

Martin

BROTHERS WINERY

July 26, 1982

The Director
Department of the Treasury
Bureau of Alcohol, Tobacco and Firearms
Washington, D. C. 20226

Re: Viticultural Area Petition
"Paso Robles"
Treasury Decision ATF-53 (43FR37671,
54624) revising regulations in 27CFR
Part 4

Dear Sir:

We refer to Industry Circular 80-15, dated December 24, 1980 discussing letter form petitions to establish a viticultural area.

This letter and the attached exhibits are therefore entered into the record as a petition to establish the viticultural area designated as "Paso Robles".

This petition is a joint and collaborative effort of the wineries and winegrowers in the proposed area. The unanimity of fourteen wineries and the grape growers of over 3,800 acres in the proposed area express the favorable opinion of nearly 100% of all those affected by the appellation.

We have endeavored to respond fully and completely to the requirements of circular 80-15.

The following exhibits are attached to substantiate the prescribed criteria to seek approval of the appellation: Paso Robles:

EXHIBIT 1

Paso Robles, Historical Evidence as a Name Place

EXHIBIT 2

Paso Robles, Historical and Current Evidence
of Viticulture in the Proposed Paso Robles
Viticultural Area

EXHIBIT 3

Petitions signed by property owners,
vintners and growers within the proposed appellation area

EXHIBIT 4

A proclamation by the Mayor and Council
of the City of El Paso de Robles (Paso Robles)
in favor of the petition.

EXHIBIT 5

Evidence Relating to Geographical Features
and Climate (which distinguishes this area
from surrounding areas).

EXHIBIT 6

U. S. Geological Survey Map, San Luis Obispo, California
SCALE 1:250,000 2' Series. This is the largest scale
available to delineate the boundaries of the proposed
area which are prominently delineated with the boundaries
shown in black.

EXHIBIT 7

Boundaries of Proposed Appellation

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Dept. of the Treasury
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The vintners, growers and allied interests recognize that the Paso Robles viticultural area is a separate and distinct region due to its history, geography, climate and soils. The grapes and wines produced in this area are year by year achieving greater prominence and with the approval of this application all wine consumers will benefit from the information implied by this appellation.

Your affirmative consideration of this application will be sincerely appreciated.

Yours very truly,



William F. Townsell
Vice President
Martin Brothers Winery

WFT:rh

Enclosure(s)

"EXHIBIT 1"

PASO ROBLES

HISTORICAL EVIDENCE AS A NAME PLACE

The name chosen for the viticultural area in this petition is Paso Robles.

The name dates from the Missionary period of the late 1700's and its full Spanish name was El Paso de Robles, or the Pass of the Oaks and was used by the early travelers between the missions of San Miguel (in the appellation area) and its neighbor to the south, Mission San Luis Obispo.

The name was formalized by a land grant during the Mexican period of California history on May 12, 1844 by Governor Micheltorena in a grant to Pedro Narvaez and patented on July 20, 1866 to Petronillo Rios. The grant included an area of 25,993.18 acres.

The grant included the areas now commonly known as Paso Robles, Templeton and Adelaida. The attached reproduced map marked "Exhibit A" shows the relative position of this and other land grants in the proposed appellation area.

The Paso Robles land grant entered the American period when its 26,000 acres were bought in 1857 for \$8,000.00 by D. D. Blackburn, James H. Blackburn and Lazare Godchaux. These three men, capitalizing on the renowned hot springs and mud baths in the area set out to make the Paso Robles Hot Springs one of the finest resort spas in the United States and built the first of the famous hotels.

The community serving the hotel and Hot Springs visitors was incorporated as the City of El Paso de Robles on February 25, 1889. Since that time the entire area of the proposed appellation area has been referred to as the Paso Robles area and until 1980 Paso Robles was the only incorporated city in the area and it continues to be the commercial, shopping, financial and cultural center of the proposed area.

Other names originating in the same general period still survive but are relegated to names of streams, hills and small rural areas. The one unifying name of the entire area is Paso Robles.

"EXHIBIT 2"

PASO ROBLES
HISTORICAL AND CURRENT EVIDENCE OF
VITICULTURE IN THE PROPOSED PASO ROBLES
VITICULTURAL AREA

Within the boundaries of the proposed viticultural area wine grapes have been grown since the founding of the California missions. Specifically, Mission San Miguel in the proposed appellation area, was founded in 1797 and, although no evidence remains as to where the grapes were grown, wine was made in the mission and it is assumed the grapes came from nearby.

The San Luis Obispo County Assessor records show the following grape planting for the entire county and presumably most of the production took place in the proposed appellation areas:

1873	-	60,000 grapevines (approx. 40 acres)
1886	-	80,000 grapevines (approx. 50 acres)
1881-1882	-	52 acres
1883		85 acres

In more recent times the York Mountain Winery was established in 1882 and the Rotta Winery (now Las Tablas Winery) was founded in 1890.

In 1914, Ignace Paderewski, the famed Polish pianist, conductor and statesman established a vineyard on his 3,100 acres Ranch San Ignacio and introduced the Zinfandel grape to the area. His San Ignacio Zinfandel won a gold medal at the California State Fair. Paderewski's rancho was located on Adelaida Klau Road near Paso Robles and the winemaking was done by York Mountain Winery.

With the advent of irrigation the grape growing areas expanded to include the eastern area of the proposed appellation area, and today there are 3,850 acres in wine grape production in the proposed area and fourteen wineries, (and one in formation).

The wineries are listed as follows:

Caparone Vineyard	BW 4961
El Paso De Robles Winery	BW 5025
Estralla River Winery	BW 4804
HMR-Hoffman Vineyards	BW 4577
Las Tablas Winery	BW 3976
Martin Brothers Winery	BW 5057
Mastantuono	BW 4815
Old Casteel Vineyards	BW 5013
Pesenti Winery	BW 3974
Ranchita Oaks Winery	BW 4935
Tobias Vineyards	BW 4984
Twin Hills	BW 5050
Watson Vineyards	BW 5069
York Mountain Winery	BW 146
(Indian Creek Winery - in formation)	

VITICULTURAL AREA
PAGE TWO

A very large proportion of the wineries and winegrowers have been contacted and have signed the petition in favor of this appellation application. The petitions are included with this application as Exhibit "3".

With the exception of the Prohibition Era, wine has been produced in the subject area continuously since 1882 and the expansion of grape acreage and wineries in the last ten years and their award winning wines attest to the wisdom of the French, Swiss and Italian settlers that found this location ideal for growing grapes.

PASO ROBLES

APPLICATION FOR VITICULTURAL DESIGNATION

As property owners within the proposed boundaries of the proposed Paso Robles viticultural area, we are in full support of this application to the Bureau of Alcohol, Tobacco and Firearms requesting that Paso Robles be designated as a separate viticultural area.

SIGNATURE

AFFILIATION

Clifford R. Gishnie
Rocky Brewer
Lang E. Stemper

Estrella River Vineyards & Winery
Estrella River Winery
Mayor Paso Robles

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SIGNATURE

AFFILIATION

Dominic Martin

Martin Brothers

E of Leon Martin

MARTIN BROO.

W B K

HMR LTD.

Jim C. Smoot, Jr.
Greg Brown

OAK SHADOW VINEYARDS

William + Mary Cox. VINEYARD

Bruce B Bailey

Bailey VINEYARDS

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SIGNATURE

AFFILIATION

John D. Radtke

Rest & Be THANKFUL Vineyard

Forest W Jewell

Paso Robles Chamber of Commerce

Della Meitens

Las Tablas Winery

William F. Sawson V.P.

Martin Brothers Winery

PASO ROBLES

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SIGNATURE

AFFILIATION

Archie E. Hanson W.

Hidden Valley Ranch

Harold G. Stumbach

Stumbach Vineyard

Connie V. Kleeber

Colma Poco Vineyard

Pat Lindstrom

Lindstrom and Lindstrom Vineyard

~~Peter D. Morrow~~

~~Pickney Ent DBA Morrow VINEYARD~~

Paul V. Hope

Hope Farms

Richard Sauret

Pleasant Valley Ranch

Richard Sauret

Sauret Vineyards

Bill Schuttler

Triple "S" Ranch

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SIGNATURE

AFFILIATION

Mark L. Caporale

Oak Stave Corporation

Rasquale Mastan

MASTANTUONO WINERY

Tessa M. Cain

Cain Vineyards

Clifford Holt

OLD CASTLE VINEYARDS

Mark E. Jenson

DIAMOND CASTLE

EC & Co

Cherry Vineyard

Francis Hall

ELMESBRIDGE

Dante S. Dusi

Dusi Vineyard, Templeton

James Berry Smith

James Berry Vineyards

PASO ROBLES

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AFFILIATION

James C. Park for Park Ranches	Park Ranches-Vineyard
BSH Tucker	Shandon Valley Vineyards
BSH Winkley	Genie's Vineyards Ltd.
Paul H. Parsley	Parsley Vineyards
Donny Hill	Hill Vineyard
James Sinton	Shell Creek Vineyard
E. H. Barron Ranch	
Byrd Hill Vineyard	
Don W. Wall	Rancho Dos Amigos
A. Young	RANCHO DOS AMIGOS
A. Young	SHANDON NURSERY
A. Young	Danley - Young
Robert M. Fuller, Ed.	French Camp Vineyards
Bill Koos	Indian Creek Vineyards
Alma L. Roy	Farview Farm Vineyard



City of El Paso de Robles

"The Pass of the Oaks"

Post Office Box 307

1030 Spring Street

Paso Robles, California 93446

ADMINISTRATION

Donald B. Keefer
City Manager/Clerk

July 20, 1982

Sidney J. Godsey
Administrative Asst.
Personnel Director
(805) 238-0400

AIRPORT

Charles L. Miller, C.A.A.E.
Airport Manager
(805) 238-3344

The Director
Department of the Treasury
Bureau of Alcohol, Tobacco and Firearms
Washington, D.C. 20226

FINANCE

Phillip S. Molina, CPA
City Treasurer
Finance Director
(805) 238-1515

Dear Sir:

LIBRARY

Ann F. Martin
City Librarian
(805) 238-0315

The City of Paso Robles, California, incorporated on February 25, 1889, has had a close association with grape growing throughout the nearly one-hundred year history of the City.

MUNICIPAL SERVICES

John R. McCarthy, P.E.
Dir. of Municipal Services
City Engineer
(805) 239-0210

The City of Paso Robles strongly supports the application of the wineries and growers in this area to receive approval as an appellation and viticultural area with the name Paso Robles.

PARKS AND RECREATION

Stuart T. Ross
Dir. of Parks & Rec.
(805) 238-4772

The City is of the opinion that this would benefit the City and, more importantly, be of benefit to the consumer to more closely identify the origin of grapes and wine produced in this area.

PLANNING

Ronald L. Kiedrowski
Assistant City Manager
Planning Director
Dir. Community Development
(805) 238-1052

By: *Gary E. Stemper*
Mayor Gary E. Stemper

Approved:

Orville Monroe
Councilman Orville Monroe

Harry I. Ovitt
Councilman Harry Ovitt

Councilman Kenny Parish

Michael Thorndyke
Councilman Michael Thorndyke

PUBLIC SAFETY

Vernon Mathison
Chief of Police
(805) 238-3131

John Steaffens
Fire Chief
(805) 238-3535

Dated this 20th day of July, 1982

"EXHIBIT 5"

Evidence Relating to Geographical Features and Climate

Physiography

The proposed Paso Robles viticultural area is typified by rolling hills and valleys with average elevation between 600 and 1,000 feet. It is boundaried on the west and south by the Santa Lucia Range whose crest averages between 2,300 and 2,850 feet in elevation. The Cholame Hills on the eastern boundary crest at elevations nearly 3,000 feet in height. The Salinas River has its headwaters at Santa Margarita Lake just south of the southern boundary and flows north thru the center of the proposed area into Kings and Monterey counties and the Salinas Valley. The Salinas River is the major drainage of the entire proposed viticultural area.

The soils of the area are generally alluvial and terrace deposits. Soils are usually fertile and well drained providing ideal grape growing conditions.

Climate

The proposed viticultural area is protected from marine air intrusion and coastal fogs by the Santa Lucia Mountains to the west and south. This contrasts markedly with the area to the immediate west and south where coastal fogs and cool days through the summer months are common.

The Paso Robles area is classified as Region III* - 3001 to 3500 degree days of heat. The Paso Robles area is therefore

warmer by 500 - 1000 degree days than the areas to the immediate south and west, and cooler by 500 or more degree days from the area to the east.

Rainfall averages between 10 and 25 inches in the Paso Robles area. Rainfall is highest on the crest of the Santa Lucia Range on the western boundary of the region, isohytes decreasing regularly to the east. Rainfall is not considered to be an important factor in regard to heat units, as most rainfall occurs during the vines dormant period. Growers generally augment rainfall with irrigation from wells and resevoirs during the summer months.

The proposed area has average diurnal temperature changes of 40 to 50 degrees. This is a proudct of low to moderate humidity levels which are conducive to radiant cooling of the land surface. Regular afternoon winds tend to disturb local inversions thereby promoting radiative cooling. Warm to hot days and cool nights promote good sugar-acid balance in the wine grape varieties cultivated in the Paso Robles area.

The average diurnal temperature changes measured to the south, east and west of the proposed viticultural area are markedly different during the summer growing season. Regions to the immediate south and west of the Paso Robles area have diurnal fluxes of 20 to 30 degrees caused by onshore flow of cool, moist marine air. Summer fogs commonly occur in coastal areas, with intrusion of fogs into the proposed viticultural area blocked by the Santa Lucia crest. The region east of the Paso Robles area has a climate associated with the San Joaquin Valley. Less radiative cooling, more stable inversions

and higher evening temperatures are common east of the Paso Robles area.

* Winkler and Amerine 1974; Weaver 1976; Wagner 1980

"EXHIBIT 7"

Boundaries of Proposed Appellation

Beginning at the northeast corner of Section one, township 25S, range 16E MDB&M, this is a point common to the boundaries of Kern, Kings and San Luis Obispo counties.

From this point, the proposed boundary would go west for 42 miles along the boundary between Kings county and San Luis Obispo county and Monterey county and San Luis Obispo county to the northwest corner of Section six, township 25S, range 10E, MDB&M.

From this point south along the line between range 9 east and range 10 east, MDB&M, approximately 13.5 miles to the top of the ridge which is the divide between water that drains toward the Salinas river and water that drains into canyons that flow directly toward the Pacific ocean.

Then follow this ridge to TV Tower Road.

Then follow TV Tower Road to Highway 101.

Then north approximately $\frac{1}{2}$ mile to the southwest corner of Section 31, township 29S, range 13E, MDB&M.

Then east six miles to the southeast corner of Section 36, township 29S, range 13E, MDB&M.

Then north six miles to the northeast corner of Section one, township 29S, range 13E, MDB&M.

Then east approximately 18 miles to the southeast corner of Section 36, township 28S, range 16E, MDB&M.

Then north approximately 24 miles to the northeast corner of Section one, township 25S, range 16E, MDB&M.

This is a point common to the boundaries of Kern, Kings and San Luis Obispo counties.

This is also the point of beginning.