



# HISTORY OF CALIFORNIA WINE IN 6 GLASSES

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## LEARNING OUTCOMES

- Garner an overview of California wine and its place in history
- Understand how historical events have shaped the California wine business
- Gain knowledge of significant individuals and wineries and their impact on California wine

- I have one client in this group of wines
- I am not affiliated with any of the others
- I am not the winemaker, so you can't hurt my feelings
- I chose these wines as a good way to experience the history of California.
- We're only going to scratch the surface

IT'S NOT ALL ABOUT NAPA



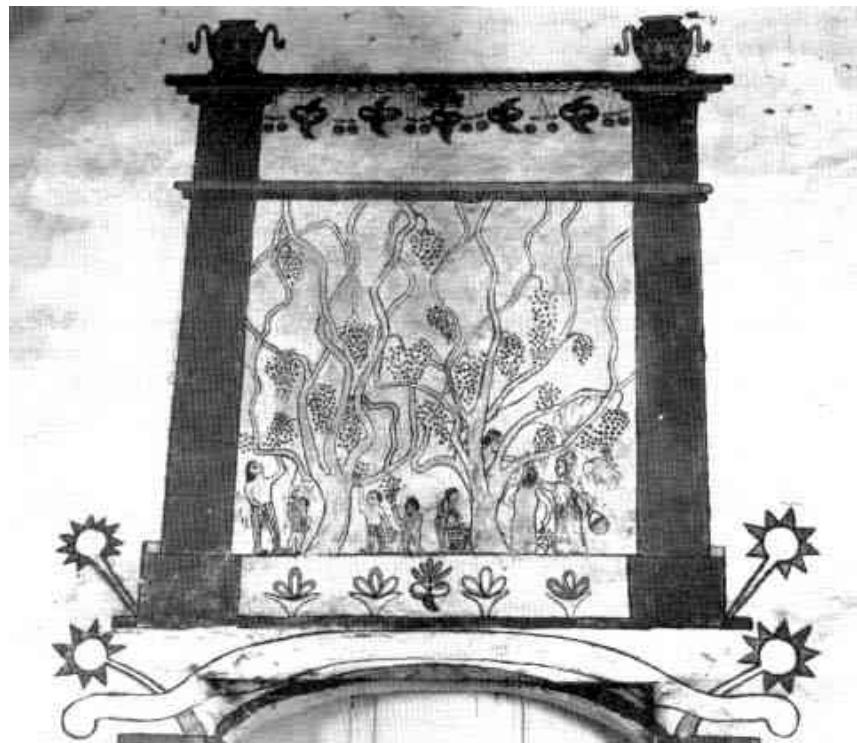
# IN THE BEGINNING



- During the late 18<sup>th</sup> Century, Spanish Franciscan Friar Junípero Serra Ferrer helped establish a series of missions from Dan Diego to Sonoma.

# THE MISSION TRAIL

- Evidence of vineyards at nearly every mission
- The “Mission” grape dominates for nearly a century.
- Father Jose Altamira plants first vines in Sonoma at Mission San Francisco Solano in 1823



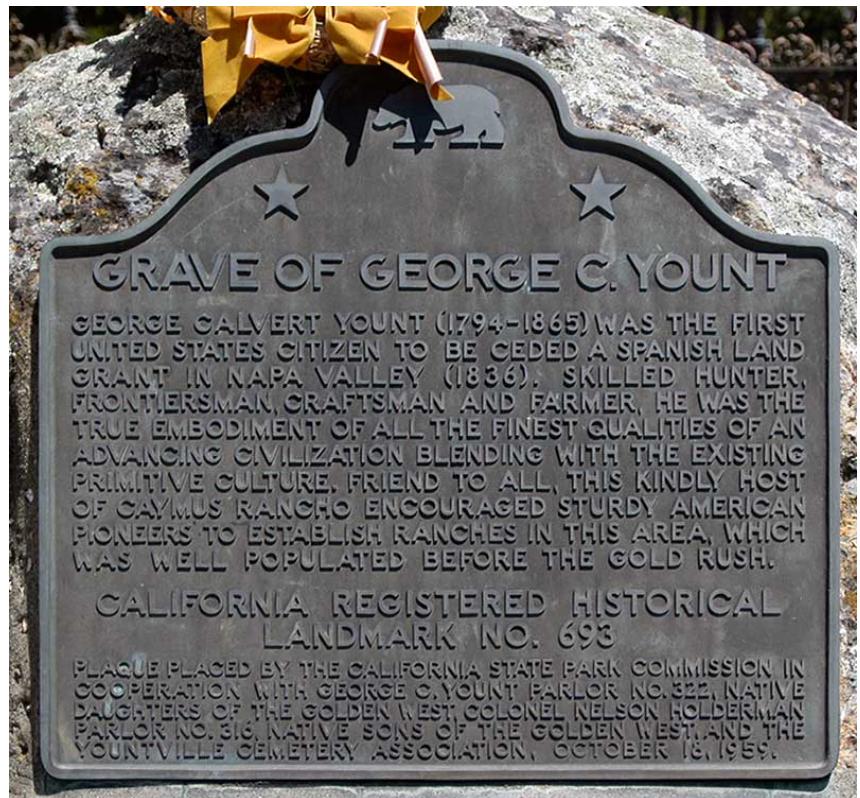
## IT REALLY BEGAN IN SOCAL

- Jean-Louis Vignes imports first non-mission, vitis vinifera to California in 1830 and plants in Los Angeles.
- William Wolfskill purchased his first vineyard in 1838 in the LA area. By 1858 he owned 55,000 vines across 145 acres.
- These two attracted others to the area.



## BUT NORCAL WASN'T FAR BEHIND

- George Calvert Yount was first to plant wine grapes in Napa in 1839.
- In 1840, Robert Livermore plants first wine grapes in Livermore Valley



# ON ITS WAY TO STATEHOOD

- Bear Flag Revolt takes place in Sonoma in 1846
- Mexican-American War (1846-48)
- Annexed from Mexico in 1848 for \$18 Million
- California officially becomes a state in September 1850



**GOLD!**

- Gold is discovered in the Sierras in 1848
- Discovery precedes annexation by about a month.
- An influx of “49ers” sees population explode
- A thirsty bunch



# A COMMERCIAL PROPOSITION

- John Patchett plants the first commercial vineyard in Napa Valley in 1854.
- Cyrus Alexander plants grapes in northern Sonoma County in 1856.
- Agoston Haraszthy founds first commercial winery in Sonoma in 1857.
- Charles Krug establishes winery in 1861 in Napa.



## EARLY PLAYERS

- In 1876, Giuseppe and Pietro Simi began making wine in San Francisco.
- Korbel Bros. build a winery in western Sonoma County in 1882.
- Carl H. Wente and James Concannon start first wineries in Livermore in 1883.



- Phylloxera strikes in the 1870s, devastating many vineyards.
- Earthquake of 1906
- In 1919 the 18<sup>th</sup> Amendment launches Prohibition, effectively ending commercial wine production.
- Hundreds of wineries close their doors.



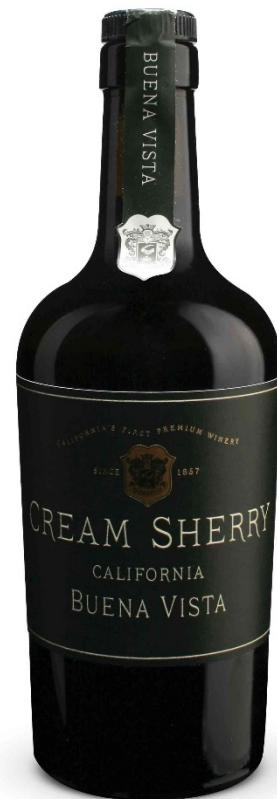
## THE STRUGGLE TO BEGIN AGAIN

- The 21<sup>st</sup> Amendment ends the “great experiment” in 1933.
- But world conflict makes it difficult to grow.
- In the 1950s and 1960s, American's developed a taste for wine and the modern era bloomed.



## CREAM SHERRY

- Representative of early California wine style
- Much like “Angelica” of the past
- 181 Cases produced
- \$50



# THE FATHER OF CALIFORNIA WINE

- Agoston Haraszthy, “The Count of Buena Vista,” and “Father of California Wine,” comes on the scene in 1840
- He was a real character, but also a visionary



# VINES IN SAN FRANCISCO?

- In the early 1850s, Haraszthy established a vineyard in San Francisco to satisfy local demand for alcohol.
- It was not a success.
- He finds his way to Sonoma, establishing Buena Vista in 1857.

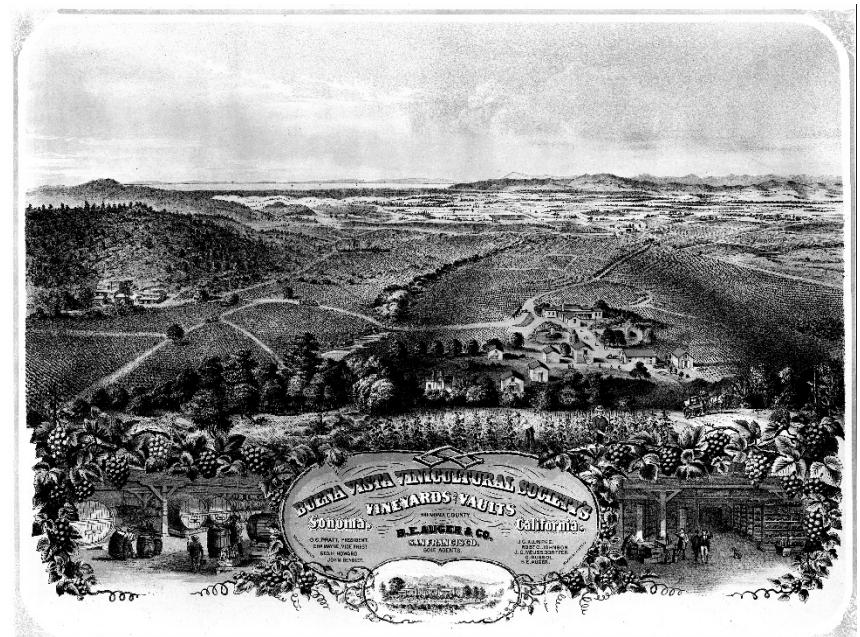


## ABOUT THE VINES

- Pens “Report on Grapes and Wine of California” in 1858.
- Plants more than 250 acres of vines in 1860 at Buena Vista.
- Brings back over 100,000 cuttings of 350 varieties from Europe’s finest vineyards in 1861.



- The Buena Vista Vinicultural Society, dedicated to expanding and modernizing winemaking, is established at Buena Vista in 1863.
- One of the first ventures of its kind.



- Haraszthy has California's first wine caves completed at Buena Vista in 1864.
- Buena Vista continues to grow to 2 Million gallons.
- In 1866, Haraszthy was forced to resign from his position at the winery.



## EATEN BY AN ALLIGATOR

- Haraszthy disappears in a Nicaraguan, Alligator-infested swamp.
- His body is never found.
- But the winery would continue to grow and prosper until succumbing to financial pressures in 1878.

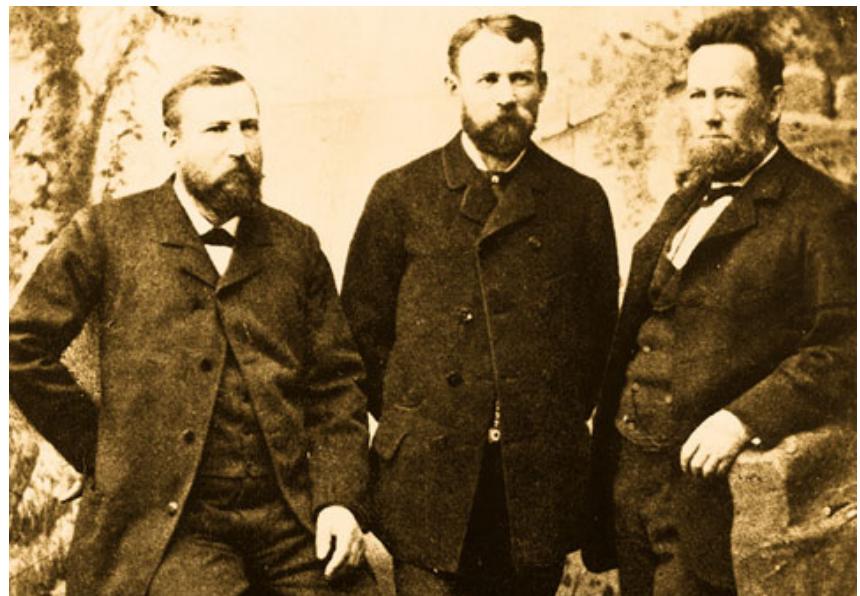


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- Representative of California Sparkling wines
- Varieties: 65% Pinot Noir, 35% Chardonnay
- 43,000 Cases
- \$13.99

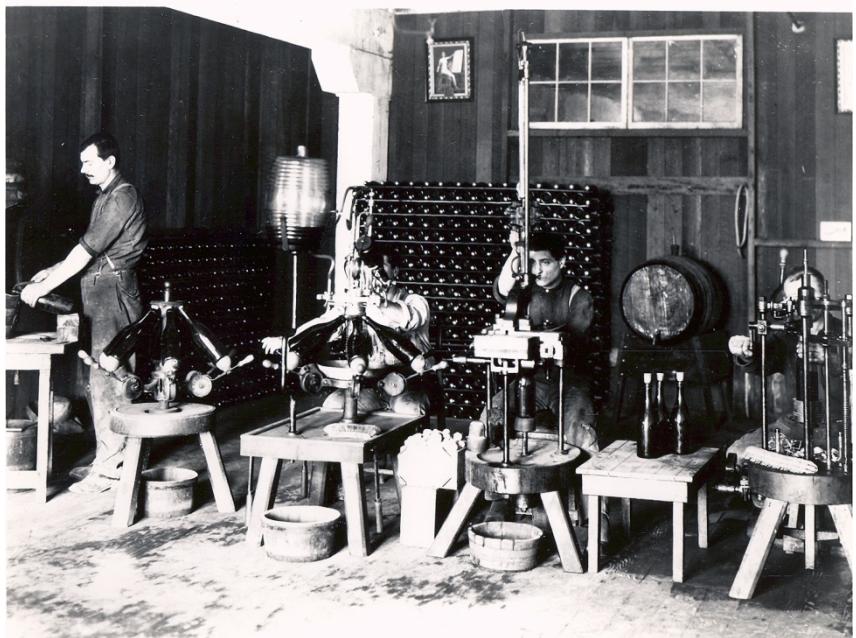


- Mid-1800s
- Francis, Anton and Joseph Korbel emigrated from Czechoslovakia to the United States
- F. Korbel & Bros. began as a manufacturing business in San Francisco that produced materials for the building industry



## THE DRAW OF WINE

- In 1882, they began making wine in Russian River Valley.
- So well received, that two years later, they converted all of their ranch lands to vineyards.
- By the mid-1890s the Korbels shipped their first California “champagnes”



This turn of the century scene shows the original disgorging room at Korbel.  
Left to right: Disgorging, dosage, corking and applying the wire hood.

## THE DARK AGES

- Prohibition in the 1920s forced the family to rely on their other business interests
- All three brothers passed before repeal in 1933



## THE NEXT CHAPTER

- 1930s-1950s – The Korbel children carried on the legacy
- 1954 – The winery is sold to Adolf Heck who brings a new spirit and updated production
- Adolf set out to pioneer what he described as "California-style" champagnes.



- In 1966, Adolf invented and patented the first automatic riddling machine.
- Taking advantage of Sonoma County's ability to produce high-quality pinot noir and chardonnay grapes, he made world-class “champagne”.



## NTH DEGREE CHARDONNAY

- Winemaking taken to the “Nth Degree”
- Livermore Valley Appellation
- 23 Barrels produced
- \$80



- Carl H. Wente, a German immigrant, purchases 47 acres of vineyard land in the Livermore Valley and builds a winery in 1883.



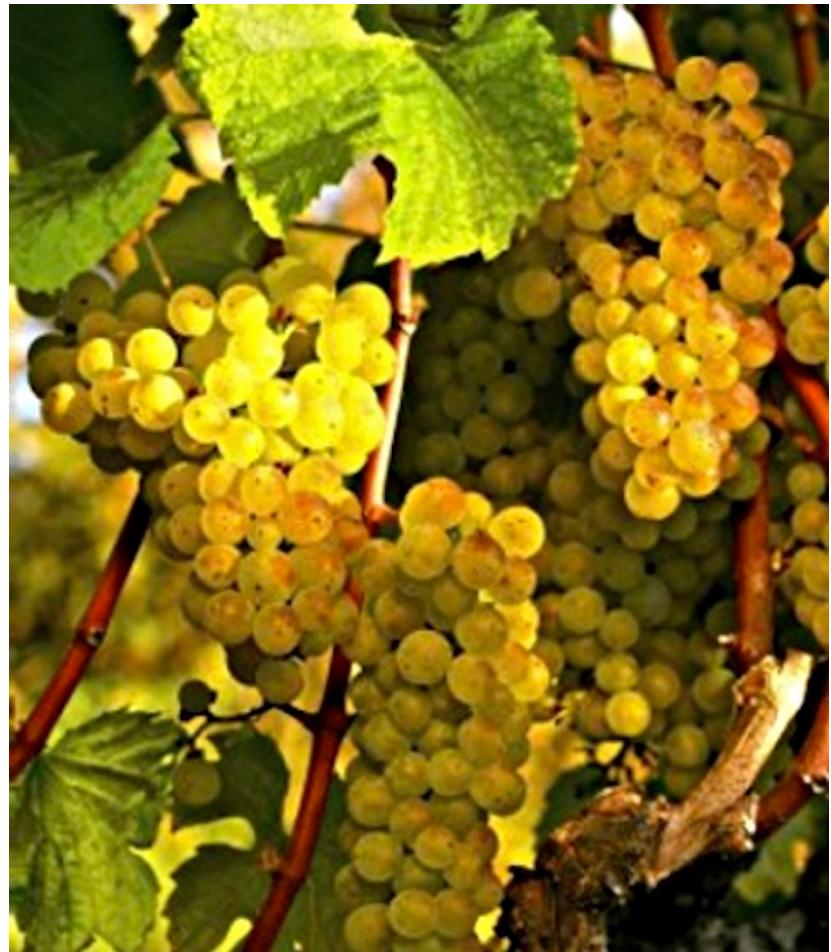
# SURVIVING PROHIBITION

- Sold grapes to home winemakers, sacramental wines to the church, raised cattle, hogs, sheep and grew barley and red oat hay.



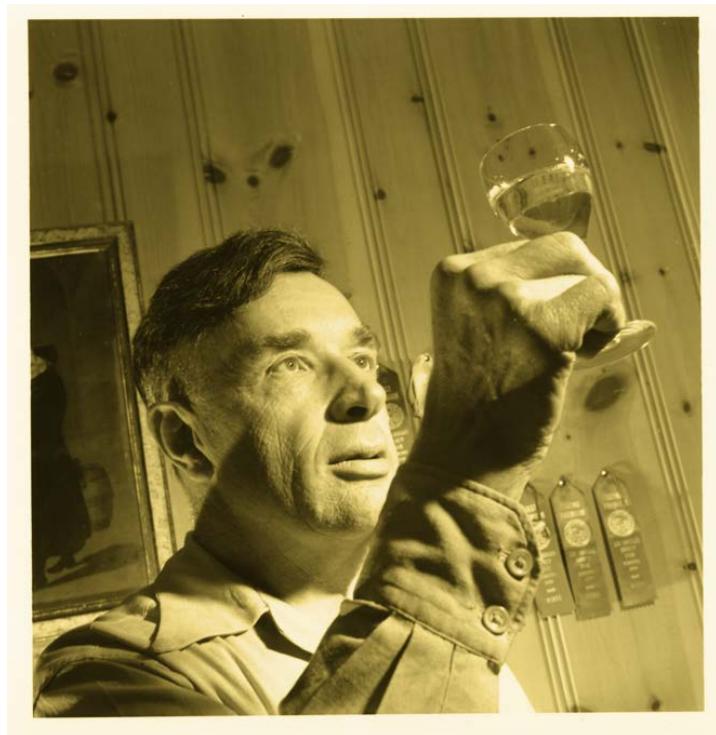
## THE WENTE CLONE

- In 1912, Ernest Wente convinces his father to import cuttings from University of Montpellier in France and experiments with budwood from Gier Vineyard in early 20<sup>th</sup> Century.
- Today, majority of Chardonnay planted in CA derives from Wente Clones.



## POST-PROHIBITION SUCCESS

- After 1933, Wente and Paul Masson are the only two with Chardonnay available.
- Wente produces and releases the nation's first varietally labeled Chardonnay, Sauvignon Blanc and Semillon in 1936.
- Second generation winegrower Herman Wente helps found California's Wine Institute.



## THIRD GENERATION

- Third generation winegrower Karl L. Wente joins the winery, expanding national and developing international distribution.
- He becomes a tireless spokesman for the California wine industry, and assists many fledgling growers and vintners.



- Still family owned
- Winemaking by 5<sup>th</sup> Generation winegrower Karl D. Wente
- Certified Sustainable
- 130 years old in 2013



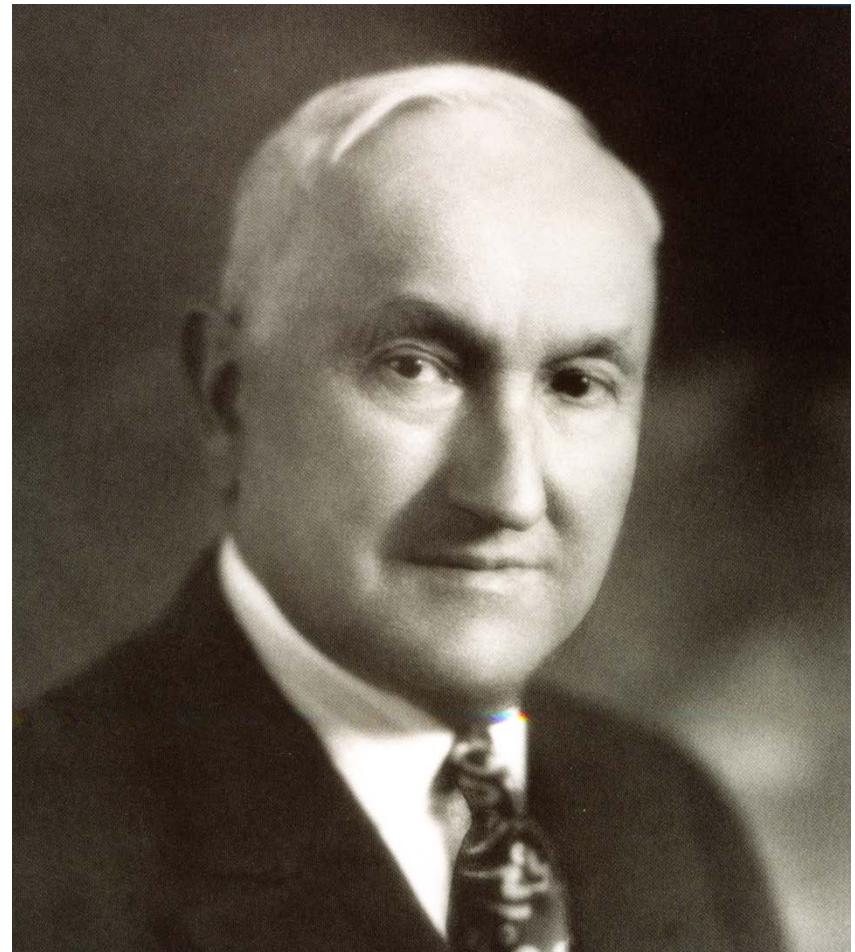
# GDL CABERNET SAUVIGNON

- Named for the winery's founder, it is their premiere wine.
- 100% Cabernet Sauvignon
- \$135



## BEAULIEU VINEYARD

- Started by Georges de Latour in 1900 with 4 acres in Rutherford
- "beau lieu" means "beautiful place."
- He purchased 128 more acres (BV #1) in 1903.
- He imported Phylloxera-resistant rootstock from Europe to help California Vineyards



## DEVOTION PAYS OFF

- In 1908, BV signed a contract with the Catholic Church to provide sacramental wine.
- In 1910, GdL buys 146 acres (BV #2) from the Church.





- BV survives prohibition with their contract to the Church.
- Increases business fourfold
- GdL buys Fred Ewer winery in 1923. It would become the core of the present winery.

## ANDRE TCHELISTCHEFF

- In 1938, GdL travels to France and hires enologist Andre Tchelistcheff, who brings European winemaking expertise to California.
- Cold fermentation, vineyard frost protection, malolactic fermentation
- The development of regions in Carneros, Oregon and Washington.
- He becomes a mentor to many.



## HEARTY BURGUNDY

- Their “original red blend”
- Celebrating 50 years
- “Gallo Hearty Burgundy is the best wine value in the country today.” – Robert Balzer
- Proprietary blend
- \$6.99



- Ernest and Julio Gallo, borrow capital from Ernest's mother-in-law, Teresa Franzia, and rent a warehouse at 11th and D streets in Modesto to start a winery in 1933.
- By 1940, Ernest Gallo begins to develop store marketing strategies and a sales force.



# THE BEGINNINGS OF A POWERHOUSE

- The Gallo trademark is registered in most states by 1946.
- Gallo runs its first television advertising in the 1950s.
- Thunderbird is introduced in 1957: “What's the word? - Thunderbird.”



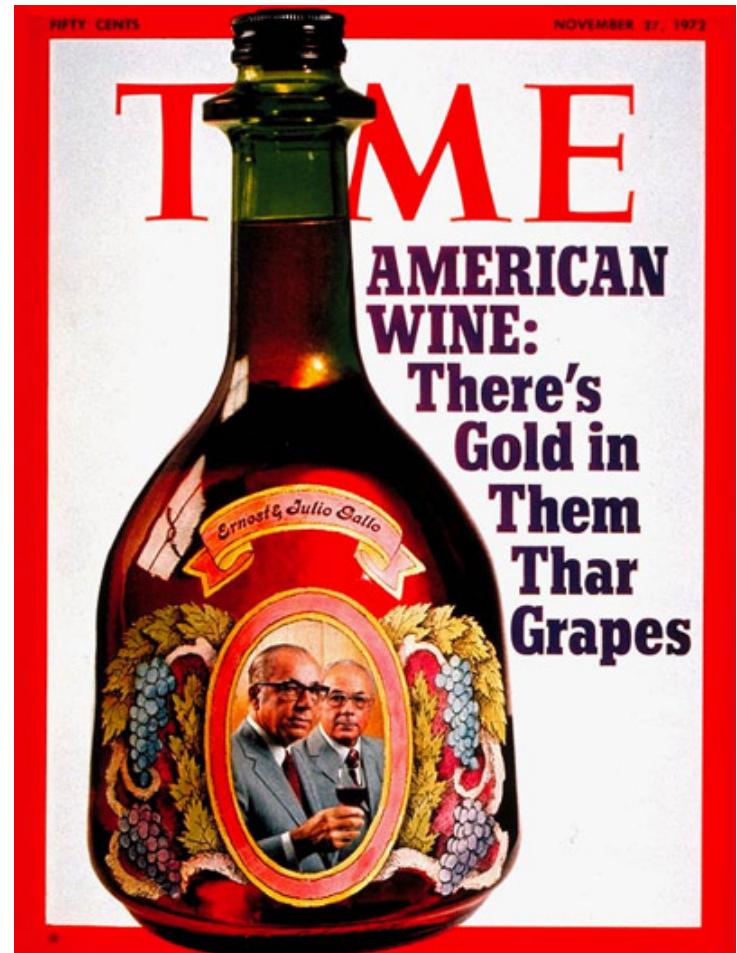
## BECOMING A LEADER

- Gallo becomes the biggest-selling wine in the United States for the first time in 1960, a position it cemented by 1966.
- Boone's Farm apple wine is introduced in 1961.
- Hearty Burgundy is introduced in 1964.
- Andre Cold Duck is introduced 1967.



## NATIONAL RECOGNITION

- Ernest and Julio appear on the cover of Time magazine with an article titled "American Wine Comes of Age" in 1972
- Also in that year, Carlo Rossi brand is taken national



# TASTE MAKERS OF A GENERATION

- E.&J. Brandy is released nationally in 1977.
- The first vintage-dated Gallo wine, a 1978 cabernet sauvignon, is released in 1983.
- Bartles & Jaymes wine coolers are released in 1984.





- World's largest family-owned winery
- The largest exporter of California wine
- More than 70 brands, in 9 different countries

## FUME BLANC RESERVE

- First to introduce “Fume Blanc”
- To Kalon Vineyard
- 95% Sauvignon Blanc,  
5% Semillon
- \$50



## ROBERT MONDAVI

- In 1943, Robert Mondavi joined his father Cesare and brother Peter after the family acquired Charles Krug Winery.
- The winery grew in sales and reputation over the next two decades, due in part to Robert's ambition.



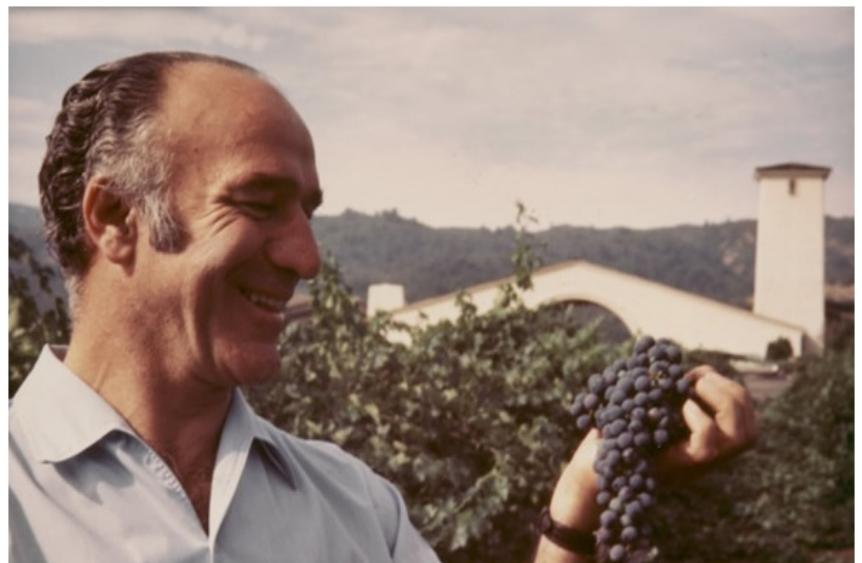
## CONFLICTS EMERGE

- Cesare died in 1959 leaving Rosa as President with sons Robert as General Manager and Peter as Vice President.
- In 1966, Robert moved south to Oakville and began construction of his own winery.



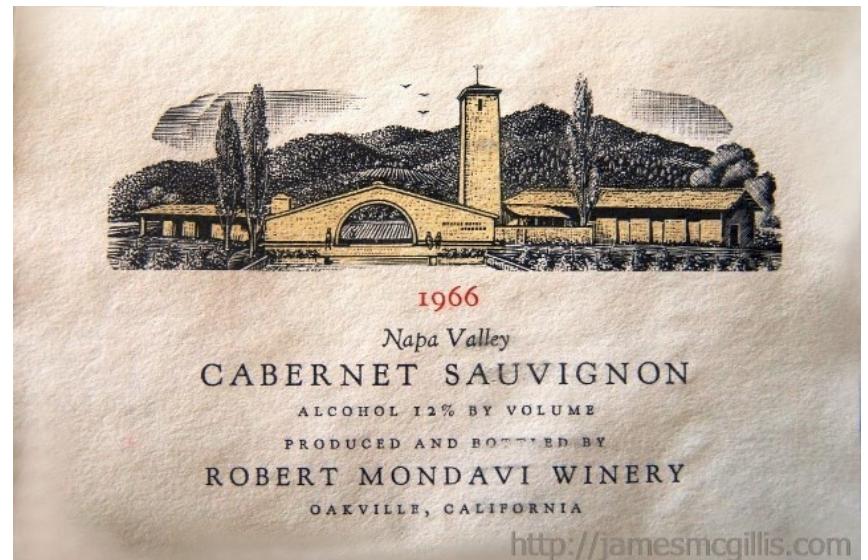
# GLOBAL AMBITIONS

- Robert Mondavi Winery was the first major winery built in Napa Valley in the post-Prohibition era.
- One of the first goals? – recreate California Sauvignon Blanc



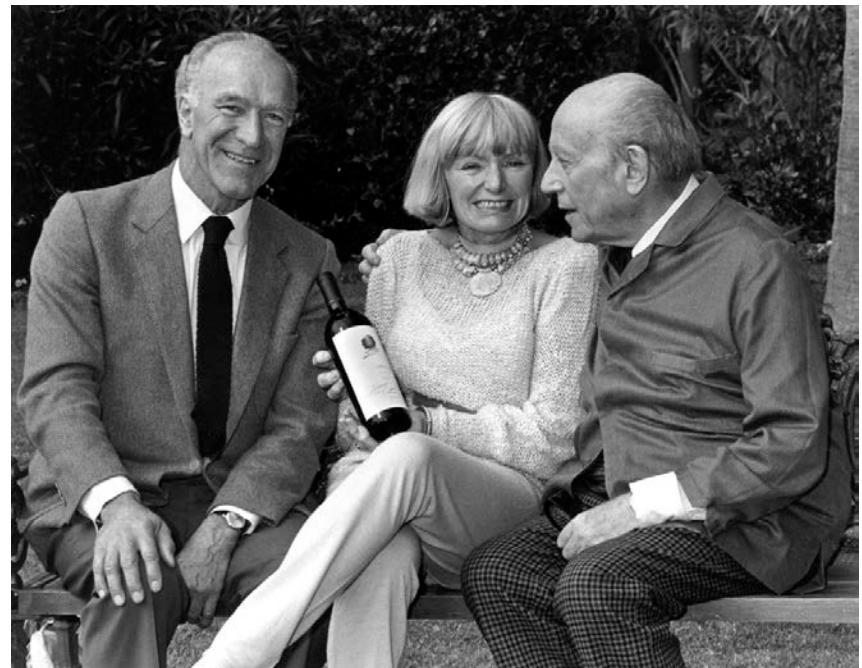
# PROPHET FOR CALIFORNIA WINE

- In 1968, Mondavi releases his first Napa Valley Cabernet Sauvignon
- He begins a tireless pursuit of excellence and becomes an evangelist for California wines



## A BEAUTIFUL FRIENDSHIP

- In 1970, Mondavi meets Baron Philippe de Rothschild
- Baron suggests the idea of a joint venture
- This later becomes Opus One in 1980.



# THE BIRTH OF THE WINE AUCTION



- In 1981, Robert Mondavi's vision of the Napa Valley Wine Auction is launched by the Napa Valley Vintners.

## EDUCATING THE PUBLIC

- In 1988, Mondavi launches the “Mission Program” to educate the public about wine
- Mondavi is recognized by the CIA in 1991 and an “Ambassador”



Chronicle / John Storey, 2001

## HISTORICAL SIGNIFICANCE

- Buena Vista – 100,000 cuttings, 350 varieties
- Korbel – Sparkling wine production
- Wente – Chardonnay clones
- Beaulieu – Modern winemaking / Mentor to all
- Gallo – Wine for the masses
- Mondavi – California wine as a quality product

- 1857 - Buena Vista Winery
- 1882 - F. Korbel & Bros.
- 1883 - Wente Vineyards
- 1900 - Beaulieu Vineyard
- 1933 - E & J Gallo
- 1966 - Robert Mondavi Winery



THANK YOU!

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