Grand Cru VINEYARDS

June 1, 1984

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

Gentlemen:

RE: Proposed SONOITA viticultural area

We are a small premium winery located in Glen Ellen in Sonoma Valley, California. This letter responds to your invitation for comments to the proposed rulemaking pertaining to the application for an area in Arizona identified as SONOITA.

I have no knowledge as to the merits of the application, and do not speak to the subject of whether a viticultural area should be designated.

My comment pertains exclusively to the choice of the word SONOITA proposed to identify the area. Despite being unfamiliar with the word, I find it strikingly similar to the word SONOMA. Please note 5 of the 6 letters in SONOMA are used in SONOITA, in the EXACT PLACE AND ORDER in each of the two words. Phonetically, the words sound similar. Potentially, the printed words are so similar that confusion between the words could result.

If you find the area warrants recognition as a viticultural area, I recommend some other word be used to identify the area, so as to eliminate possible confusion amoungst all levels of the wine industry and especially consumers. Any confusion should be prevented. A new viticultural area in Arizona with 40 acres of grapes simply does not have equal standing with the tradition and scope of grape production in either Sonoma Valley or Sonoma County. My interest is in preserving the significance in the wine industry of the word SONOMA.

Thank you for the opportunity to submit these comments.

Yours very truly,

GRAND CRU VINEYARDS

Walter H. Dreyer
Chairman

WHD/wwt

MAIL: P.O. BOX 789, GLEN ELLEN, CA 95442 • WINERY: 1 VINTAGE LANE, GLEN ELLEN, CA 95442 • (707) 996-8100

Peter Beope Vineyard
Patagonia

7 JUNE 1984

DEAR MR. MASCOLO,

ESTABLISHING THIS NEW AREA, "SONOITA VITICULTURAL AREA" WOULD PROMOTE THE BETTERMENT OF THE WINE GRAPE INDUSTRY IN ARIZONA.

MY VINEYARD IS NOT LOCATED WITHIN THE AREA, BUT I'M LOCATED SOUTH IN A LOWER ELEVATION.

IF I CAN HELP IN ANY WAY PLEASE LET ME KNOW!

SINCERELY,

Peter Beope

P. O. Box 537 · Patagonia, Ariz., 85624

Palo Seco CORPORATION

177 North Church Avenue
Suite 504
Tucson, Arizona 85701
884-5198

June 13, 1984

Mr. Richard A. Mascolo

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

Dear Mr. Mascolo,

Thank you for sending me information concerning the proposed viticultural area for Sonoita, Arizona. My company owns land in the proposed region and we plan to engage in grape growing in the district in the near future.

In reviewing the data submitted to me I've found it to be accurate, timely, beneficial for the community and give it a hearty endorsement.

Sincerely,
Thomas A. Brady Jr.
Thomas A. Brady Jr.

sonoma
valley
vintners
association

P.O. Box 238
Sonoma, California
95476

June 18, 1984

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

Dear Sir:

It has come to my attention that BATF is considering an application which proposes to establish a SONOITA viticultural area in southern Arizona.

Since the word SONOITA closely resembles the name of our already approved and well known viticultural area, SONOMA VALLEY, in northern California, it seems appropriate to bring this fact to your attention. It is very possible that consumer confusion may result from a simple approval of SONOITA.

The Sonoma Valley Vintners Association, an active group of 21 wineries in the SONOMA VALLEY hereby proposes that a modifying word be added to the name of SONOITA as a condition of approval.

A logical move would be calling the new area SONOITA-ARIZONA or ARIZONA SONOITA. Should you or your staff need additional input on this matter, we would be happy to be of further help.

Most sincerely,

Steven W. MacRostie
President
SONOMA VALLEY VINTNERS ASSOCIATION

SWM/akl