

RICHARD P. MENDELSON
ATTORNEY AT LAW
INTERNATIONAL TECHNOLOGY MANAGEMENT
168 ALVARADO AVENUE
LOS ALTOS, CALIFORNIA 94022
415-941-9483

December 18, 1985

Mr. Jim Ficaretta
Bureau of Alcohol, Tobacco & Firearms
Department of the Treasury
Washington, D.C. 20226

Re: Viticultural Area Petition

Dear Mr. Ficaretta:

Enclosed please find an amendment to the viticultural area petition submitted by the members of the Stags Leap Appellation Committee on August 22, 1985. If you have any questions regarding this amendment, please do not hesitate to call me.

Sincerely,



Richard Mendelson

Enclosure:

AMENDMENT AND SUPPLEMENT TO PETITION
OF THE STAGS LEAP APPELLATION COMMITTEE
FOR ESTABLISHMENT OF A VITICULTURAL AREA
UNDER TITLE 27, CFR, PART 9

Submitted to the Director
Bureau of Alcohol, Tobacco & Firearms
U.S. Department of the Treasury
Washington, D.C. 20225

By the Stags Leap Appellation Committee
Mr. John Shafer, Chairman
6154 Silverado Trail
Napa, California 94558

December 18, 1985

The Stags Leap Appellation Committee, including its newest members, Stag's Leap Wine Cellars and Sheldon Wilson, supplements and amends its viticultural area petition, submitted and filed on August 22, 1985, as follows:

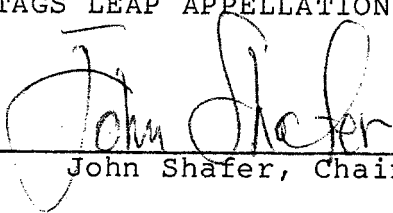
1. The Committee hereby changes the name of the proposed viticultural area from "Stags Leap" to "Stags Leap District." Both designations constitute historically justified geographic references to the viticultural area. As is well documented in the exhibits to the Committee's petition (see, e.g., Exhibits 10, 11 and 13), the designation "Stags Leap District" has been widely used both on wine labels and in the wine press to refer to the viticultural area. The revised designation also satisfies Mr. Winiarski's desire to underscore further the difference between the viticultural area designation and the names of two wineries within the appellation, Stag's Leap Wine Cellars and Stags' Leap Winery.

2. The Committee submits as Exhibit 1 to this Amendment and Supplement revised pages 12 - 20 of its appellation petition (replacing pages 12 - 22 of the original text). As noted therein, the Pine Ridge lawsuit has now been settled. A copy of the settlement agreement between Pine Ridge Winery on the one hand and Stag's Leap Wine Cellars and Stags' Leap Winery on the other is submitted as an attachment to Exhibit 1.

3. Letters or declarations of Warren Winiarski of Stag's Leap Wine Cellars and Sheldon Wilson, in support of the Committee's amended petition, are attached as Exhibit 2 to this Amendment and Supplement and are incorporated herein by this reference.

For all of the reasons referred to in its petition and in this Amendment and Supplement, the Stags Leap Appellation Committee respectfully requests that the Bureau of Alcohol, Tobacco and Firearms designate a viticultural area within Napa Valley by the name of "Stags Leap District."

Respectfully submitted,
STAGS LEAP APPELLATION COMMITTEE*

By 
John Shafer, Chairman

*Members include: Peter Candy, Clos du Val Wine Company, F.S. Foote, Ernie Ilsley, Robert Mondavi Winery, Joseph Phelps Winery, Pine Ridge Winery, Monte Reedy, Angelo Regusci, Norman Robinson, Charles See, Shafer Vineyards, Stag's Leap Wine Cellars, Steltzner Vineyards, Jerry Taylor, Susan Vineyard, Sheldon Wilson.

SETTLEMENT AGREEMENT

This Agreement, effective the first day of July, 1985, is between STAGS' LEAP WINERY, INC. and CARL DOUMANI, and STAG'S LEAP WINE CELLARS and WARREN WINIARSKI (hereinafter collectively referred to as "Plaintiffs") and PINE RIDGE WINERY and R. GARY ANDRUS (hereinafter collectively referred to as "Defendants").

RECITALS

A. On September 18, 1985, Plaintiffs instituted Civil Action No. C84-6302 WWS against Defendants in the United States District Court for the Northern District of California. In the Complaint filed in said Civil Action, Plaintiffs charged Defendants with acts of trademark infringement, unfair competition and unfair trade practices, and related matters.

B. By Answer and Counterclaim filed on or about January 28, 1985, Defendants denied all allegations of Plaintiffs' Complaint and asserted, by way of Counterclaim, that Plaintiffs' trademarks and trade names were unenforceable and that Plaintiffs' Complaint provided no basis for injunctive relief or any other relief asserted in said Complaint. By their Reply to Defendants' Counterclaim filed February 14, 1985, Plaintiffs' denied Defendants had any basis for relief under such Counterclaim and prayed for the relief asserted in their Complaint.

C. In brief summary: Plaintiffs' Complaint specifically sought injunctive relief against Defendants' use of the terms STAG'S LEAP CUVÉE and PINE RIDGE STAG'S LEAP VINEYARD in conjunction with Pine Ridge Winery's wines; Plaintiffs' Complaint also sought injunctive relief against display of those terms in a script style identical to the script style used by Plaintiff Stag's Leap Wine Cellars on its labels. All such claims for such injunctive relief were denied by Defendants in the Answer and Counterclaim referred to above, in which Defendants alleged that STAGS LEAP is not a trademark because it is used in the name of two separate wineries; that STAGS LEAP is a geographic term; and that the Complaint was barred by laches and estoppel.

D. By their Motion for Summary Judgment originally scheduled for hearing on June 14, 1985, Defendants sought the Court's Order that no triable issues of material fact are presented by Plaintiffs' Complaint and that neither Plaintiff has any proprietary or other enforceable rights in the terms STAGS LEAP, and/or in the term STAGS LEAP VINEYARD(S).

E. During a settlement conference with the Court in Chambers on June 14, 1985, prior to the scheduled hearing on Defendants' Motion for Summary Judgment, the Court proposed certain settlement guidelines which Plaintiffs and Defendants

might accept as a means of resolving the above identified Civil Action.

F. Following said settlement conference, and a second settlement conference held July 17, 1985, and in line with the guidelines suggested by the Court, Plaintiffs and Defendants have considered the Court's guidelines and have amplified those guidelines, as set out below, to resolve all issues in past or present dispute between them which arise from the allegations of Plaintiff's Complaint and Defendants' Counterclaim.

G. Plaintiffs and Defendants hereby wish to confirm in writing their understanding and agreement concerning resolution of said Civil Action above identified and all causes of action and counterclaim which were asserted therein or could have been asserted therein by Plaintiffs and Defendants, all on the terms and conditions set out hereinbelow.

WHEREFORE, PLAINTIFFS AND DEFENDANTS HEREBY CONFIRM THEIR UNDERSTANDING AND AGREEMENT AS FOLLOWS:

1. Promptly following execution of this Agreement, Plaintiffs and Defendants shall execute and file a Stipulation of Dismissal of Civil Action No. C84-6302 WWS pursuant to the provisions of Rule 41 (a) (1) (ii), Federal Rules of Civil Procedure. Such Stipulation of Dismissal shall dismiss, with prejudice, all causes of action asserted by Plaintiffs in their

Complaint and all claims for relief asserted by Defendants in their Counterclaim. Plaintiffs and Defendants agree that they shall bear their own respective costs of suit, including their respective attorney's fees.

2. Plaintiffs agree that hereafter Defendants may use the words STAGS LEAP, with or without modifiers, in conjunction with the production and sale of wines, subject only to the express limitations set forth in this Agreement.

3. On all wine labels used hereafter by Defendants on which the words STAGS LEAP are displayed, Defendants agree that they will continue to prominently display Pine Ridge Winery's brand name and trademark (presently PINE RIDGE).

4. Defendants agree that they have not and will not use the words STAGS LEAP as, or part of, any winery name, or brand name for wine, whether or not accompanied by any other words, such as PINE RIDGE. Defendants also agree that they will not use or register any fictitious business name for a vineyard which includes the words STAGS LEAP, unless those words are immediately preceded by the name of the winery (presently PINE RIDGE). This paragraph shall not be construed so as to limit Defendants' use of STAGS LEAP except as a winery or brand name, or as a fictitious business name for a vineyard.

5. Defendants further agree that hereafter any use by them of the words STAGS LEAP in accordance with the terms and conditions of this Agreement will not include any apostrophe displayed in conjunction with the word STAGS unless STAGS LEAP is

approved as an appellation with apostrophe by the Bureau of Alcohol, Tobacco and Firearms.

6. Defendants further agree that they have not and will not use any labels for Pine Ridge Winery wines bearing the term STAGS LEAP in the future which display any "Stag" design thereon, whether standing, leaping, or otherwise.

7. Plaintiffs agree that Pine Ridge Winery's recently introduced label, exemplified by EXHIBIT 1, is in full compliance with the terms of this agreement, and that Pine Ridge Winery's formerly used labels, exemplified by EXHIBITS 2 and 3, and its currently used labels, exemplified by EXHIBITS 4 and 5, are in compliance with this Agreement except for the apostrophe in STAGS.

8. The terms and conditions of this Agreement shall not be considered confidential and may be used by Plaintiffs or Defendants for any reasonable purpose not inconsistent with the spirit or intent of the settlement reached between Plaintiffs and Defendants by this Agreement.

9. The terms and conditions of this Agreement concerning use by Defendants of the words STAGS LEAP on wine labels shall also apply to use by Defendants of those words on any secondary labels and in any advertising and promotional materials printed and disseminated hereafter by Defendants in conjunction with the production and sale of wines.

10. Plaintiffs and Defendants acknowledge and agree that, by execution of this Agreement, they are resolving and settling finally and completely between them all issues placed in

dispute by Plaintiffs' Complaint and Defendants' Counterclaim filed in said above identified Civil Action, as well as all issues which could have been or should have been raised by Plaintiffs or Defendants in said Civil Action.

11. Plaintiffs and Defendants acknowledge and agree that this Agreement and all its terms and conditions are binding upon their respective heirs, assigns, successors in business, and all those presently or in the future in privity with them or any of them, individually or jointly, including Stags' Leap Associates, Stag's Leap Vineyards, and Pine Ridge Associates.

12. Plaintiffs and Defendants agree that should either of them have to seek the assistance of any Court of competent jurisdiction to enforce against the other any of the terms and conditions of this Agreement, and should the party seeking such assistance obtain an Order granting the assistance sought, the party against whom that Order is entered agrees to pay to the other party all costs incurred in obtaining such Order, including reasonable attorney's fees.

13. Interpretation and enforcement of the terms and conditions of this Agreement shall be in accordance with the laws of the State of California.

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WHEREFORE, Plaintiffs and Defendants, through their authorized representatives, have executed this Agreement effective on the date first above set out.

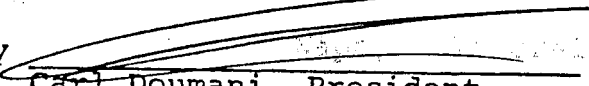
STAGS' LEAP WINERY, INC.

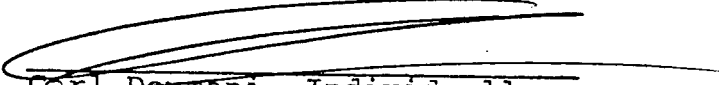
Napa, California

August 21, 1985

Napa, California

August 21, 1985

By 
Carl Doumani, President


Carl Doumani, Individually

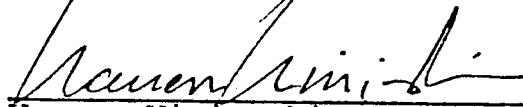
STAG'S LEAP WINE CELLARS


Napa, California

August 21, 1985

Napa, California

August 21, 1985

By 
Warren Winiarski
Managing Partner


Warren Winiarski, Individually

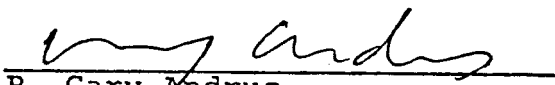
PINE RIDGE WINERY

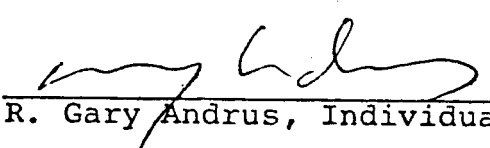
Napa, California

August 21, 1985

Napa, California

August 21, 1985

By 
R. Gary Andrus
Operating Partner


R. Gary Andrus, Individually

Counsel of record for Plaintiffs and Defendants hereby indicate their acceptance of and agreement with the terms and

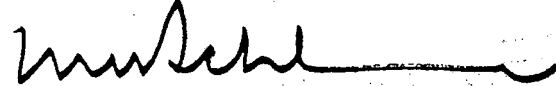
conditions of the foregoing Settlement Agreement on behalf of their respective clients.

San Francisco, California

August 22, 1985

FLEHR, HOHBACH, TEST,
ALBRITTON & HERBERT

By

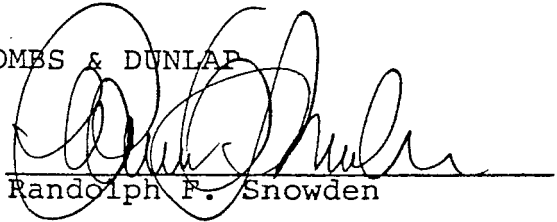

Milton W. Schlemmer

Napa, California

August 12, 1985

COOMBS & DUNLAP

By


Randolph F. Snowden

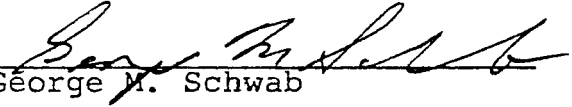
Attorneys for Plaintiffs

TOWNSEND and TOWNSEND

San Francisco, California

~~August~~ September 16, 1985

By


George M. Schwab

Attorneys for Defendants

designation as part of his winery name, Stag's Leap Vineyards and Wine Cellars.

The fact that Messrs. Doumani and Winiarski both selected the geographic term Stags Leap for use in their winery and brand names gave rise to a series of legal proceedings which, in themselves, have brought public attention to Stags Leap District.²⁶ The first such proceeding was a lawsuit brought by Mr. Doumani in 1972 in which he alleged that Mr. Winiarski's use of the term "Stag's Leap" was unlawful. Mr. Winiarski defended the action by asserting that "Stag's Leap is a geographic term referring to a general area in Napa County as to which plaintiff cannot acquire exclusive property rights."²⁷ The court ruled in Mr. Winiarski's favor on April 12, 1973, stating that "The court is satisfied from all the evidence that 'STAG'S LEAP' is a generic or geographic name" to which Mr. Doumani has no exclusive

26. Numerous articles have been written concerning the litigation between Messrs. Doumani and Winiarski and the on-going dispute over use of the Stags Leap name. They include but are not limited to: "Stag's Leap Name Now Used By Two," St. Helena Star, November 7, 1974, at 12, columns 1 and 2; "Locking Horns Over Stag's Leap," The Wine Spectator, January 1-31, 1985, at 1; Frank Prial, "In the Napa Valley, a Battle Widens Over Stag's Leap Name," New York Times, January 9, 1985; and "A Tale of Two Wineries, or so," Trumpetvine Wines, March, 1985.

27. Pre-Trial Conference Order, dated October 3, 1972, in Stag's Leap Associates v. Winiarski, et al. (Napa Co. Super. No. 28986) at 2 (hereinafter cited as First Napa Action). In his November 2, 1972 deposition in that action (at 15), Mr. Winiarski acknowledged the public character of the name Stag's Leap, citing the fact that his partner Mrs. Strobell was familiar with the "Stag's Leap area of Napa County."

rights.²⁸ The court based its decision on the fact that neither of the parties had developed "secondary meaning" in their respective Stags Leap names by the time of trial; recognizing the geographic character of the term, the court allowed both wineries to continue operating under their chosen names.

In late 1973, Mr. Winiarski brought an action against Mr. Doumani, seeking to establish his own exclusive right to use the brand name "Stag's Leap Vineyards."²⁹ Mr. Doumani responded with a cross-complaint asserting certain opposing claims. That action spanned some nine years, during which time both wineries continued to sell wines under their respective Stags Leap names. In its 1982 decision, the court again declined to award exclusive rights to either party. Noting that secondary meaning is required before a producer can acquire exclusive rights in a geographic term, the court found that neither Mr. Winiarski nor Mr. Doumani had acquired secondary meaning at the time the action was commenced in 1973:

All parties concede "Stag's Leap" is a geographical name. A geographical name may not be exclusively appropriated as a trade name; however, a court of equity may grant protection where the name has acquired a secondary meaning by becoming primarily identified in the marketplace with a particular party's goods, services or business. . . . Here there was evidence all parties used the name "Stag's Leap" in combination with other words connected with grape growing or wine making before Winiarski filed his complaint

28. 1973 Decision, supra, at 9.

29. Winiarski v. Stag's Leap Associates, et al. (Napa Co. Super. No. 31453, filed December 19, 1973) (hereinafter cited as Second Napa Action).

on December 19, 1973. The [trial] court specifically found none of the names claimed by the parties acquired secondary meaning before this date.³⁰

Since the 1950s, grapes and wines produced in Stags Leap District have gained steadily in local, national and international renown. For over twenty-five years, the grapes of Nathan Fay, a prominent grower in Stags Leap District, have been acclaimed for their quality and character. Richard Steltzner's vineyards have been similarly recognized since their inception in the 1960s. In the 1970s, several other vintners and growers achieved recognition in connection with wines and wine grapes produced in Stags Leap District. Mr. Winiarski gained a great deal of favorable public comment and recognition in 1976 when his 1973 vintage cabernet sauvignon outscored numerous classified red wines from Bordeaux in a blind tasting in Paris. Mr. Doumani's petite sirah has become widely recognized by connoisseurs as one of the finest wines of this varietal.³¹ John Shafer, Bernard Portet and Robert Mondavi, among others, also established vineyards in Stags Leap District in the early 1970s, and still others later. All of these vintners and growers have contributed to the recent history of the viticultural area, such that today the perception of Stags Leap District as the home of superb grapes and wine is irrefutable and widespread.

30. Decision of the Court of Appeal, Fourth Appellate District, dated November 19, 1982 in Winiarski v. Stag's Leap Associates, et al., 4 Civ. No. 26417 (Napa Co. Super. No. 31453), at 10.

31. For example, in March, 1978, winewriter Robert Finigan called Mr. Doumani's 1972, 1973 and 1974 petite sirahs "...among the finest examples of the varietal I have encountered."

Wineries within the viticultural area have, for more than 15 years, recognized and promoted the unique viticultural attributes of Stags Leap District. (See Exhibit 10.) Mr. Winiarski emphasized the developing recognition of the area in his early promotional literature:

We [Stag's Leap Wine Cellars] should not be confused with others who may be using the "Stag's Leap" name on their labels. Stag's Leap is a regional designation which should in time become as familiar to wine buyers as certain domains in European wine-growing regions.

(Exhibit 10.) So distinctive and well-known is Stags Leap District that even wineries outside the area which purchase grapes there, particularly cabernet grapes, have referred to that fact in their literature and on their labels (Exhibit 11). Other wineries often compare their growing regions and their wines to those of Stags Leap District (Exhibit 12).

Wine writers and consumers understand and use these same geographical references. To many, Stags Leap District is already a distinct viticultural area. The Connoisseurs' Handbook of California Wines, in its section on wine geography, describes picturesque "Stag's Leap" as a "superb viticultural pocket" which is "one of California's most important wine-growing micro-climates."³² In his Modern Encyclopedia of Wine, Hugh Johnson refers to "Stag's Leap" as one of Napa Valley's "(u)nonofficially recognized appellations or sub-areas."³³

32. Charles Olken, Earl Singer and Norman Roby, Connoisseurs' Handbook of California Wines 61 (1984). This particular excerpt is reproduced at Exhibit 13.

33. Hugh Johnson, Modern Encyclopedia of Wine 416-7 (1984). This excerpt is reproduced at Exhibit 13.

Wine writers Anthony Dias Blue, Richard Hinkle, Bob Thompson and Harvey Steiman, along with a host of other wine commentators and wine industry professionals, both national and international, also have written about Stags Leap District and the character of the wines produced from the area. (Several representative articles are reproduced at Exhibit 13; see also the Declaration of Mr. Jean-Michel Cazes, proprietor of Chateau Lynch Bages in Pauillac, France, attached as Declaration A.) Anthony Dias Blue, for example, has spoken eloquently of the cabernets emanating from Stags Leap District.

There is a thread that connects these wines and it is the Stag's Leap regional personality. All the wines have velvety texture - a lushness that is nicely balanced by a firm acidity. They are big without being clumsy and awkward.³⁴

Simply stated, the grapes and wines of Stags Leap District are unique, distinctive and highly-prized.

In summary, Stags Leap District has had a long, prominent and colorful history. As a grape-growing region, Stags Leap District has achieved world-wide recognition.

C. Legal Actions Concerning the Name.

The term Stags Leap District as applied to the proposed viticultural area is a geographic designation which will not

³⁴. Anthony Dias Blue, "Cabernets of Stag's Leap," San Francisco Chronicle, June 1, 1983, at 20; see also Richard Paul Hinkle, "Stags Leap Cabernet," San Francisco Examiner, August 4, 1982 ("I've always likened Stags Leap Cabernets -- I'm thinking particularly of Stag's Leap Wine Cellars and Clos du Val -- to an iron fist clothed in a velvet glove."). (See full text of both articles at Exhibit 13.)

infringe upon any proprietary rights of Messrs. Doumani or Winiarski. The decisions in both of the aforementioned Napa County court actions recognized the geographic character of the name, as have Messrs. Doumani and Winiarski themselves at various times during the course of those proceedings.³⁵

The public has the right to make "fair use" of Stags Leap District, which is an established geographic term, in its geographic sense.³⁶ Indeed, viticultural areas, by definition and regulation, fall squarely within the scope of the fair use

35. Mr. Winiarski's attorney made the point succinctly during a hearing on a motion in the second Napa action. "We certainly do not claim an exclusive right to the term Stag's Leap; and I think we are bound to what Judge DeVoto's decision is, it being a geographical denomination." Quoted from Memorandum in Support of Defendant's Motion for Summary Judgment, dated May 3, 1985, at 6, lines 5-11, in Stags' Leap Winery, Inc., et al. v. Pine Ridge Winery, et al., No. C 84 6302 WWS (N.D. Cal. filed September 18, 1984).

36. J. Thomas McCarthy has explained the "fair use" doctrine as follows:

A junior user is always entitled to use a descriptive term in good faith in its primary descriptive sense. . . . [O]ne starts with the supposition that the mark in question has been determined to be "descriptive." As such, it requires proof of secondary meaning to be protected. Assuming such proof to be sufficient, it now appears that the word or symbol has two meanings: (1) its old, primary descriptive meaning which existed prior to plaintiff's usage and (2) its new, secondary, trademark meaning as identifying and distinguishing only plaintiff's goods or services.

The only aspect of the mark which is given legal protection is that of the penumbra or fringe of secondary meaning which surrounds the old descriptive word. Plaintiff has no legal claim to an exclusive right in the primary, descriptive usage of the mark. (McCarthy, Trademarks and Unfair Competition §11:17 (1984))

doctrine. ATF's appellation program, promulgated pursuant to the Federal Alcoholic Administration Act, was established to ensure that consumers receive accurate, meaningful and understandable information about the geographic origin of grapes used in the wines which consumers purchase.³⁷ In the present instance, this policy is best served by formal recognition of Stags Leap District.

It should be noted that, since the early 1970s, the wine labels of Messrs. Winiarski and Doumani have incorporated the geographic designation Stags Leap.³⁸ Several other wineries have also in the past made use of the term Stags Leap to designate the geographic location of their wineries or the area from which grapes used in their wines were produced.³⁹ (See Exhibit 10.)

In sum, the fair use doctrine clearly allows the use of the term Stags Leap District for describing a recognized viticultural area. This conclusion is supported by the outcome

37. ATF requires that appellations appear on wine labels "in direct conjunction with and in lettering substantially as conspicuous" as the grape varietal designation. (27 CFR 4.34(b))

38. In 1979, Mr. Doumani filed two trademark registrations in the principal register of the U.S. Patent and Trademark Office. The first was for "Stags' Leap Vineyards" (registration no. 1,116,456) and the second for "Stags' Leap" plus the design of a leaping deer (registration no. 1,116,457). Copies are attached as Exhibit 14. The first of these terms was the subject of the second Napa action. In that case, discussed above, the court allowed both parties to continue using the name, ruling that neither had established secondary meaning by 1973. With respect to the latter registration, which includes a design component, the court in the first Napa action found the designation Stags Leap to be geographic and without secondary meaning and allowed both Messrs. Doumani and Winiarski to use that name.

39. See sample labels of Messrs. Doumani and Winiarski at Exhibit 10.

of the most recent lawsuit involving the Stags Leap name. In the fall of 1984, Messrs. Doumani and Winiarski joined to sue Pine Ridge Winery to prevent Pine Ridge from using the name "Pine Ridge Stags Leap Vineyard" for two vineyards located within the proposed viticultural area and the designation "Stags Leap Cuvée" for wines produced from those vineyards.⁴⁰ The action was settled by compromise and without trial. The settlement, which is attached hereto as Exhibit 15, provided that Pine Ridge could continue to use the term Stags Leap (specifically including the term Stags Leap District) in connection with the production and sale of wine and wine grapes, subject to various limitations. The limitations included Pine Ridge's agreement not to make use of the term Stags Leap in a winery name nor to use the term in a vineyard name unless it was preceded by the grower's name.

The principle underlying the Pine Ridge settlement paves the way for approval of Stags Leap District as a viticultural area. The term would be a geographic reference which could only be used on wine labels in conjunction with the producer's brand name, as required by present ATF regulations.

It should be noted that Mr. Winiarski has joined this proceeding as a petitioner. This is further evidence that naming the proposed viticultural area Stags Leap District is a fair use which falls within the spirit of the Pine Ridge settlement. As

40. Stags' Leap Winery, Inc. et al. v. Pine Ridge Winery, et al., No. C 84 6302 WWS (N.D. Cal. filed September 18, 1984).

such, its use clearly will not infringe on the rights of Messrs. Doumani or Winiarski. Thus, ATF's sole task is to determine if Stags Leap District qualifies under the provisions of 27 CFR 4.25 a(e)(2) to become Napa Valley's third sub-appellation.

This conclusion is further supported by the numerous instances in which ATF has allowed wineries (or brands) and appellations to bear the same or similar names. The following list, which is not exhaustive, suggests that the practice is now market reality.



STAG'S LEAP WINE CELLARS

5766 Silverado Trail • Napa, California 94558

(707) 944-2020 or 944-2782

December 19, 1985

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

Dear Sir:

I am the president of Winiarski Management, Inc., which is the sole general partner of Stag's Leap Wine Cellars, a California limited partnership. I am writing on behalf of myself and Stag's Leap Wine Cellars to state that, as a new member of the Stags Leap Appellation Committee, I fully support the Committee's appellation petition, as amended. In my opinion the "Stags Leap District," as proposed in the amended petition, qualifies as an appellation under your existing regulations and I urge your approval of the petition.

Sincerely,

A handwritten signature in cursive script that reads "Warren Winiarski".

Warren Winiarski

WW:cb

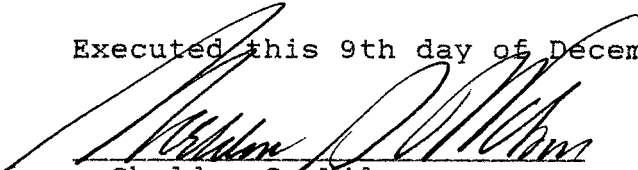


Chimney Rock Golf Course

We, the undersigned, declare:

1. We are the owners of Chimney Rock Vineyards and Chimney Rock Golf Course located within the proposed viticultural area.
2. As new members of the Stags Leap Appellation Committee, we fully support the committee's appellation petition as amended.

Executed this 9th day of December 1985 at Napa, California.


Sheldon S. Wilson


Stella R. Wilson



PINE RIDGE

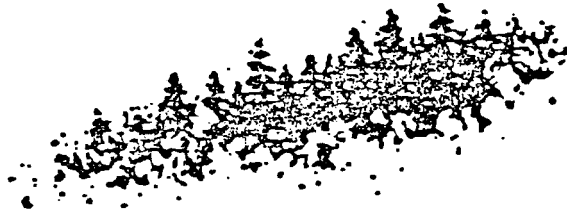
1983

Napa Valley

CHARDONNAY

Estate Bottled

Pine Ridge Stage Leap Vineyard



ALCOHOL 12.7% BY VOLUME
GROWN, PRODUCED AND ESTATE BOTTLED
BY PINE RIDGE WINERY, YOUNTVILLE, CALIFORNIA

.....
No.

EXHIBIT 1

PINE RIDGE

1979

Napa Valley
CHARDONNAY

Stag's Leap District

PRODUCED AND BOTTLED BY PINE RIDGE WINERY
YOUNTVILLE, CALIFORNIA • ALCOHOL 13.6% BY VOLUME

The grapes for our 1979 Chardonnay were grown in our vineyards and other selected vineyards in the Stag's Leap district. The grapes were harvested the third week of September at an average of 24.5° Brix and .97 acid by volume. The wine contained 75 acid by volume at bottling on Jan. 8, 1981. Out of a total of 7,058 bottles, this is bottle

No.

A. Gary Anderson

EXHIBIT 2

PINE RIDGE

1980

Napa Valley

MERLOT

Selected Districts

PRODUCED AND BOTTLED BY PINE RIDGE WINERY
YOUNTVILLE, CALIFORNIA - ALCOHOL 12.4% BY VOLUME

Our 1980 Merlot consists of 76% Merlot from the Cameros district, 15% Cabernet Sauvignon from the Stag's Leap district and 9% Malbec from the Mt. Veeder district. The grape varieties from these districts were especially selected to produce this elegant wine. The wine contained .68g/100ml acid and a pH of 3.44 at bottling on March 18, 1982. This vintage produced 11,856 bottles.

A. Gary Anderson

PINE RIDGE

1981

Napa Valley
CABERNET
SAUVIGNON

Stag's Leap Cuvée

GROWN, PRODUCED AND BOTTLED BY PINE RIDGE WINERY
YOUNTVILLE, CALIFORNIA • ALCOHOL 12.8% BY VOLUME

Estate Bottled

The grapes for our 1981 Estate Bottled Cabernet Sauvignon were grown in the Pine Ridge Stag's Leap Vineyard. The grapes were harvested the second week of September at an average of 22.8° Brix and .88g/100ml acid.

The wine, aged 22 months in French oak, contained .75g/100ml acid and a pH of 3.40 at bottling in August, 1983. Out of a total of 18,632 bottles, this is bottle

No.

A. Gary Anderson

PINE RIDGE

1982

Napa Valley

CHARDONNAY

Stag's Leap Cuvée

GROWN, PRODUCED AND BOTTLED BY PINE RIDGE WINERY
YOUNTVILLE, CALIFORNIA • ALCOHOL 12.8% BY VOLUME

Estate Bottled

The grapes for our 1982 Chardonnay were estate grown in the Pine Ridge Stag's Leap Vineyard. The grapes were harvested the second week of September at an average of 23.0° Brix and 1.1g/100ml acid. After a combination of barrel and stainless steel fermentation, the wine was induced through malo-lactic fermentation and barrel aged for eight months. The wine contained .71g/100 ml acid and a pH of 3.33 at bottling in June, 1983. Out of a total of 9,336 bottles, this is bottle

NO.

A. Gary Anderson

EXHIBIT 5