July 4, 1979

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

Dear Sir,

We the undersigned members of the Santa Cruz Mountain Vintners wish to petition for the formal establishment of the Santa Cruz Mountains as a recognized viticultural area in accordnace with the provisions of 71.41C of 27CFR Part 240. In support of this petition we submit the following.

1. Evidence that the name of the viticultural area is locally and/or nationally known as referring to the area specified in the application.

The Santa Cruz Mountains have been recognized as a source of fine dry table wines since viticulture began in California. One of the first major cargos hauled by the then new South Pacific Railroad in the late 1880's was both wine grapes and table wines made in the Ben Lomond region. Nearly every reference describing the development of the California wine industry details the small scale but widely acclaimed wineries of the area. "Santa Cruz Mountains" is presently an approved appellation whose recognition is attested to by the several wineries using it both in local and national distribution.

2. Historical or current evidence that the boundaries of the viticultural area are as specified in the application.

The area included in the application is well within the area delimited by the U.S. Geological Survey as the "Santa Cruz Mountains". Historically the appellation has been loosely applied to adjacent areas which have little in common with the mountainous area proposed. This application is an effort to remove the ambiguity and formalize the somewhat vague appellation. Virtually without exception the wineries within the proposed appellation are referredtto in the popular press as "Santa Cruz Mountain wineries".

3. Evidence relating to the geographical features: climate, soil, elevation, physical features, etc. which distinguish the viticultural features of the proposed area from the surrounding areas.

The Santa Cruz Mountains viticultural area as proposed is characterized by a climate which is influenced by the Pacific Ocean breezes and fog movements in the westerly areas, and the central San Francisco Bay moderated climates on the eastern side. These tend to produce weather which is generally rather cool during the growing season compared with low elevation growing areas. This cooler weather coupled with a slightly shorter growing season and the quite shallow, less fertile soils, produces grape crops of low yield, generally moderate sugars and high acids, and very concentrated and distinctive flavors. The proposed area of appellation attempts to include those areas which have generally recognized climate, soils and topographic similarities to groduce grapes and wines of markedly similar character.

4. The specific boundaries of the viticultural area based on features which can be found on a U.S. Geological Survey map of the largest applicable scale.

Attachment/ Verbal description of boundaries as found on U.S. Geological Map of the largest applicable scale.

5. A copy of the appropriate map with the boundaries prominently marked.

Attachment/ U.S. Geological map with boundaries prominently marked.

Thank you very much for your consideration.

Sincerely,

Jan W. Sherrill
for the Santa Cruz Mountain Vintners

[redacted]
Woodside, Ca 94062

Ken D. Burnap
Santa Cruz Mountain Vineyard

Dexter D. Ahlgren
Ahlgren Vineyards

Polly L. Mullen
Woodside Vineyards

James Smith
Roudon-Smith Vineyards

Keith D. Hohlfeldt
Sunrise Winery

Marjorie Staiger
P and M Staiger

Daniel Gehrs
Congress Springs Vineyards

Douglas C. Fletcher
Martin Ray Vineyards, Inc.

D.R. Bennion
Ridge Vineyards

Paul Obester
Obester Winery

Jan W. Sherrill
Sherrill Cellars

Leo McCloskey
Felton-Empire Vineyards, Inc

Michael T. Parsons
Michael T. Parsons Winery

David Bruce
David Bruce Winery, Inc.

William R. Anderson
Mount Eden Vineyards

Richard E. Stark
Page Mill Winery

The above are members of the Santa Cruz Mountain Vintners.

DESCRIPTION OF PROPOSED AREA OF APPELLATION FOR THE SANTA CRUZ MOUNTAINS

Begining at the summit of Highway 92, procede Northeast to the 400'contour level. Travel Southeast on the 400' contour level to Cañada Road. Travel along Cañada Road to Interstate 280, then to Highway 84 (Woodside Road). Travel Southwest on Highway 84 to Mountain Home Road. Proceed along Mountain Home Road to Portola Road, thence Southwest on Portola Road to Highway 84, thence West to the 600' contour level. Travel in a Southeasterly direction on the 600' contour level to Pierce Road, then along Pierce road to the 800' contour level. Procede along the 800' contour level in a Southeasterly direction to Highway 152, thence along Highway 152 in a Southwesterly direction over the summit and down to the 400' contour level on the West side. Travel along the 400' contour level in a northwesterly direction to Felton Empire Road. At Felton Empire Road procede Northeast to Highway 9, then South along Highway 9 to Bull Creek, then Southwest along the creek to the 400' contour level again. Continue in a Northwesterly manner along the 400' contour level to Highway 92, thence Northeast along Highway 92 to the summit.