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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!

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














- 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

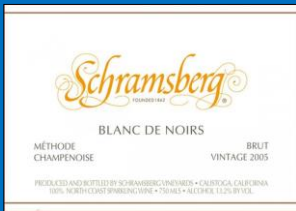
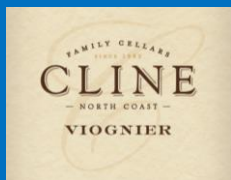


- Despite the name, some parts of the area more than 50 miles (80km) from the coast—and in a few spots, elevation reaches higher than 4,000 feet (1,220 m) above sea level



Photo of Confluence Vineyards: 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.



**Historical Perspective:
Of the North Coast AVA:**

1. Augusta, Missouri: June 20, 1980
2. Napa Valley: January 28, 1981

**Historical Perspective:
Of the North Coast AVA:**

California AVAs only:

1. Napa Valley: January 28, 1981
2. San Pasqual Valley: Sept 23, '81
3. Guenoc Valley: Nov 19, 1981
4. McDowell Valley: Dec 4, 1981
5. Santa Cruz Mtns: Dec 4, 1981
6. Sonoma Valley: Dec 4, 1981
7. Edna Valley: May 12, 1982
8. Lime Kiln Valley: June 2, 1982
9. Chalone, June 14, 1982
10. Paicines: August 16, 1982
11. Cienega Valley: August 19, 1982
12. Suisun Valley: Nov 24, 1982
13. Carmel Valley: Dec 14, 1982
14. CA Shenendoah V: Dec 28, 1982
15. Solano Green Valley: Dec 29, '82
16. Arroyo Seco: April 15, 1983
17. Cole Ranch: April 15, 1983
18. Santa Ynez Valley: April 15, 1983
19. Dry Creek Valley: August 4, 1983
20. Carneros: August 18, 1983
21. Anderson Valley: Aug 18, 1983
22. Willow Creek, August 18: 1983
23. York Mountain, August 24: 1983
24. North Coast: Sept 21, 1983

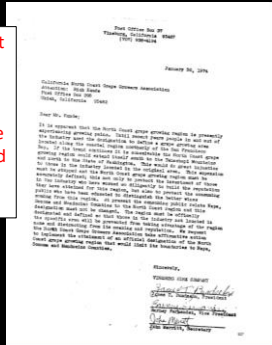
February 6, 1974

In a letter to the BATF, the California North Coast Grape Growers Association notes that since 1937 California wine marketing has separated "North Coast" grapes from "Central Coast," "South Coast," and "Central Valley" fruit

...and that the "North Coast" means Napa, Sonoma, and Mendocino ONLY

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."



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"...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



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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 amend or provide 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 thousands of orders, representing 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 based 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. JONES, EXECUTIVE DIRECTOR, NAPA VALLEY GRAPE GROWERS ASSOCIATION, BEFORE THE BOARD OF ALCOHOL, TOBACCO, AND FIREARMS, DEPARTMENT OF THE TREASURY, SANTA ROSA, CALIFORNIA.

JANUARY 12, 1981

IN WASH DC, SHEPHERD A. JONES, I AM TESTIFYING TODAY AS THE EXECUTIVE DIRECTOR OF THE NAPA VALLEY GRAPE GROWERS ASSOCIATION REVERENDING 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'VE SAID EARLIER FOR THE FOLLOWING REASONS:

THE NAPA VALLEY GRAPE GROWERS ASSOCIATION AND THE NAPA VALLEY VITICULTURAL AREA JOINTLY PETITIONED THE BOARD 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-THREE AND TODAY, NINE MONTHS LATER, WE ARE STILL WAITING FOR A DECISION. 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

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"...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

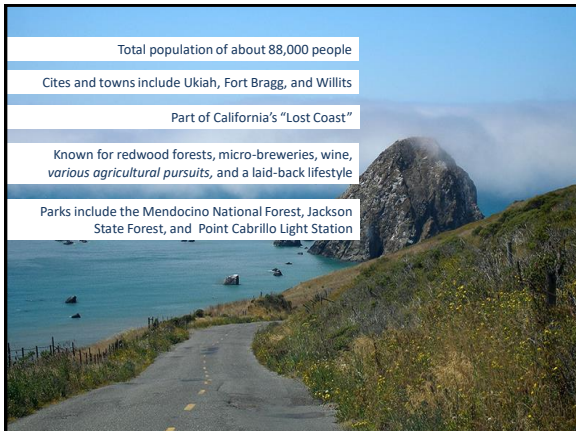
SECONDLY (2) MUST CLEARLY UNDERSTAND THE TREASURY DEPARTMENT'S POSITION ON THE CONCEPT OF A VITICULTURAL AREA WITHIN A VITICULTURAL AREA.

THE CODE OF FEDERAL REGULATIONS, SPECIFICALLY TITLE 27, CHAPTER 1, PART 4 - LABELING AND ADVERTISING OF WINE, "IMPLICATION OF ORIGIN", IS QUIET ON THE CONCEPT OF A VIT AREA WITHIN A VIT AREA. WHILE THE CODE DOES NOT SPECIFICALLY PROHIBIT THIS FROM OCCURRING, NEITHER DOES IT SPECIFICALLY PERMIT THIS VITICULTURAL AREA OVERLAPPING OR OVERLAYING CONCEPT. THE POSSIBILITY THAT A CHALLENGE COULD BEIN BROUGHT 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.

THEFORE, I MUST URGE THE BOARD TO CAREFULLY CONSIDER OR PULSED TODAY AND MORE 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

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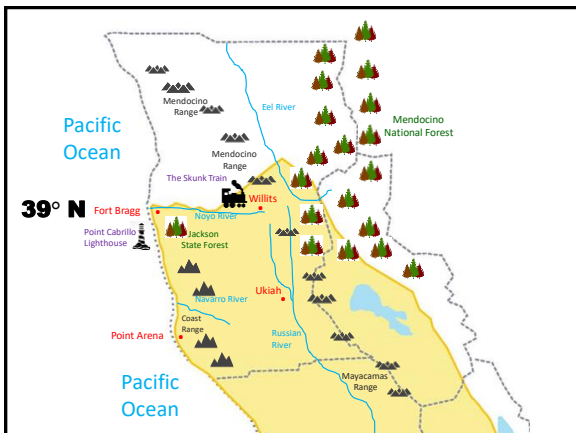
Total population of about 88,000 people

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





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

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

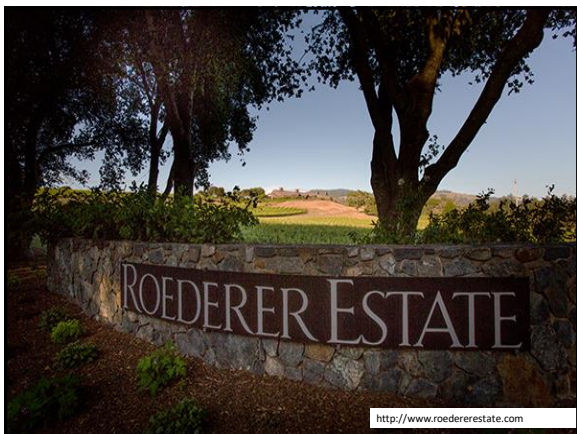
The cooler areas—closer to the coast—produce mainly Pinot Noir, Chardonnay and sparkling wines, as well as some aromatic whites (Riesling, Gewürztraminer and Pinot Gris)

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

Particularly known for its organic and biodynamic wines

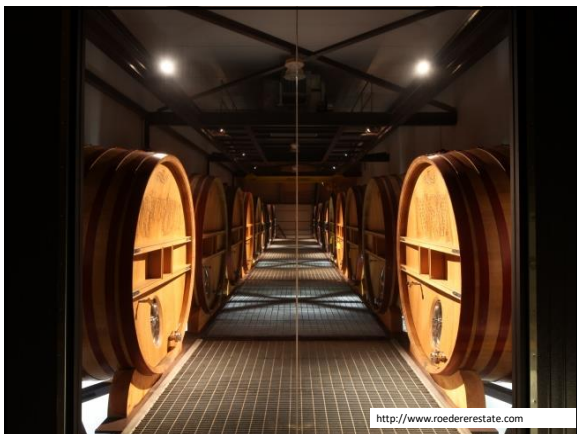













- 100% Estate-grown fruit
- 58% Chardonnay/42% Pinot Noir
- Minimum of 2 years on the lees;
- Contains a portion of oak-aged reserve wine

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."



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



Any questions?