







Lucia Volk, 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!


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

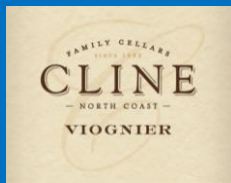


- Despite the name, some parts of the area more than 50 miles (80km) from the coast—and in a few spots, elevation reaches higher than 4,000 feet (1,220 m) above sea level

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.

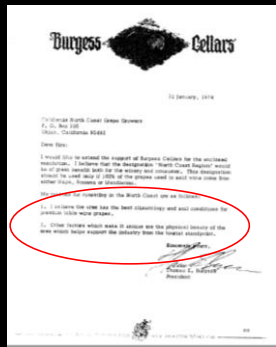


Historical Perspective:
Of the North Coast AVA:

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



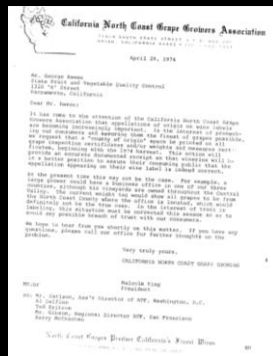
"...the area has the best climatology and soil conditions for premium table wine grapes...other factors which make it unique are the physical beauty of the area..."



March 30, 1976
The NCGGA registers trade certification mark



April 29, 1974
The CNCGGA asks the CA State Fruit and Vegetable Quality Control Board to require "county of origin" on all measures and weights of CA grapes—to begin with the 1974 harvest



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 ROBERT 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
I am testifying today as the Executive Director of the Napa Valley Grape Growers Association regarding the Department's Bureau of Alcohol.
The Napa Valley Grape Growers Association is opposed to the creation of a North Coast Viticultural Area, as I shall explain in the following testimony.
The Napa Valley Grape Growers Association and the Napa Valley Vintners jointly petitioned the Bureau of Alcohol, Tobacco, and Firearms for the creation of a Napa Valley Viticultural Area on January 12, 1979. Today, just over a year and a half later, we, the Napa Valley, are still waiting for a decision of the Bureau of Alcohol, Tobacco, and Firearms. 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 with regard to our petition. We are still waiting for a decision. This week you are hearing proposals for the creation of the viticultural areas that could 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

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

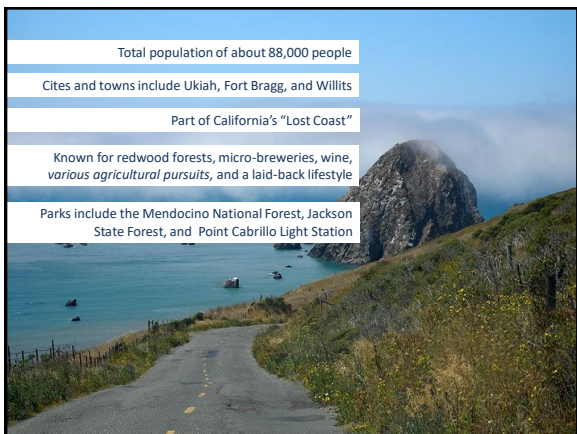
TESTIMONY - PAGE 2
...clearly understand the Treasury Department's position on the concept of a viticultural area within a viticultural area.
The Code of Federal Regulations, specifically 27 CFR, Chapter 1, Part 1 - Labeling and Description of Wine "Appellation of Origin," is quiet on the concept of a vit area within a vit area. While the Code does not specifically prohibit or permit the overlapping or overlaying concept, the possibility that a challenge could arise over this point concerns the Napa Valley Grape Growers Association. Couple this concern with the uncertainty in our minds today as to the approval of a North Coast Viticultural Area and we should understand our reticence relative to moving ahead with proposals for areas larger than and including the potential Napa Valley and on areas smaller than and within the potential Napa Valley. Either of the above-mentioned proposals of viticultural areas are open to challenge and the Napa Valley Grape Growers Association is properly concerned about the impacts of such a challenge and the final resolution of the problems that would certainly arise from such a challenge.
Therefore, I urge that the Bureau carefully consider my points today and move quickly with the approval of the Napa Valley and immediately take appropriate action to clarify the possibility of such a challenge of this vit area overlay proposal I am bringing to your attention.
The Napa Valley Grape Growers Association has been impressed with the exemplary administrative hearing procedures

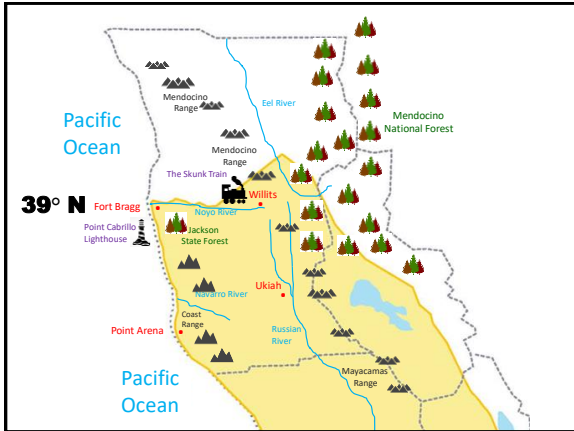
1980 - 1982 - Solano County fights back...

January 7, 1980
Director
Bureau of Alcohol, Tobacco, and Firearms
Washington, DC 20540
Dear Sir:
The undersigned wine grape producers, along with the Napa Valley Grape Growers Association, have the honor to acknowledge the receipt of your letter of January 2, 1980, regarding the proposed North Coast Viticultural Area. We are pleased to inform you that we have received your letter and are currently reviewing the same. We will be in contact with you again in the near future regarding the same.
The area represented by the above-mentioned petition is the northern boundary of the Napa Valley. It is a viticultural area and is currently under the name of Napa Valley. It is a viticultural area and is currently under the name of Napa Valley. It is a viticultural area and is currently under the name of Napa Valley.
Sincerely,
Robert A. Davis
Executive Director
Napa Valley Grape Growers Association
1000 Main Street
Napa, California 94559
cc: [List of names and addresses]

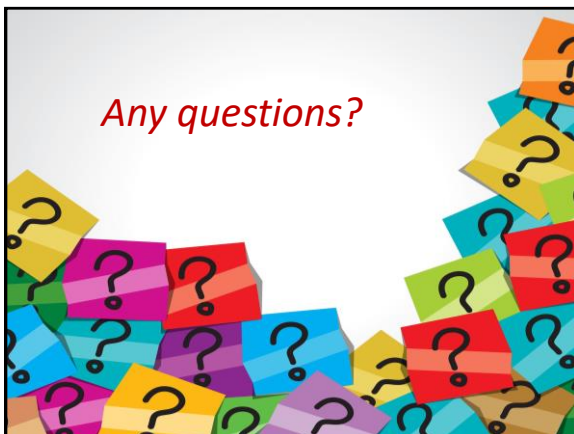












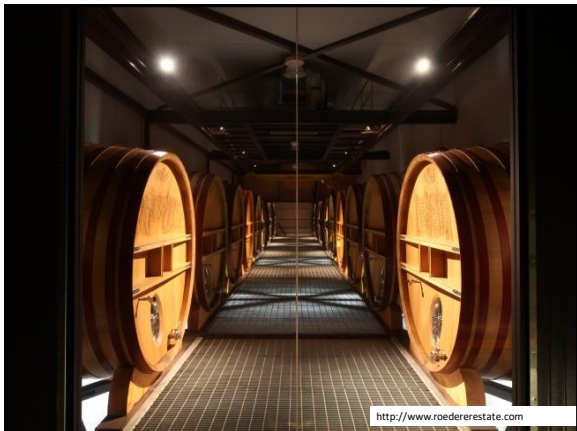
Taste-along: Roederer Estate Brut
Non-vintage Sparkling Wine











- 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?