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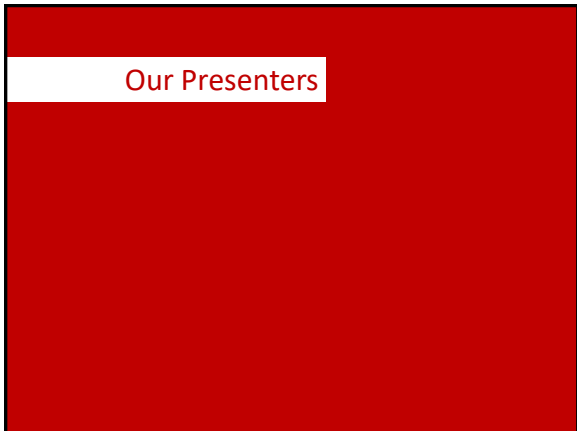
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Lucia Volk, CWE



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Jane Nickles, CSE, CWE



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### Our Agenda

The Big Picture: the North Coast AVA  
Intro to Mendocino County  
Taste-along: Roederer Estate Brut Non-vintage Sparkling



**5 minute break!**

Mendocino: "Insider AVAs"  
Mendocino: "Outsider AVAs"  
Taste-Along: Anthill Winery Pinot Noir, Anderson Valley, 2015



**5 minute break!**

Into to Lake County  
Lake County: "Insider AVAs"  
Lake County: "Outsider AVAs"

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- Contains 51 AVAs
- Covers more than 3 million acres (1.2 million ha) of land
- Measures roughly 120 miles (193 km) north-south and 60 miles (96 km) east-west

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- Despite the name, some parts of the area more than 50 miles (80km) from the coast—and in a few spots, elevation reaches higher than 4,000 feet (1,220 m) above sea level

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Photo of Confluence Vineyards: [www.visitmendocino.com](http://www.visitmendocino.com)

- However....summer temperatures here are significantly lower (and winters noticeably milder) than those experienced further inland.
- Cooling coastal breezes, refreshing fog, crisp mountain air—and warm, bright California sunshine—are all key ingredients of the North Coast terroir.

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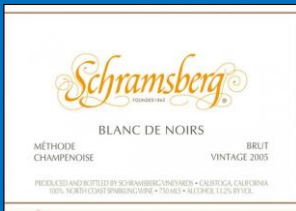
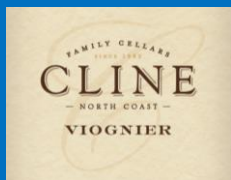
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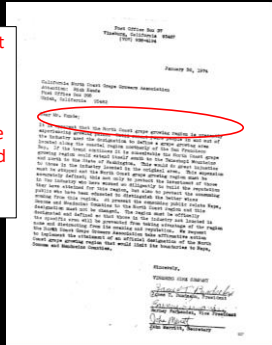
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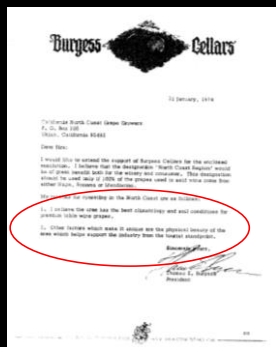
This letter is accompanied by hundreds of pages of letters and documents in support of the "Napa, Sonoma, and Mendocino only" concept

"If the trend continues, it is conceivable that that North Coast grape growing region could extend itself south of the Tehachapi Mountains and north to the State of Washington."



Series of horizontal lines for handwritten notes.

"...the area has the best climatology and soil conditions for premium table wine grapes...other factors which make it unique are the physical beauty of the area..."



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March 30, 1976  
The NCGGA registers trade certification mark



Series of horizontal lines for handwritten notes.





Original petition for a North Coast AVA submitted on September 14, 1979

Specified Napa, Sonoma, and Mendocino Counties only

Supplemental information submitted on January 12, 1981

The following information submitted by the California North Coast Grape Growers offers further support for the establishment of a viticultural area appellation of origin named "North Coast". The documentation is being submitted in accordance with Paragraph 17 of the Napa Valley Viticultural Area and 17 CFR Part 9, Subpart A. This supplementary petition describing the "North Coast" does not seek to be considered to protect other viticultural areas then existing within the boundaries of the proposed "North Coast" appellation.

The following supplemental evidence is organized under the categories established under Part 9:

A. Name of the viticultural area is locally and/or nationally known

1. Numerous wineries have reported instances of orders, advertising, locally and nationally the viticultural area designated as "North Coast" (See Appendix B). The result is that wine consumers have become educated to the fact that the viticultural area that encompasses Napa, Sonoma and Mendocino Counties is a unique area for producing wine grapes. Hence, to change the boundaries of the area would, in the context of the California North Coast Grape Growers, confuse and confuse the consumer.

2. The "North Coast" has been referenced in numerous media articles within the last 100 years (see Appendix C). These publications have aided in the promotion of the "North Coast" to consumers as well as wine industry experts.

3. Ever since its inception in 1966, the California North Coast Grape Growers has spent thousands of dollars within the limits of an approved budget to promote the creation of Napa, Sonoma and Mendocino as the "North Coast" viticultural area for wine grapes. This promotion has been an integral part of the association's belief that these three counties have consistently produced quality wine grapes over the past 100 years.

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January 12, 1981  
The Napa Valley Grape Growers Association protests the approval of a North Coast AVA due to the fact that Napa Valley's petition had not been answered, and the BATF had no contingency for nested appellations

TESTIMONY OF SHEPHERD A. DAVIS, EXECUTIVE DIRECTOR, NAPA VALLEY GRAPE GROWERS ASSOCIATION, BEFORE THE BUREAU OF ALCOHOL, TOBACCO, AND FIREARMS, DEPARTMENT OF THE TREASURY, SANTA ROSA, CALIFORNIA.

JANUARY 12, 1981

IN WASH DC, SHEPHERD A. DAVIS, EXECUTIVE DIRECTOR OF THE NAPA VALLEY GRAPE GROWERS ASSOCIATION REPRESENTING THE ASSOCIATION'S BOARD OF DIRECTORS.

THE NAPA VALLEY GRAPE GROWERS ASSOCIATION IS OPPOSED TO THE CREATION OF A NORTH COAST VITICULTURAL AREA, AS I WILL EXPLAIN FOR THE FOLLOWING REASONS:

THE NAPA VALLEY GRAPE GROWERS ASSOCIATION AND THE NAPA VALLEY VITICULTURAL AREA JOINTLY PETITIONED THE BUREAU OF ALCOHOL, TOBACCO, AND FIREARMS FOR THE CREATION OF A NAPA VALLEY VITICULTURAL AREA ON JANUARY 17, 1979. TODAY, JUST DAYS SHORT OF A FULL TWO YEARS, WE, THE NAPA VALLEY, ARE STILL WAITING FOR DELINEATION OF THE NAPA VALLEY VITICULTURAL AREA. ADMINISTRATIVE HEARINGS WERE PROPERLY HELD IN THE LATE SPRING OF NINETEEN-EIGHTY (1980) AND TODAY, NINE MONTHS LATER, WE ARE STILL WAITING FOR A DECISION WHICH WOULD, FALSE OR NOT SO FALSE HOPE, AND TOTAL UNCERTAINTY. THIS WEEK YOU ARE HEARING PROPOSALS FOR THE CREATION OF TWO VITICULTURAL AREAS THAT WOULD HAVE SIGNIFICANT PRESENT AND FUTURE IMPACT ON THE NAPA VALLEY VITICULTURAL AREA. THE NORTH COAST VITICULTURAL AREA PROPOSAL, BEING CONSIDERED TODAY, IS ONE OF THESE SIGNIFICANT PROPOSALS.

IT IS THE OPINION OF THE BOARD OF DIRECTORS OF THE NAPA VALLEY GRAPE GROWERS ASSOCIATION THAT BEFORE A NORTH COAST VITICULTURAL AREA IS SERIOUSLY CONSIDERED, WE MUST FIRST HAVE (1) A CLEAR DELINEATION OF THE NAPA VALLEY VITICULTURAL AREA AND

Horizontal lines for notes or comments.

"...quiet on the concept of a vit area within a vit area"  
"...does not specifically prohibit or permit the overlapping or overlaying concept"

TESTIMONY - PAGE 2

SECONDLY (2) MUST CLEARLY UNDERSTAND THE TREASURY DEPARTMENT'S POSITION ON THE CONCEPT OF A VITICULTURAL AREA WITHIN A VITICULTURAL AREA.

THE CASE OF FEDERAL REGULATIONS, SPECIFICALLY TITLE 27, CHAPTER 1, PART 4 - LABELING AND ADVERTISING OF WINE, "SPECIFICATION OF GRAPE", IS HEAVY ON THE CONCEPT OF A VIT AREA WITHIN A VIT AREA. WHILE THE CASE DOES NOT SPECIFICALLY PROHIBIT FROM OCCURRING, NEITHER DOES IT SPECIFICALLY PERMIT THE VITICULTURAL AREA WITHIN A VITICULTURAL AREA CONCEPT. THE POSSIBILITY THAT A CHALLENGE COULD BE BROUGHT OVER THIS POINT CONCERNING THE NAPA VALLEY GRAPE GROWERS ASSOCIATION. COULD THIS CONCERN WITH THE UNCERTAINTY IN OUR MINDS TODAY AS TO THE APPROVAL OF A NAPA VALLEY VITICULTURAL AREA AND YOU SHOULD UNDERSTAND OUR RESERVE RELATIVE TO MOVING AHEAD WITH PROPOSALS FOR AREAS LARGER THAN AND INCLUDING THE POTENTIAL NAPA VALLEY AND OR AREAS SMALLER THAN AND WITHIN THE POTENTIAL NAPA VALLEY. EITHER OF THE BEFORE-MENTIONED OVERLAYS OF VITICULTURAL AREAS ARE OPEN TO CHALLENGE AND THE NAPA VALLEY GRAPE GROWERS ASSOCIATION IS PROPERLY CONCERNED ABOUT THE IMPACT OF SUCH A CHALLENGE AND THE FINAL RESOLUTION OF THE PROBLEMS THAT WOULD CERTAINLY ARISE FROM SUCH A CHALLENGE.

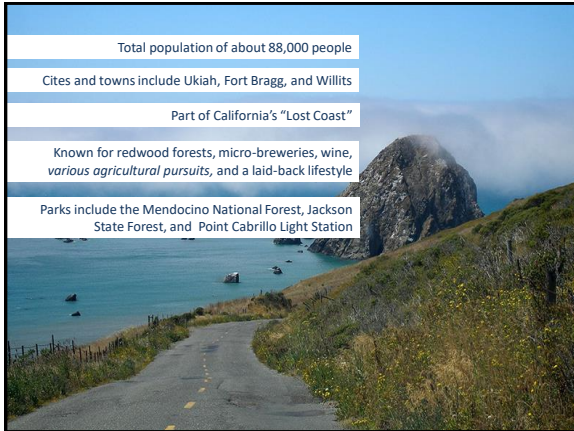
THEREFORE, I MUST URGE THE BUREAU TO CAREFULLY CONSIDER ALL FACTS TODAY AND NINE SPECIALLY WITH THE APPROVAL OF THE NAPA VALLEY AND IMMEDIATELY TAKE APPROPRIATE ACTION TO CLARIFY THE PERMISSIBILITY OR LACK THEREOF OF THIS VIT AREA OVERLAY PROBLEM I HAVE BROUGHT TO YOUR ATTENTION.

THE NAPA VALLEY GRAPE GROWERS ASSOCIATION HAS BEEN IMPRESSED WITH THE EXCELLENT ADMINISTRATIVE HEARING PROCEDURES

Horizontal lines for notes or comments.







Total population of about 88,000 people

Cities and towns include Ukiah, Fort Bragg, and Willits

Part of California's "Lost Coast"

Known for redwood forests, micro-breweries, wine, various agricultural pursuits, and a laid-back lifestyle

Parks include the Mendocino National Forest, Jackson State Forest, and Point Cabrillo Light Station

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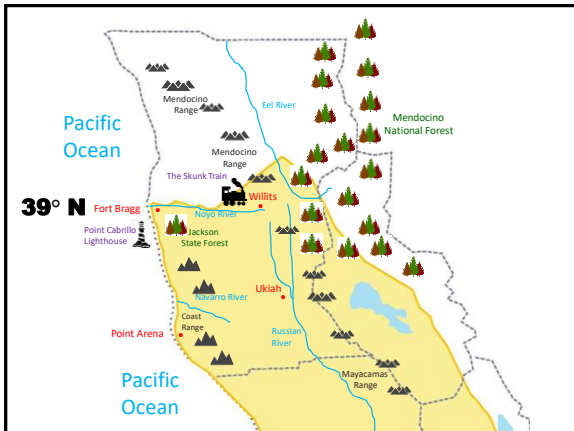
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Viticulture dates back to the 1800's and the California Gold Rush

Has about 17,600 acres (6,900 ha) of vines

The cooler areas—closer to the coast—produce mainly Pinot Noir, Chardonnay and sparkling wines, as well as some aromatic whites (Riesling, Gewürztraminer and Pinot Gris)

Warmer (inland) areas also known for robust reds including Cabernet Sauvignon, Petite Sirah, Syrah, and Zinfandel

Particularly known for its organic and biodynamic wines

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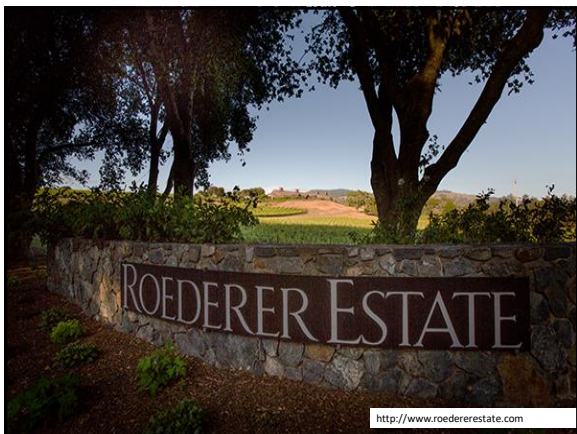
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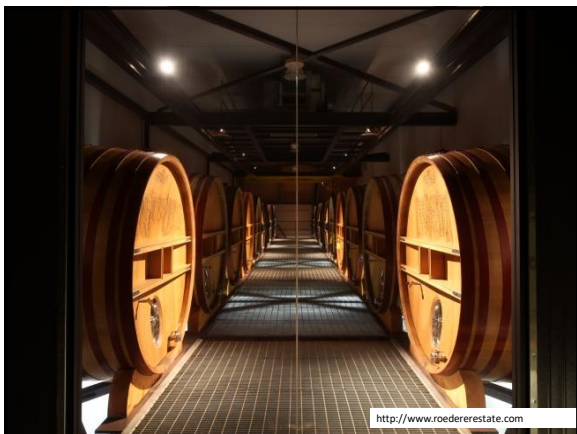
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- 100% Estate-grown fruit
- 58% Chardonnay/42% Pinot Noir
- Minimum of 2 years on the lees;
- Contains a portion of oak-aged reserve wine

*Wine Enthusiast*  
 Jim Gordon - November 19, 2016  
**Rating: Editors' Choice**  
 "The fruit flavors are apparent, fresh and lively in this medium-bodied, beautifully balanced brut. Light pear and pineapple aromas are followed by richer pear and citrus flavors, and subtle hints of baking spices, almonds and a nice earthy touch emerge."




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*Here are my tasting notes for  
 Roederer Estate Brut N/V Sparkling Wine:*

- 12% abv
- 58% Pinot Noir/42% Chardonnay
- Aromas: baked apple, cinnamon, yeasty (brioche), ginger, floral, pear, and lemon
- Flavors: apple, pear, baking spices, citrus
- Medium-bodied, well-balanced, lively
- Long finish with a hint of minerality on the end




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*Any questions?*




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