Jan 4, 1994

Chief, Wine, Beer & Spirits Regulation Branch
Bureau of ATF
P.O. Box 50221
Washington, D.C. 20091-0221
Re: Cucamonga Valley

Dear Sir,

I am writing in regard to using the words "Cucamonga Valley" as a origin on wine labels.

I am a Champagne master Emeritus in the California area. My years of wine making (50 yrs) has all been in the Cucamonga area.

I am in support of using the DBA - Cucamonga Valley on wine produced in the Cucamonga area. I think Cucamonga has contributed great wines for our industry & should be allowed to remain known in our industry.

Primo F Scorsatto
Champagne Master Emeritus
[redacted]
Upland, Ca 91784

PRIMO F SCORSATTO

(2)

Lewis Homes Management Corp.

1156 North Mountain Avenue / P.O. Box 670 / Upland, California 91785-0670
909/985-0971 FAX: 909/949-6700

January 3, 1995

Chief, Wine, Beer and Spirits Regulation Branch
Bureau of Alcohol, Tobacco and Firearms
P. O. Box 50221
Washington, D.C. 20091-0221

Attn: Notice No. 802

Dear Sir:

Our family has been in business in the Cucamonga area for 30 plus years. We are the largest real estate developer in the area. We strongly support the establishment of "Cucamonga Valley" as a recognized wine growing area.

Very truly yours,

LEWIS HOMES MANAGEMENT CORP.

Richard A. Lewis

RAL/ej

cc: Roger Jaska

297 STOWELL ST.
UPLAND, CA 91786
MAIL TO:
P.O. BOX 250
UPLAND, CA 91785
TELEPHONE:
909/982-8933
FAX:
909/982-2851

SCHEU MANUFACTURING COMPANY

W.C. SCHEU
(FOUNDER)
1868-1942

W.L. SCHEU
(1900-1967)

LELAND C. SCHEU

ALLYN B. SCHEU

January 4, 1995

Chief, Wine, Beer and Spirits Regulation Branch
Bureau of Alcohol, Tobacco and Firearms
Post Office Box 50221
Washington, D.C. 20091-0221

Attention: Notice No. 802

Dear Sir:

I am writing to lend my support for the petition to establish "Cucamonga Valley" as a recognized wine area.

This designation will help consumers to identify the origins of the wines they buy and will recognize the Cucamonga area's rich heritage of wine production.

Thank you for your attention to these comments of support for approval of this petition.

Sincerely,

Allyn B. Scheu

SAN BERNARDINO COUNTY
DISTRICT ATTORNEY

District Attorney

Central Courts, 316 Mt. View Avenue
San Bernardino, CA 92415-0004
(909) 387-8309

(4)

December 29, 1994

Chief, Wine, Beer and Spirits Regulation Branch
Bureau of Alcohol, Tobacco and Firearms
P.O. Box 50221
Washington, D.C. 20091-00221

Attention: Notice No. 802

Gentlemen:

I am writing today in support of establishing the Cucamonga Valley as an established wine growing area of San Bernardino County, California.

This valley has a long and cherished historical association with vineyards. One of the oldest wineries, the Thomas Winery is located in Rancho Cucamonga. A number of other wineries including Filippi-Guasti have long-established roots in the valley and have for generations.

Prior to twenty years ago almost all of the available land in the Cucamonga area was producing vineyards. Many acres today still produce a variety of well-known wines.

The historical and current condition of the wine industry in Cucamonga clearly justifies establishing Cucamonga Valley as a viticultural area.

Please feel free to contact me should you need additional information.

Very truly yours,

Dennis L. Stout
District Attorney

DLS:dk

cc: Martin J. Jaska, Inc.
Gino L. Filippi

Mary (5)

INLAND EMPIRE
ECONOMIC PARTNERSHIP

3281 E. Guasti Road
Suite 100
Ontario, CA 91761
PH (909) 984-3400
FAX (909) 460-7733

INLAND EMPIRE SMALL BUSINESS DEVELOPMENT CENTER
2002 Iowa Ave.
Suite 110
Riverside, CA 92507
PH (909) 781-2345
FAX (909) 781-2353

December 28, 1994

Chief, Wine, Beer and
Spirits Regulation Branch
Bureau of Alcohol, Tobacco and Firearms
P. O. Box 50221
Washington, DC 20091-0221

RE: Notice No. 802

Dear Sir:

I am writing to you in support of the approval of the petition to designate the viticultural area of 109,400 acres located in the San Bernardino/Riverside counties of Southern California, to be known as the "Cucamonga Valley".

As President and CEO of an economic development agency serving the entire Inland Empire, which includes the geographical area that has been called the Cucamonga District in the past, I feel that our government's seal will help to preserve the rich history of our local vintners and their forefathers. It will create a clearer understanding of the products they have to offer to their customers outside of the area. This approval will also help in awarding to our local growers the pride and appreciation they justly deserve and if it helps to increase their livelihood it is a plus long over due.

Sincerely,

Brian H. Collins
President/CEO

BHC/mjc

May (6)

[redacted]
Chino CA 91710
December 22, 1994

Chief, Beer Wine & Spirits
Regulatory Branch
B.A.T.F.
Box 50221
Washington DC 20091

Attn: Notice #802

Sir:

As a long time resident of the Cucamonga Valley area, I was pleased to see that this district may be declared a wine growing region.

Grapes have been grown in this unique area for over a hundred years, so it certainly deserves recognition. I look forward to seeing the "Cucamonga Valley" appelation on local winery labels.

Sincerely,

Ron Swenson

martin j. jaska, inc.
GENERAL CONTRACTORS

Maij (7)

December 23, 1994

Chief Wine Beer & Spirits Regulation Bureau
Bureau of Alcohol, Tobacco & Firearms
Post Office Box 50221
Washington, D.C. 20091-0221

Attention: Notice No. 802

Dear Sir:

I am writing you in support of establishing a new "Cucamonga Valley" viticultural area for the Inland Empire of Southern California.

I am a local businessman with a 58 year going concern that is actively involved with my community. There are numerous positive results from this effort including the recognition of a distinct heritage, the promotion of regional business and the ability to define a geographic product.

I personally am a student of fine wines and greatly look forward to the implementation of this area designation. It is the distinction of a long heritage of wine making in the area, rich in history and contribution to the art, and frankly is long overdue.

I urge you to implement the approval with great haste and will be glad to discuss the benefits of this action should you have any questions.

Very truly yours,

MARTIN J. JASKA, INC.

Roger M. Jaska
President

RMJ:ta

10723 BELL COURT • RANCHO CUCAMONGA, CA 91730 • (909) 941-1500 FAX (909) 941-1300

(9)

Guasti Plaza

December 13, 1994

Ref. #802

Dear Sir:

I am writing to express my opinion regarding the appelation of Cucamonga Valley.

For Forty years, I have been in the wine business here in the Cucamonga area growing my own grapes (over 3000 A) making my own wine and selling it in my own retail stores.

The history of the wine business in our own area goes back hundreds of years. With urbanization driving out our industry, it is crucial that we maintain, for the History of Cucamonga Valley an Appelation.

I am in favor of this Appelation.

Sincerely,

Rene' Biane

Rene' Biane
Retired CEO and Chairman
of the Board Brookside
Vineyard 1832 - 1982

P.O. Box 1071 • Guasti, California 91743 • 909/983-4997 909/983-8123 • FAX: 909/984-7217

Marij (9)

Charles L. Keagle
Chairman of the Board

THE C&C ORGANIZATION
(A California Corporation)

December 21, 1994

Chief
Wine, Beer and Spirits Branch
B.A.T.F.
P.O. Box 50221
Washington, D.C. 20091-0221

Attn: Notice 802

Gentlemen:

The proposed Cucamonga Valley appellation is a necessary and positive step in recognizing the Cucamonga Wine District. The history of this wine district, America's first, goes back over 100 years. I am a native of this area and a restauranteur in the district for almost 30 years. During this time, I have included Cucamonga District wines on our wine lists. This has been increasingly difficult to do as urbanization continues to shrink the available vineyards and wineries.

A Cucamonga Valley appellation, in my opinion, will preserve the remaining wine industry for future generations and I am strongly in favor of it.

Regards,

Charles L. Keagle

Charles L. Keagle, Chairman

CASK 'N CLEAVER LORD CHARLEY'S EL GATO GORDO

P. O. Box 1089 · 8653 Madrone Avenue
Rancho Cucamonga, California 91730 · (714) 981-5771 · Fax (714) 981-9734

STATE CAPITOL
P.O. BOX 924849
SACRAMENTO, CA 94249-0001

DISTRICT OFFICE
304 WEST F STREET
ONTARIO, CA 91762

Assembly
California Legislature

FRED AGUIAR
ASSEMBLYMAN, SIXTY-FIRST DISTRICT

Representing the cities of Chino, Chino Hills, Montclair, Ontario, Pomona, and Rancho Cucamonga

COMMITTEES:

AGRICULTURE
HOUSING AND COMMUNITY DEVELOPMENT
LOCAL GOVERNMENT

January 9, 1995

Chief
Wine, Beer, and Spirits Regulation Branch
Bureau of Alcohol, Tobacco, and Firearms
P.O. Box 50221
Washington, D.C. 20091-0221

Attn: Notice No. 802

To Whom It May Concern:

As the State Assemblyman for the Sixty-first Assembly District, I whole-heartedly endorse the establishment of the 'Cucamonga Valley' as a viticultural area.

Our region has a long and distinguished history in the winegrowing industry and it is highly appropriate that this area be recognized for such a distinction.

With this history in mind, I urge the Bureau of Alcohol, Tobacco, and Firearms to quickly approve this proposed viticultural site for the 'Cucamonga Valley.'

Sincerely,

FRED AGUIAR

FA/nd

Printed on Recycled Paper

May FYI

(12)

January 19, 1995

Chief, Wine, Beer and Spirits Regulation Branch
Bureau of Alcohol, Tobacco and Firearms
P.O. Box 50221
Washington, D.C. 20091-0221

Attn: Notice No. 802

As a long time resident of the Cucamonga Valley, I heartily support the establishment of the 'Cucamonga Valley' as a designated agricultural area.

I feel this should have been established a long time ago, but even though it is late in starting I feel it is still most desirable. This will allow consumers to identify wines from a premium growing area and of grape varieties that have long been recognized throughout the nation as second to none.

Very truly yours,

Edmund E. Accomazzo

Edmund E. Accomazzo
[redacted]
Upland, Ca. 91784

Maj FYI (12)

Board of Supervisors
County of San Bernardino

JON D. MIKELS
SUPERVISOR SECOND DISTRICT

January 17, 1995

Chief
Wine, Beer and Spirits Regulation Branch
Bureau of Alcohol, Tobacco and Firearms
P.O. Box 50221
Washington, D.C. 20091-0221

Attn: Notice No. 802

Gentlemen:

Enclosed is a resolution adopted by the San Bernardino County Board of Supervisors on January 10, 1995 supporting the approval of the designation of "Cucamonga Valley" on wine labels and in advertising.

Your assistance in this matter is greatly appreciated.

Very truly yours,

Jon D Mikels

JON D. MIKELS
County Supervisor
Second District

JDM:ec

Enclosure

San Bernardino County Government Center • 385 North Arrowhead Avenue, Fifth Floor • San Bernardino, CA 92415-0110 • (909) 387-4833
Rancho Cucamonga District Office • Foothill Communities Law and Justice Center • 8303 Haven Avenue • Rancho Cucamonga, CA 91730 • (909) 945-4297

C O U N T Y O F

San Bernardino

R E S O L U T I O N

By unanimous consent of the Board of Supervisors, the following resolution is adopted:

WHEREAS, the Bureau of Alcohol, Tobacco and Firearms (ATF) has received a petition to establish a viticultural area in San Bernardino and Riverside Counties, California, with the area to be known as **"CUCAMONGA VALLEY"**; and

WHEREAS, Alcohol, Tobacco and Firearms regulates the establishment of viticultural areas which are used by wineries on wine labels and in advertising to designate the specific areas where the grapes used to make the wine were grown; the use of these names assists consumers in identifying the wines they purchase; and

WHEREAS, the proposed **"CUCAMONGA VALLEY"** area is located in San Bernardino and Riverside Counties, containing about 109,400 acres, of which approximately 2,000 acres are planted for wine grapes;

NOW, THEREFORE BE IT RESOLVED that the Board of Supervisors of the County of San Bernardino, State of California, hereby recognizes the efforts of the local wineries and supports the designation of **"CUCAMONGA VALLEY"** in advertising and on the labels of wines produced in this vicinity;

BE IT FURTHER RESOLVED that this resolution be noted in the minutes of this Board and a copy presented to the Bureau of Alcohol, Tobacco and Firearms and to the J. Filippi Vintage Company.

DATED: January 10, 1995

Marsha Turoci
Chairman of the Board of Supervisors

Jon D. Mikels
District Supervisor

Earlene Grant
Clerk of the Board of Supervisors

Marsha Turoci
First District

Jon D. Mikels
Second District

Barbara Cram Riordan
Third District

Larry Walker
Fourth District

Jerry Eaves
Fifth District

Inland Valley Daily Bulletin
Ontario, CA
Tel. 909-987-6397

EDITORIALS

Changing way Assembly speaker works a good idea

Besides becoming Assembly speaker, Assemblyman Jim Brulte also wants to change the way the speakership operates. His proposal to do so illustrates clearly the differences between Brulte and Willie Brown.

These changes would prevent the kind of tyrannical speakership Brown has often run. He has played a power game with the office all along, using committee assignments, staffing requirements, office space and other plum perks as a way to reward loyalty [illegible] more rounds to play before the speaker deadlock is broken – but they're a clear sign that Brulte is on the right track and deserves support.

A fitting identity for valley wines

At one time, the western end of San Bernardino County was the largest wine-producing area in the state, boasting more than 60 wineries and 5,000 acres of vineyards. With that history, it's entirely fitting that the area have its own regional wine identity.

Several local wineries have asked the federal Bureau of Alcohol, Tobacco and Firearms to approve the name "Cucamonga Valley" as an official viticultural designation for this wine-producing area. Such a designation creates a regional identity for the wines with consumers, allowing wineries to use the term on their labels and in marketing. It also pays tribute to the area's rich winemaking heritage.

While the wine industry isn't as large as it used to be here, it still thrives, and it's a good idea to provide those vintners still operating with a separate regional designation. It adds to the growing identity the region is already creating for itself in commerce, sporting events, entertainment and other ventures.

There are 122 viticultural regions in the United States, and 69 of them are in California. The next one should be in California also, in the "Cucamonga Valley."

35,000

Vine idea promotes area wine

'Cucamonga Valley' label approval asked

By J. Herreria Gomez
Daily Bulletin

Several local wineries have applied for the establishment of an official "Cucamonga Valley" viticultural area.

If a federal agency approves the request, the wineries can include the designation Cucamonga Valley on their wine labels.

J. Filippi Vintage Co. in Ontario and Rancho Cucamonga, Rancho De Philo Winery in Rancho Cucamonga, Galleano Winery in Mira Loma and Hofer Ranch in Ontario submitted a petition to the U.S. Bureau of Alcohol, Tobacco and Firearms last month.

"I thought about this project more and more after my father, Joseph Filippi, died last October," said Gino L. Filippi, director of sales and marketing for J. Filippi Vintage Co.

Filippi's father was a longtime leader in the local winemaking community.

Filippi said he submitted the petition following a month of research on the rich heritage of the local wine industry. The petition includes several of the historical facts he uncovered.

"The research is a small sacrifice compared to all the generations dedicated to the (local) wine industry," Filippi said.

The proposed viticultural area would encompass western San Bernardino County and a small portion of western Riverside county – about 109,440 acres.

"At one time, this area was the largest wine industry in the world, with 5,000 continuous acres (of wine grapes)," said LeAnn Smothers, redevelopment analyst for the city of Rancho Cucamonga.

Philo Biane, owner of Rancho de Philo Winery in Alta Loma, recalled several decades ago, when the area had more than 60 wineries and boasted the largest production of wine in California. "We were number one from the 1930s to the 1960s," he said.

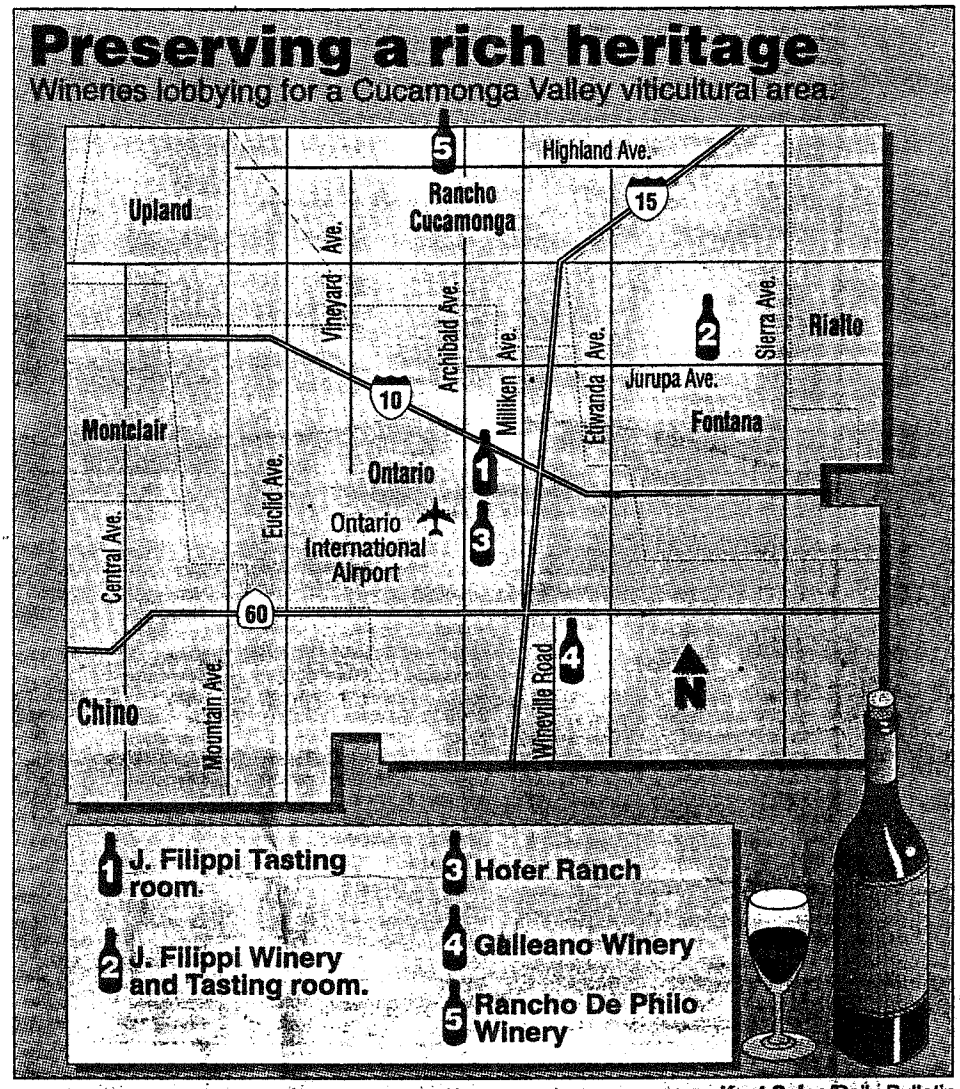
When winemaking was at its height, the area was informally known as the Cucamonga District. "No one took the time to apply for the petition. This should have been done years ago," Filippi said.

"I highly approve of this petition," said Biane. Biane's winemaking is now primarily a hobby, rather than a commercial interest. The Rancho de Philo Winery now sells its wines only one week a year, before Christmas.

"This petition is appropriate . . . because this area has one of the oldest wineries in California," said Paul Hofer III, who still makes wine for family and friends at his Ontario ranch.

It will take the government "about

See WINERIES/A6

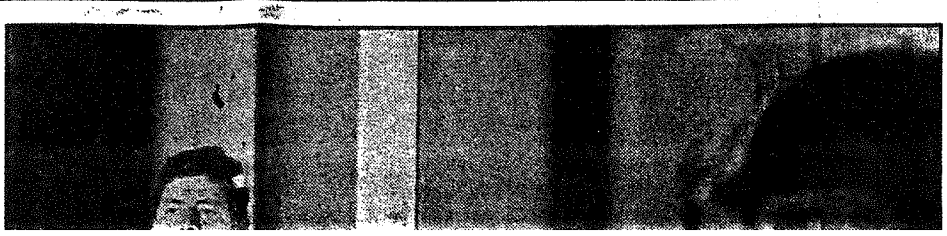


Kent Salas/Daily Bulletin

"If this viticultural area is approved, it will be a jewel to the wine industry."

—John A. DeLuca
Wine Institute president

Officials doubt conspiracy in assassination



Hopes dashed for hometown Mexico

By Trina Kleist
Associated Press

MAGDALENA DE KINO, Mexico — When Luis Donaldo Colosio was chosen as Mexico's ruling party candidate for president, it was like winning the lottery for this northwestern town where he grew up.

Colosio's Institutional Revolutionary Party has not lost a single presidential election since its 1929 founding. And presidents traditionally shower their hometowns with government largesse.

But with Colosio's assassination on Wednesday, hopes here turned to dust, like the grit blowing about this arid northern Mexican town.

"We were so proud of him," said Czarina Navarro de Bagarin, 35, speaking sadly of the future for this town of about 20,000 people.

From her sandwich stand just outside the cemetery where Colosio was buried on Friday, Navarro pointed to a playground across the street.

"We were working so hard to clean everything up, to paint those benches over there to get ready. Now no one feels like doing anything."

Arturo Lopez, 27, nodded in agreement while sipping a soda.

"We have here the most important churches in the state of Sonora. We have rivers and hunting," he said, adding that more government funds would have helped tourism and sparked greater interest in this state bordering Arizona.

Town leaders had hoped their newfound fame would draw attention to Magdalena's colonial-era church and plaza, shaded by enormous trees and arcaded shops.

Here was buried Father Eusebio Kino, a prominent 17th century Roman Cath who evangelized region's Indians.

A new school and have been started. dents now wonder have happened to th ty if Colosio hadn't and had gone on

Associated Press

Alma Gutierrez, a Tijuana neighbor of confessed assassin Mario Aburto Martinez, recalls that he was quiet and had few friends.

drawings, including ing Colosio in a another in which Colosio are floating Aburto portrayed another drawing as Aguila, an Aztec sented by a lord eagle, officials said.

Aburto's co-work factory in Tijuana had been working weeks before his a quoted Saturday by ma newspaper as he always carried which he referred "project."

"He carried his and his jacket as going to school," co rio Velis Gutierrez

Wineries/from A1

a year or longer" to decide whether to approve the local wineries' petition for a Cucamonga Valley viticultural area, said Marjorie Ruhf, wine and beer branch specialist for the Bureau of Alcohol, Tobacco and Firearms.

The bureau will draft a proposed regulation based on the material in the petition. The proposed law is then published in the Federal Register. Anyone who wants to submit comments of support or opposition to the proposal can do so for the next 60 days.

"Examples (of opposition) include an outsider requesting to be part of the area, or the boundaries aren't accurate," Ruhf said.

After the 60-day waiting period, the bureau evaluates the submitted comments and either approves or withdraws the petition.

"I don't anticipate any controversy for this region at all," said John A. DeLuca, president of the San Francisco-based Wine Institute, a trade association of California vintners.

If the proposal is approved, local wineries will be better able to identify the geographic source of their products.

"The establishment of viticultural areas merely allows wineries to more accurately describe the origin of their wines to consumers, and help consumers identify the wines they purchase," Ruhf said.

According to Ruhf, there are 122 viticultural areas in the United States. More than half – 69 – are located in California.

Filippi said the request for a local viticultural designation is "not a marketing or advertising gimmick." But if the petition is approved, he hopes to introduce a new product under the Cucamonga Valley label.

"If this viticultural area is approved, it will be a jewel to the wine industry," DeLuca said.

Hospitals/from A1

semblyman Burt Margolin, D-Los Angeles, author of one of four bills introduced after the Northridge quake to improve hospital seismic standards.

"If the Northridge earthquake had happened at midday, there would have been thousands of more casualties," Margolin said. "And the need to have these hospitals open and functioning would have been even greater."

Hospitals officials say the hospitals performed well compared with 1971 when 50 people died in collapsed hospitals. Although more than 900 patients had to be evacuated, hospital officials said none of the evacuees died and more than 10,000 earthquake victims were treated at local hospitals.

"We were very pleased with the way the hospital structures stood up in the earthquake," said David Langness, vice president of the Hospital Council of Southern California. "All hospitals were able to function at

stroyed in the Syl By contrast, only on year-old, brick-wal veda Veterans Adm Medical Center in N was so badly dama will be torn down.

In addition to the tal, Holy Cross and patients were eva day of the quake flooding and other al damage. Olive Vie 41 hours later, and reopened after four

Outside the San Valley, the Psychiat at Los Angeles Medical Center wa because of structu the day of the qua center's Pediatric P red-tagged a few meaning that the b too seriously damag py. In all, 17 aux ings at county USC be replaced.

St. John's Hospit Monica was red-t

TIME FOR WINE GREENBERG for DAILY PRESS

Mary

HERE'S A "DEAR BATF" LETTER...or...GO GO GUASTI!

In case you're a AAA member and missed the Bill Stern Page From History in your January '95 issue of WESTWAYS (arrived mid-December) Here's a quick summary of the article "Guasti's Vintage Years". Rancho Cucamonga was just Cucamonga along the Santa Fe line, and Guasti was the next township south, but after the Spanish Missions& before Prohibition, that region of San Bernardino and Riverside Counties was a major wine producing center of the world. Grape growing families from Italy and winemakers named Vache' and Biane grew grapes and made wine that was shipped in all directions for the altars and working men's families of a rapidly growing western U.S.

Big names (still represented in the area today) included Filippi, Romolo, Galleano, Moramarco and Vernola, among many. Today joined by the Hofers of Onatario, the descendants of these hard working immigrant families are again interested in establishing their region as a leader in grape and wine production. They have applied to the US Treasury Department's alcohol regulators (BATF) to declare oficially the Cucamonga Valley Viticulture Area, so that wines they produce can be labeled with the designation"Cucamonga" once more

The public is invited to add comment by addressing the

Chief, Wine Beer & Spirits
Regulation Branch, BATF
P.O. 50221
Washington DC 20091-0221

Reference notice # 802 requesting public comments on the proposal until January 31st. All those in favor join me, please!

+++++++++++++

THIS WILL RUN AS A COLUMN IN JAN.
AND THIS COPY IS MY "COMMENT" FOR YOU.

[signature]

HESPERIA, CA 12-19-94

By Bill Stern

GUASTI'S VINTAGE YEARS

RANCHO CUCAMONGA WAS ONCE A CAPITAL IN THE WORLD OF WINE.

WHAT IS THIS place? A village with a population of just 26, Guasti shows up as little more than a pale circle on road maps. North of the village, beyond the San Bernardino Freeway, are acres of residential subdivisions, and to the south, jet planes take off and land at Ontario Airport. But although a road sign calls it Guasti Plaza, making you expect a strip mall, amazingly enough Guasti village itself—streets unpaved, minus sidewalks and free of advertising—retains its beginning-of-the-century character.

ONTARIO CITY LIBRARY-MODEL COLONY HISTORY ROOM

IMMIGRANT WINERY WORKERS posed for this photo in 1910 during the heyday of the Inland Empire's Italian Vineyard Company.

The answer is suggested by the village's largest structures—three stone winery buildings dating from 1904. Currently occupied by a tasting room for the J. Filippi Vintage Co. of Fontana, the buildings were once the home of Secondo Guasti's Italian Vineyard Company. In the 1920s, they were surrounded by 5,000 acres of grapevines—the largest vineyard in the world.

These days we think of Santa Barbara County in the north and Temecula in the south as the most important wine-making areas of Southern California, but virtually all regions of the Southland have wine roots. California's very first wines were produced at the Spanish missions, and its first commercial wine was shipped from a Los Angeles vineyard in 1840. At one time or other, wine was an important product in or near what are now Burbank, Fontana, Riverside, Santa Monica, and even where Disneyland entertains millions of visitors in Anaheim. By the onset of Prohibition in 1919, there were more than 25,000 acres of vineyards in San Bernardino County alone.

In 1900, Secondo Guasti, an Italian immigrant who had originally settled in Sonora, Mexico, and then moved to California, pioneered grape growing in the semidesert of what is now Rancho Cucamonga. While he was working as a cook at the Hotel d'Italia in Los Angeles, Guasti and his wife, Louisa, would often visit the area then known as South Cucamonga. The climate and countryside reminded him of his native Piedmont, the great wine region of northwest Italy. Although other vintners would follow him to Cucamonga, Guasti's Italian Vineyard Company became the largest and most successful producer, marketing wines internationally through offices in Chicago, London, and New York.

The village of Guasti was begun in 1904 as a kind of company town, with workers' cottages, a church, a railroad station, and a school. The village—part Italian *villagio*, part American town—was situated in the midst of the vineyards.

Today, except for a few symbolic rows of grapevines, the vineyards are gone. But the town stays alive: The stone winery buildings are occupied by several businesses, some original cottages are still lived in by maintenance personnel and their families, and the village church continues to hold services. At Guasti's center is the relatively modest six-bedroom home Secondo and Louisa established in 1924.

Guasti died in 1927, after being honored for his business achievements by both the king of Italy and Premier Mussolini. The winery, however, survived. During the "dry years" of Prohibition, it made sacramental wines and shipped grapes to bootleggers and home wine makers, but it ceased production in 1982.

The last of the Cucamonga wineries—Filippi, Galleano, and Rancho de Philo—stand as reminders of the gigantic industry of the past. Says Ron Swenson, of J. Filippi Vintage Co., "When people hear 'Fontana,' they think of Kaiser Steel, but they're gone, and we're still here."

A compendium of events in Southern California wine history:

1779: At Mission San Juan Capistrano, the first documented variety of European grapes, Mission (Criolla), is introduced.

circa 1830: In Los Angeles, the first commercial wine growing in California begins.

1833: Louis Vignes introduces French wine-grape cuttings to California.

1862: In Burbank, the J. R. Scott vineyards are founded.

1884–91: Grape vine disease closes all 50 wineries in Anaheim.

1919–33: Volstead Act mandates Prohibition; numerous wineries close.

1968: First Temecula vineyard is planted by Vincenzo Cilurzo.

1992: First bottlings of wines produced in Bel Air are released.

Mary (15)

THE CITY OF
RANCHO CUCAMONGA
OFFICE OF THE MAYOR

January 19, 1995

Chief, Wine, Beer and Spirits Regulation Branch
Bureau of Alcohol, Tobacco and Firearms
P. O. Box 50221
Washington, D. C. 20091-00221

Attention: Notice No. 802

Gentlemen:

On behalf of the City of Rancho Cucamonga, I would like to express our support in establishing the Cucamonga Valley as a viticulture area. The City of Rancho Cucamonga takes great pride in the fact that the grape vineyards and the wineries of our area contributed so much to the early history of this region. For this reason, a grape cluster has a prominent focus in both the City's seal and logo.

The City has also recognized the need to preserve the grape vineyards so that future generations can see and learn about the City's agricultural and early industrial history. The City has made plans to develope a 100 acre central park on property that has been a vineyard. As part of the parks design, a section of vineyard will be included. Visitors will have the ability to walk through the vineyard and learn through educational signing about the early history of vineyards and wineries of the area.

In addition, the Redevelopment Agency has purchased one of the early wineries of the area with the intent of rehabilitating the facility for senior housing. As part of the rehabilitation, the primary building will be restored and again visitors can see and learn more about the winery and the regions early history. As an interim use of the facility, a privately operated wine tasting room has been established with plans to provide self guided walking tours of the interior of the building as well as the exterior grape crusher and equipment.

The establishment of the Cucamonga Valley as a designated vinticulture area will only further emphasize the historical importance and contribution the vineyards and winery industry have made. I urge your support of the designation on behalf of the local vintners. If I can be of any assistance in your review of this matter please call me.

Sincerely,

William J. Alexander
Mayor

10500 Civic Center Drive • P.O. Box 807 • Rancho Cucamonga, CA 91729 • (714) 989-1851 • FAX (714) 987-6499

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THE CITY OF
RANCHO CUCAMONGA
OFFICE OF THE MAYOR

January 17, 1995

CHIEF, WINE, BEER, and SPIRITS
REGULATION BRANCH BUREAU of ALCOHOL,
TOBACCO and FIREARMS
P.O. Box 50221
Washington, D.C. 20091-0221
Attention: Notice No. 802

To Whom it may concern:

It is my understanding that several wineries within the area have requested the establishment of "Cucamonga Valley" as a designated viticultural area. This will allow local producers to promote the region in their advertising, packaging, and labeling. Consequently, the region will gain the recognition that is a part of our fine heritage.

Therefore, I would like to go on record in support of establishing "Cucamonga Valley" as a designated viticultural area. If you should have any questions please do not hesitate to contact me.

Sincerely,

William Alexander
Mayor

10500 Civic Center Drive • P.O. Box 807 • Rancho Cucamonga, CA 91729 • (714) 989-1851 • FAX (714) 987-6499

Marj (16)

POMONA VALLEY HUMANE SOCIETY

S. P. C. A.

Society for the Prevention of Cruelty to Animals

January 17, 1994

Chief, Wine, Beer and Spirits Regulation Branch
Bureau of Alcohol, Tobacco and Firearms
P.O. Box 50221
Washington, D.C. 20091-0221
Attn: Notice No. 802

Dear Sir:

I write in support of the movement to establish the "Cucamonga Valley" as a designated viticultural area.

This region has played a major role in the history and economy of southern California with, at one time, over sixty wineries in production. Official designation of the region will not only assist in promoting it, but also will honor its distinctive heritage.

This is a unique opportunity to benefit the economic future of the area while recognizing the past. I encourage you to decide in favor of the "Cucamonga Valley" designation.

Sincerely,

Stephanie Cooley

(Mrs.) Stephanie Cooley
Development/Community Relations Director

500 Humane Way • Pomona, California 91766 • 909/623-9777

"Working Together Since 1949 For The Benefit Of All Living Things"

Mary (17)

☐ CAPITOL ADDRESS:
State Capitol
P.O. Box 942849
Sacramento, CA 94249-0001
(916) 445-8490

☐ DISTRICT ADDRESS:
10681 Foothill Blvd., Suite 325
Rancho Cucamonga, CA 91730
(909) 466-9096

Assembly
California Legislature

JAMES L. BRULTE
ASSEMBLY REPUBLICAN LEADER
SIXTY-THIRD ASSEMBLY DISTRICT

January 25, 1995

Chief, Wine, Beer and Spirits Regulation Branch
Bureau of Alcohol, Tobacco and Firearms
P.O. Box 50221
Washington, DC 20091-0221

ATTN: Notice No. 802

To Whom It May Concern:

It has come to my attention that a number of our Inland Empire wineries have filed a petition with your office to establish "Cucamonga Valley" as a recognized viticultural area.

I am requesting approval of this petition. The designation of "Cucamonga Valley" as an authorized winegrowing area will allow our local businesses to promote the region in their advertising, packaging, and labeling. The Cucamonga Valley wineries have produced the highest quality wine made with locally grown grapes since the 1930s. The designation will allow our local businesses to gain the recognition that is a part of the Inland Empire heritage.

Thank your for your consideration. We look forward to seeing **"Cucamonga Valley"** as an approved viticultural area.

Sincerely,

James L. Brulte

James L. Brulte
Assemblyman

JLB:pw

CC: Roger M. Jaska
Paul B. Hofer III
Gino L. Filippi

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