505
LOS ANGELES, CALIF. 90067
(213) 879-1182

November 18, 1987

Bureau of Alcohol, Tobacco and Firearms

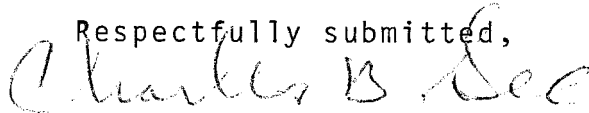
Page 2

Furthermore there is history and neighbor opinion: I never heard any one of my neighbors talk about the land along the Yountville Cross Road as ever being part of the neighborhood on the side of the Stag's Leap area.

I repeat: the ring of hills seemed to me almost 20 years ago to be a kind of boundry - it seems pretty good now also. My question is: If you go over those hills, where do you look for a good natural agricultural boundry? You are in the main part of the valley and any boundries after or beyond those hills look pretty arbitrary.

I have long since sold my property at Silverado Vineyards. I have even developed and subsequently sold another vineyard property to the south of Silverado along the Trail and now live in Seattle. Thus you can take these comments as being those of a disinterested observer.

Respectfully submitted,



Charles B. See

CBS:bp

Mr. John Brock
3562 Newark Drive
Napa, CA 94558

November 19, 1987

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

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

Dear Sirs:

This concerns the proposal to extend the boundary of the "Stags Leap" area of designation to the north to the Yountville Crossroad.

I was a vineyard manager/developer in Napa County for 17 1/2 years, from July 1968 through January 1986, retiring at that time. From July, 1968 through July 1972, I developed the SILVERADO VINEYARDS at 6121 Silverado Trail for Charles B. See. I lived at the vineyards from September 1969 through October, 1972. This acreage is included in this application.

I was involved in the planning and hearings on the "NAPA VALLEY" appellation, at that time working for Fromm & Sichel, Inc. of San Francisco. I developed and operated the St. Regis Napa Vineyards, Inc. located at Oak Knoll Avenue and in East County at Moskowite Corners in Capell Valley.

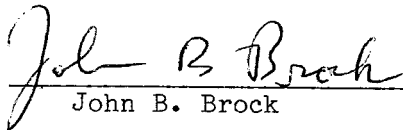
I propose that the original application boundaries be accepted, and the inclusion of the additional area along the south side of the Yountville Crossroad be denied. Below are listed some of the principle reasons for my statement:

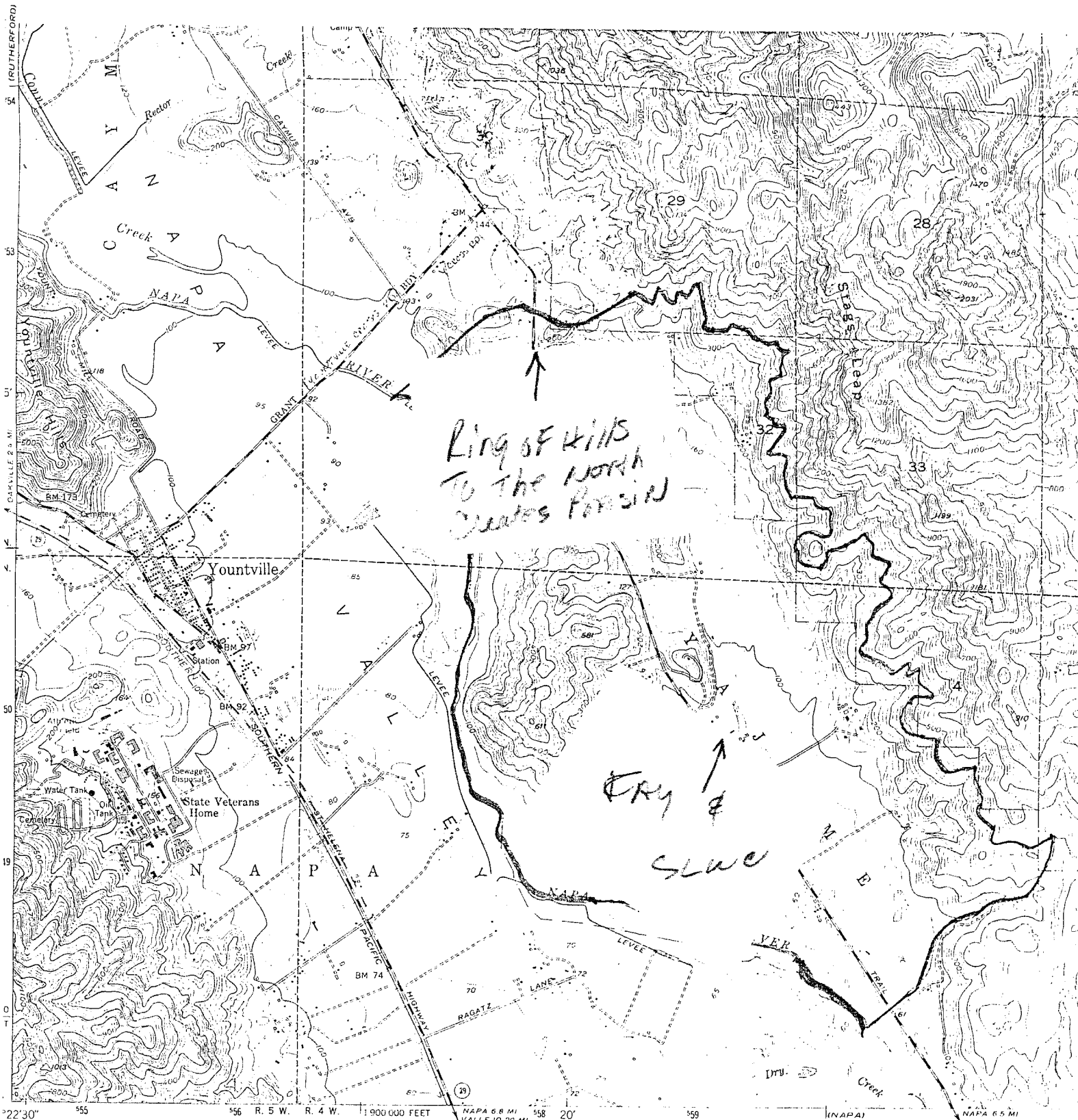
- 1.) The boundaries as chosen are all natural, easily distinguished, follow BATF guidelines, and are not easily altered (or) moved. County roads often are moved or removed by man.
- 2.) Historically, as I found talking with the oldtimers when I lived there, Stags Leap was a small, tightly defined area. They spoke of the daily afternoon winds, of the definable rainfall in the area. Many would describe the Old Stage Road that was the original Silverado Trail, and nothing like we know it today. The entry point was down at the west point of the hills below the golf course, winding along a constant contour to the now Regusci ranch houses, on around to the Manor House Resort, then on through the notch at Ilsley's, and past the red schoolhouse. That was the extent of their description as far as anything north or south was concerned.

- 3.) Aside from the above mention of the wind, I noticed a particular quirk in the rain pattern in the area when I lived there. When a fast moving storm cam through, entering from the southwest into the valley, it would cross over the valley at about what is now the Chimney Rock golf course, move up the base of the hills to Stags Leap and come back out, meeting itself in the area I was farming, which is now the Silverado Vineyards and Winery. Thunder, lightning and lots of rain. It never seemed to go north of the hills towards the Crossroad, and it seldom went much past the river to the west. There is no noticable difference in climatic conditions between the north and south sides of the Yountville Crossroads, that I have noticed.

Thank you for allowing my opinion on this matter.

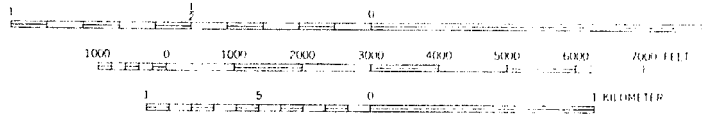
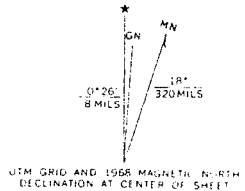
Very truly yours,


John B. Brock



Mapped, edited, and published by the Geological Survey

Control by USGS, USC&GS, and USCE
 Topography from aerial photographs by multiplex methods and by plane-table surveys 1951. Aerial photographs taken 1948
 Polyconic projection. 1927 North American datum
 1000-meter Universal Transverse Mercator grid ticks zone 10, shown in blue
 To place on the predicted North American Datum 1983 move the projection lines 15 meters north and 95 meters east as shown by dashed corner ticks
 Dashed land lines indicate approximate locations



CONTOUR INTERVAL 20 FEET
 DOTTED LINE REPRESENTS TOPO CONTOURS
 NATIONAL GEODETIC VERTICAL DATUM OF 1929

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
 FOR SALE BY U. S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA
 A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

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ASSOCIATED SERVICES, INC.

REAL ESTATE APPRAISALS
P.O. BOX 412 - NAPA, CALIFORNIA 94558
(707) 255-8121

R. DEAN STAHR, M.A.I.
THOMAS JORDAN
KURT F. STAHR
JOHN W. SHACKFORD
PAT MALLOY

November 18, 1987

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

Attn: Notice Number 644
Chief, FAA, Wine and Beer Branch

Dear Sirs:

I have been in the Real Estate investment and evaluation business in the Napa Valley for 32 years. I am a member of the Appraisal Institute (MAI) and an accredited rural appraiser. During my career I have made numerous agricultural appraisals of Napa Valley property for banks, institutions, Federal Tax Courts, and private investors, etc.

I have seen in the local newspaper a notice of hearing for the Stags Leap District and I have heard that there is some question as to whether the Stags Leap District should extend to the Yountville Crossroads. I feel it is appropriate to comment with the following information:

In all my experience in appraising Napa Valley vineyards, I have never heard of the area along the Yountville Crossroad being part of the Stags Leap area. I would not have represented any kind of association of the Crossroad area, with the name Stags Leap in any of my appraisals.

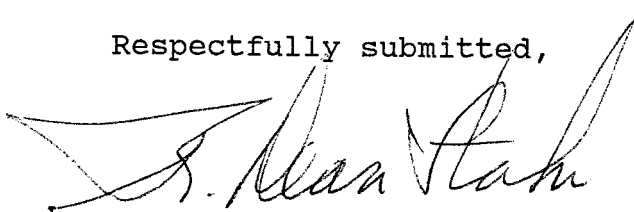
In my opinion they are geographically separate. I would associate the Crossroads area with Yountville, as the name of the road already does. This seems to be a settled reality.

If you would include the Yountville Crossroad area in the Stags Leap area, I believe you would mislead knowledgeable consumers and those in the profession who would wonder "what was going on" in your viticultural area program.

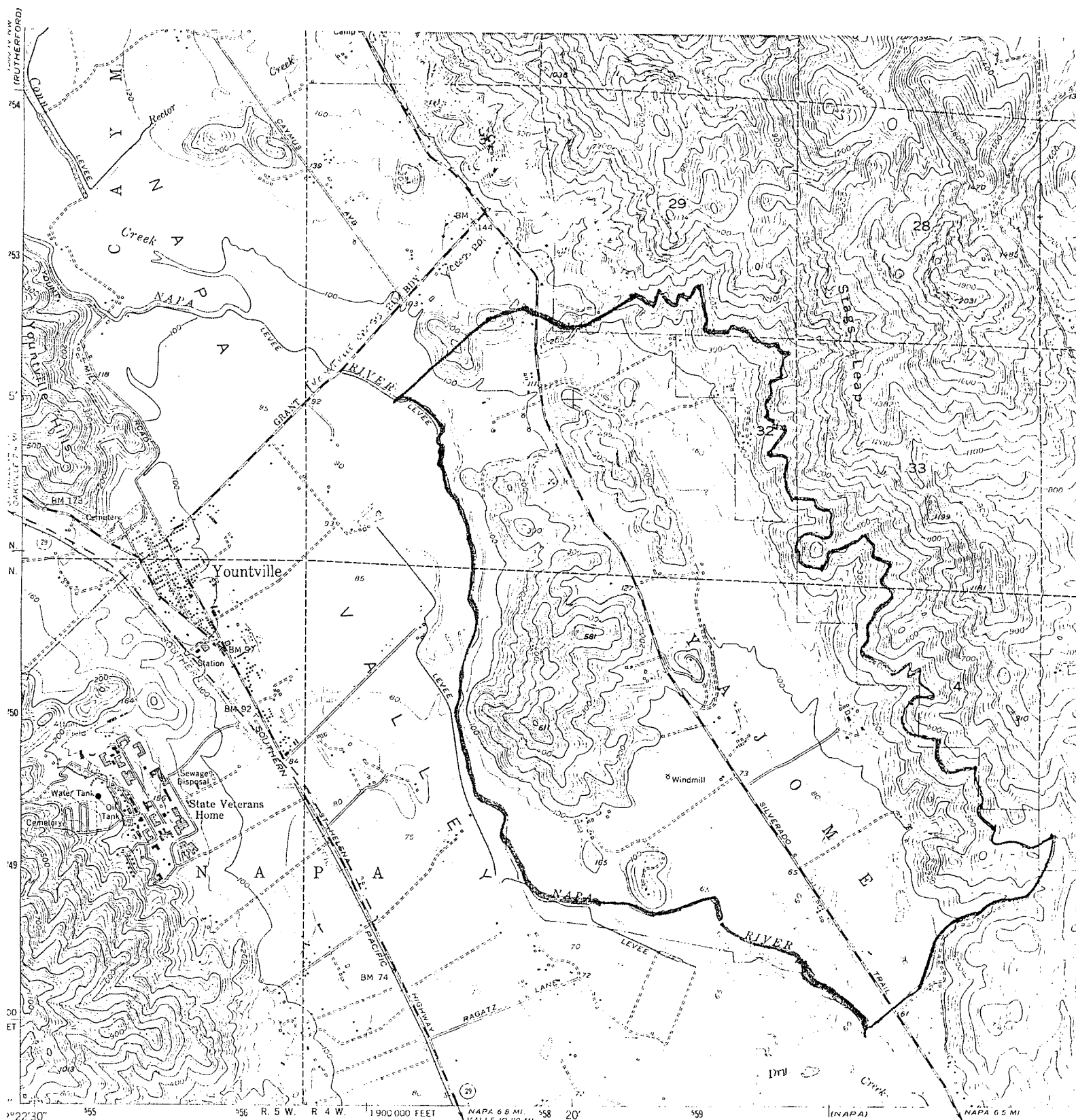
Such long established opinion and practice should not be put aside lightly and I respectfully ask you to take this into consideration.

I have enclosed a map that I think represents the Stags Leap District.

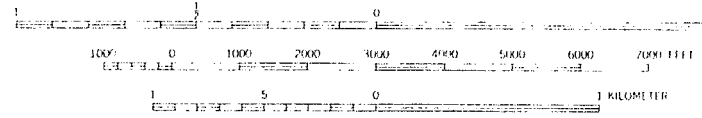
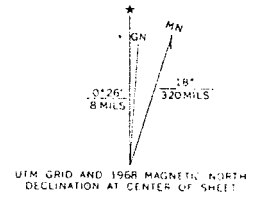
Respectfully submitted,

A handwritten signature in cursive script, appearing to read "R. Dean Stahr". The signature is written in dark ink and is positioned above the printed name.

R. Dean Stahr, MAI



Mapped, edited, and published by the Geological Survey
 Control by USGS, USC&GS, and USCE
 Topography from aerial photographs by multiplex methods
 and by plane-table surveys 1951. Aerial photographs taken 1948
 Polyconic projection. 1927 North American datum
 1000-meter Universal Transverse Mercator grid ticks
 zone 10, shown in blue
 To place on the predicted North American Datum 1983
 move the projection lines 15 meters north and
 95 meters east as shown by dashed corner ticks
 Dashed land lines indicate approximate locations



CONTOUR INTERVAL 20 FEET
 DOTTED LINES REPRESENT EDGE CONTOURS
 NATIONAL GEODETIC VERTICAL DATUM OF 1929

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
 FOR SALE BY U.S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA
 A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

MAYNARD A. AMERINE

17

aring Notice No. 644

Nov. 10. 1987

Chief FAA, Wine and Beer Brand
TF,
Washington, D.C. 20226


Dear Sirs:

By way of background, I am an emeritus professor of enology from the University of California in Davis. From 1935 to 1968 I was in charge of the testing of wine grape varieties. I collected samples of various varieties from all parts of California and made wine from them in the enology cellar at Davis. The musts and wines were analyzed for their chemical constituents and the wines by extensive sensory tests. These studies made it obvious that grapes from different climatic regions of California not only produced musts of different composition, but that the wines were also of different composition and sensory attributes.

I have, therefore, watched with interest the way area appellations have been established in California the past few years. Ideally area appellations would grow out of many years of testing. It is obvious that California has not had time to fine-test all of the varieties of wine grapes in all of the micro-climates of the state under commercial conditions. However, it is understandable that vineyard owners in a given area where fine wines have been produced would wish to obtain an area appellation in order to protect the unique quality of the wines from the region.

A problem arises (in France too) that neighboring vineyards and in some cases not even near neighbors) wish to share in the prestige of the original geographical appellation. Thus, the tendency is to unduly expand the original area of the appellation. This, of course, dilutes the validity and the distinctiveness of the area appellation.

In such cases, it seems to me, that the rule of preponderance of evidence should apply. Data on soil types and soil structure, climate, exposure, rainfall, date of planting, and common knowledge of individuals should be considered. Hopefully, and in the future, published material of qualified unprejudiced experts should be searched for and introduced into the record.



MERLION

18

Chief F.A.A.
Wine and Beer Branch
B.A.T.F.
PO BOX 385
Washington, DC 20044-0385

November 19, 1987.

Dear Sirs,

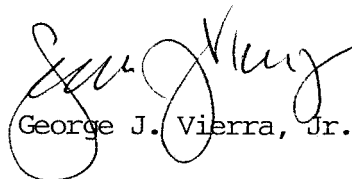
I have been making wines from the Fay Vineyards since 1971. These vineyards are located in the Stags Leap Area. During that time I've also tasted the wines made from surrounding vineyards.

There is a very pronounced character that the wines have in a limited area. Very slight deviations from the boundaries can produce wines of good quality, but of a completely different identity and character. I believe there exists a definite soil "nose."

I have enclosed a map showing where the Fay vineyard is located and my strong feeling of the area that produces wines of similar identity. I believe that the boundaries on the Stags Leap Area are already too big, and hence weaker.

The quality of the wines from the surrounding areas are very high but definitely different in character. I strongly urge that you do not allow the region, that is already too large, to be expanded. If you do, you'll allow the name to have no significance. Let the other areas establish their own identity.

Sincerely,



George J. Vierra, Jr.

cc JohnR. Shafer
Shafer Vineyards

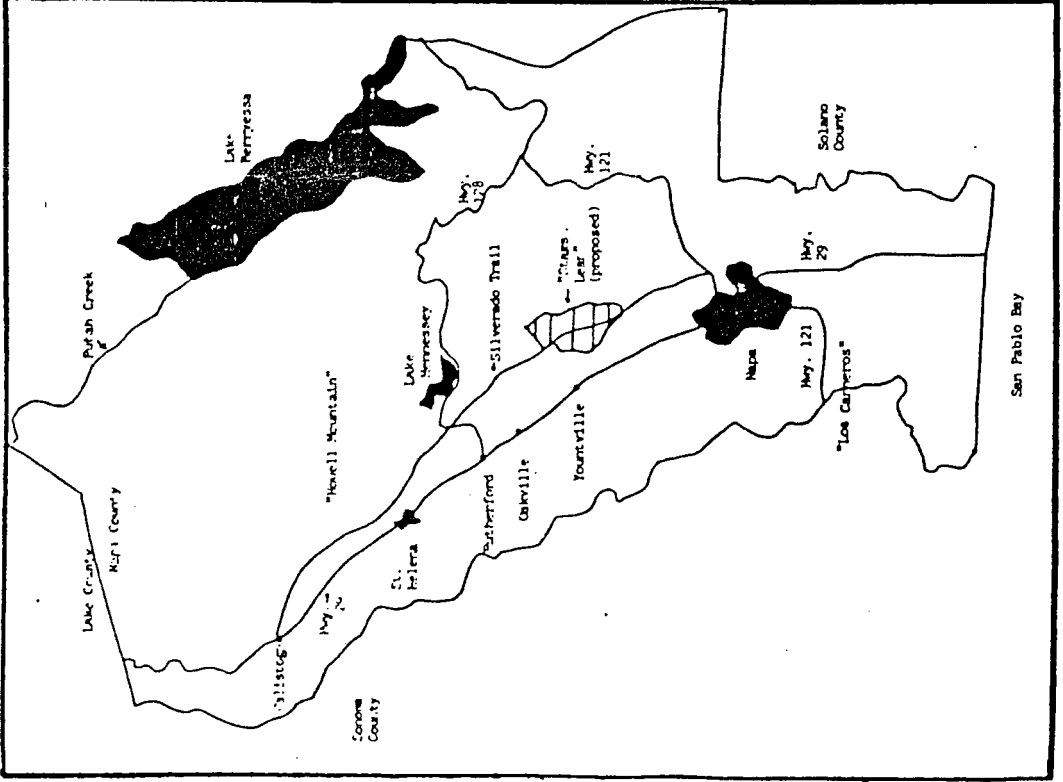
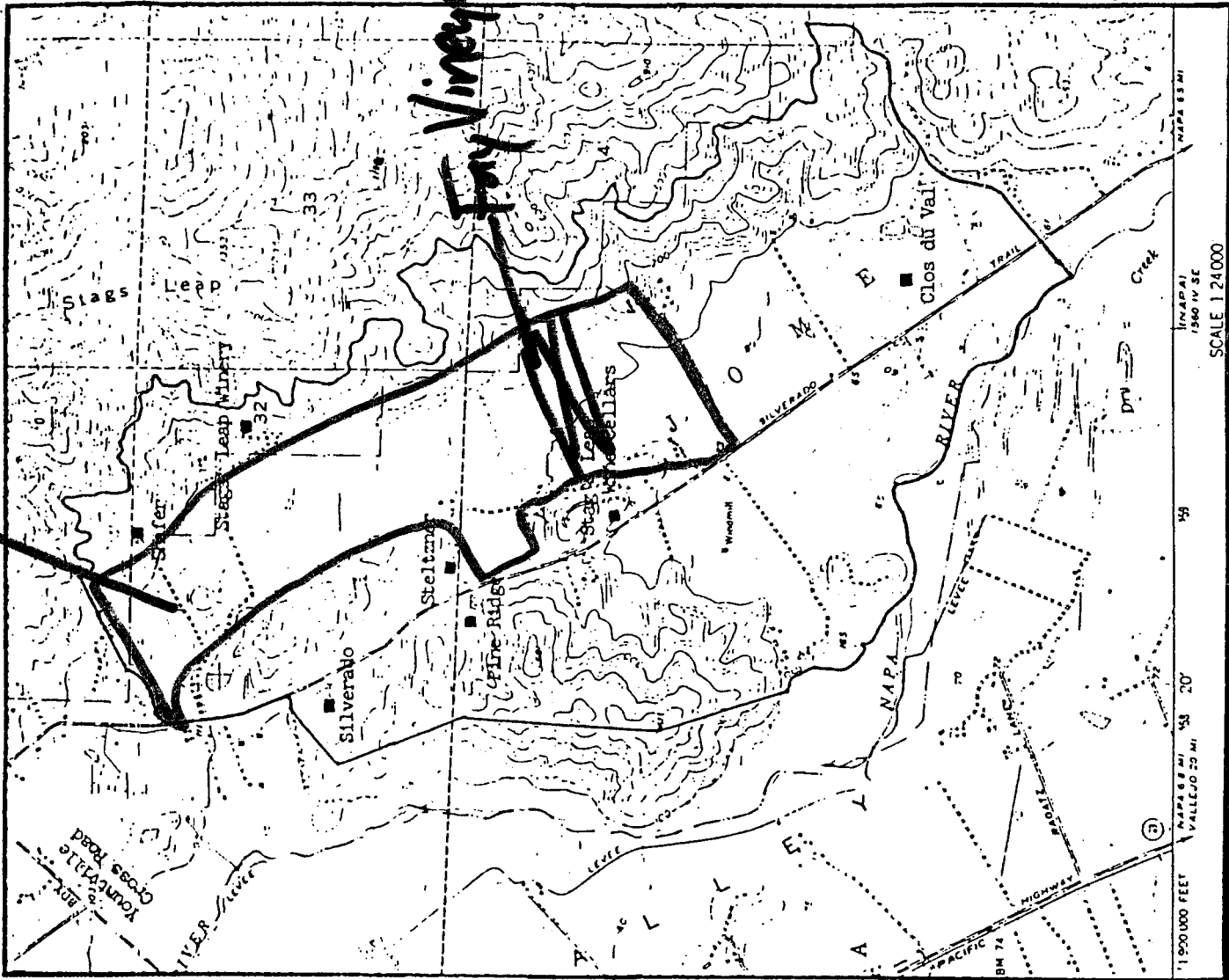
MERLION WINERY

P.O. BOX 606

ST. HELENA, CA 94574

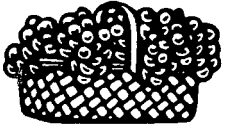
707-963-7100

True Stags Leap Area



NAPA VALLEY AND ITS SUB-APPELLATIONS:
 *Los Carneros
 *Howell Mountain
 *Stags Leap (proposed)

1:900,000 FEET
 NAPA 8 8 MI VALLEJO 25 MI
 53 20
 1960 IV SE
 NAPA 83 MI
 SCALE 1:24,000



RIDGE VINEYARDS

17100 Monte Bello Road, P.O. Box A 1
Cupertino, California 95015

(408) 867-3233
FAX (408) 867-2986

19

Chief of F.A.A. and Beer Branch
B.A.T.F.
P.O. Box 385
Washington DC 20044

November 17, 1987

Reference Notice # 644 Stags Leap Viticultural Area.

Dear Sir,

In my eighteen years of directing winemaking and grape purchasing for Ridge Vineyards I have had occasion to select grapes from many vineyards in Napa and Sonoma counties. I have never considered the Stags Leap district to extend beyond the area delineated by the petitioners and certainly never as far as the Yountville crossroad. The micro climate and other features that distinguish the district can easily be diluted if the area is not tightly defined. The consumer is well served by the creation of viticultural areas only if they have real meaning.

Sincerely yours,

Paul Draper
Winemaker

BOORDY NURSERY

*Grapevines and Equipment
for Wine Growers*

BOX 38, RIDERWOOD, MD., 21139

J. & P. WAGNER, props.

(301) 823-4624

November 18, 1987

Chief FAA
Wine & Beer Branch, BATF
P.O. Box 385
Washington, D.C. 20044

re: Hearing Notice 644

Gentlemen:

The enclosed letter is submitted in connection with the Stag's Leap Appellation hearing.

I have no beneficial interest in this appellation, but a familiarity with Napa Valley and its various sub-districts extending back over more than four decades. I identify myself as the author of various books and papers on viticulture and enology, twice Regents' Lecturer, U of C (Davis), etc.

Very truly yours,



Philip M. Wagner

STREET ADDRESS: 7812 RUXWOOD ROAD, RIDERWOOD, MD. 21139

BOORDY NURSERY

*Grapevines and Equipment
for Wine Growers*

BOX 38, RIDERWOOD, MD., 21139

(301) 823-4624

J. & P. WAGNER, props.

November 18, 1987

Sir:

re: Hearing Notice 644

Responding as a disinterested observer and a student of viticultural geography, I suggest that the boundaries of the Stag's Leap appellation be left undisturbed.

An appellation as I understand it is intended to fix as precisely as possible a set of conditions which, taken together, have already acquired a reputation as a distinct wine-growing area.

These conditions include the climate, the topography, the prevailing soil series, the grape varieties found by general agreement to be most appropriate, the interaction between varieties and the cultural practices applied to them, and the style of wine commonly associated with the area.

The Stag's Leap area as defined after careful study is the very model of what is meant by an appellation. Topographically in particular it is a distinct sub-region within the broader Napa Valley.

This is no way better illustrated than by its northern boundary (see the U.S. Geological Survey map). This traverses the tops of the three low hills which close in the Stag's Leap area.

It is precisely this boundary and a proposal to replace it by the Yountville Crossroad that is under discussion. The Yountville road is merely a flat, straight featureless access road crossing the Valley floor from one side to the other. It has no viticultural significance and the proposal represents an assault on the integrity of the appellation.

Very truly yours,

Chief FAA, Wine & Beer Branch
BATE, P.O. Box 385
Washington, D.C. 20044

Philip M. Wagner
Philip M. Wagner

STREET ADDRESS: 7812 RUXWOOD ROAD, RIDERWOOD, MD. 21139

Pacific Scene, Inc.



Tawfiq N. Khoury
Chairman
Chief Executive Officer

Chief, F.A.A.
Wine and Beer Branch
B.A.T.F.
P.O. Box 385
Washington, D.C. 20044

November 17, 1987

Re: Hearing Notice 644

Dear Sir:

I write to you as an interested consumer who has studied, appreciated and collected wines from all over the world for the past 15 years. My collection numbers over 60,000 bottles, is internationally known, has been featured in several books on wine by Hugh Johnson, Michael Broadbent and other wine writers, and has earned me numerous awards and honors, including my selection as Mr. Gourmet, America by the Society of Bacchus in 1986.

The above is recited in all modesty in order to establish some of my credentials for addressing the issue before you.

The system of "appellation controllee" in France has been most valuable to both the vintners and the consumers in the case of French wines. The designation of a specific, and distinctive, geographical appellation with well-defined boundaries has proven, over centuries, to be of great value to the marketing efforts of French vintners, and to the prestige and integrity of reputation for the wines of France. Even more important, it has given me, and other consumers, the assurance and protection of knowing that the product I purchase will have the well-known, distinctive characteristics I'm seeking and willing to spend my money on.

In the case before you, it is very important for producer and consumer alike to have clearly defined boundaries that meaningfully preserve the distinctiveness and the characteristics of the "Stags Leap" designation. I hope you will consider these thoughts from the point of view of the consumer, who has grown accustomed to a certain quality and character in wines designated "Stags Leap." Thank you for reading these comments.

Very truly yours,

TNK:mhk

(22)

Harold R. Kelly
3450 Meadowbrook Dr.
Napa, Calif. 94558
(707) 255-7042

November 18, 1987

Chief FAA
Wine & Beer Branch
BATF
Washington, DC 20226

Re: Hearing Notice No. 644
Stags Leap Viticultural Area

Gentlemen;

As a current resident of Napa County, a former Napa County Planning Commissioner, and as an agricultural lender within the Napa Valley as well as to the California fine wine industry at large, I would like to comment on the proposed sub-appellation of the Napa Valley Viticultural Area, called Stag's Leap District in Napa County, California.

I am fully acquainted with the Stag's Leap area, as a long term resident and agricultural lender for 18 years in the Napa Valley. It is a readily identifiable viticultural area that has rather distinct boundaries, that due to the topography creates a micro-climate that makes the district unique. The local wineries and consumers generally, have identified the area as a distinct sub-district of the Napa Valley.

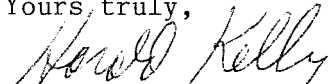
Stag's Leap is locally known as the area enclosed by a ring of hills on the North, the Napa river on the West, to where the river approaches the hills again on the South. All are within close association with the Stag's Leap rock outcropping in the hills on the East side of the valley. The boundaries of the proposed viticultural area are well chosen to include only those areas identified as Stag's Leap.

On the basis of my experience in the Napa Valley, I have the conviction that the vineyard areas to the North along Yountville Crossroad are within another local viticultural area that could be readily identified as the Conn Creek or Yountville area. However, I have never seen these areas identified locally as being within the Stags Leap area.

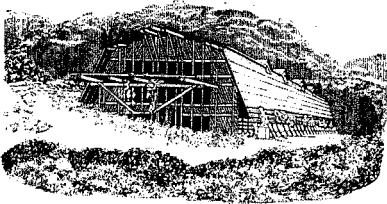
I recommend that you approve the Stags Leap Viticultural Area as proposed, but that you limit it to the natural ring of hills on the North, East, and South side, to the Napa River on the West side. This would conform to my best understanding of what is known as the Stag's Leap District. Consumers of wine from this special area will be forever grateful.

Thank you for your careful consideration of this Appellation.

Yours, truly,


Harold R. Kelly

RUTHERFORD HILL WINERY



P.O. BOX 410, ST. HELENA, CA 94574

November 19, 1987

Chief, FAA, Wine and Beer Branch
Bureau of Alcohol, Tobacco and Firearms
Washington, D.C. 20226

RE: Hearing Notice 644

Dear Sir:

I am writing to state my views on the petition that proposes establishment of a "Stag's Leap" appellation.

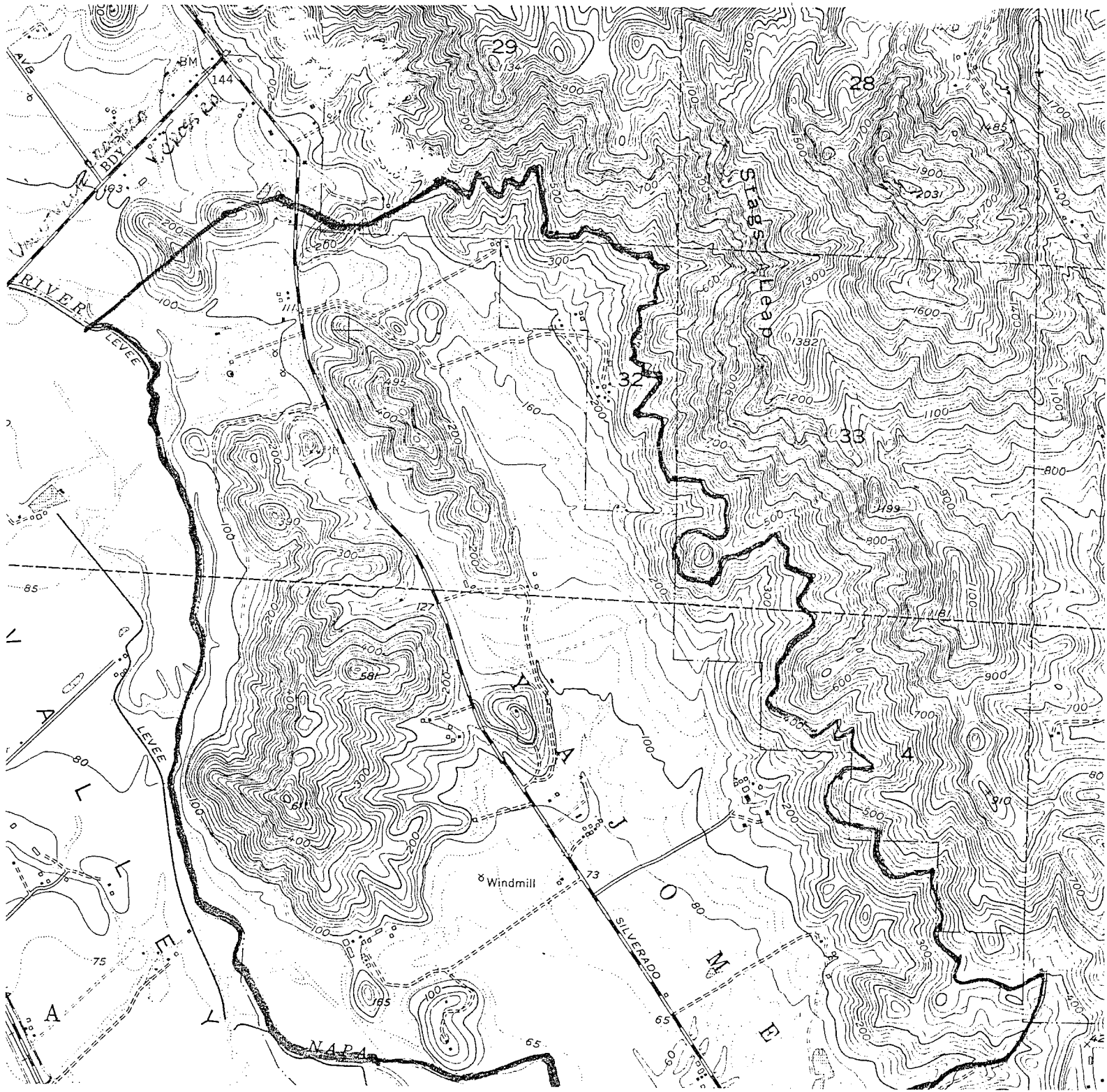
Enclosed is a map of the proposed area. Apparently there are some who would like to extend the northern boundary beyond the three hills west of the Silverado Trail. I strongly oppose any extension of boundaries, because the preponderance of historical, climatic and geological data do not support any changes.

Having made wine for 19 years in Napa Valley, and having made wines from both within the proposed area and from adjacent areas, differences are readily apparent. Secondly, I attended in April, 1980 the hearings that established the Napa Valley appellation. The approval of a very broad regional definition set the stage for the process of delineating sub-regions. The public's interest is best served by remembering the purpose of appellation petition process and therefore drawing very carefully sub-regional lines. Otherwise, the exercise is meaningless.

Respectfully submitted,

Jerry E. Luper, Winemaster
Rutherford Hill Winery

Enclosure



24

JOSEPH L. JOHNSON

29 WEST SUSQUEHANNA AVENUE • TOWSON, MARYLAND 21204

(301) 828-1050

November 20, 1987

Chief, F.A.A.
Wine & Beer Branch
B.A.T.F.
P.O. Box 385
Washington, D.C. 20044

Re: Notice 644

Gentlemen:

As a frequent visitor to California's Napa Valley (four times in the last three years), and an amateur enophile, I am very interested in the proposed Appellation Districts for the Napa Valley. I also plan on buying a home in the Napa Valley in the near future and I hope to eventually retire there.

Also, as a member of several wine appreciation societies and organizations and a serious collector of fine wines (including, of course, Napa Valley wines), I urge your Agency to adhere to strict guidelines regarding the Appellation boundaries.

While I can anticipate the probability that there may be many wineries who want to be included in an Appellation, I believe it would be a serious disservice to the public in general and wine lovers in particular if boundaries are stretched merely to accommodate individuals who have a claim to be included but no substantial reason for being included. If the public cannot be assured that the viticultural boundaries were drawn strictly in accordance with geographical and climatic considerations, the public's confidence in such Appellation Districts will be shaken and the end result will likely be that the consumer will have gained nothing. An even worse case scenario is that the public could even be inadvertently disserved in the bargain.

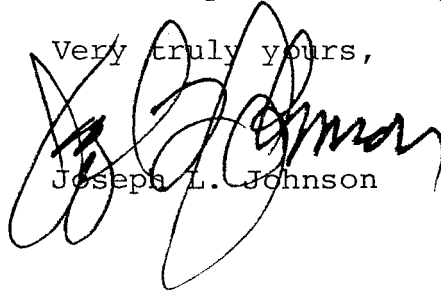
Chief, F.A.A.

-2-

November 20, 1987

I urge you and your staff to adhere to strict viticultural boundaries and guidelines in order to make this important and needed development meaningful.

Very truly yours,

A handwritten signature in black ink, appearing to read "Joseph L. Johnson". The signature is stylized and somewhat cursive, with a large loop at the end.

Joseph L. Johnson

JLJ:cb

JEROME C. DRAPER, JR.

25

75 BROADWAY, SUITE 207
SAN FRANCISCO, CALIFORNIA 94111
(415) 398-8898

TELEX 470517 WIL UI

November 19, 1987

Bureau of Alcohol, Tobacco and Firearms
Post Office Box 385
Washington, DC 20044-0385
ATTENTION: Chief, FAA, Wine and Beer Branch

Sirs:

I have seen your notice of hearing on the Stags Leap District boundaries. I have also heard some issues discussed by members of the trade. I feel you might welcome comments.

I have been in the retail business in San Francisco for 36 years, I also conduct the Vintners Club in San Francisco. This is an organization whose members, vintners, people in the trade and consumers, meet weekly to taste, evaluate and discuss wines. We have been publishing the results of these tastings for 15 years.

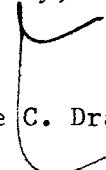
I also own and operate a vineyard of 120 acres in the Napa Valley. My father operated this vineyard before me so that we have farmed this land continually for 45 years.

I was one of the first to give retail support to the wines of Stag's Leap Wine Cellars when they first made their appearance in the marketplace. These wines made an immediate acceptable impression on consumers back then for their distinctive character and style. They have continued to find a high degree of consumer acceptance over the years, building a consumer reputation and perception for the name Stags Leap. Over the years a number of other producers (Stags' Leap Winery, Shafer Vineyards, Steltzner Vineyards, Clos du Val, etc.) have used the name to identify their vineyards in the area and have also contributed to the consumer perception of the name.

It is my belief that there is now a favorable acceptance by consumers of the BATF program of establishing viticultural areas. But, I also believe that the benefits of the viticultural areas program would be undermined if the consumer thought that the distinctiveness of the various regions were being diluted. I believe it would not be in the consumer's best interest if the Stags Leap name were to be used by producers who could not show by a strong burden of evidence that they shared the same viticultural distinctiveness.

Thank you for your consideration.

Sincerely,


Jerome C. Draper, Jr.

JCDJR:ck

26

Quail Ridge

November 20, 1987

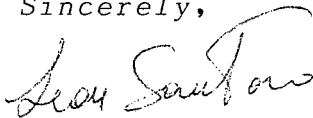
Chief F.A.A.
B.A.T.F.
Wine & Beer Branch
P.O. Box 385
Washington, DC 20044

Dear Sir:

I would like to call your attention to hearing notice #644 which refers to the Stag's Leap appellation in Napa Valley, California. While in the past we have purchased grapes from Stelzner Vineyards (1982), Candy, Turnbull and Fay Vineyards (1983, 1984, 1985), we never felt that the appellation would extend to the Yountville Crossroads.

I urge you therefore to exercise judgement in your ruling to include only those areas from which similar distinctions can be drawn. It would be unfair to the consumer if the areas were so large that the very meaning of a specific appellation becomes diluted and futile.

Sincerely,



Leon Santoro
President

November 13, 1987

Chief F.A.A.
Wine & Beer Branch, B.A.T.F.
P.O. Box 385
Washington, D.C. 20044-0385

Attention: Notice 644

To Whom it May Concern:

It has come to my attention that there is a movement to add to the current "meets & bounds" of the existing description for the Stag's Leap Appellation.

As a consumer, I am aware of the distinct character that appears each year in the wines of the Stag's Leap Appellation. This thread of similarity is what makes this region important enough to be protected.

As a winemaker, I am more than aware of the significance of microclimate. As it is now described, the area has a unique topography.

Much like a tunnel or trench, this tiny valley funnels the cool breezes that enter in at the south near Clo du Val and run up valley to Shafer Vineyards where the cool air rises to meet the surrounding hillsides. This same topography that starts cooling the vineyards in late afternoon, also retains that cooler temperature long into the morning. Cool nights and mornings stretch out the growing season, allowing the grapes to mature, not simply to develop adequate sugar.

It is my sincere hope that the existing description of the Stags Leap Appellation be retained "as is". Any further ammendments to that description will only serve to dilute its uniqueness. The thread of continuity that exists among the fine wines of this area can only be retained by holding the boundaries as they are now.

Thank you,

DAVID MUNKSGARD

David Munksgard
Enologist, Cellarmaster
Chateau St. Jean Sparkling Wines



28

Forman
V I N E Y A R D

November 17, 1987

Chief FAA
Wine and Beer Board
Bureau of Alcohol, Tobacco & Firearms
Washington, DC 20226

RE: Hearing Notice 644

Gentlemen:

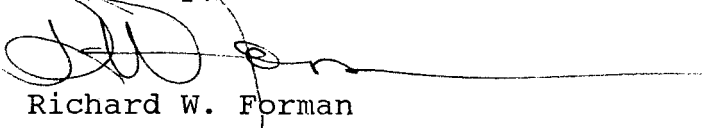
I have been a resident, vineyard owner and producer of wine in the Napa Valley for the last 18 years. I own a vineyard in the Rutherford Bench area as well as one at the base of Howell Mountain just outside the limits of the Howell Mountain appellation. I am writing to you because I am keenly interested in the Napa Valley and how it is represented to the public, who buy our wines.

Specifically, I wish to explain to you my thoughts and feelings on the question of boundaries delineating the soon to be formed Stags Leap Appellation. Basically, I take a conservative approach to the concept of what an appellation really represents and in this vein, feel that the most important concept is that an appellation be meaningful because within a specific area there are indeed legitimate and real characteristics due to the soil and climate which allow an observed uniqueness.

In the Stags Leap area, this uniqueness is represented by the area bound to the north by the range of three hills and to the south by the eastern hills which protrude towards the Napa River. I do not believe that boundaries should go beyond these features, which really delineate the area, as doing so would obliterate the recognizable characteristics of the region.

It is important, just as in varietal percentages, that we make the appellations meaningful. Please consider, then, tightening rather than loosening your boundary reaches for the Stags Leap as well as any other appellation consideration so that the public can indeed recognize the differences.

Sincerely,



Richard W. Forman

RWF:ls

29

November 25, 1987

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

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

Dear Sir:

I wrote in response to your first notice and now want to answer the questions you raised in your second notice concerning the name applied to the area north of Stags Leap District.

I have farmed an 8 acre parcel at the corner of the Silverado Trail and the Yountville Crossroad (west of the trail and south of the Crossroad) since 1956. At first I leased the property from Chancellor Johnson, then my wife and I purchased it around 1961. In all the time we have been there, we have never even given a thought about this land being in Stags Leap District because it is in the Yountville area. As my business card shows, I call this land "J. Abruzzini's Yountville Vineyard".

I know you are interested in what we have called our vineyard areas, so please accept these comments as my, and my wife's, view based on over 30 years of experience.

Sincerely,



Jack Abruzzini

THE CHRISTIAN BROTHERS

M O N T L A S A L L E V I N E Y A R D S

POST OFFICE BOX 391 • ST. HELENA, CA 94574 • 707/963-4480

November 20, 1987

30

Stephen E. Higgins
B.A.T.F.
PO Box 385
Washington, D.C. 20044

RE: Hearing Notice #644 Stag's Leap

Dear Mr. Higgins:

Greetings to you and your staff from a winemaker or cellarmaster who has lived in the Napa Valley since July 1, 1935 and who has inspected vineyards and bought grapes from the original Stag's Leap ranch as well as some neighboring properties.

The Stag's Leap area is appropriately named for the prominent rock palisades that loom above the valley. Yountville, where George Yount, in 1838, planted the first wine grapes in the Napa Valley, lies about two miles to the west. Another distinguishing feature of the area is the location of a number of rounded hills that rise up from the valley floor, narrowing the valley, and creating certain air flow patterns that make this region somewhat different than other parts of the Napa Valley.

One indication of the difference is found in the fact that the wines of the area have won many important awards in major competitive judgments for a good number of years.

I regard it as reasonable and proper that the Stag's Leap area should be recognized for its viticultural and enological distinctiveness. I recommend that the Stag's Leap appellation be given official B.A.T.F. approval.

I remain,

Cordially and respectfully yours,

Brother Timothy Diener
Brother Timothy Diener, F.S.C.
Cellarmaster

BTD/kmm

2651 IRVINE AVENUE
COSTA MESA, CA 92627
(714) 631-4408



P.O. BOX 8088,
DEPT. 607
NEWPORT BEACH, CA 92658

31

Chief F.A.A.
Wine and Beer Branch, B.A.T.F.
Washington, D.C. 20226

November 23, 1987

Gentlemen;

I am writing in reference to hearing #644 concerning the deliniation of the Stag's Leap viticultural sub-region within the Napa Valley.

In reviewing the present candidates for inclusion within the proposed boundaries (Stag's Leap Wine Cellars, Silverado, Vichon, Joseph Phelps, Shafer, Steltzner, Clos du Val, Chimney Rock and Pine Ridge), I find the sub-region of Stag's Leap reflects a truly unique micro-climate and geographic harmony. I am familiar with the Cabernet Sauvignons produced by each of these wineries and can vouch for the fact that Stag's Leap area Cabernet Sauvignons offer the consumer a distinctive product. The hallmark of Stag's Leap area wines are a consistency of elegance and finesse, the most important contributor of which is the area's unique micro-climate.

I learned only recently that other wineries outside what I consider the proposed Stag's Leap sub-region are petitioning for inclusion.

Please place me on record as opposing any extension of the Stag's Leap sub-region beyond the Yountville Crossroad. To include areas so obviously outside the boundaries of the currently proposed sub-region would be a clear disservice to consumers and dilute the very purpose of the sub-region program.

I urge you to retain the concise, well-defined Stag's Leap sub-region as endorsed by the nine wineries listed in paragraph two of this letter. The consumer will be the beneficiary when we define and give the sharpest focus to this and future sub-region demarcations.

Sincerely,

Gary Fishman
Wine Buyer
Irvine Ranch
Farmers Markets

2651 IRVINE AVENUE
COSTA MESA, CA 92627
(714) 631-4408



P.O. BOX 8088,
DEPT. 607
NEWPORT BEACH, CA 92658

31

January 5, 1988

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

Attention: Notice Hearing No. 644


Gentlemen:

Attached is a revision of my original letter dated November 23, 1987.

Please note in this letter, the underlined wording in paragraph number four. This is the correct phrasing and description to which I intended originally to refer.

I thank you for making note of this for the record.

Sincerely,


Wine Buyer - Irvine Ranch Market

2651 IRVINE AVENUE
COSTA MESA, CA 92627
(714) 631-4408



P.O. BOX 8088,
DEPT. 607
NEWPORT BEACH, CA 92658

31

January 5, 1988

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

Attention: Notice Hearing No. 644

Gentlemen:

I am writing in reference to hearing No. 644 concerning the delineation of the Stags Leap viticultural sub-region within the Napa Valley.

In reviewing the present candidates for inclusion within the proposed boundaries (Stag's Leap Wine Cellars, Silverado, Vichon, Joseph Phelps, Shafer, Clos du Val, Chimney Rock and Pine Ridge), I find the sub-region of Stags Leap reflects a truly unique micro-climate and geographic harmony. I am familiar with the Cabernet Sauvignons produced by each of these wineries and can vouch for the fact that Stags Leap area Cabernet Sauvignons offer the consumer a distinctive product. The hallmark of Stags Leap area wines are a consistency of elegance and finesse, the most important contributor of which is the area's unique micro-climate.

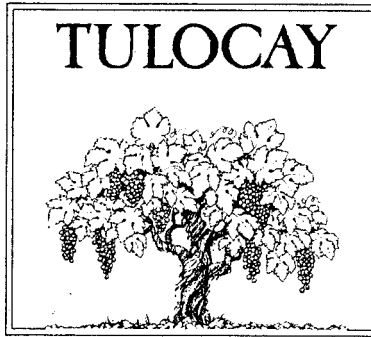
I learned only recently that other wineries outside what I consider the proposed Stags Leap sub-region are petitioning for inclusion.

Please place me on record as opposing any extension of the Stags Leap sub-region beyond the ring of hills proposed by the petitioners to the Yountville Crossroads. To include areas so obviously outside the boundaries of the currently proposed sub-region would be a clear disservice to consumers and dilute the very purpose of the sub-region program.

I urge you to retain the concise, well-defined Stags Leap sub-region as endorsed by the nine wineries listed in paragraph two of this letter. The consumer will be the beneficiary when we define and give the sharpest focus to this and future sub-region demarcations.

Sincerely,


Wine Buyer
Irvine Ranch Farmers Market



32

23 November 1987

To: Chief, FAA, Wine and Beer Branch
BATF
1200 Pennsylvania Ave. NW
Washington DC 20226

Subject: Proposed Boundary, notice no. 644, "Stags Leap".

Dear Sir:

Regarding the proposed "Stags Leap" appellation, I wish to comment that I have purchased cabernet sauvignon grapes from Mr. Robert Egan's vineyards at 6236 Silverado Trail, and State Lane (north of Yountville Crossroad). I have found that the character of these two locations, as reflected in the fruit from each, to be quite noticeably different.

Sincerely,

A handwritten signature in cursive script, appearing to read "W. C. Cadman".

W. C. Cadman.

Winemaker,
Tulocay Winery

House of Sichel

33

KRESTEN I. HVASS

3030 Bridgeway Blvd.
Sausalito, CA 94965 USA

Tel: 415-331-9020
Telex: 171246

November 23, 1987

Director
FAA Wine and Beer Branch
Bureau of Alcohol, Tobacco and Firearms
Washington, DC 20226

Ref: Hearing Notice 644

Sir:

I am a wine producer in Bordeaux, France, and during a visit to the United States have discussed with Mr. Warren Winiarski of Stag's Leap Wine Cellars the proposed creation of a "Stag's Leap" designated wine area. Mr. Winiarski has suggested that it may be useful if I gave you some information of recent French developments and tendencies in this field.

When the laws of appellation control were originally created in 1935, the boundaries were largely civil, reflecting to a certain degree soil differences but primarily localities whose wines had achieved a degree of recognition and the wish of growers within the jurisdiction of that area to prevent the name being used to designate the production of growers outside that jurisdiction. In recent years, however, the tendency has become for any new appellation to reflect not only civil boundaries but also significant viticultural differences. Examples of this include the inspection of the soil of each plot of land for which application has been made for its inclusion in one of the new appellations created in the south of France. This is to ascertain that it has the potential to produce wines of the specific character to be associated with that appellation, and that it is planted with the grape varieties required to express that character. Another example is the recently created appellation of "Pessac-Leognan", which was previously part of the more general Bordeaux appellation of "Graves" but which has now been granted its own more specific appellation in recognition of the fact that its particular soil is capable of producing wines of a character which cannot be achieved outside that area.

Generally speaking, the 50 years of experience in the creation of designated areas in France has now resulted in growers being required not only to be located within a given area, but also:

Director
FAA Wine and Beer Branch
November 23, 1987
Page Two


- (1) for the vineyards to be established on plots of soil which are capable of producing wines of character;
- (2) to be planted with certain grape varieties to be associated with that area;
- (3) to observe the viticultural and wine-making practices upon which the wines of that character must rely.
- (4) A tasting test to ensure that the product reasonably reflects the specific character for which the appellation has been created.

Not having the possibility of having this letter typed before returning to France, it will be signed on my behalf, but if further information would be useful to you please do not hesitate to contact me at:

Maison Sichel
BP 12
33028 Bordeaux, France

Telephone: 56 39 35 29 Telex: 570 132

Yours faithfully,

 Peter A. Sichel

PAS/sd



Sonoma-Cutrer Vineyards, Inc.

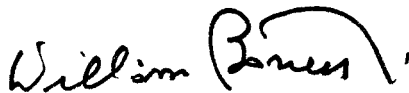
November 24, 1987

Chief FAA Wine and Beer Bureau
BATF
Washington D.C., 20226
Hearing notice 644

Gentlemen:

I was a winemaker in the Napa Valley from 1961 to 1973. Over those years I did work with Cabernet Sauvignon grapes grown on various locations throughout the valley. One of the Cabernet Vineyards was located in what is now known as the Stags Leap Viticultural area. That particular vineyard consistently produced a wine with a distinctive and unique character. I always attributed this distinctiveness to the soil and micro-climate of the area as it is presently known. The region north of the present boundry and outside the water-shed formed by the hills, north and east, were never, to my knowledge, considered part of the Stags Leaps Viticultural area.

Respectfully yours,



William Bonetti
Vice President - Winemaker

BB/jg



Mount Pleasant Wine Co.
Augusta, Mo. 63332



November 21, 1987

Chief, F.A.A.
Wine and Beer Branch
BATF P.O. Box 385
Washington, D.C. 20044

Dear Sir or Madam:

It has now been over seven years since Augusta was designated as America's first appellation of origin. It is certainly my belief that the concept of the appellation system has, on the whole, served the consumers of America well. Not only has terminology of the label been made more rational but I believe there has been an overall improvement in the self image of the wineries involved which has lead to an improvement in the quality of the wines in most of the appellations, a matter of no small importance in these times of stiff competition from foreign wines.

I understand you are now considering the establishment of an appellation for the Stag's Leap area (hearing notice #644). I believe there has been some discussion over whether the area should be extended beyond the boundaries requested by the local petitioners. Although broadly defined boundaries by definition would include more territory and probably please more producers, I believe the BATF's primary responsibility in this matter is to the consumers. This confidence can be maintained only if the consumer feels that the districts have some meaning, that they are viticulturally distinct and that the wineries really belong in the district and haven't been just included for the reason of accommodating the most number of wineries in an area.

It is most appropriate to apply rules of evidence which would preserve the viticultural distinctiveness of an area. This is especially important in the Stag's Leap case where the excellent reputation of Stag's Leap has already preceded the establishment of the appellation.

Thank you for considering these comments.

Sincerely yours,

Lucian W. Dressel, President
Mount Pleasant Wine Co.

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November 25, 1987

BUREAU OF ALCOHOL, TOBACCO & FIREARMS
PO BOX 385
WASHINGTON, DC 20044-0385

Gentlemen,

I believe it's my duty to write to you about a matter of misinformation involving the wine consumers (tax payers!) in the U.S.

I am associated with Sigel's Liquor and Wine stores serving the greater Dallas area through 12 branches.

My involvement in the wine business goes back to 1950 when the "Old Warsaw" restaurant in Dallas opened for business, it also included 12 years managing Neiman Marcus 4 Fine Wines and Spirits departments and the last 14 years in Sigel's employ as Director of Fine Wines.

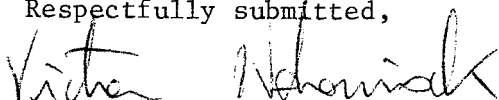
I have heard that the BATF is holding a hearing to determine the boundaries of the Stag's Leap District. Specifically, the question concerns a proposal to extend the boundaries of the Stag's Leap District. From my experience, I can assure you that to be useful to the consumer this program of naming appellations of origin for wines must reflect the reality of viticultural distinctiveness. If it does not, then it provides just another name for a consumer who already shows signs of having difficulty keeping up with an increasing number of brand names.

I tell you this as a fact: The consumer is becoming bewildered by names. If your district names can provide the framework which broadly helps to organize the many brand names, then it will help. Otherwise it will hurt, or at best not be useful.

So, if I might make a suggestion on the basis of my experience: Please keep to the smaller boundaries which serve to identify and make distinct the unique character of certain regions. Then the brand names within those boundaries will have something in common (area distinctiveness) which deserves a name, and which deserves and will get consumer recognition. And, if you do this, you will deserve and get the thanks of all of us.

I make no secret of the fact that we have sold the wines of Stag's Leap Wine Cellars in our stores since 1974, these wines have a distinct recognizable personality from year to year (as have the wines of the best Chateaux of France). Some other wineries in the locality there have similar personalities. It would be tragedy or folly not to determine the basis of that similar personality in the geography of the area, and to draw the boundary lines of that area to which you are giving a name on that basis.

Respectfully submitted,



Victor Wdowiak

37

MARVIN C. OVERTON, III, M.D.

Neurological Surgery

November 23, 1987

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

Attention: Hearing Notice #: 644
Chief, FAA, Wine and Beer Branch

Dear Sir:

I have seen notice #644 relative to a public hearing shortly concerning a Stag's Leap Wine Appellation and wish to offer these comments. I have taken the trouble to inform myself on the issues in this instance. The issue of enlarging a district already agreed upon by some petitioners is a thorny one that requires all of a government agencies' diligence. This is so because two sides believe they are right, and the BATF is forced to choose between them when they cannot agree. Fairness to the parties is involved as well as long term benefits to the consumers.

Let me begin by saying as a consumer and wine connoisseur of long standing, particularly where California wines are concerned and with more than a passing knowledge of wines grown in France where appellation controlled areas are of significant importance I feel qualified to offer some suggestions.

First and foremost is the fact that consumer perception of wine is best served by a process of determining viticultural areas on the basis of viticultural distinctiveness. Thus, the consumer is benefited since he can sort out the vast multitude of individual wines into regionally distinctive categories even when the same grape varieties are involved. The providence of this kind of guidance would, of course, not be possible if the boundaries of these regions were determined by any other basis than following strict viticultural distinctiveness.

I would think that following any other method would not be useful because the sought after distinctiveness would blur into something which was like everything else.

In the present case there is a great deal of consumer recognition of the distinctiveness associated with the Stag's Leap name. If this consumer recognition is frustrated or dissipated by an area bearing this name which is too large to maintain

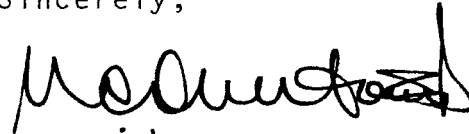
the distinctiveness, then I think many of us out here would have a real problem with your program.

Viticultural areas are useful, but in establishing them you should not abandon the goal of consumer guidance.

In short, I feel you should consider seriously evidence produced to best determine how much help you are going to give the U. S. consumer. This is the principle for the greatest good for the greatest number. My own feeling, therefore, is that you should avoid the temptation of including too many growers whose accomplishments, as fine as they are, do not support the distinctiveness of the area in question.

Thank you for the opportunity of submitting on the basis of my experience these thoughts on the subject.

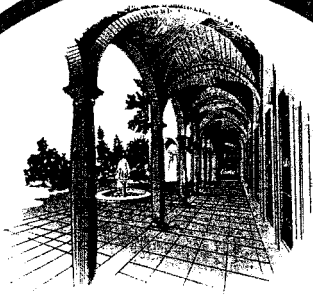
Sincerely,

A handwritten signature in black ink, appearing to read "M. C. Overton, III". The signature is fluid and cursive, with a prominent initial "M" and a long, sweeping tail.

M. C. Overton, III, M. D.

MCO/cp

38



Chateau St. Jean

VINEYARDS AND WINERY

November 24, 1987

CONFIDENTIAL

The Bureau of Alcohol, Tobacco & Firearms
P. O. Box 385
Washington, DC 20044-0385

Attention: Chief, FAA, Wine & Beer Branch
Hearing Notice #644

Ladies and Gentlemen:

I have seen the notice of the hearing relative to the establishment of the Stags Leap viticultural area in the Napa Valley. I understand that one of the questions concerns the possible extension of the boundaries beyond what has already been proposed by the petitioners/vintners. Even though our winery is not in the Napa Valley, I feel that the issue here is part of the ongoing development of American wine growing and, therefore, I hope you do not think it is inappropriate for me to comment.

As you may know, Chateau St. Jean was one of the pioneers in the successful systematic marketing of wines under a single vineyard designation. We believe our program has had an educative effect on the American wine consumer in that this marketing concept reflects viticultural reality and has provided the American consumer with the opportunity to develop an awareness of the distinctive and unique character of wines made from the same variety grown in different microclimates.

I believe that your establishment of viticultural areas is motivated by the same basic thought. Namely, to assist the consumer to identify the specific regional character of cultivars grown in different areas.

I note that the question in the Stags Leap district hearing is one of an enlargement of the area. While I would not presume to offer any specific opinion on the particulars of your deliberation on boundaries in this matter, my knowledge of the marketplace suggests that the perception of regional identity and distinctiveness in the consumers' mind about the name Stags Leap is substantial and, therefore, must be carefully delineated.

It is my belief that there would be considerable consumer benefit if the boundaries which you set for this area would strengthen and enhance that distinctiveness rather than weaken it by enlarging the area. Although your task is a difficult one, which perhaps will not allow all parties involved to be pleased, I feel that it is imperative for the Department to be as specific as possible in defining the area to be known as "Stags Leap."

Respectfully,

A handwritten signature in black ink, appearing to read "Richard L. Arrowood". The signature is stylized with large, sweeping loops and a long horizontal stroke at the end.

Richard L. Arrowood
Executive Vice President/Winemaster

RLA/lh



39

STAG'S LEAP

November 27, 1987

Chief FAA
Wine and Beer Branch BATF
P.O. Box 385
Washington, D.C. 20044-385

RE: Hearing Notice #644

I am writing to support the formation of a distinct and new appellation "Stags Leap District" in the Napa Valley.

I have been active in the Napa Valley as grower and producer of premium wines since 1966 and participated in the evolution of fine wine in California. Technology and know-how have reached a plateau of excellence and we are now looking toward the point of origin of the grapes to fuel both research and production of wines of ever increasing distinction.

Trained in European Viticulture and Enology, I can attest that the finest wines can only come from areas where varieties, soils and microclimate are in perfect harmony.

Current labeling alleges that a wine of the same variety grown in a valley encompassing 3 temperature regions and multiple micro-zones is of similar character and quality which, of course, is absurd. To assure a producer the correct nomenclature to distinguish his specialty and the consumer to select the wine of his choice requires the establishment of appellations. Appellations must be true in character as to what unites them and should not be drawn along lines of convenience such as streets, or political boundaries such as counties.

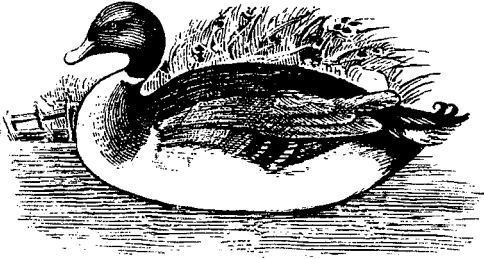
The geological phenomena of the Stag's Leap area has been proven by countless wines of distinction, particularly those made from the variety Cabernet Sauvignon.

More specifically, the Stag's Leap microclimate is delineated by a series of hills within which the prevailing winds from the southwest are contained to ultimately rise as thermals along the scraggy mountain range "Stag's Leap". The soils in the area are formed by aluvial deposits of this eroding mountain range and differ in structure from those of the Napa River plain.

I hope the above information helps to illuminate the concerns over the formation of the Stag's Leap district.

Very Truly Yours,

Walter Schug



ST. HELENA WINE COMPANY, INC.

40

DUCKHORN VINEYARDS

3027 Silverado Trail, St. Helena, California 94574

(707) 963-7108

November 24, 1987

Attention: Notice Hearing No. 644
Chief, FAA, Wine & Beer Branch

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

I recently learned of a proposal to extend the Stags Leap District to the Yountville Crossroad.

I have been growing grapes and making wine in the Napa Valley for fifteen years. During these years in the Valley, I have never believed that the name "Stags Leap" included the land on the Yountville Crossroad.

Because of my firsthand experience with grapes and wine in the Napa Valley, I believe it would be inappropriate to make this association for the following reasons:

1. I believe the ring of hills proposed by the committee should be the final terminus for the Stags Leap District on the north. It is a geographical feature in accordance with your own criteria, and it has been the general consensus by most everyone in the industry.

2. There is no other geographical feature that could serve to demark the distinctiveness of the Yountville Crossroad area.

3. I have purchased grapes from the area further to the south of that ring of hills, and I find they all possess a similar distinctive characteristic associated with the name "Stags Leap."

I feel it would be misleading to the consumer, and lead to overall dilution of our appellation efforts, to extend the use of the term, "Stags Leap District", to an obviously non-conforming area.

Sincerely,

Daniel J. Duckhorn
President

41

Chief, FAA
Wine & Beer Division
BATF
Washington DC 20226

RE: Hearing Notice #644, Stags I appellation

Dear Sirs,

As a member of the California wine community since 1975, I have had the opportunity of watching the concept of wine area appellations grow from a concept to reality. While publisher and editor of the Redwood Rancher, a farm magazine dedicated to the California North Coast, I attended numerous meetings and discussions on the topic and I believe in the concept.

As I see it, the concept is to define grape growing areas of America, by their viticultural significance. Any winemaker will tell you, the grapes make the wine. As the growers of Europe have long proven, the area in which grapes are grown profoundly affects the finished product. Sometimes, that area can be as small as an acre, or less. However, when it comes down to deciding the specific limitations of a viticultural areas, many opposing views are raised.

Some of these views are based on a desire to be included even though those claims are based on and then evidence supported by emotion. Neighbors of an established region would naturally like to be included in that region's reputation, even though their grapes have had nothing to do with the establishment of that reputation.

It is very difficult for a government agency to come in to a viticultural area and establish boundaries when the local growers themselves are not in accord. The tendency seems to be to add those who would like to be included, and after each addition other neighbors appear and say, "If my neighbor is in, why should I be out?"

As the area grows in size, the add-on growers are the winners, but the consumer is the loser. The distinctive character of the region is diluted. In the end, all the growers lose, because consumers lose faith in the system. It is up to the government agency to make the hard choices in the beginning and keep the purposes and goals of appellation in mind.

It was Napoleon who first ordered the viticultural appellations of Bordeaux. He wanted guarantees that his favorite wines were not adulterated by vineyard blends and abuse of established vineyard names. It was a bitter battle, which continues today in France, to establish these vineyard limitations. But distinctive character must dominate, not quantity.

In establishing the appellation for Napa Valley, the "greatest good for the greatest number" approach was evident. Vineyards were included that are not even, geographically part of the Napa Valley. At that time, the rationale was that distinctive regions within the larger "valley" could be indentified and differentiated later.

Now is that time. We have come to the more delicate issue of

should not prevail. If these smaller, distinctive regions within the Napa Valley are to mean anything to the consumer, they must be viticulturally valid. They must identify and preserve the distinctive regions you promised the consumer when you established the Napa Valley.

The point of appellations is to guarantee consumers they are getting what appears on the label. The name Stags Leap was wide recognition in this country and abroad for its regional character and distinctiveness. Both the consumer and industry would benefit from your establishing the limits now, protecting this area for the consumer.

Yours sincerely,



Sally Adamson Taylor

former editor & publisher of the Redwood Rancher

and the California Wine Maps

current publisher and author of Grape Expeditions: Bicycling Tours of the Wine Country for both France and California.

756 Kansas St.
San Francisco CA 94107

November 19, 1987

LAWRENCE WAREHOUSE COMPANY

P. O. BOX 7845, SAN FRANCISCO, CA 94120
TELEPHONE: (415) 986-7866

42

JAMES H. LEONARD
Chairman of the Board and Chief Executive Officer

November 25, 1987

Chief
FAA, Wine & Beer Branch
Bureau of Alcohol, Tobacco and Firearms
Washington, D.C. 20226

Subject: Notice #644

Dear Sir:

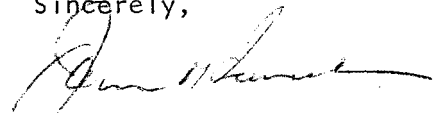
For many years my company has done business in the Napa Valley relating to winery financing. We have worked closely with many wineries and are always interested in their progress and problems. Further, my wife and I have a premium vineyard in the Coombsville Area of Napa, and we try to keep in close touch with developments affecting the Napa wine scene.

A recent development compels me to write to express my opinion regarding the issue of designated growing districts. It is reported that there is consideration to extend the proposed Stags Leap District to the Yountville Cross Road. This would mean the proposed District crosses over the natural hill boundary South of Yountville Cross and abruptly stops at the artificial border of a highway in the center of a plain.

I think it would be surprising news to most that Stags Leap fronts on Yountville Cross. Such a development would diminish the fidelity of designated area projects and become a source of confusion in the marketplace. To give designated areas any meaning there must be a sound rationale applied. Surely a road as border is arbitrary at best. Airflows, soil and microclimate influenced by topography must rule the definition of the area if the area is to have meaning to the market.

In my opinion the Stags Leap District is bordered on the north by the hills south of the Yountville Cross Road.

Sincerely,



James H. Leonard

43

PHILLIP BAXTER & ASSOCIATES

November 23, 1987

Chief
FAA Wine and Beer Program
BATF
Washington, D.C. , 20226

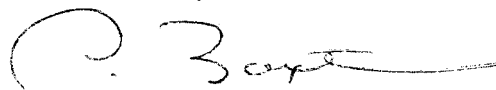
Reference: Hearing Notice 644

Dear Sir:

I am writing in support of the proposed boundary lines for what is submitted as the Stag's Leap Appellation. Although I do not presently have clients within that area, I have produced wines from vineyards located in that area between the years of 1969 and 1985.

I do feel that there are unique wines produced from the soils and microclimates that exist in that region. While no boundary will ever be ideal and acceptable to all parties, my experiences leads me to believe that the proposed boundary based on natural basin formation is the most logical and consistant with the uniqueness of the wines produced. In all honesty, if the decision were mine alone, the boundary would probably be less inclusive than presently proposed. I would consider any enlargement of the proposed appellation to jepardize the integrity of the appellation program.

Sincerely,



Phillip Baxter

North Shore Wine Education

44

1335 W. BIRCHWOOD #209 • CHICAGO, IL 60626 • (312) 973-6930

November 25, 1987

Chief FAA
Wine and Beer Branch
Bureau of Alcohol, Tobacco and Firearms
Washington, D.C. 20043

Re: Stags Leap District Viticultural Area

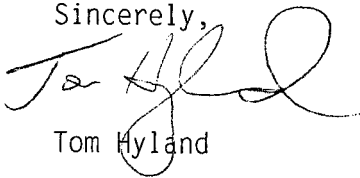
Dear Sir:

It has come to my attention that you are considering expanding the boundary of the proposed Stags Leap District further north to include Yountville Cross Road.

As a wine educator and consumer, I have taken a special interest in this matter. I feel you should not expand the original boundaries of this proposed viticultural area. Having visited the Napa Valley more than half a dozen times, I am familiar with the growing areas, and I do not see how Yountville could be considered part of Stags Leap. To include Yountville would dilute the distinctiveness of the Stags Leap District which I feel is unique not only for its geography but also its style of Cabernet Sauvignons and Merlots.

Keep this world-famous Cabernet Sauvignon and Merlot growing area from being enlarged and thus losing its meaning in the California wine market.

Sincerely,



Tom Hyland



Wine & Spirit Education Centers

OF AMERICA, INC.

Under license from Wine & Spirit Education Trust, Ltd.
Five Kings House, Kennet Wharf Lane, Upper Thames Street, London EC4V 3AJ, United Kingdom
Delivery Address: 757 Whitlock Avenue, Marietta, Georgia 30064 USA
Mailing Address: P.O. Box 20450, Atlanta, Georgia 30325 USA

Frank H. Stone
President and CEO

November 16, 1987

Chief, BAA
Wine & Beer Branch
BATF
Washington D. C. 20226

re: Hearing notice 644

Dear Sir,

I understand you will conduct public hearings to determine the level of interest on the boundary for the Stags Leap appellation. I am concerned that in this unique situation the tendency to expand the scope and area of this unique viticultural district to serve the desires of a few grape growers may be detrimental to the wine consumers best interest.

I hope you will be sensitive to preserving the integrity of the appellation concept and limit the district to those vineyard areas that have demonstrated a history of producing wines with a distinct "Stags Leap" character.

Thank you very much.

Very Truly Yours,

Frank H. Stone



46

November 30, 1987

ATTN: Chief, FAA, Wine and Beer Branch
Bureau For Control of Alcohol, Tobacco and Firearms
Box 385
Washington, DC 20044-0385

RE: Stag's Leap District Appellation/ Question of Boundaries

Dear Sirs:

I understand that you will be meeting shortly to discuss the precise boundaries of which vineyards and land should be designated in the area of the Stag's Leap District Appellation.

Speaking strictly from the point of a consumer, but one who has been quite interested in the quality of California wine production for several years, I would like to express my opinion regarding this matter. I believe that it is in the best interest of both the consumer and the wine-making community that the boundary of the appellation be consistent with the style and type of wine produced within these areas. It would seem as though the most sensible approach would be to observe what nature already has dictated with respect to the terrain involved and the type of grape grown with the resulting type and distinction of the wines produced. In looking at the area, there appears to be a natural boundary of hills surrounding this district on at least three of the four projected boundary line sides. Within this natural boundary appear to be the vineyards including Stag's Leap Wine Cellars, Clos du Val, Silvarado, Shafer, Chimney Rock, Vichon, Joseph Phelps, Pine Ridge, and Deltsuere. The wines made by all of these vineyards in particular with respect to the type and distinctive flavor of their Cabernet Savignon wines are all of high quality and share many common flavor characteristics. I believe extending the boundaries of this district larger than these as outlined would be to the detriment of the consumer and confusing as respect to what type of style and flavors of wine one was purchasing in the retail outlets. This is not to say that additional surrounding vineyards do not also produce premium, quality wines which they certainly do. It is simply to express my opinion that it would be wise to maintain within a "district appellation" those vineyards which appear distinctively characteristic of the region, soil and climate having a direct effect on the type of grape and resulting quality and distinctive flavors of the wine. I appreciate your considering the opinion of one of us consumers as we greatly appreciate your efforts in helping maintain the high quality of California wine production.

Sincerely,

Bill G. Bell, M. D.
2095 W. Vista Way
Suite 101
Vista, CA 92083
619/758-9410

December 1, 1987

Mr. William Drake
Office of the Director
Bureau of Alcohol Tobacco and Firearms
United States Department of the Treasury
Washington, D.C. 20026

Joanne DePuy
President

Dear Mr. Drake:

Because of illness in the family we have had to go to the East Coast and will be unable to attend the hearing for the Stag's Leap Appellation on December 2, 1987, and to speak at our allotted time, 1:50pm. I have asked Dr. Anderson to submit this letter to you.

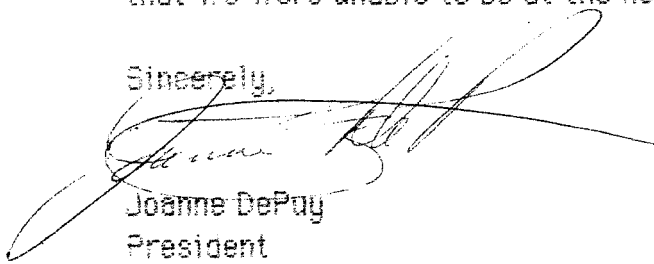
In 1973 I started the first business in California that was devoted to taking wine consumers to tour wineries and taste the wines of California. See enclosed brochure. In the years that I have escorted wine consumers...many extremely knowledgeable...many whose wine education was just beginning...I have found that it benefits all consumers to simplify. The average wine consumer has a difficult time remembering the myriad of details that go into producing our country's finest wines. I try to make it easy for consumers to understand geographical boundaries when possible.

I often take guests out on my deck and advise them that they are in the Stag's Leap Area. I point to the craggy bluffs and tell the legend of how Stag's Leap got it's name. I tell them about the fine wines of Stag's Leap Wine Cellars, S. Anderson, Shafer, Pine Ridge, Clos du Val and Stags' Leap Winery. I advise guests that the boundaries are the Yountville Crossroad, the Napa River, Clos du Val, and the craggy bluffs. This has been my understanding of the Stag's Leap region.

To have the appellation boundary cut through our property and other property, dividing it into different appellations, doesn't make sense to my husband and me, especially when there is a definitive road that is a logical boundary.

Therefore, my husband and I respectfully request that your committee draw the Stag's Leap appellation northern boundary at the Yountville Crossroad. Thank you for your consideration. We regret that we were unable to be at the hearing.

Sincerely,

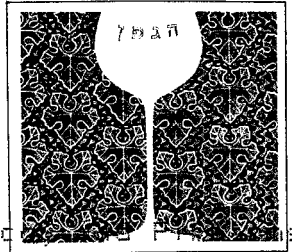


Joanne DePuy
President

HAGAFEN

48

December 10, 1987



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

Dear Chief,

I am writing you today in response to the recent hearing held in connection with the proposal to establish a viticultural area in Napa Valley called "Stags Leap". While I am a small grapegrowing and winemaking enterprise, I believe that the upcoming decision defining the borders of this appellation will affect all of us in the immediate and adjacent areas.

By no means do I oppose this appellation. Of course, one may doubt the authenticity of another sub-appellation in Napa Valley as another promotional tool, but having been a resident of the area for 14 years and having made my livelihood from the wine industry for that entire period, I truly believe in the worthiness of the desire of those involved to establish this area as unique.

Establishing the limits of the appellation is no easy task and one involving much local politics. My own properties (4160 and 4195 Silverado Trail) are located less than 1/2 mile south of Oak Knoll Avenue on the Silverado Trail and approximately 1/8 mile south of George Altamura's property. If Mr. Altamura's property is allowed in the appellation then I too would like to be included. I will endeavor to support the appellation if allowed to participate. However, perhaps a more appropriate and correct southern border will not include either of us. I will live by your decision either way.

I thank you for the opportunity to comment and await your reply. I will gladly provide maps of my property upon request.

Sincerely,

Ernie Weir



49

December 8, 1987

Bureau of Alcohol, Tobacco and Firearms
Post Office Box 385
Washington DC 20044-0385

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

It has been brought to our attention that the Appellation of the Stag's Leap District is faced with the possibility of expansion.

As Spokespersons and Educators of Fine Wines we find it difficult to understand why this expansion is coming about. It seems to us that it is a last minute addition to what has been talked about for a long-time. In fact, before we heard about this proposal regarding the boundaries, we thought that the Stags Leap District was already established.

The concept of appellation controllee was established for the protection and identification of distinctive vineyard sites. Its existence has been instrumental in the ongoing education of the American palate.

We feel that it is critical to protect the distinction of the Stags Leap Appellation in order to maintain consumer confidence.

As Spokespersons for our market we do not understand or agree with the necessity of expanding the Stags Leap District beyond the proposed boundary to the Yountville-Cross Rd. We hope you will be very careful and studious in considering any addition to this area. The public is aware of this name and holds it in the highest regard, associating the famous name with the Paris tasting of 1976 in which, it is universally acknowledged, California wines were judged to have gained international recognition and stature. Later, there were also

20320 Cornillie Drive Roseville, Michigan 48066 Telephone: 313-294-9390

many other international distinctions from the name. Today, it is a beacon light for quality and distinctiveness among California wines.

It would be the greatest disservice to the U.S. wine industry and to the consuming public to undermine the value of this historic name.

PAUL MANN VINTAGE WINE CO.

A handwritten signature in cursive script, appearing to read "Paul Mann".

PAUL MANN

President

50

Bella Oaks Vineyard
1350 Bella Oaks Lane
Rutherford, CA
November 29, 1987

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

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

Dear Sirs:

I have seen your notice in regard to Hearing Notice No. 644 regarding the Stags Leap District hearing, and wish to offer for your consideration the following comments:

I have been connected with viticulture and wine making in the Napa Valley since 1955. I have specifically been associated with the location and establishment of single vineyards, including Zinfandel Associates, Marthas Vineyard, Bella Oaks Vineyard, among others. My wife and I presently own and farm the Bella Oaks Vineyard where we make our residence. Additionally, I have an ownership interest in Heitz Wine Cellars, Round Hill Cellars and Rutherford Hill Winery in the Napa Valley.

In regard to associating the Stags Leap District name to the Yountville Crossroad area on historical grounds, my thought is as follows: I would not have made this association in my years of experience in valley vineyard locations. Furthermore, I have never heard, in my discussions with vineyardists and growers, of others who associated this area as part of the Stags Leap viticultural neighborhood. Again, the name "Yountville" would have been an area association for the crossroads vineyards which would have made sense, and not been surprising to anyone.

Indeed, Stags Leap area references may have been more restricted in the old times than they have become in recent times. That is so because these references in very early days were to the old ranch and its immediate neighborhood. I have seen a development in the history of the use of the name over the course of my time in the valley. Gradually, the name has been extended to an area which produces distinctive grapes.

A number of wineries from the neighborhood have contributed to that development. Thus, Warren Winiarski at Stag's Leap Wine Cellars was clearly a major factor in associating the name with a larger viticultural reality. Clos Du Val also made a contribution with its viticultural similarity. Others which come to mind are Shafer Vineyards, Pine Ridge Winery and Steltzner Vineyards. These wineries used the Stags Leap District name to identify the wines and grapes from the neighborhood, as did Vichon and Silverado Vineyards from their Cabernet Sauvignon. Thus, a viticultural identity was formed for the name which was more significant for the consumer than the original historical narrow focus.

I understand all the boundaries except the northern one are acceptable to the parties. It seems the western boundary is determined by the soil changes at the river and this seems right. The south is bounded by the narrow closure where the range of hills draws closest to the river to form one wall of the funnel for bay area breezes. On the east, the line is formed by the range of hills which forms another part of the rim of the basin which encloses the area. On the north, the original petitioners are proposing a ring of hills which moves towards the river like a closure similar to the one on the south. In my opinion, these are good boundaries which capture the viticultural distinctiveness of the area and at the same time correspond with history and common name usage.

The character of the boundaries proposed for Stags Leap District is in accordance with the principles the BATF suggests to distinguish one viticultural area from another.

Thank you for giving consideration to these comments.

Yours truly,



Bernard Rhodes

Dear Mr. [Name],

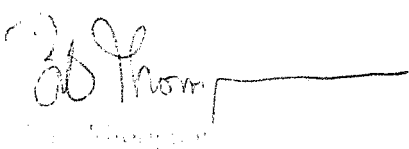
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I am pleased to hear that you are interested in the [Project Name] and would like to discuss the details with you. The [Project Name] is a [Project Description] and we are looking for [Project Goals]. We are currently [Project Status] and we are looking for [Project Roles]. If you are interested, please contact me at [Contact Information].

I am sure that you will find this a very interesting opportunity and we would be happy to discuss it further with you. Please let me know if you have any questions or if you would like to meet with me. Thank you for your time and interest.

Yours faithfully,

[Name]



[Title]



52

Martha's Vineyard

November 27, 1987

Bureau of Alcohol, Tobacco
and Firearms
P. O. Box 385
Washington, D.C. 20044-0385

RE: Notice 644

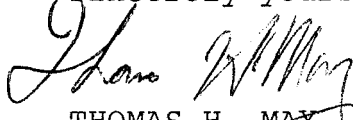
Dear Sirs:

As a 24 year resident of Napa County at this address, I would like to call your attention to the following points re: Notice 644.

- (a) A viticultural appellation must be viticulturally distinctive.
- (b) The preponderance of evidence should be considered.
- (c) Viticultural appellation borders should not be flexed for convenience of legibility on USGS maps.

In my interpretation of local geography, Yountville Crossroad is just that. The Stags Leap area of Napa County comprises an angled area. The sides of the angle extend about 1 mile NW and SE from the point of intersection, which is the physiographic feature, Stags Leap. The arc described by the two angle lines coincides with the approximate crest of the hills from NW to South.

Sincerely yours,


THOMAS H. MAY

THM/krq



53

Wine Warehouse

800 EAST NINTH STREET, LOS ANGELES, CALIFORNIA 90021-2089
PHONE (213) 628-6141 TELEX: 686-466 WINE WHSE LSA

December 23, 1987

Mr. Richard A. Mascolo
Chief, FAA, Wine & Beer Branch
BATF
1200 Pennsylvania Avenue N. W.
Washington, D. C. 20226

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,

F. DONALD SCHLIFF
PRESIDENT

FDS:amc



STAG'S LEAP WINE CELLARS

5766 Silverado Trail • Napa, California 94558

(707) 944-2020 or 944-2782

54

December 22, 1987

Mr. Richard A. Mascolo
Chief, FAA, Wine & Beer Branch
Bureau of Alcohol, Tobacco & Firearms
1200 Pennsylvania Avenue, N.W.
Washington, D.C. 20026

Dear Mr. Mascolo:

The enclosed was sent to me by way of comment in the matter of the proposed Stags Leap District.

I am sending it to you to be included in the comments under consideration.

Sincerely,

A handwritten signature in cursive script, appearing to read "Warren Winiarski". The signature is written in dark ink and is positioned above the printed name.

Warren Winiarski

WW:SMG
ENC.

POST OFFICE BOX 709
KENT, CONNECTICUT 06757

November 27, 1987

Warren Winiarski
Stag's Leap Wine Cellars
5766 Silverado Trail
Napa, CA 94558

Dear Warren:

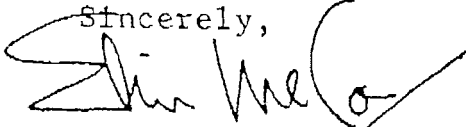
As wine journalists, we've been following with great interest the development of sub-appellations in the Napa Valley, specifically the "Stag's Leap District". As you know, the criteria for granting appellations in this country are extremely broad. There may be some argument that broad appellations-- such as Napa Valley, Sonoma or Finger Lakes-- serve consumers by informing them about the general geographical origin of wines so labeled.


But we think--and have argued in print (Food & Wine, October 1986 : "Stags Leap: What's In a Name?")-- that sub-appellations within broad appellations provide no additional information to the wine consumer --and indeed sow confusion-- unless such sub-appellations are limited in scope to areas from which wines with distinctive and similar characteristics originate.

The criteria for sub-appellations, in other words, ought to be exclusive, rather than inclusive. The Stag's Leap District is an area of the Napa Valley which has become associated with distinctive wines, particularly reds. However, if the sub-appellation "Stag's Leap District" was permitted to be used by wineries which have not contributed historically to the district's reputation, the appellation would have its significance irreparably diluted.

We hope you, and the other vintners in the area are successful in arguing that the sub-appellation "Stag's Leap District" should be kept limited in scope and hence meaningful for the wine consumer.

Please feel free to use the contents of this letter in support of your efforts.

Sincerely,

Elin McCoy


John Frederick Walker



55

November 13, 1987

Chief F.A.A., Wine and Beer Branch
Bureau of Alcohol, Tobacco and Fire Arms
Washington, D. C. 20226

RE: NOTICE #644

Dear Sir:

In reference to your Notice #644, it is my understanding that your offices are proposing to identify the Stags Leap Area of the Napa Valley, in California as a separate wine producing appellation. This is an excellent idea as the wines from that district are clearly distinct in style.

I have been purchasing wines from Stags Leap Wine Cellars since their first releases in 1974. As a restaurant owner and wine educator, I have enjoyed the style of wine produced by this special geographic area continuously since that time.

My reason for writing is to comment on the boundaries currently being considered; in particular, the northerly boundary being the Yountville Road. While I concur with the geographic perimeters you have selected to the east, south and west, using the Yountville Road as a northerly boundary appears to extend the area further north than the area's topography would dictate. The Yountville Road is not a geographic boundary, and, to me, clearly is one half a mile, or so, northerly of the three hills which appear to naturally bound the area.

The basin which is formed by these hills, and the others used to form the Stags Leap area, clearly define the special soil and weather conditions which create this distinct area. By broadening the area beyond its natural geographic features, the consumer's confidence in our Appellation System will be sorely tested. The wineries in this additional area produce excellent wines but, they are not similar to those produced in the Stags Leap basin as I have defined it above.

I trust that you will see fit to reconsider the proposed northerly boundary to truly allow the geographic features of the Stags Leap Appellation to define its boundaries.

Very truly yours,

A handwritten signature in cursive script that reads "Charles B. Marshall".

Charles B. Marshall
President

CBM:nt
Enclosure

Mr. Stox EPICUREAN

Summer 1987

Volume 9

Number 2



Herb Pruitt, director of the Anaheim Museum accepts an original engraving of an early Anaheim home and winery from Debra, Chick and Ron Marshall. Mr. Stox will be hosting a wine and food festival on Sunday, September 13, 1987 from 3:00 to 6:00 p.m. The donation to the Museum is \$35.00 per person.

MATANZAS CREEK WINERY DINNER

On Wednesday, October 14, 1987, Sandra and Bill McIver, proprietors of Matanzas Creek Winery, will join us for a very special evening. The McIvers founded their winery in 1977 and it has enjoyed a spectacular success since its inception. Their Chardonnay has been consistently outstanding standing as are their Merlot and Sauvignon Blanc. Since building a new winery in Santa Rosa in 1986, they have been joined by David Remy, who serves as their winemaker.

Although it is not yet marketed, the winery produces an excellent dry sparkling wine. We will start the evening with a sampling of the wine along with appropriate hors d'oeuvres. Next we will enjoy a dinner created by our staff to enhance the wines of Matanzas Creek, and your enjoyment. We look forward to seeing you on the 14th!

DUCKHORN DINNER AND WINE TASTING

Duckhorn vineyards was founded in 1976 on a 10 acre parcel along the Silverado Trail in the Napa Valley. Dan and Margaret Duckhorn will be joining us on Wednesday, January 20, 1988 to present their wines. They are most noted for their excellent Merlot, Cabernet Sauvignon, and Sauvignon Blanc. As is the custom in many Bordeaux Chateaus their Cabernet Sauvignon is a blend of three grapes: Cabernet Sauvignon, Merlot, and Cabernet Franc. Likewise, their Sauvignon Blanc is a blend of that grape and Semillon. Winemaker, Tom Rinaldi, feels that these blends enhance the wines and represent a style favored at Duckhorn.

We have carried Duckhorn wines since their first releases and are excited to be creating a dinner to highlight them. Be with us on January 20th to meet the Duckhorns and enjoy a relaxing and informative evening.

CALERA PINOT NOIR DINNER Wednesday, November 11, 1987

Josh Jensen, the owner of Calera Winery and President of the National Pinot Noir Association, will assist us in hosting a dinner and Pinot Noir tasting.

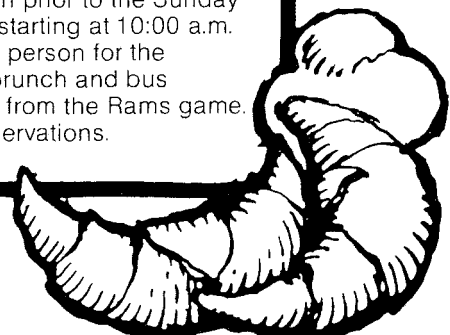
Our plan is to taste and compare Red Burgundy, from France, along with Pinot Noirs from Oregon and Calera's much acclaimed Burgundian style wines from California. This is a rare chance to taste and better appreciate this noble but often misunderstood grape variety.

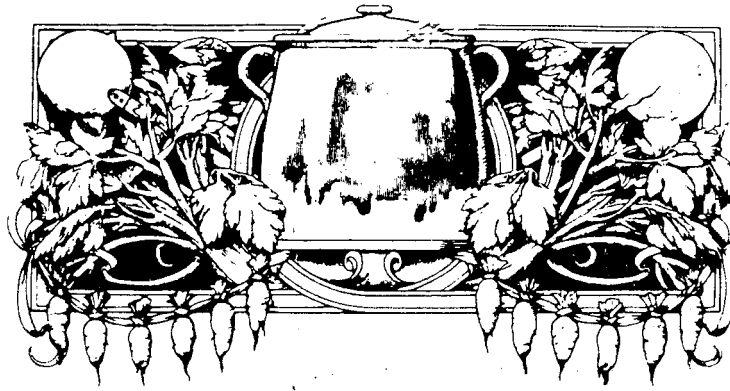
The dinner will, of course, center around the wines of Calera mainly their excellent Chardonnay (rated a 90 in Wine Spectator) and their luscious Pinot Noir.

Be here on November 11th for some fun, education and a great dinner.

RAMS SUNDAY BRUNCH

Again this fall, Mr. Stox will offer an Elegant Buffet Brunch prior to the Sunday Home Rams Games starting at 10:00 a.m. The cost is 14.95 per person for the brunch or 22.00 for brunch and bus transportation to and from the Rams game. Call 634-2994 for reservations.



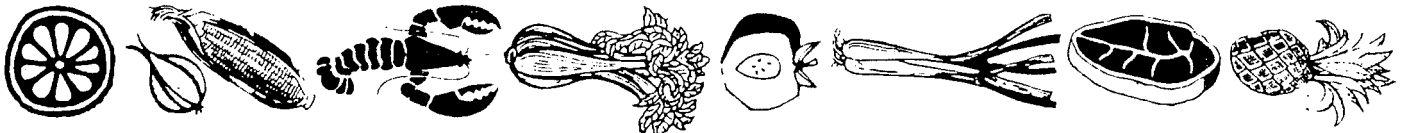


COOKING CLASS

We are pleased to offer an array of classes this fall and winter to reflect many of the emerging trends in food preparation. The thrust continues to determine just what "California Cuisine" is. It appears to reflect a taste for lighter, fresher foods with a special emphasis on its presentation. Larger plates with sauces and vegetable garnishes, somewhat in an oriental style, are appearing in most of the finer restaurants. The movement to traditional American regional cuisines such as Southwestern and Midwestern continue to gain in popularity as well.

Hans Prager will be presenting a class featuring some old and new dishes from his wonderful "Ritz" restaurant. Hans is an old friend and well known for his hospitality and fine food. He has a true dedication to food preparation and a charming personality to present his ideas.

Our Chef, Scott Michael Razcek will again be assisted by Tilly Clements and Shelley Penic, our pastry chef. They will present a series of classes to review Southwestern Cuisine and prepare you for holiday entertaining. We also plan to repeat our successful participation class where you get to prepare your own luncheon in Mr. STOX'S kitchen.



COOKING CLASSES

WEDNESDAY - OCTOBER 21, 1987 FOOD TRENDS FROM "THE RITZ" HANS PRAGER

Hans Prager was the "Southern California Restaurant Writers" Restaurateur of the Year in 1985. His Ritz restaurant in Newport Beach has been at its present location in the Newport Center since 1982. It is rightfully one of California's most popular and successful dining establishments. Hans has promised to share some of his culinary secrets with us.

WEDNESDAY - NOVEMBER 4, 1987 11:00 A.M. PARTICIPATION COOKING CLASS

This is a unique opportunity to participate in preparing your own luncheon in Mr. Stox's kitchen with Chef Scott Michael Razcek presiding. We will provide the recipes, aprons and personalized toques. You can enjoy the experience of cooking in a restaurant kitchen while preparing a delicious lunch for your own enjoyment. This class will be limited to twelve participants.

THURSDAY - NOVEMBER 12, 1987 10:00 A.M. NORTHERN ITALIAN CUISINE

The food of the Piedmonte area in Northern Italy is noted for its high quality and delicate flavors. Chef Razcek has promised to teach us to prepare risotto, pasta and veal to mention a few things. Shelley Penic says she has some ideas for dessert that will fit right in with this cuisine. Join us for this festive occasion.

WEDNESDAY - NOVEMBER 24, 1987 10:00 A.M. GETTING READY FOR THE HOLIDAYS

Are you in a panic of what to serve your guests for holiday entertaining? Well, we are full of ideas to make entertaining fun, easy to prepare, and innovative. Scott, Tilley, and Shelley will share recipes, decorating ideas and some special holiday garnishes with you. Don't miss this special class.

Chef's corner

The realization of a successful menu starts with the finest ingredients. At Mr. Stox we are lucky enough to have our own fruit trees and herb gardens sprinkled throughout the property. Nothing equals the aroma of freshly cut vegetables, fruits and herbs. The innovations of chefs are always centered around the quality of their produce, meats and seafoods. Our selection of menu items will assure you of seasonal specialties and the freshest products possible. Because we are committed to freshness and quality, we are implementing a new lunch menu concept in which the contents of the appetizers and entrees will change on a daily basis. Everyday a new printed menu will be available for your lunch dining. We are all very excited about taking this bold step forward at Mr. Stox.

To maintain the tempo of the modern kitchen, the chef must wear many hats. He must organize the kitchen, buy the food, coordinate, and write menu; and above all, be a creative idea maker. The grooming of ideas with the kitchen staff is essential for consistent products and quality cooking. We are a fortunate kitchen in having a depth of cooking ability on our staff.

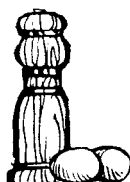
Leroy Kuzma is our day sous chef. In addition to preparing stocks, soups and sauces, Leroy oversees the daily buying of food. He oversees the critical details of price comparisons of fish, meat and produce as well as carefully hand checking items received for quality and freshness. Without quality food, one cannot cook, serve, and savor quality cuisine.

Fascination with and innovation of cuisine describe the principals of a good cook. Our evening sous chef, James Gillam, has these qualities and displays them in abundance in his cooking and supervision of our evening kitchen staff. James supervises the preparation and service of our dinner menu as well as overseeing much of the kitchen cleaning activities.

Our lovely and delicious desserts are prepared under the direction of our pastry chef, Shelley Penic. In addition to her normal selection of mouth-watering desserts, Shelley and her staff prepare the many wedding cakes and special desserts for our catering department. She has just added individual Baked Alaska, with Haagen Daz ice cream, of course, to our new dinner menu. On your next birthday or anniversary celebration, let us know when making your reservation and we will provide one "on the house". (Congratulations to Shelley, and her husband, George, who have just returned from their wedding in Seattle, Washington).

Both our new lunch and dinner menus will be implemented in early September. For you Rack of Lamb lovers, we've just added it to the dinner menu as well as Fresh Ahi and Venison. So, please take the opportunity to enjoy our efforts.

Scott Michael Raczek



WHAT'S NEW

This fall marks yet another revision of both our lunch and dinner menus. For lunch, we have begun preparing a completely new menu everyday. This will allow us to serve the freshest products available, adjust to market trends and offer an exciting new menu everyday.

In the evening, there are several new additions to our dinner menu. We have added Roast Rack of Lamb with garlic and rosemary, Mesquite Broiled Fresh Ahi with an orange ginger sauce, Sauteed Northern Halibut in a dill butter sauce, Roast Saddle of Venison with a black currant sauce; Grilled Coulotte Steak on a bed of leeks and mushrooms, and a smaller "California Cut" of Prime Rib, for light eaters. We have also added Orange Roughy garnished with cucumber and capers and Veal sauteed with artichokes and a mild mustard sauce. These, plus your old favorites should be enough to keep all of us busy at night.

We have finished the repainting of our dining rooms in softer, lighter colors and have completed the thankless and expensive task of completely resurfacing our parking lot.

The next step is the redecoration of our restroom, which is long overdue. When Debbie Marshall finally finishes reviewing the various fixture catalogues and cruising the State College Avenue tile show rooms, this project will come to fruition. Look for an early fall completion. Debbie promises...

Did you know that we now have entertainment every night? Steve Munson plays the piano in our lounge Tuesdays through Saturdays and Anne Cox, our harpist, performs in the diningroom on Sunday and Monday evenings.

MR. STOX RECIPE



CHERRYSTONE CLAMS MARYLAND

Yield: 2 servings of six each

Ingredients:	Weight/Measurement
Bacon	2 lbs.
Red Pepper	1 each
Green Pepper	1 each
Red Onion	1 each
Garlic	1 clove
Cherrystone Clams	12 each
Parmigano	1 cup

PROCEDURE:

1. Dice the bacon, peppers and onion. Keep the bacon separate from the vegetables.
2. Mince the garlic.
3. In heavy bottom saute pan, cook the bacon until it is half done. Drain off the fat.
4. Then add the peppers, onions and garlic. Continue cooking until the vegetables are soft around edges. Set them aside to cool.
5. Wash and open the clams.
6. Arrange the clams on a baking sheet and top them with the previously cooked mixture.
7. Heavily sprinkle the cheese atop the filled clams.
8. Bake them at 400° for 5 minutes, or until the cheese is lightly browned. Serve them at once.

CLOS DU VAL WINE COMPANY LTD.

P.O. BOX 4350

5330 SILVERADO TRAIL

NAPA, CALIFORNIA 94558

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

56

December 28, 1987

Mr. Richard A. Mascolo
Chief, FAA, Wine & Beer Branch
BATEF
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,



Brett E. Powell

490 Seabright Ave #C

Grover City, CA 93433

CLOS DU VAL WINE COMPANY LTD.

P.O. BOX 4350

5330 SILVERADO TRAIL

NAPA, CALIFORNIA 94558

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

57

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,

Daniel R. Wilcox
Wine Purchaser
500 East Ninth Street
Los Angeles Ca 90021

58

JAMES A. EIRINBERG
ATTORNEY AT LAW
SUITE 226, HANSON BUILDING
304 SOUTH PHILLIPS AVENUE
SIOUX FALLS, SOUTH DAKOTA 57102
605-338-4463

December 30, 1987

Mr. William Drake
Associate Director
Bureau of Alcohol, Tobacco & Firearms
P.O. Box 385
Washington, D.C. 20044-0385

Re: Setting the boundaries for the Stag's Leap District
Attn.: Notice Hearing No. 644
Chief, FAA, Wine and Beer Branch

Dear Mr. Drake:

I am the President of the Sioux Falls Wine Club. Our club is composed of approximately 130 members who serious students of and purchasers of fine wines. We sponser monthly wine tastings and have many more private tastings on a weekly basis.

As President of the Sioux Falls Wine Club, I try to keep abreast of events which occur in the wine industry which may have an important impact on wine consumers. To date, I have read several articles concerning the establishment of several viticultural areas in California.

Of particular interest to various wine growers and consumers is the recent controversy concerning where the boundaries should be set for the U.S. viticultural area known as the Stag's Leap District. The Sioux Falls Wine Club would like to note our interest in this precedent-setting viticultural area since the Club believes that a great deal is at stake as to how the consumers will regard the entire viticultural area program.

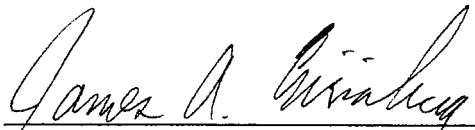
Many of the consumers of fine wines realize that the Stag's Leap District has a unique set of geographical features and is associated with especially good zinfandel and Merlot wines, and wonderfully rich cabernet sauvignon wines. An informed consumer realizes that he is likely purchasing a unique set of characteristics when s/he purchases a cabernet from the Howell Mountain District or a pinot noir from the Los Carneros District. This is also currently applicable for the Stag's Leap District wines.

The Sioux Falls Wine Club believes that an exclusive and strict


approach is necessary when setting boundaries for viticultural areas within the United States. We believe that the BATF should be extremely careful in setting the boundaries of each area so that each viticultural area is set as narrowly as possible, thereby respecting the topography, microclimate and unique soil qualities of each geographical area of wine-producing districts. We feel that allowing anything short of an exclusive approach would be a great error of international proportions. The long-term reputation of American wine producers and the wine consumer must be protected by establishing strict geographical boundaries for American wine districts.

As a result, I and several other executive officers, on behalf of the Sioux Falls Wine Club, respectfully implore you to set the Stag's Leap District boundaries as narrowly as possible, thereby denying any request to extend the current boundaries. We believe that this action will preserve and protect the integrity of the Stag's Leap District.

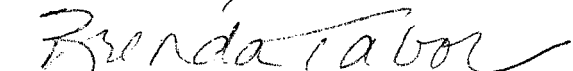
Dated and signed by the following executive officers of the Sioux Falls Wine Club this 30th day of December, 1987.




President



Ex Officio President



Vice President



Member at Large

Encl.

San Francisco Chronicle
December 9, 1987

THE W

Seeds of Controversy Sprout in the Napa Valley

About 12 years ago, wine aficionados began identifying a "Stag's Leap character" in certain wines from the southeast Napa Valley. Now it's official.

Early next year, the U.S. Treasury will make the Stag's Leap District a U.S. viticultural area (defined as a grape-growing region with geographic features that set it apart from surrounding areas). Producers will then be allowed to use "Stag's Leap" as the designation for appellation of origin on wine labels and in advertising.

The only remaining decision is exactly where the boundaries will be drawn. And within that deceptively simple decision are the seeds of a controversy that could affect the U.S. wine community for hundreds of years.

The Stag's Leap District will be the third sub-appellation within the Napa Valley viticultural area established in 1983 after Los Carneros and Howell Mountain (both issued but it will be the first within the valley proper).

The Appellation Challenge

More than its predecessors, the new sub-appellation challenges the California wine industry and the Bureau of Alcohol, Tobacco and Firearms (which has regulatory authority, but follows the industry's lead to a great extent) to arrive at an understanding, before the appellation system in this country develops past the point of no return, as to the purpose of appellations.

Are they meant to enhance wine sales and marketing, or to serve as the foundation for the quality and reputation of American wines for centuries down the line?

The process of matching wine grapes to the most favorable growing spots is basic to the evolution of a wine region. Californians have pursued it seriously for barely a century, naturally looking to older wine regions, particularly those in France, for guidance.

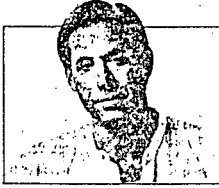
Viticultural refinement has been proceeding for hundreds of years in France, where wines are perceived to increase in distinctiveness — and in value — as their origin is specified ever more precisely, from region down to district, then to commune, vineyard and, quite often, some tiny part of a vineyard.

Geographical Heritage

The Stag's Leap District undoubtedly has a unique set of geographical features. The area is a kind of valley-within-a-valley — set hard against the dry eastern hills along the Silverado Trail. About a million years ago the Napa River flowed slightly east of its present course, eroding an elongated basin in which it deposited mineral-rich volcanic sediment. The district's topographical structure, a loose enclosure formed by a ridge and several hills, have left that rich, ancient soil close to the surface and accessible to grapevine roots. In the areas immediately adjacent to the north and west, however, that soil lies buried under more recent alluvial sediment.

Those same topographical features also endow the area with a miniature, slightly enhanced version of the general Napa Valley climate.

Wines of distinctive quality. A ballpark description of the "Stag's Leap



ROD SMITH

Rod Smith, a San Francisco wine writer, has written for many publications, including Gourmet. His revision of the Sunset classic, Wine Country-California, was published this month.

character," which is most apparent in Cabernet varieties, Merlot and Zinfandel, would include broad, rich flavors and soft tannins wrapped around firm, authoritative essences, velvety mouth feel, with remarkable weight on the central palate and length in the finish. Chocolate, blackberry and cherry are descriptors that come up often.

Twenty-two growers and wineries in the Stag's Leap District petitioned the Bureau of Alcohol, Tobacco and Firearms for recognition in August 1985. Some of the better-known wineries are Stag's Leap Wine Cellars, Stag's Leap Winery, Pine Ridge Winery, Clos du Val and Sclafer Vineyards. Prominent growers include Warren Winiarski (who recently purchased the Nathan Fey Vineyard), Joseph Phelps and Dick Steltzner.

Extending Boundaries

Last week, public hearings were held in Yountville by BATF associate director William Drake to consider a request by a handful of wine producers (notably S. Anderson Vineyards) that its northwest boundaries be extended to include their holdings. The parties to the original petition countered with testimony from a geologist and a geomorphologist that extending the boundaries would weaken the appellation's integrity. A decision will be made in Washington, D.C. shortly after the Jan. 15 close of the public comment period.

The way I see it, appellations are meant to avail as many wine producers as possible of any increased profit commanded by ap-

pellations of origin, then a viticultural area ought to be expanded to include every producer who wants to use the appellation. However, that approach would likely prove disastrous to the long-term reputation (and revenue) of American wine producers in general.

No Joking Matter

An exclusive approach is necessary. Unless the BATF is careful to set the boundaries of each area as narrowly as possible, strictly respecting the lay of the land as it affects grape and wine characteristics, then the American appellation system will ultimately become an international joke.

The larger question facing the wine industry is whether it does want to proceed with an appellation system based on the French model. Rigid legislation in all aspects of wine production makes the French system work. In this country, where such matters as varietal selection, winemaking methods and quality assessment are largely market-driven and subject to a broad democratic process, the type of appellation system that's already underway here may prove to be divisive and counterproductive.

How many people, without knowing the quality of what's in the bottles, would choose to buy a wine labeled Medoc over a Medoc additionally labeled as coming from Pauillac, Margaux, Saint-Julien or another Medoc commune?

California winemakers ought to look ahead and wonder if, after the Napa Valley has been carved up into discreet appellations, wine producers located between appellation boundaries might find themselves, commercially speaking, in the middle of nowhere. At present, wine consumers will pay a pretty penny for a wine from the Napa Valley. Will consumers of the future dismiss the same wine as "just a Napa Valley wine?"

The BATF needs to be careful about what kind of precedent it sets in defining the scope of the Stag's Leap District. It's not too late yet, for the American wine industry to scrutinize the whole appellation system and reach some accord on the most desirable relationship between established viticulture areas and the smaller ones they contain, before things get out of hand.

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CLOS DU VAL WINE COMPANY LTD.

P.O. BOX 4350

5330 SILVERADO TRAIL

NAPA, CALIFORNIA 94558

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

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.

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

Sincerely,

Cynthia Beck
c/o wine warehouse
3621 Plumosa Dr.
San Diego, Ca 92106

60

1591 Dean York Lane
St. Helena CA 94574
January 5, 1988

Chief, FAA, Wine & Beer Branch
Bureau of Alcohol, Tobacco & Firearms
1200 Pennsylvania Avenue NW
Washington, D.C. 20226

Dear Sir:

I am writing as a wine consumer who has lived in the Napa Valley for the last ten years. I have also worked for several wineries in tour guide/public relations/marketing capacities and have been involved in many tasting groups within this ten year period.

I urge you to maintain the integrity of the American viticultural program by not enlarging the proposed Stags Leap District - just because a few growers and S. Anderson Vineyards are just outside the boundaries and want to be included. From my years of experience in tasting Napa Valley wines I concur that there is a certain distinct Stags Leap character which one almost always associates with the red wines from this area. This character is defined by soft tannins, intense rich fruit and a velvety, smooth finish.

Stan Anderson does not even grow red grapes and Bill Weeks' Cabernet has harsh tannins and is very unrepresentative of the Stags Leap character I just described. In summary, I have never identified the area along the Yountville Cross road or the wine from there as being a part of the Stags Leap District.

Furthermore, in our densely planted Napa Valley where there are likely to be numerous small viticultural areas in the future, the boundaries become increasingly important.

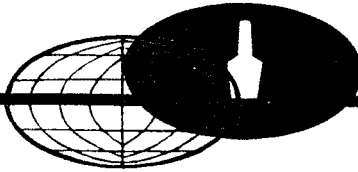
So, I urge you to make American viticultural areas as meaningful in regard to establishing a foundation for the quality and reputation of American wines in years to come as the French areas (Bordeaux in particular) have been.

Thank you for your consideration.

Sincerely,



Libby Cafaro



CONSOLIDATED DISTILLED PRODUCTS, INC.

3247 SOUTH KEDZIE AVENUE • CHICAGO, ILLINOIS 60623 • PHONE 312/254-9000

61

December 29, 1987

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

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

Sincerely,

Arnold K. Leavitt
President

AKL:pb

CLOS DU VAL WINE COMPANY LTD.

P.O. BOX 4350

5330 SILVERADO TRAIL

NAPA, CALIFORNIA 94558

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

62

December 28, 1987

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

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////

Sincerely,

R. Michael Fyle

Wine Consultant
National Wine & Spirits Corp., Inc.
P.O. Box 602
700 W. Morris
Indianapolis, Indiana 46206



63

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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Sincerely,

Andrew Hechtman
Sales Manager



WINE & SPIRITS, INC.

64

December 24, 1987

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

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Sincerely,

PREMIER WINE & SPIRITS, INC.



David F. Zbudke
General Sales Manager

DFZ:rd

CLOS DU VAL WINE COMPANY LTD.

P.O. BOX 4350

5330 SILVERADO TRAIL

NAPA, CALIFORNIA 94558

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

65

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BATF
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Sincerely,

Diann R. Raynor
National Wine & Spirits
PO Box 1602
Indpls, In 46206

CLOS DU VAL WINE COMPANY LTD.

P.O. BOX 4350

5330 SILVERADO TRAIL

NAPA, CALIFORNIA 94558

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

666

December 28, 1987

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

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Sincerely,



Executive Vice-President

SUPERIOR WINE & SPIRITS, INC.

Box 2888

Warminster, Pa. 18974

CLOS DU VAL WINE COMPANY LTD.

P.O. BOX 4350

5330 SILVERADO TRAIL

NAPA, CALIFORNIA 94558

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

67

December 28, 1987

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1200 Pennsylvania Avenue, N.W.
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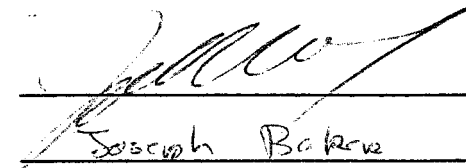
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Sincerely,



Joseph Baker

Baker Distributing

North Plavendon, UT

CLOS DU VAL WINE COMPANY LTD.
P.O. BOX 4350
5330 SILVERADO TRAIL
NAPA, CALIFORNIA 94558
PHONE 707-252-6711 - TELEX 353197 (ARETI UD)

68

December 28, 1987

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

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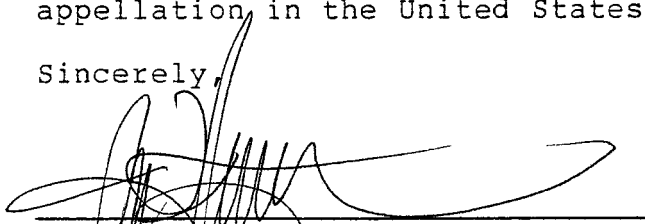
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Sincerely,



Jay K. Johnson

Bacchus Group Ltd.

539 Cooke Street

Honolulu, Hawaii 96813

(representative for Areti Wines in Hawaii.)

CLOS DU VAL WINE COMPANY LTD.

P.O. BOX 4350

5330 SILVERADO TRAIL

NAPA, CALIFORNIA 94558

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

69

December 28, 1987.

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Washington, DC 20026

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Sincerely,

Jerry W Anderson
2266 - 2 WOODSIDE LN
SACRAMENTO, CALIF 95825

SELECT WINE MARKETING

Jerry Anderson

2266 Woodside Ln., Suite Two

Sacramento, CA 95825

70

CENTRAL COAST WINE COMPANY

IMPORTERS • WHOLESALERS



DISTRIBUTORS

P.O. BOX 7640
SANTA CRUZ
CALIFORNIA
95061-7640
408/425-5405

December 28, 1987

Mr. Richard A. Mascolo
Chief, FAA, Wine & Beer Branch
BATF
1200 Pennsylvania Avenue, N.W.
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71

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IMPORTERS • WHOLESALERS



DISTRIBUTORS

PO. BOX 7640
SANTA CRUZ
CALIFORNIA
95061-7640
408/425-5405

December 28, 1987

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P.O. BOX 4350

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NAPA, CALIFORNIA 94558

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

72

December 28, 1987

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BATF
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Washington, DC 20026

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Sincerely,

Larry A. Bosco
Sales Manager

Strauss Dist. of Shreveport

1010 Jack Wells Blvd.

Shreveport, La. 71107

CLOS DU VAL WINE COMPANY LTD.
P.O. BOX 4350
5330 SILVERADO TRAIL
NAPA, CALIFORNIA 94558
PHONE 707-252-6711 - TELEX 353197 (ARETI UD)

73

December 28, 1987

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

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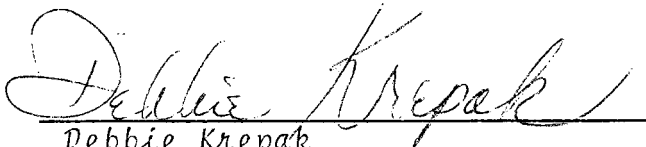
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Sincerely,



Debbie Krepak
On-Premise Sales

Strauss Distributors of Shreveport, Inc.
P.O. Box 78174
Shreveport, LA 71138

CLOS DU VAL WINE COMPANY LTD.

P.O. BOX 4350

5330 SILVERADO TRAIL

NAPA, CALIFORNIA 94558

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

74

December 28, 1987

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

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Sincerely,

Bruce Wedia
4540 Clear St.
Denver, CO 80211

CLOS DU VAL WINE COMPANY LTD.
P.O. BOX 4350
5330 SILVERADO TRAIL
NAPA, CALIFORNIA 94558
PHONE 707-252-6711 - TELEX 353197 (ARETI UD)

75

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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Sincerely,



ALAN C. CLARKE

6166 COUNTRY CLUB DR.

ROHNERT PARK, CA 94928

diamond creek

CABERNET SAUVIGNON

Exclusively

January 7, 1988

76

Bureau of Alcohol, Tobacco & Firearms
Post Office Box 385
Washington, DC 20044-0385

Attn: Chief, FAA, Wine & Beer Branch
Hearing Notice No. 644

Re: Sub-appellation hearings
of Stag's Leap

Dear Sirs,

We would like to give you our views on the importance of labelling wine according to sub-regions within a large appellation district.

We recognized the importance of soils and micro-climates when we purchased our property 20 years ago. At that time we felt that our soils and climates were so unique within our 20-acre vineyard that we labelled our wine under 3 different designations. These 3 labels reflect grapes that come from different soils that practically touch each other. The result is that the 8-acre vineyard, the 7-acre vineyard and the 5-acre vineyard, comprising 20 acres, have a distinctive personality and are recognized by the wine-interested community as being unique. Thus, they are willing to pay prices that are among the highest in the Napa Valley. All labels have been registered and we feel we have protection from others that would capitalize upon our reputation for distinctiveness.

This is an important marketing tool that can have serious repercussions if new wineries were allowed to expand a recognized appellation region. If such a situation was not confined to a definite limitation, other winemakers who do not have quality standards could, within legal parameters, offer inferior wines and destroy reputations built up over many years.

To allow a name to be a catch-all for those who wish to ride the coattails of the pioneers of a sub-region can only dilute the importance of this appellation and inure to the detriment of those responsible for the creation of a region.

To assure the credibility of the wine community, we urge that the Stag's Leap appellation remain as originally proposed.

Sincerely,

Al Brounstein

Al Brounstein

AB:gd

BIANCO RANCHES

4128 Chiles Valley Rd.
St. Helena, CA 94574

77

January 5, 1988

Dear Sirs:

I have read in the newspapers about the northern boundary of the Stags Leap District. I have been farming in the Napa Valley for some time. I have some experience of grape growing in the area in question, and I thought this experience would be useful.

I have been growing grapes and farming for a total of fifty years, first in Cucamonga, later in Fresno, and still later in the Napa Valley. I was in charge of the entire vineyard operation for Charles Krug Winery (1,800 acres) for 10 years. In addition, I have leased lands for the growing of grapes as a business venture with others all over the Napa Valley.

In this connection, I farmed the vineyard land on both sides of the Yountville Crossroads now owned by Anderson and Krug, as well as the vineyards on the south side of the hills along the Silverado Trail - now owned by Bob Eagan.

In my experience, the soils on both the north and south sides of the Yountville Crossroads are identical from the view of growing grapes. In general, they are tight, heavy-textured soils with a lot of compact clay. There are some places where there is an abundance of rock. If these soils are cultivated when they are partially dry, they form hard clods that don't break up easily. When these soils are wet, they are sticky and gummy - I call them gumbo soils because they stick to the heels of your boots.

In some places the soil is more gumbo-like than others. In some places there are more or less rocks in the soils or below the surface, but there is no difference between the north and south side of the Crossroad from these points of view. In addition, I have noticed that some locations where the soil is more gumbo, these soils take a long time to warm up in the spring. In other locations, where there is more stone in the soil, the vines seem to run out of moisture earlier in the fall (unless there is some irrigation).

On the south side of the hills the farming is very different. The soil is different. This is not a sticky, gumbo soil. I am referring to Bob Eagan's place. The soil is not tight and does not have a heavy textured clay. It breaks up more easily and seems to have a more sandy or grainy character. It also seems to warm up earlier in the spring and allow for cultivation sooner.

As a general rule, I would judge the soil character by the type of grapes I would plant in the area, and expect to succeed with the least difficulty from the soil. And in this regard, using my experience, I would not plant Cabernet along the south or north sides of the Crossroads if I wanted a good quality every year. I'm not saying that Cabernet could not be grown in some of these sites. It is just that the soil, because of its character, would be against you. On the south side of the hills, where the Eagan vines are, you could be sure of having more sugar, better quality in general, and more smiling faces at the winery without struggle and sleepless nights on your part. As a grape grower, I would say in conclusion, that the soil on the south side of the hills is much better for the grapes and for the farmer. It is very different in this way from the soil on both sides of the Yountville Crossroad which makes farming harder because of the rocks and the gumbo character of the soil.

Respectfully yours,



Alex Bianco



STONEGATE WINERY
1183 Dunaweal Lane
Calistoga, California 94515-9601
Telephone (707) 942-6500

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January 7, 1988

Chief, FAA, Wine & Beer Branch
Notice Hearing No. 644
Bureau of Alcohol, Tobacco & Firearms
P.O. Box 385
Washington, D.C. 20044-0385

Dear Chief,

I live on the floor of the Napa Valley, one mile south of Calistoga. My family started vineyards in 1969 and a winery in 1973. I have been the General Manager and Winemaker of Stonegate Winery since 1976. Stonegate Winery owns no vineyards nor buys any grapes from the area I'm writing to you about.

I wish to express several thoughts regarding the establishment of a Stags Leap District.

I support the formation of the Stags Leap District, as originally proposed, because in my view, the original proposal (see enclosed map) fits the criteria already outlined in BATF literature. Specifically, the original proposal has historically exhibited "distinctive viticultural qualities" and "unique characteristics such as climate, soil and elements."

I further feel that the originally proposed Stags Leap District will be of benefit to consumers of wine in that there is an existing recognition, among wine trade and consumers, that high quality wines are being produced from grapes grown within the originally proposed boundary. This recognition, I might add, has been in existence for close to 20 years.

Of concern to me is a proposal to extend the boundaries of the proposed Stags Leap District, beyond the original proposal, the original proposal being clearly definable by history, product and geographical boundaries. I have visited and examined the area(s) in question and I find it difficult to find a reason to extend the boundary to the Yountville Cross Road, for any other than political

January 7, 1988


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and/or marketing reasons, both of which have no place in the formation of districts.

To quote W. Andrew Beckstoffer, who gave testimony before BATF in San Francisco on December 2, 1987, "The consumer and the wine industry is benefited by clear, strong, precisely defined viticultural areas that are identified by a viticultural distinctiveness which is shared by the grapes and wines from the area. Anyone seeking to establish or to expansion of an area's boundaries must make a clear and convincing showing that they share those common characteristics."

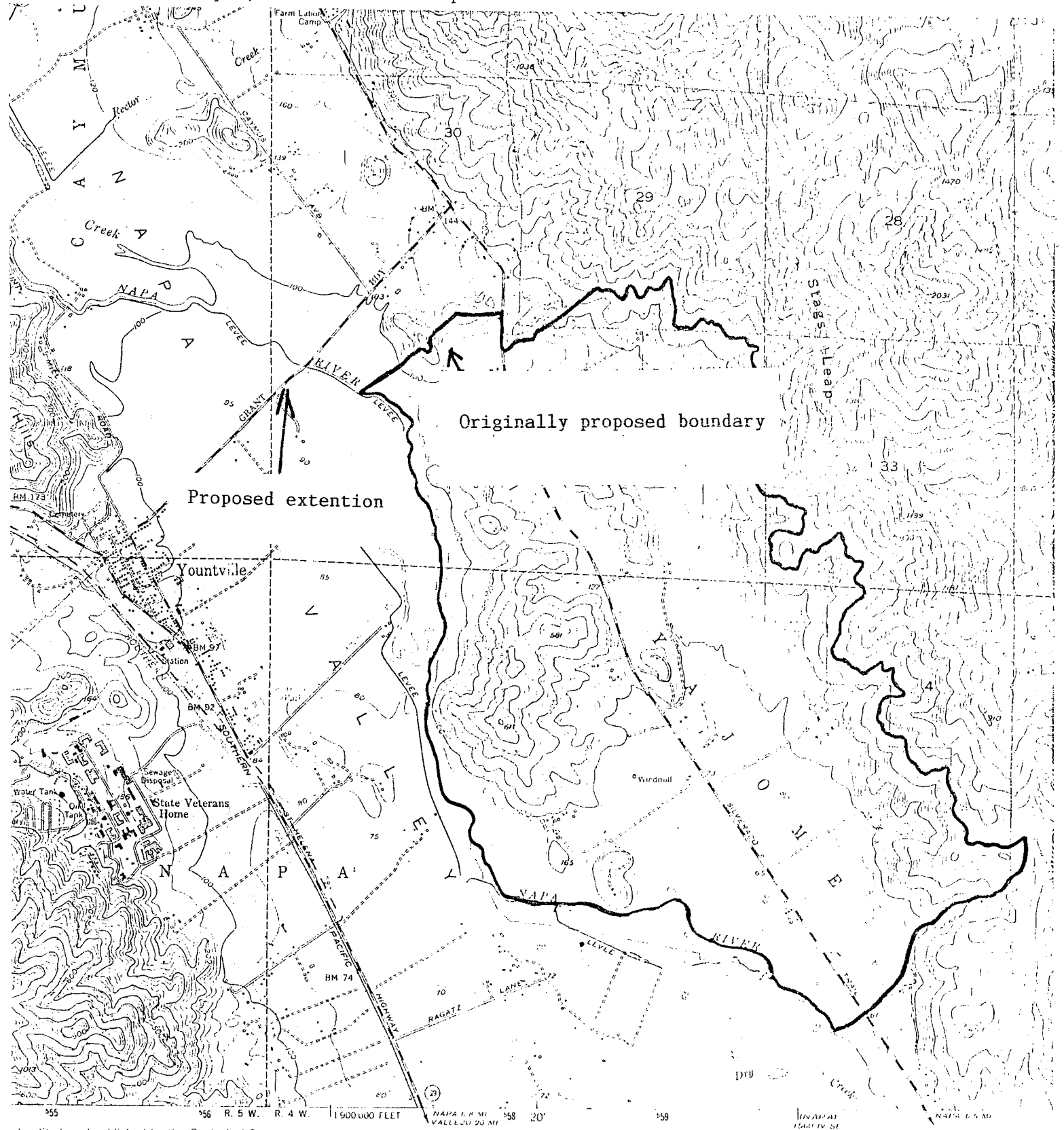
I strongly agree with Mr. Beckstoffer and I believe that the original proposal, but not the extention, meets all the requirements and should therefore be recognized by the BATF as the Stags Leap District.

Sincerely,



David Spaulding
General Manager/Winemaker

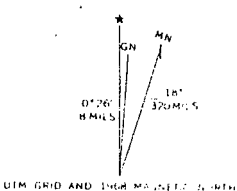
January 7, 1988 Enclosed Map



Originally proposed boundary

Proposed extension

revised, edited, and published by the Geological Survey
 by USGS, USC&GS, and USCE
 derived from aerial photographs by multiplex methods
 and plane table surveys 1951. Aerial photographs taken 1948
 using a Lambert conformal conic projection. 1927 North American datum
 and meter Universal Transverse Mercator grid ticks
 are shown in blue
 are on the predicted North American Datum 1983
 and the projection lines 15 meters north and
 100 meters east as shown by dashed corner ticks
 and land lines indicate approximate locations



CONTOUR INTERVAL 10 FEET
 DATUM 1927 NORTH AMERICAN DATUM
 NATIONAL GEODETIC VERTICAL DATUM OF 1929

THIS MAP COPIES WITH DATE OF USE ACCURACY GUARANTEED
 FOR SALE BY U.S. GEOLOGICAL SURVEY, DEPT. OF THE INTERIOR, WASHINGTON, D.C. 20508
 A FOLDER DESCRIBING TOPOGRAPHIC DATA AND SERVICES IS AVAILABLE ON REQUEST

WENTE BROS.

January 7, 1988

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BUREAU OF ALCOHOL, TOBACCO
AND FIREARMS
P. O. Box 385
Washington, D.C. 20044-0385

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

Dear Sir:

Please reference the enclosed article from the San Francisco Chronicle of December 9, 1987. Mr. Smith raises many excellent points in this article which are very fundamental to the wine industry in California and which should be given a good deal of attention.

As both a grape grower and a winemaker in California for over 100 years, Wente Bros. very naturally takes an interest in the development of specific viticultural areas as appellations within California. We believe the health of the industry will benefit from maintaining tight and inclusive boundaries for smaller viticultural areas which would have specific regional distinctiveness.

The consumer is served and in the long run the industry is also served by having tight, distinct smaller viticultural areas. The entire point of a specific appellation is lost if it is simply designed to create a marketing tool for a larger number of wineries because as time goes by the very characteristics which originally gained the specific viticultural area notariety will be lost in the broader, more diverse group of wines which might be produced from specific appellations which are derived more from a geopolitical nature.

In the Napa Valley appellation hearings of about ten years ago you created the Napa Valley appellation on a more or less all inclusive basis, but you said that the Napa Valley could divide itself on the basis of regional distinctiveness in the future. Wente Bros. would urge you to follow that principle now and maintain the specific appellation distinctiveness of the Stag's Leap area by not broadening it to simply include more land because more people are interested in being able to use that appellation. If the industry is to benefit from the consumer's confidence in appellations, it would seem that the best approach to follow is the "exclusive approach" as recommended by Mr. Smith in the San Francisco Chronicle article.

BATF

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January 7, 1988

We think, therefore that you should make your decision on the preponderance of evidence only and not on the basis of "including every producer who wants to use the appellation".

Sincerely,

WENTE BROS.



Eric P. Wente
President

EPW:haf
Enc.

San Francisco Chronicle
December 9, 1987

THE WI

Seeds of Controversy Sprout in the Napa Valley

About 12 years ago, wine aficionados began identifying a "Stag's Leap character" in certain wines from the southeast Napa Valley. Now it's official.

Early next year, the U.S. Treasury will make the Stag's Leap District a U.S. viticultural area (defined as a grape-growing region with geographic features that set it apart from surrounding areas). Producers will then be allowed to use "Stag's Leap" as the designation (or appellation) of origin on wine labels and in advertising.

The only remaining decision is exactly where the boundaries will be drawn. And within that deceptively simple decision are the seeds of a controversy that could affect the U.S. wine community for hundreds of years.

The Stag's Leap District will be the third sub-appellation within the Napa Valley viticultural area (established in 1980), after Los Carneros and Howell Mountain (both 1983), but it will be the first within the valley proper.

The Appellation Challenge

More than its predecessors, the new sub-appellation challenges the California wine industry and the Bureau of Alcohol, Tobacco and Firearms (which has regulatory authority, but follows the industry's lead to a great extent) to arrive at an understanding, before the appellation system in this country develops past the point of no return, as to the purpose of appellations.

Are they meant to enhance wine sales and marketing, or to serve as the foundation for the quality and reputation of American wines for centuries down the line?

The process of matching wine grapes to the most favorable growing spots is basic to the evolution of a wine region. Californians have pursued it seriously for barely a century, naturally looking to older wine regions, particularly those in France, for guidance.

Viticultural refinement has been proceeding for hundreds of years in France, where wines are perceived to increase in distinctiveness — and in value — as their ori-



ROD SMITH

Rod Smith, a San Francisco wine writer, has written for many publications, including Gourmet. His revision of the Sunset classic, Wine Country-California, was published this month.

character," which is most apparent in Cabernet varieties, Merlot and Zinfandel, would include broad, rich flavors and soft tannins wrapped around firm, authoritative essences, velvety mouth feel, with remarkable weight on the central palate and length in the finish. Chocolate, blackberry and cherry are descriptors that come up often.

Twenty-two growers and wineries in the Stag's Leap District petitioned the Bureau of Alcohol, Tobacco and Firearms for recognition in August 1985. Some of the better-known wineries are Stag's Leap Wine Cellars, Stag's Leap Winery, Pine Ridge Winery, Clos du Val and Shafer Vineyards. Prominent growers include Warren Winiarski (who recently purchased the Nathan Fey Vineyard), Joseph Phelps and Dick Steltzner.

Extending Boundaries

Last week, public hearings were held in Yountville by BATF associate director William Drake, to consider a request by a handful of wine producers (notably S. Anderson Vineyards) that its northwest boundaries be extended to include their holdings. The parties to the original petition countered with testimony from a geologist and a geomorphologist that extending the boundaries would weaken the appellation's integrity. A decision will be made in Washington, D.C., shortly after the Jan. 15 close of the public comment period.

pellations of origin, then a viticultural area ought to be expanded to include every producer who wants to use the appellation. However, that approach would likely prove disastrous to the long-term reputation (and revenue) of American wine producers in general.

No Joking Matter

An exclusive approach is necessary. Unless the BATF is careful to set the boundaries of each area as narrowly as possible, strictly respecting the lay of the land as it affects grape and wine characteristics, then the American appellation system will ultimately become an international joke.

The larger question facing the wine industry is whether it does want to proceed with an appellation system based on the French model. Rigid legislation in all aspects of wine production makes the French system work. In this country, where such matters as varietal selection, winemaking methods and quality assessment are largely market-driven and subject to a broad democratic process, the type of appellation system that's already underway here may prove to be divisive and counterproductive.

How many people, without knowing the quality of what's in the bottles, would choose to buy a wine labeled Medoc over a Medoc additionally labeled as coming from Pauillac, Margaux, Saint-Julien or another Medoc commune?

California vintners ought to look ahead and wonder if, after the Napa Valley has been carved up into discreet appellations, wine producers located between appellation boundaries might find themselves, commercially speaking, in the middle of nowhere. At present, wine consumers will pay a pretty penny for a wine from the Napa Valley. Will consumers of the future dismiss the same wine as "just a Napa Valley wine?"

The BATF needs to be careful about what kind of precedent it sets in defining the scope of the Stag's Leap District. It's not too late yet, for the American wine industry to scrutinize the whole appellation sys-

STERLING VINEYARDS



NAPA VALLEY ESTATE BOTTLED WINES

January 4, 1988

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Attention: Chief, FAA, Wine and Beer Branch
Hearing Notice No. 644
Bureau of Alcohol, Tobacco, and Firearms
Post Office Box 385
Washington, D.C. 20044-0385

Dear Chief,

I am the Winemaker for Sterling Vineyards, and have been involved in winemaking in the Napa Valley for fourteen vintages. I wish to comment in regards to the hearings that are being held concerning the appellation for the Stags Leap District. Since Sterling Vineyards does not harvest grapes from any of the areas being considered for inclusion in this appellation, my comments are without direct knowledge of the merits for the competing proposals for the boundaries of Stags Leap. At the same time, my comments are free of any self-interest in the matter.

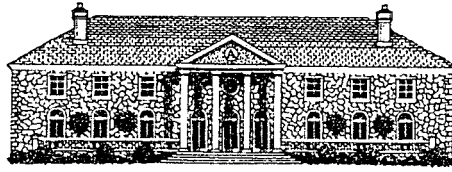
Because Sterling Vineyards harvests grapes from throughout the Napa Valley, I am very familiar with the distinctive qualities that can be traced to specific districts, and therefore whole-heartedly endorse the concept of sub-appellations. We in fact use the Carneros appellation on two of our bottlings.

I feel it is vital that the BATF consider viticultural distinctiveness when setting the boundaries of appellations, and as such should use geographical criteria in defining the areas to be included in a proposed viticultural area. Viticultural distinctiveness follows from soil and climatic conditions, and as such, I feel the BATF must base appellations on these conditions. Therefore boundaries should be defined by naturally occurring phenomena, not roads or political boundaries. The very success of the appellation concept depends on the BATF resisting pressure brought by those who seek to extend a viticultural region beyond the naturally defined area, due to commercial considerations. The distinctiveness of the area should be demonstrated to either establish or extend an appellation.

Sincerely,

Bill Dyer
Bill Dyer

ALTAMURA



V I N E Y A R D S & W I N E R Y

81

January 8, 1988

ATTENTION: Notice No. 644

SUBJECT: Stags Leap hearing
Yountville, California

Dear Mr. Ficaretta:

I appreciated the opportunity to speak at the open meeting held in Yountville and to present the views of our family in this matter.

Enclosed I have submitted maps showing the area of Stags Leap. As you can see the mountain range does not stop in the middle of a field as proposed, but actually meanders down until it reaches Soda Creek.

I have hunted and walked this range many times in the past at approximately the 400 ft. elevation. The natural elevation continues to Soda Creek.

The proposal as submitted is a gerrymandered plan to keep the Stags Leap area to a chosen few. If the area was submitted with the natural boundaries of the Stag Leap range, our property and those south of our vineyards to Soda Creek would be part of the proposed Stags Leap Vitacultural District.

The south boundary submitted by their committee is a 3' wide drain ditch. This designation as a boundary is not valid or reasonable.

As indicated on the soil map our property is the same soil classification (146) as the property on the other side of that ditch. In addition, our climate and wind patterns are identical to those properties north of the gerrymandered boundary. The report submitted by their experts so stated. They said, "the winds are from the south and that the hills north of the proposed area stop these winds", thus making the vineyards north of their proposal totally different.

I submit this as a vineyardist protecting his lands from an injustice. We are without a doubt part of the Stags Leap Viticulture District.

Sincerely,

George Altamura
Altamura Vineyards and Winery