

ESTTA Tracking number: **ESTTA650504**

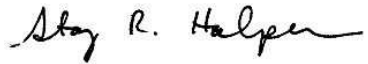
Filing date: **01/16/2015**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92060338
Party	Defendant Alban Vineyards, Inc.
Correspondence Address	STACEY R HALPERN KNOBBE MARTENS OLSON & BEAR LLP 2040 MAIN STREET, 14TH FLOOR IRVINE, CA 92614 UNITED STATES efiling@knobbe.com
Submission	Motion for Summary Judgment
Filer's Name	Stacey Halpern
Filer's e-mail	efiling@knobbe.com, stacey.halpern@knobbe.com
Signature	/Stacey R. Halpern/
Date	01/16/2015
Attachments	MSJ.pdf(21385 bytes ) Memo.pdf(34530 bytes ) alban dec.pdf(411415 bytes ) Ex 1.pdf(147295 bytes ) Ex 2.pdf(3130681 bytes ) Ex 3.pdf(1211338 bytes ) Ex 4.pdf(215440 bytes ) Ex 5.pdf(1628551 bytes ) Ex 6.pdf(368212 bytes ) Ex 7.pdf(392984 bytes ) lbanze.pdf(63093 bytes ) Kennedy.pdf(281470 bytes ) michael.pdf(829744 bytes ) Sanford.pdf(104395 bytes ) Adam-.pdf(2104304 bytes )

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Christina Burke  
Petitioner,  
v.  
Alban Vineyards, Inc.,  
Respondent.

) U.S. Cancellation No. 92060338  
)  
) I hereby certify that this correspondence and all marked attachments are  
) being electronically filed with the Trademark Trial and Appeal Board of  
) the U.S. Patent and Trademark Office through their website located at  
) <http://esta.uspto.gov> on:  
)  
) January 16, 2015  
)  
)   
)  
)

Stacey R. Halpern

**ALBAN VINEYARDS, INC.’S MOTION FOR SUMMARY JUDGMENT**  
**AND MOTION TO SUSPEND PROCEEDING**

Commissioner for Trademarks  
P.O. Box 1451  
Arlington, VA 22313-1451

Dear Sir:

Pursuant to Federal Rules of Civil Procedure Rule 56 and T.B.M.P. §528, Respondent, Alban Vineyards, Inc. (“Respondent”), respectfully moves the Trademark Trial and Appeal Board (the “Board”) for summary judgment in the above-referenced Cancellation proceeding. Respondent also respectfully moves the Board to suspend all proceedings for all matters not germane to Respondent’s Motion for Summary Judgment (the “Motion”) pending the Board’s review and determination of this Motion.<sup>1</sup>

In support of the Motion, a Memorandum in Support of Respondent’s Motion for Summary Judgment and the Declarations of John Alban, Sybil Ajay Sanford, James A. Kennedy, Peter Michel, Andrew Adam and Enrique Ibanez and the Exhibits attached thereto are being filed concurrently herewith.

In addition, pursuant to T.B.M.P. §510.03 and §528.03, Respondent requests the Board to suspend all deadlines, including the close of the discovery period, the deadline for serving expert witnesses and pre-

<sup>1</sup> Respondent’s Initial Disclosures were served on Petitioner on January 16, 2015. Thus, pursuant to T.B.M.P. § 528.02 this Motion is timely.

trial disclosures and the commencement of the testimony periods, pending a decision on this Motion.

The Motion is based upon the following:

(1) The registration at issue in this Cancellation proceeding is Registration No. 2313550 for the mark PANDORA for WINE in Class 33 (the “Registration”).

(2) Petitioner admits that the Registration issued on February 1, 2000. (Petitioner’s Petition for Cancellation (the “Petition”) at ¶ 1.

(3) Petitioner admits that Respondent first used the mark PANDORA in U.S. commerce in connection with wine in 1998 and used the mark in U.S. commerce in connection with wine until 2010. The Petition at ¶ 1.<sup>2</sup>

(4) Respondent has used the mark PANDORA in U.S. commerce in connection wine since well before 2010 and is currently using the PANDORA mark in U.S. commerce in connection with wine. Declaration of John Alban (the “Alban Declaration”) at ¶¶ 6-9; Declarations of Sybil Ajay Sanford (“Sanford Declaration”) at ¶¶5-10; Declaration of Enrique Ibanez (“Ibanez Declaration”) at ¶ ¶5-10; and Declaration of Peter Michel (“Michel Declaration”) at ¶¶5-10.

(5) At no time since 2010 has Respondent ceased using the PANDORA mark in U.S. commerce in connection with wine. Alban Declaration at ¶9; Sanford Declaration at ¶10; Ibanez Declaration at ¶10; and Michel Declaration at ¶10.

(6) At no time since 2010 has Respondent ceased providing wine in U.S. commerce in connection with the PANDORA mark. Id.

(7) At no time since 2010 has Respondent ceased offered wine for sale in U.S. commerce in connection with the PANDORA mark. Id.

(8) At no time since 2010 has Respondent ceased selling wine in U.S. commerce in connection with the PANDORA mark. Id.

---

<sup>2</sup> Respondent notes that during the telephonic discovery conference, Petitioner admitted to Respondent’s use of the PANDORA mark on wine in 2010 and requested that the 2009 date in the Petition be amended 2010 and that this amendment was memorialized in the Board’s Order of December 5, 2014.

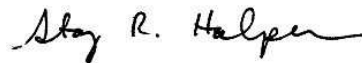
(6) As Petitioner has continuously used the PANDORA mark in U.S. commerce since 2010 and has continuously produced, provided, offered for sale and sold wine in connection with the mark, it could not have abandoned the mark. Alban Declaration at ¶¶ 8 and 9.

As summarized above, Petitioner has admitted that Respondent provided wine in connection with the PANDORA mark for thirteen consecutive years (1998 – 2010). The Petition at ¶ 1. As wine is the only good identified in the Registration, the only issues in this case are: (1) whether Respondent ceased using the mark after 2010; and (2) if Respondent ceased using the mark at any time, it had an intention not to resume such use. As Respondent has continuously used the PANDORA mark in connection with wine since 1998 and is currently using the PANODRA mark in commerce in connection with wine, Respondent submits that there is no genuine dispute as to any material fact which would preclude the Board from granting summary judgment in this proceeding.

Accordingly, Respondent respectfully submits that a grant of summary judgment for Respondent in this proceeding is appropriate and requests that the Board enter such judgment in favor of Respondent and dismiss the Cancellation proceeding. Finally, as noted above, pursuant to 37 C.F.R. §2.127(d), T.B.M.P. §528.03, Respondent hereby moves the Board to suspend all matters not germane to this Motion pending the Board's review and determination of this Motion.

Respectfully submitted,

KNOBBE, MARTENS, OLSON & BEAR, LLP



Dated: January 16, 2015

By:

---

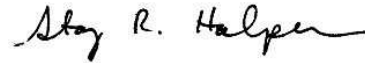
2040 Main Street, 14<sup>th</sup> Floor  
Irvine, CA 92614  
(949) 760-0404  
efiling@knobbe.com  
Attorneys for Respondent,  
Alban Vineyards, Inc.



**CERTIFICATE OF SERVICE**

I hereby certify that I served a copy of the foregoing **ALBAN VINEYARDS, INC. MOTION FOR SUMMARY JUDGMENT AND MOTION TO SUSPEND PROCEEDING** upon Petitioner by depositing one copy thereof in the United States Mail, first-class postage prepaid, on January 16, 2015 addressed as follows:

CHRISTINA M. BURKE  
2608 DEARPORT CT  
HENDERSON, NEVADA 89052-7090



---

Stacey R. Halpern

19398520  
011215

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Christina Burke  
Petitioner,  
v.  
Alban Vineyards, Inc.,  
Respondent.

) U.S. Cancellation No. 92060338  
)  
) I hereby certify that this correspondence and all marked attachments are  
) being electronically filed with the Trademark Trial and Appeal Board of  
) the U.S. Patent and Trademark Office through their website located at  
) <http://esta.uspto.gov> on:  
)

\_\_\_\_\_  
January 16, 2015

*Stacy R. Halpern*

\_\_\_\_\_  
Stacey R. Halpern

**MEMORANDUM IN SUPPORT OF MOTION FOR SUMMARY JUDGMENT  
AND MOTION TO SUSPEND PROCEEDING**

Commissioner for Trademarks  
P.O. Box 1451  
Arlington, VA 22313-1451

**I. INTRODUCTION**

This is a trademark cancellation brought by Petitioner, Christina Burke (“Petitioner”) against Registration No. 2,313,550 (“the Registration”) for the mark PANDORA for wine. The application that matured into the Registration was filed by on August 18, 1998, claiming use since 1998 and registered on February 1, 2000.

In the Petition for Cancellation (the “Petition”), Petitioner asserted that (1) Respondent has not harvested or produced crops for its PANDORA mark since 2010; (2) Respondent has not used or advertised the PANDORA mark since 2010; and (3) Respondent is warehousing the PANDORA mark.<sup>1</sup>

There are no genuine issues of material fact regarding Respondent’s use of the PANDORA mark in connection with wine (the only good listed in the Registration). As Petitioner is well aware of Respondent’s current and continuous use of the PANDORA mark in commerce in connection with wine, Respondent can only assume that Petitioner made her allegation because she has a misunderstanding of the wine aging process. In

other words, the only reasonable basis for Petitioner's action is that as Respondent's 2009 vintage PANDORA wine was released in 2013 and its 2010 vintage PANDORA wine released in July 2014, Petitioner must have misunderstood how wines, such as Respondent's PANDORA vintage wine, are made and sold and because of her misunderstanding, erroneously believed that the date on a bottle's label was the release date.

However, as is customary in the wine industry for many types of wines, after Respondent grows and harvests its grapes for its PANDORA wine, the wine is produced and thereafter sits in barrels for several years or more. Declaration of John Alban (the "Alban Declaration") at ¶¶4-5; Declarations of Sybil Ajay Sanford ("Sanford Declaration") at ¶¶6-9; Declaration of Enrique Ibanez ("Ibanez Declaration") at ¶¶6-9; James A. Kennedy ("Kennedy Declaration") ¶3; Declaration of Andrew Adam ("Adam Declaration") at ¶2 and Declaration of Peter Michel ("Michel Declaration") at ¶¶6-9. Thereafter, the wine is bottled and allowed to age further in the bottle. *Id.* Because of this aging process, Respondent's PANDORA wines are released many years after Respondent harvests the grapes used to make the wine, years after the wine is produced and even several years after the wines are bottled. Alban Declaration at ¶¶5-7; Sanford Declaration at ¶¶8-9; Ibanez Declaration at ¶¶8-9; Michel Declaration at ¶10; Adams Declaration at ¶2 and Kennedy Declaration at ¶4.

Moreover, as is also customary in the wine industry, the date on label on the bottle refers to the year the grapes were harvested, not the year the wine was released. Alban Declaration at ¶¶5-6; Sanford Declaration at ¶¶4, 7-9; Ibanez Declaration at ¶¶4, 7-9; Michel Declaration at ¶¶4, 7-9; Adam Declaration at ¶¶4-5 and Kennedy Declaration at ¶5. In other words, Respondent's 2009 PANDORA wine does not indicate a wine that was sold or even bottled in 2009, but grapes that were harvested in 2009. Alban Declaration at ¶¶5-7; Sanford Declaration at ¶4; Ibanez Declaration at ¶4; Michel Declaration at ¶4, 7-9; and Kennedy Declaration at ¶5. Given Respondent's current aging processes for the PANDORA wine, the 2009 vintage was not released until 2013. Alban Declaration at ¶¶6-7; Sanford Declaration at ¶8; Ibanez Declaration at ¶8; and Michel Declaration at ¶8. Similarly, Respondent's 2010 PANDORA wine was

---

<sup>1</sup> Respondent notes that during the telephonic discovery conference, Petitioner admitted to Respondent's use of the PANDORA mark on wine in 2010 and requested that the 2009 date in the Petition be amended 2010 and that this

released in 2014 and Respondent's 2011 PANDORA wine is currently aging in bottles and is expected to be released in 2015. Alban Declaration at ¶¶6-7; Sanford Declaration at ¶8; Ibanez Declaration at ¶8; and Michel Declaration at ¶8.

Respondent submits that the Declarations and evidence attached thereto show that Respondent is currently making, providing, offering for sale and selling wine in U.S. commerce in connection with the PANDORA mark. Alban Declaration at ¶¶8-9; Sanford Declaration at ¶¶9-10; Ibanez Declaration at ¶¶9-10; and Michel Declaration at ¶¶9-10. The evidence also shows that at no time has Respondent ceased using the PANDORA mark in connection with wine or ceased providing wine in connection with the PANDORA mark. Id. As there are no periods of time in which Respondent ceased using the PANDORA mark in connection with wine or cease providing wine in connection with the PANDORA mark, and as the only good listed in the Registration is wine, the Petition must fail and Respondent is therefore entitled to judgment as a matter of law. Id.

Accordingly, Petitioner respectfully requests that the Trademark Trial and Appeal Board (the "Board") grant Respondent's Motion for Summary Judgment and deny the Petition. Moreover, pursuant to Trademark Rule 2.127(d), Petitioner requests that the Board suspend all deadlines pending the Board's decision on this Motion for Summary Judgment.

## **II. STATEMENT OF UNDISPUTED FACTS**

(1) The registration at issue is Registration No. 2313550 for the mark PANDORA for WINE in Class 33 (the "Registration").

(2) Petitioner admits that the Registration issued on February 1, 2000. (Petitioner's Petition for Cancellation (the "Petition") at ¶ 1.

(3) Petitioner admits that Respondent first used the mark PANDORA in U.S. commerce in connection with wine in 1998 and used the mark in U.S. commerce in connection with wine until 2010. The Petition at ¶ 1.

(4) Respondent has used the mark PANDORA in U.S. commerce in connection wine since 2010

---

amendment was memorialized in the Board's Order of December 5, 2014

and is currently using the PANDORA mark in U.S. commerce in connection with wine. Alban Declaration at ¶¶5-9; Sanford Declaration at ¶¶5-10; Ibanez Declaration at ¶¶5-10; Michel Declaration at ¶¶5-10.

(5) Respondent has provided wine in U.S. commerce in connection with the PANDORA mark since 2010 and is currently providing wine in U.S. commerce in connection with the mark. Alban Declaration at ¶¶5-9; Sanford Declaration at ¶¶5-10; Ibanez Declaration at ¶¶5-10; Michel Declaration at ¶¶5-10.

(6) Respondent's 2006 vintage PANDORA wine was released in 2010. Alban Declaration at ¶6; Sanford Declaration at ¶9; Ibanez Declaration at ¶9; Michel Declaration at ¶9.

(7) Respondent's 2007 vintage PANDORA wine was released in 2011. Alban Declaration at ¶6; Sanford Declaration at ¶9; Ibanez Declaration at ¶9; Michel Declaration at ¶9.

(8) Respondent's 2008 vintage PANDORA wine was released in 2012. Alban Declaration at ¶6; Sanford Declaration at ¶9; Ibanez Declaration at ¶9; Michel Declaration at ¶9.

(9) Respondent's 2009 vintage PANDORA wine was released in 2013. Alban Declaration at ¶¶5-7; Sanford Declaration at ¶8; Ibanez Declaration at ¶8; and Michel Declaration at ¶8.

(10) Respondent's 2010 vintage PANDORA wine was released in 2014. Alban Declaration at ¶¶6-7; Sanford Declaration at ¶8; Ibanez Declaration at ¶¶8-9; and Michel Declaration at ¶8.

(11) Respondent plans on releasing its 2011 vintage PANDORA wine in 2015. Alban Declaration at ¶¶6-7; Sanford Declaration at ¶9; Ibanez Declaration at ¶9; and Michel Declaration at ¶9.

(12) At no time has Respondent ceased using the PANDORA mark in U.S. commerce in connection with wine. Alban Declaration at ¶¶8-9; Sanford Declaration at ¶10; Ibanez Declaration at ¶10; and Michel Declaration at ¶10.

(13) At no time since 2010, the date of use admitted by Petitioner, has Respondent ceased providing wine in connection with its PANDORA mark in U.S. commerce. Alban Declaration at ¶¶8-9; Sanford Declaration at ¶10; Ibanez Declaration at ¶10; and Michel Declaration at ¶10.

(14) At no time since 2010, the date of use admitted by Petitioner, has Respondent ceased

offering for sale wine in connection with its PANDORA mark in U.S. commerce. Alban Declaration at ¶¶8-9; Sanford Declaration at ¶10; Ibanez Declaration at ¶10; and Michel Declaration at ¶10.

(15) At no time since 2010, the date of use admitted by Petitioner, has Respondent ceased selling wine in connection with its PANDORA mark in U.S. commerce. Alban Declaration at ¶¶8-9; Sanford Declaration at ¶10; Ibanez Declaration at ¶10; and Michel Declaration at ¶10.

(16) As Respondent has continuously used the PANDORA mark in U.S. commerce since 1998, it could not have abandoned the mark. Alban Declaration at ¶¶8-9; Sanford Declaration at ¶¶8-10; Ibanez Declaration at ¶¶8-10; and Michel Declaration at ¶¶8-10.

(17) As Respondent has continuously provided wine in U.S. commerce in connection with the PANDORA mark since 2010, the mark could not have been abandoned. Alban Declaration at ¶¶8-9; Sanford Declaration at ¶¶8-10; Ibanez Declaration at ¶¶8-10; and Michel Declaration at ¶¶8-10.

(18) As Respondent has continuously offer wine for sale in U.S. commerce in connection with the PANDORA mark since 2010, the mark could not have been abandoned. Alban Declaration at ¶¶8-9; Sanford Declaration at ¶¶8-10; Ibanez Declaration at ¶¶8-10; and Michel Declaration at ¶¶8-10.

(19) As Respondent has continuously sold wine in U.S. commerce in connection with the PANDORA mark since 2010 the mark could not have been abandoned. Alban Declaration at ¶¶8-9; Sanford Declaration at ¶¶8-10; Ibanez Declaration at ¶¶8-10; and Michel Declaration at ¶¶8-10.

### **III. FACTUAL BACKGROUND**

Respondent is wine vineyards located in the Edna Valley in San Luis Obispo County, California. Respondent produces various styles of varietal wine under various marks. Among the wines produced by Respondent is its PANDORA wine.

As with other wines, Respondent grows and harvests the grapes used to make its PANDORA wine. Alban Declaration at ¶¶3-4; Adams Declaration at ¶2; Michel Declaration at ¶6; Sanford Declaration at ¶6.; Ibanez Declaration at ¶6. As with other wines, after the grapes used for the PANDORA wines are harvested, they undergo a fermentation process. Alban Declaration at ¶¶3-4; Adam Declaration at ¶¶2-4; Michel Declaration at ¶¶3 and 6; Sanford Declaration at ¶3 and 6; Ibanez Declaration at ¶¶3 and 6; Kennedy at ¶¶3-

4. After the fermentation is completed in connection with Respondent's PANDORA wine, the wine needs to "settle" for a period of time. Alban Declaration at ¶¶3-5; Adam Declaration at ¶¶2-4; Michel Declaration at ¶¶3 and 6; Sanford Declaration at ¶3 and 6; Ibanez Declaration at ¶¶3 and 6; Kennedy at ¶¶3-4. This general process of settling or "aging" refers to a group of reactions that tend to improve the taste and flavor of a wine over time. Id., The aging plan followed by a winery is based on the style of wine desired. Id., While some wines require only a short period to develop and generally do not benefit from prolonged maturation and aging, other wines, such as Respondent's PANDORA wine, develop a complex flavor profile during maturation and acquire a pleasant bottle bouquet. Id. This age process can be done in various types of containers, such as the barrels used by Respondent. Id. Specifically, Respondent's PANDORA wine sits in barrels for years. Alban Declaration at ¶¶3-5; Adam Declaration at ¶¶2-4; Michel Declaration at ¶¶3 and 6; Sanford Declaration at ¶3 and 6; and Ibanez Declaration at ¶¶3 and 6. Moreover, once Respondent's PANDORA wine is bottled, the wine is allowed to age further in the bottle. Id.

Because of this aging process, Respondent's PANDORA wines are released several years after their production and many years after the harvesting of the grapes used in the wine. Alban Declaration at ¶¶4-7; Adam Declaration at ¶¶2-5; Michel Declaration at ¶6; Sanford Declaration at ¶4-9; and Ibanez Declaration at ¶ 6. Moreover, as is customary in the wine industry, the date on a bottle of Respondent's PANDORA wine refers to the year the grapes were picked or harvested, not the year the wine is released in commerce. Alban Declaration at ¶¶3-5; Adam Declaration at ¶5; Michel Declaration at ¶¶4 and 7; Sanford Declaration at ¶¶4 and 7; Ibanez Declaration at ¶¶4, 6 and 7 ; Kennedy at ¶5. Thus, Respondent's 2009 PANDORA wine does not indicate a wine that was sold, offered for sale or even bottled in 2009, but a wine produced with grapes that Respondent grew and thereafter **harvested** in 2009. Alban Declaration at ¶¶4-7; Michel Declaration at ¶8; Sanford Declaration at ¶8; and Ibanez Declaration at ¶8. Given the aging process of Respondent's PANDORA wine, the 2009 vintage wine PANDORA was not released until 2013. Alban Declaration at ¶¶3-5; Adam Declaration at ¶3; Michel Declaration at ¶8; Sanford Declaration at ¶8; Ibanez Declaration at ¶¶8. Similarly, Respondent's 2010 PANDORA wine was released in 2014 and Respondent's 2011 PANDORA wine is currently aging in bottles and is expected to be released in 2015. Alban Declaration at ¶¶3-5; Adam Declaration at ¶3; Michel Declaration at ¶¶8-9; Sanford Declaration at ¶¶8-9; Ibanez Declaration at ¶¶8-9.

#### IV. SUMMARY JUDGMENT STANDARD AND BURDEN OF PROOF

Summary judgment for Respondent is the proper disposal of a cancellation proceeding where, as here, there is no genuine dispute as to any material fact and where the moving party is entitled to judgment as a matter of law. Fed. R. Civ. P. 56(c); Opryland USA, Inc. v. Great American Music Show, Inc., 970 F.2d 847, 23 U.S.P.Q.2d 1471 (Fed. Cir. 1992). “The basic purpose of the summary judgment procedure is one of judicial economy -- to save the time and expense of a full trial when it is unnecessary because the essential facts necessary to decision of the issue can be adequately developed by less costly procedures, as contemplated by FRCP rules here involved, with a net benefit to society”. Pure Gold, Inc. v. Syntex (U.S.A.), Inc., 739 F.2d 624, 626, 222 U.S.P.Q. 741, 743 (Fed. Cir. 1984); and National Football League v. Jasper Alliance Corp., 16 U.S.P.Q.2d 1212, 1215 (T.T.A.B. 1990) (“National Football”).

Respondent as the moving party, has the burden of demonstrating that it is entitled to summary judgment. Celotex Corp. v. Catrett, 477 U.S. 317, 324-25 (1986). However, where, as here, Respondent has met its burden of identifying undisputed facts entitling it to relief, Petitioner must submit specific facts showing that there is a genuine issue for trial. Matsushita Elec. Indus. Co. v. Zenith Radio Corp., 475 U.S. 574, 587 (1986); National Football, supra, at 1215.

In doing so, Petitioner must present specific evidence from which a reasonable trier of fact might return a verdict in its favor. Anderson v. Liberty Lobby, Inc., 477 U.S. 242, 249-250 (1986); National Football, supra, at 1215. These general principles of summary judgment apply under FRCP 56 to inter-partes proceedings before the Board. See, e.g., Sweats Fashions, Inc. v. Pannill Knitting Co., 833 F.2d 1560, 1564-65, 4 U.S.P.Q.2d 1793, 1797 (Fed. Cir. 1987). Respondent submits that there is no genuine issue as to any material fact concerning Petitioner’s claim of abandonment and that dismissal of the Petition is warranted.

#### V. ARGUMENT

##### 1. SUMMARY JUDGMENT IN FAVOR OF RESPONDENT IS PROPER

The Petition includes vague, conclusory allegations of abandonment based on Petitioner’s contention that Respondent has not “harvested” or “produced” crops for the mark PANDORA since 2009, “has not had extensive use and has not advertised for the mark PANDORA since 2009.” While the evidence attached hereto



demonstrates that since 2010 (and before) Respondent has in fact harvested and produced crops which are used to make its PANDORA wine, Respondent notes that the Registration is for wine, not grapes or grape or wine harvesting or producing services. Thus, it is irrelevant whether Respondent has “harvested” or “produced” crops.

It is also irrelevant whether Respondent “extensively use” or “advertised” the PANDORA mark. Instead, as Respondent has provided wine in connection with the PANDORA mark since 2010 (in fact, since 1998), the Petition should be dismissed. Specifically, a mark is only deemed abandoned when its use has been discontinued without intent to resume use. Thus, where, as here, the Declarations and evidence attached thereto establishes continuous use of the PANDORA mark for wine since 2010, there is simply no basis for the Petition and it should be dismissed.

As noted above, Petitioner has admitted that Respondent owns the Registration and also admitted that the mark was used from 1998 – 2010. Thus, the only issue in this proceeding is whether Respondent ceased its continuous use of the mark between 2010 and the present or that Respondent ceased its use without an intention to resume use. As the evidence of record demonstrates that Respondent has continuously used the mark since 2010, summary judgment in favor of Respondent is proper.

2. **THERE IS NO GENUINE ISSUE OF MATERIAL FACT REGARDING RESPONDENT’S CONTINUOUS USE OF THE PANDORA MARK**

Granting of the Cancellation proceeding in favor of Respondent is proper, where, as here, the mark shown in the Registration is currently in use in connection with all of the goods listed the registration (wine) and has been used continuously in connection with such goods. As such, there are no genuine issues of material fact regarding Respondent’s lack of abandonment of the PANDORA mark. Instead, the undisputed evidence demonstrate that (1) Respondent has provided wine in connection with the PANDORA mark since 1998; (2) Respondent is currently providing wine in connection with the PANDORA mark; and (3) at no time has Respondent ceased using the PANDORA mark in connection with wine. Accordingly, this matter is appropriate for a summary judgment decision.

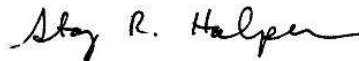
**VI. CONCLUSION**

On the basis of the facts and the law, as demonstrated above, Respondent has clearly shown that it has

used the PANDORA mark continuously in U.S. since 2010, the date Petitioner alleges the abandonment occurred. In fact, while Petitioner has admitted to Respondent's use from 1998 until 2010, the undisputed facts demonstrate that at no time has Respondent ceased using the PANDORA mark in connection with the goods listed in the Registration (wine). Accordingly, Respondent requests that the Board enter such judgment in favor of Respondent and reject the Petition.

Respectfully submitted,

KNOBBE, MARTENS, OLSON & BEAR, LLP



Dated: January 16, 2015

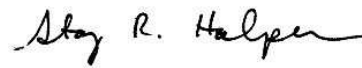
By: \_\_\_\_\_

Stacey R. Halpern  
2040 Main Street, Fourteenth Floor  
Irvine, CA 92614  
(949) 760-0404  
Attorneys for Respondent,  
Alban Vineyards, Inc.

**CERTIFICATE OF SERVICE**

I hereby certify that I served a copy of the foregoing **MEMORANDUM IN SUPPORT OF MOTION FOR SUMMARY JUDGMENT AND MOTION TO SUSPEND** upon Petitioner by depositing one copy thereof in the United States Mail, first-class postage prepaid, on January 16, 2015, addressed as follows:

CHRISTINA M. BURKE  
2608 DEARPORT CT  
HENDERSON, NEVADA 89052-7090

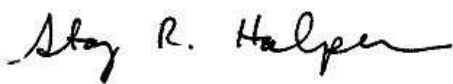


---

Stacey R. Halpern

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Christina Burke  
  
Petitioner,  
  
v.  
  
Alban Vineyards, Inc.,  
  
Respondent.

) U.S. Cancellation No. 92060338  
)  
) I hereby certify that this correspondence and all marked attachments are  
) being electronically filed with the Trademark Trial and Appeal Board of the  
) U.S. Patent and Trademark Office through their website located at  
) <http://estta.uspto.gov> on:  
)  
) January 16, 2014  
)  
)   
)  
) Stacey R. Halpern  
)

**DECLARATION OF JOHN ALBAN IN SUPPORT OF ALBAN VINEYARDS, INC.'S  
MOTION FOR SUMMARY JUDGMENT**

I, John Alban, declare as follows:

1. I am the President of Respondent, Alban Vineyards, Inc. (hereinafter "Respondent"), and am authorized to make this declaration on its behalf. I have personal knowledge of the facts set forth below and of the goods offered in connection with the PANDORA mark and the manner in which the mark is used. If called upon and sworn as a witness, I could and would competently testify as set forth below.

2. I have a Bachelor's degree in Biology from Vassar College and a Master's Degree in enology from the University of California, Davis (U.C. Davis). I established Alban Vineyards in 1989. I am responsible for all winemaking, grape growing, and marketing efforts by the Respondent. Accordingly, I am aware of the manner in which Respondent uses the PANDORA mark, including, but not limited to, how the grapes are grown and harvested for the PANDORA wines, how the wines are produced, advertised, promoted and sold in connection with the PANDORA mark.

3. Respondent's vineyards are located in the Edna Valley in San Luis Obispo County, California. Respondent produces various styles of wine. Among those wines are Respondent's PANDORA wines. Respondent grows and harvests grapes for its PANDORA wine on its 70 acre vineyard, producing approximately 6,000 cases of wine annually.

4. After the grapes used to make Respondent's PANDORA wines are harvested, a fermentation process is undertaken. As with other wines, after the fermentation is completed in connection with Respondent's PANDORA wine, the wine needs to "settle" for a period of time. This general process of settling or "aging" refers to a group of reactions that tend to improve the taste and flavor of a wine over time. The aging plan followed by Respondent is based on the style of wine desired. Thus, the aging plan may change for different types of wines. This is because some wines require only a short period to develop and generally do not benefit from prolonged maturation and aging, whereas other wines, such as Respondent's PANDORA wines, develop a complex flavor profile during maturation and acquire a pleasant bottle bouquet. The wine aging process can be done in various types of containers, such as the barrels used by Respondent. A photograph of some of Respondent's barrels used to age Respondent's PANDORA wines is attached hereto as **Exhibit 1**. This photograph also shows Respondent's 2010 and 2011 vintage PANDORA wines, which are discussed in more detail below.

5. Respondent's PANDORA wine sits in barrels for years. Moreover, once Respondent's PANDORA wines are bottled, the wine is allowed to age further in the bottles. Information regarding the vinification or winemaking process is attached hereto as **Exhibit 2**. Because of the aging process discussed above, wines, such as Respondent's PANDORA wines, are released years after they are harvested and produced. Moreover, as is the law and custom in the wine industry, the date on a bottle of Respondent's PANDORA wine refers to the year the

grapes were picked or harvested, not the year the wine is released in commerce. See Exhibit 3 hereto, which is information on wine labels and wine vintage dates. Accordingly, Respondent's 2009 PANDORA wine does not indicate a wine that was sold or even bottled in 2009, but a wine produced with grapes that Respondent grew and thereafter harvested in 2009.

6. Given the aging process of Respondent's PANDORA wine, Respondent's PANDORA wines were or will be released as follows:

Respondent's 2005 vintage PANDORA wine was released in 2008.

Respondent's 2006 vintage PANDORA wine was released in 2010.

Respondent's 2007 vintage PANDORA wine was released in 2011.

Respondent's 2008 vintage PANDORA wine was released in 2012.

Respondent's 2009 vintage PANDORA wine was released in 2013.

Respondent's 2010 vintage PANDORA wine was released in 2014.

Respondent's 2011 vintage PANDORA wine is anticipated to be released in 2015

Attached as **Exhibit 4** are photographs of some of Respondent's vintage PANDORA wines.

Attached as **Exhibit 5** are some other materials regarding Respondent's wines, including, but not limited to, an order form for Respondent's 2010 PANDORA wine, which indicates the shipping date for the 2010 vintage of Pandora was 2014. .

7. Even before they are ready for release, wines may be tasted and reviewed. Moreover, sometimes when wines are ready to be released, they will also be tasted and reviewed. Attached hereto as **Exhibit 6** are notes from erobertparker.com regarding the tasting and review of Respondent's 2009 and 2010 vintage PANDORA wines, which were released in 2013 and 2014. Respondent notes that Robert Parker is a leading U.S wine critic. Attached hereto as **Exhibit 7** is some information on Robert Parker.

8. At no time since 1998 has Respondent ceased using the PANDORA mark in connection with wine. Instead, Respondent has continuously used the PANDORA mark in U.S. commerce in connection with wine since at least as early as 1998. Moreover, as Respondent has continuously used the PANDORA mark in U.S. commerce since 1998, it could not have abandoned the mark.

9. At no time since 2010, the date Petitioner alleges Respondent's abandoned the PANDORA mark, has Respondent ceased providing wine in U.S. commerce in connection with the PANDORA mark. Instead, since 2010 (and for many years before) Respondent has continuously provided wine in U.S. commerce in connection with the PANDORA mark. As Respondent has continuously provided wine in connection with the PANDORA mark in U.S. commerce since 2010 (and for many years before), it could not have abandoned the mark.

I declare that all statements made herein of my own knowledge are true and all statements made on information and belief are believed to be true; and further that these statements are made with the knowledge that willful, false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful, false statements may jeopardize the validity of the application or document or any registration resulting therefrom.

Dated: 12/9/14

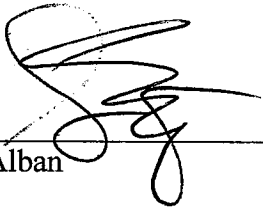
By:   
John Alban



EXHIBIT 1



EXHIBIT 2



Corporations

Partnerships

International Businesses

Small Businesses & Self  
Employed

## The Wine Industry Audit Technique Guide

**Publication Date** - March 2011

**NOTE:** This guide is current through the publication date. Since changes may have occurred after the publication date that would affect the accuracy of this document, no guarantees are made concerning the technical accuracy after the publication date.

### Small Business/Self-Employed

- Industries/Professions
- International Taxpayers
- Self-Employed
- **Small Business/Self-Employed Home**

### Small Business/Self-Employed Topics

- A-Z Index for Business
- Forms & Pubs
- Starting a Business
- Deducting Expenses
- Businesses with Employees
- Filing/Paying Taxes
- Post-Filing Issues
- Closing Your Business

- [Introduction](#)
- [Chapter 1 - Overview of Winery/Vineyard Operations](#)
  - [Farming](#)
  - [Winery \(Manufacturing\)](#)
  - [Marketing/Sales](#)
- [Chapter 2 - Pre-Audit Information Gathering](#)
  - [Information Sources](#)
- [Chapter 3 - Audit Considerations](#)
  - [Initial Information Document Request](#)
  - [Initial Interview And Tour](#)
  - [Balance Sheet Accounts](#)
  - [Income And Expense Accounts](#)
- [Chapter 4 - Capitalization & Tax Accounting](#)
  - [Capitalized Costs Under I.R.C. § 263A "Unicap"](#)
  - [Exceptions From I.R.C. § 263A Capitalization](#)
  - [Vineyard Operations: Cash And Accrual Methods Of Accounting](#)
  - [Vineyard Development Costs](#)
  - [Grape Growing Costs And Recognition Of Income – Choice Of Entity](#)
  - [Depreciation Methods And Lives](#)
  - [Vineyard Emerging Issue](#)
  - [Winery Operations](#)
    - [LIFO](#)
- [Glossary](#)
- [Information Sources](#)

### Introduction

This ATG is intended to be useful to both SB/SE and LB&I examiners in their compliance reviews of both winery and vineyard operations. In addition, it is anticipated that the Industry will utilize this guide as a resource, as were the previous renditions of the ATG. This guide is current through the publication date. Since changes may have occurred after the publication date that would affect the accuracy of this document, no guarantees are made concerning the technical accuracy after the publication date.

This material was designed specifically for training purposes only. Under no circumstances should the contents be used or cited as sustaining a technical position.

The wine industry has changed in some significant ways over the past 20 years. The Industry has expanded substantially. Nationally, there are more than 23,000 farms that grow grapes, with about 60% of the total production going to wine grapes. The number of wineries has expanded from 2,688 in 1999 to over 5,400 by 2007. While almost 90 percent of the U.S. wine production still occurs in California, the number of vineyards and wineries in the other 49 states has increased dramatically. Another major change has been consolidation and foreign ownership.

There are a number of significant developments in tax law affecting the Industry, which will be discussed in the body of this ATG. Some of these developments have produced wholesale changes in Industry practices. For example, it was a common practice for a wine producer to hold its related vineyard assets in a separate farming entity. The cash method farmer would sell the grapes to the winery, but not receive payment until the wine was sold, sometimes 3 or 4 years later. This income deferral issue was raised in **Oakcross Vineyards, Ltd v Commissioner**, T.C. Memo 1996-433; where the Court determined that the cash method of accounting did not clearly reflect income. Subsequently, it has been held that when a farmer operates as a division of a winery entity, the cash method of accounting for the farming operations is permissible. Therefore, many winery entities are now operating their vineyards as a division of the winery entity in order to take advantage of the opportunities therein afforded.

The IRS has changed significantly as well. The old General Program and CEP distinctions have been replaced by SB/SE and LB&I divisions. The Technical Advisor regime was in its infancy 20 years ago and has now become a mainstay in issue development. The systems in place for requesting and receiving guidance have changed significantly.

Changes in technology have dramatically changed the way we do business, and likely will be changing the

future as well. Where we used to use fax machines and snail mail, we now use e-mail, thumb-drives and the internet. The popularity of personal computers and sophisticated spreadsheets has opened the window for increasing the accuracy of LIFO computations by allowing for a more meaningful item definition. We used to work almost exclusively with hardcopy books and records. Now, we often receive the entire set of workpapers electronically. With the advent of encrypted files being shared with the taxpayers, remote audits are more feasible. Is a virtual tour of the business that far away? Even now, a winery's website has a wealth of information to assist the agent in determining the scope of the audit. The Audit Technique Guides now make reference to these website resources rather than include the data in the guide itself. This enables the examiner to readily access the most current information.

## Chapter 1 - Overview of Winery/Vineyard Operations

### Farming

The initial step in the making of wine is growing grapes. Specific varieties of grapes are used in making premium wines, but any grape with sugar content can be fermented. Successful wine grape farming is dependent upon proper soil and climatic conditions. These particular geographic regions (appellations) can be conducive to the quality of a particular varietal or to wine grapes in general.

The first step in the development of a vineyard is land clearing. This may be as simple as plowing under existing vegetation to removal of trees and leveling the dirt. Vineyards planted on hillsides must be terraced. Rocks may need to be removed. Typical water sources include wells, above ground storage (ponds), or some form of irrigation district supply. The water is then delivered through sprinkler or drip systems.

In certain cases, the soil may need to be fumigated (sterilized) prior to planting. Various viral, bacterial, and soil-borne pest problems can be minimized through this process. Fumigation consists of injecting chemicals into the soil and then sealing the vineyard with a plastic cover for a few days. The cost of this process can vary significantly, depending on the type of chemicals used and the difficulty in application. In addition to fumigation, the land may need some type of soil conditioning, such as the addition of fertilizers, lime, or minerals, to correct deficiencies in the soil. With the advancing awareness of environmental concerns, soil and water conservation expenditures are increasingly part of vineyard development costs. Soil and water conservation expenditures have particular tax consequences and are addressed in the Vineyard section.

Grapevines, like most commercial plants, have a disease-resistant rootstock, with a strong fruit-bearing varietal grafted on to it. This grafting process is usually done in the nursery (bench-grafting) prior to purchase by the vineyard, but can be done out in the field (field-budding) subsequent to planting. In either case, planting the vines is the next step. A trellis system is then built for the vines to grow upon. This trellis system allows the foliage to form an "umbrella" (canopy), under which the grape clusters will grow. The type of trellis system will have a major impact on vineyard yield (and hence profits). Therefore, many wineries are spending substantial amounts of money on complex trellis systems in the newer vineyards.

It takes a period of at least three years from the time of planting for the vines to produce a "commercially harvestable crop". For tax purposes, this means when the crop is substantial enough where sales proceeds will exceed the cost of harvest. This is an important factor in that it determines how long the pre-productive period is and when the vines are "placed in service."

Once the vines are established, there are several cultural practices that occur seasonally. In the dormant season, generally December to February, the vines are pruned. In the spring, the new canes (vine growth) are trained along the trellis system. Weeding, pest control, fertilization, and mildew/mold control also occurs. Harvest time is August to October. Most premium wine grapes are hand picked, while bulk/generic wine grapes are often machine harvested. A common practice for the vineyard owner is to contract out to a farm labor manager who will supply all the laborers throughout the year. The vineyard manager will pay a flat fee, with the labor manager responsible for any and all employment tax issues. The deduction will normally be listed as "contract labor."

Another common practice is the planting of a cover crop in the first two years. In the fall an annual cover crop (bell, bean, and oat) is planted and disked in the spring. In the third year a permanent cover crop may be planted in the fall and allowed to reseed in the spring. The cover crop is then mowed once a year.

When the grapes are harvested, they must be taken to a certified weigh station. Many wineries will have a weigh station at their facility. The winery is required to keep certain information about their grape supply (whether they grow their own grapes or buy them from others). This information is captured on a "weight ticket". The weight ticket will show the tonnage of grapes, the variety of grapes and the vineyard of origin.

### Audit Techniques

Weight tickets can be very useful in verifying vineyard sales. Accurate grape prices can be determined from the Grape Crush Report released by the USDA (see information sources). This information is available to independently ascertain the gross receipts of a particular vineyard operation.

See Exhibit 1-1 for an overview of the timing of events in the development of a vineyard and the tax treatment of the various costs involved. Some items are capitalized and depreciated, while some costs are currently expensed.

The University of California Cooperative Extension service provides a review of vineyard development costs. You may wish to use these estimates to verify the taxpayer's depreciable basis. You will find sample costs to establish a vineyard as well as an analysis of costs per acre. The agent may utilize the University of California

Cost study, which is available under [Current Cost and Returns Studies](#).

### Winery (Manufacturing)

The process of making wine is a manufacturing process. The winery takes one product (grapes) and transforms it into another (wine). Since this is a manufacturing process, the wineries must account for their costs as a manufacturer using the Uniform Capitalization (UNICAP) rules under I.R.C. § 263A. The following discussion of the manufacturing process will also consider how UNICAP comes into play.

Generally speaking, the wine making process has four cost centers: crush/fermentation, aging/storage, general and administrative (G&A), and marketing/sales. Under UNICAP, the process of cost accounting should include the following steps. First, all costs must be assigned to the appropriate cost centers. Second, certain G&A costs must be allocated to all the other cost centers. Finally, production costs (crush, fermentation, aging, and bottling costs) must be capitalized to inventory while the balance of costs (remaining G&A and marketing) is deducted currently.

Depending on the varietal of grape, wine production can take several years when you include barrel aging and bottle aging prior to the wine's release for sale. Wineries may make several different levels of wine using different techniques, and many of the people or other costs involved in the process cross cost center boundaries. This combination of factors can make cost accounting difficult.

Wineries can make several different products. The lower end wine is made in large quantities, usually of lesser quality grapes and using less expensive techniques. This generic wine is sometimes used for related products such as brandy, wine coolers or vinegar, but usually is sold as jug or table wine. Premium varietals are the high quality, high priced wines that use the highest quality grapes. Sparkling wines, commonly known as champagne, need another step in processing to give them the effervescence. Brandy is made by distilling wine and aging it an additional 3 years.

The first step in the wine making process is the delivery of the grapes from the fields. The grapes go into a stemmer/crusher which both separates the individual grapes (berries) from the stems and leaves, and breaks open the skins. The white wine grapes are then placed in a press, and various degrees of pressure can be exerted on the grape skins/pulp to extract more juice. Generally, white wines are made from juice without the skins, while red wines are fermented with skins and seeds included.

The grape juice is then transferred to a container in which it will be fermented. White wine is often fermented in temperature controlled, stainless steel tanks. Some premium white varietals are fermented in the 40 gallon oak barrels in which they will be aged. Red wines are similarly fermented in stainless steel tanks as the normal practice, but are occasionally fermented in large open topped wood tanks.

Wines may remain in the tanks in which they were fermented for the balance of their aging prior to bottling. In this case, the tanks see duty as both fermentation and aging tanks. In other cases, the wines, after spending time in the fermentation tank, will be transferred to smaller oak barrels for further aging. In either case, the wine in the fermentation tank will be transferred prior to the next year's harvest, so that the fermentation tank will be available again.

All wines take about the same amount of time to ferment (change from grape juice to alcoholic beverage), but the processing after this step can vary dramatically. Lower end wines are generally not aged for any considerable amount of time. However, premium wines are often stored in oak barrels (barrel aging) and then bottle aged. For white wines, this aging process can take from 9 months to 3 years. For red wines, this process can take from 18 months to 5 years. For sparkling wines, the wine must be processed again (yeast and sugar are added to produce the bubbles) and then stored (aged) for a period of time. The total period of time for some sparkling wines, from harvest to completion of the process, can take up to 5 years. The process for brandy is to distill wine into grape brandy designate (GBD) which must be aged in wood barrels for at least 3 years before it can be marketed as brandy.

The definition of "production period" is vital for UNICAP purposes. All the costs associated with the manufacturing of the product during the production period must be capitalized to inventory. Any costs incurred after the production period may be deducted as period costs. Prior to UNICAP, some wineries were taking the position, based on the *Heaven Hill* case, *Heaven Hill Distilleries, Inc. v. United States*, 476 F.2d 1327 (Ct. Cl. 1973), that the production period for wine stopped when the grape juice was changed into wine. This process takes a matter of weeks. The Service did not agree with this treatment prior to UNICAP. UNICAP requires that the production process include aging. One national accounting firm has promoted the concept that the production period should terminate at the "release date." The release date is when the wine is officially offered to the winery's distribution chain. The Service supports this determination of the end of the production period. Prior to the release date, the winery is purposely holding the wine for aging. After the release date, the wine remains unsold only due to sales or marketing restrictions. Often, a winery will have published release dates for its wines. Barring that, the first shipping invoice for general sales may be determinative.

Wineries will often pre-release wines to wine writers or for other promotional purposes. This is done for marketing reasons and does not terminate the aging process for that lot of wine. The Service has taken the position that the production period should be determined for each vintage (year the grapes were picked) and varietal (type of wine, based on the type of grape used). For example, the production period for a 1988 Chardonnay will be determined separately from a 1988 Cabernet Sauvignon.

**NOTE:** TAM 9327007 is an example of the Service's position that the end of the production period is the release date.



### Marketing/Sales

Once the product is ready for sale, the wineries have a variety of options on how to sell their product. Most wineries have tasting rooms where visitors can purchase the wine directly from the winery. The wineries may also sell directly to restaurants and “bottle shops.” More commonly, the wineries will work through a broker or a distributor. A distributor will actually buy the product for resale. A broker, on the other hand, may take possession but not ownership of the wine. The broker is paid a commission based on sales. The wineries will still have their own sales force, even though working through a broker or a distributor. More recently, wineries are increasingly using their websites as a vehicle to sell their wines directly to the consumer. Some wineries have developed a Wine Club, where subscribers are provided periodic shipments of wine, usually at a member's discount.

With the proliferation of wineries within the U.S., as well as foreign imports, there is great competition for market share. Therefore, the key to success in the wine industry has fallen on the marketing/promotion side as much as on producing fine wines. To assist in marketing and publicizing their wines, the winemaker or owner of the winery will often host or attend tastings or other promotional events. As will be discussed in Chapter 4 (Wine Industry Issues), this can cause cost accounting problems when people “wear more than one hat.” An allocation of their salary, based on facts and circumstances, needs to be made.

### Exhibit 1-1

#### Timing and Treatment of Vineyard Development Costs

Guidelines for capitalizing and expensing vineyard establishment costs when UNICAP does not apply. If UNICAP applies, all costs are capitalized until the vineyard starts producing a crop.

The following is an example of costs noting C for Capitalize and E for Expense.

Cultural Costs	First Year	Second Year	Third Year
Pre-Plant Tillage: Man and Tractor	C		
Fumigation	C		
Layout and Mark	C		
Distribute and Set Stakes	C		
Stakes – 7 foot Treated	C		
Rootstocks	C		
Planting Vines – Labor	C		
Planting Supervision	C		
Bud and Cover, Including Rubber Ties	C	E	E
Budwood – Certified		C	E
Uncover and Prune Rootstocks		C	E
Cut Rubbers and Tops, Place Collars		C	E
End Posts – Treated	C	C	C
End Posts Set – Labor	C	C	C
String Trellis Wire – Labor	C	C	C
Trellis Wire	C	C	C
Train and Prune – Labor		E	E
Mildew Control		E	E
Irrigation Labor – After Planting	E	E	E
Water & Pumping Power-After Planting	E	E	E
Repairs on Irrigation Equipment	E	E	E
Cultivation	C	E	E
Frost Protection – Labor		E	E
T-Budding – Conversion	C	C	C

## Chapter 2 - Pre-Audit Information Gathering

### Information Sources

There are a number of resources available electronically to assist in our initial review of a return, including the winery/vineyard website and various search engines. Larger, publicly traded companies often have a link to

their financial statements. Perusing these sources can give a wealth of information, including:

- The name, address, and telephone number of the winery
- When the winery was founded
- Who the principals are, such as the owner, CFO, winemaker, etc.
- Vineyard holdings
- Crush and storage capacity
- Types of products (still wine, sparkling wine, brandy)
- Brand names (if different from the winery name)
- Recent acquisitions and dispositions
- In some cases, the type of entity (proprietorship, partnership, corporate)
- Areas and methods of distribution
- Financials, including methods of accounting for book.

Many wineries are subsidiaries of larger entities and file as part of the consolidated return. In addition, some entities may have been acquired by foreign parents. Although tracking ownership can be difficult, the ownership of the various entities can be established. Research of industry periodicals may be required to assist in determining the parent company and where they are located. For wineries that underwent a recent change in ownership, information may be obtained directly from the winery, including a copy of their tax return.

In addition to finding out information on the winery, the following factors should be evaluated for return potential:

- Who prepared the return? Some CPA firms specialize in the wine industry.
- Look for obvious omissions in the cost accounting system. Review the cost of goods sold section to see if it appears that indirect costs have been included.

### Chapter 3 - Audit Considerations

This chapter provides information in conducting the pre-audit, initial interview, and comparative analysis of the balance sheet and income and expense statements.

#### Initial Information Document Request

The initial Information Document Request (IDR) form should include, in addition to the generic books and records, the following items:

- Schedule M adjustments
- Inventory costing workpapers
- Depreciation Schedules
- Copies of all Forms 3115, as changes in method of accounting are common

#### Initial Interview And Tour

As with any examination, the initial interview can be crucial. One of the most difficult aspects of UNICAP is the allocation of certain costs, especially officer's and employee's salaries. The tour/walk through of the facilities should be viewed as an opportunity to verify the overhead allocations made. Since the overhead allocations may be made asset by asset or by square footage, getting a firm understanding of the layout of the facility is essential.

The tour is an excellent time for the taxpayer to tell you about their product line, what varieties they produce, what processes they use, and what the different assets are used for.

The initial interview and tour may reveal miscellaneous issues. Find out if there are other structures on the property that they use to house their vineyard workers or if they are used for other purposes. Find out if the personal residence is on winery/vineyard property. If the residence is owned by the shareholder, and no other deductions for business use are claimed, no issue exists. However, if title is held by the corporation, depreciation and other associated deductions may have been claimed.

In addition to all your other standard questions, including those about internal control, you may wish to ask about:

#### Vineyard Operations:

- Do you grow your own grapes? If so, do you sell any to outside parties? How do you account for grape growing costs (deducted versus capitalized to inventory)?
- Do you purchase grapes from related parties? If so, what are the terms? FMV? Payment made in the year of sale or when the wine made from those grapes is sold?
- Did you buy any vineyard properties recently? (Purchase price allocations - placed in service dates.)
- Did you plant or convert (t-bud) any vineyards recently? (T-budding is the grafting in of a different type of wine grape to the trunk of an existing vine. The issues involve the capitalization of development costs, including fumigation, cost of vines and trellises, labor, etc.) See Exhibit 1-1.
- How do you keep track of vineyard expenses? (Deducted versus Capitalized)
- Did you have any losses due to phylloxera or other disease? Phylloxera is a root louse that feeds on the roots of vines. The disease kills the vines and the only effective treatment is to replace the vineyard.
- What election have you made concerning I.R.C. § 263A and preproductive costs?
- If this is a single entity vineyard and winery, how do you account for grapes transferred to the winery operation?



### **Manufacturing Operations:**

- Where are the production facilities? (Some wineries may have several crushing, bottling/ warehousing locations.) There are different sourcing relationships with resulting cost differences to consider.
- Are the grapes grown and bottled on the winemaker's property? These would be Estate grown.
  - Are the grapes grown by someone other than the winemaker-bottler and sold to him directly or in an open market? These are called Open Market Grapes.
  - Are the grapes that are grown on leased land on a share-profit basis with the land owner? Commonly referred to as Leased Vineyards.
- How do you account for winery production costs? (How do they keep track of capitalized vs. deducted costs?)
- What facilities are used for crush/ferment versus barrel/bottle aging versus post-production warehousing? (Some wineries have limited storage space and may use a coop of some sort for bottle aging - these costs should be capitalized.)
- Do you do any custom crush or have any custom crush work done? (Custom crush refers to a winery, which has the idle production capacity doing the crush/ferment and even bottling/aging for someone who has grapes but not the equipment available. This should be reflected in other income, with an offsetting allocation of costs, by the winery doing the work. The amounts paid would be capitalized as part of the cost of the wine by the owner of the grapes.)
- What exactly are the tasks of the highly compensated employees? (Since UNICAP requires officers' salaries to be capitalized if related to production, it seems that more and more of their time is accounted for in marketing!)

### **Cost Accounting System:**

- What method do you use? (Are they on UNICAP? Have they tried to avoid UNICAP by using lower of cost or market? Some wineries have used bulk wine spot prices or other estimates of fair market value.)
- Did you have any write-downs of your inventory? (Sometimes a particular tank of wine might in fact go wrong, and the actual sales price might drop below cost. In other situations, a particular varietal may not be well received, but the sales price may not be reduced. It just takes longer to move the product.)
- Is there a narrative, manual or other documentation available that discusses how the cost accounting system works? (Often the larger wineries, who have adopted UNICAP will have a detailed analysis of how they implemented UNICAP - how they allocated the various costs between the cost centers.)
- How do you account for interest expense? (UNICAP requires that interest expense be allocated to inventory having a production period in excess of 2 years, such as most red wines, sparkling wines and brandy.)

### **Marketing/Sales**

- Do you do direct sales; use a broker or a distributor or a combination thereof? Are sales limited to your state or do you sell nationwide or export?
- Do you maintain your own sales force? Are shareholder/employees or owners involved? (Again, as it relates to UNICAP, the costs involved in marketing and sales are currently deductible. A principal shareholder/owner might wear the title of "winemaker" when in reality he or she spends a significant amount of time on the road promoting the wine, leaving the actual production process in the hands of an assistant. Conversely, a guest appearance at a promotional event does not turn a winemaker into a Vice President of Marketing.)
- Do you sell any of your wines on futures or sell gift cards?

### **Balance Sheet Accounts Inventories**

Compare the balance sheet amounts with prior and subsequent year returns; Schedule A (Computation of Cost of Goods Sold) and the financial statements if available. Are there any discrepancies? In one examination, tasting room inventory was included per the financial statements but excluded from the tax returns. Has the taxpayer changed the inventory calculations between returns without making the necessary amendments? Compare the balance sheet amounts with the inventory workpapers. They do not always agree.

### **Other Assets**

Does the taxpayer have construction in progress? This can be an indication that vineyards in the development stage are being properly accounted for.

### **Buildings and Other Depreciable Assets (Fixed Assets)**

This industry is one of the most capital intensive industries in the United States. The assets to sales ratios normally run about 2 to 1. A lack of assets could be an indication that the taxpayer is renting assets from a related party. If production assets are being rented, this rent should be capitalized to inventory. The depreciation schedule should be scrutinized for (1) adequate capitalization of depreciation to inventory, (2) useful lives on buildings (sometimes claimed to be essentially equipment), (3) personal residences being depreciated, (4) all development costs being capitalized, and (5) placed in service dates. (Are the vineyards producing a crop?)

### **Land**

Review the land/depreciable assets in the vineyard allocation. Did the taxpayer purchase the land with the

vineyard already planted? Was the allocation made pursuant to an appraisal? See the following Emerging Issue on Amortization of Appellation Value in Chapter 4.

### **Interest Bearing Debt in General**

Compare the amount of debt with the amount of interest expense. Is it reasonable? If the taxpayer produces products with a long production period (most red wines, sparkling wines and brandy), is a portion of the interest being capitalized? Under UNICAP, interest should be capitalized under the avoided cost method.

### **Other Liabilities**

Sometimes the breakdown of this amount will indicate that there is an amount “due to affiliates” or “due on grape purchases” or some similar description. This should be investigated to determine if an accrual basis winery is purchasing grapes from a related cash basis vineyard. Often, the terms will state that the winery will voluntarily withhold payment to the vineyard until the wine produced from those grapes is sold. This can result in an unwarranted deferral of the recognition of income (at the vineyard level) for a period of up to 5 years. See Recognition of Income in Chapter 4 for further discussion.

Other Liabilities should also be reviewed for any improper deferrals of advance payments or any other types of deferred revenues.

Other Liabilities also may reflect certain Reserves or Accrued Expenses which should be reviewed to determine if the all events and economic performance tests of I.R.C. §§ 446 and 461 have been met.

A common transaction of this type in the wine industry is called Programming Expense. This expense occurs where a winery is selling to a distributor. If the winery is behind on their sales, they may enter into an arrangement with the distributor to have the distributor more aggressively market a particular product. If the distributor is successful in meeting certain pre-arranged volumes within a specified timeframe, the distributor is due a payment. At year-end, the winery may forecast the success of the distributor in the “programming” and set up a reserve to estimate the amount of the expense. To the extent that the reserve is based on forecasts of sales that would occur past year-end, the reserve would not meet the tests.

### **Income And Expense Accounts**

#### **Other Income**

Does the taxpayer do any custom crushing? Does the taxpayer sell any by-products? Some of the larger producers will sell their solid waste (skins, seeds, stems, and leaves) as a soil conditioner. Are there other crops on the property?

#### **Deferred Revenue**

Gift card revenue is a common example of deferred revenue. Generally, unless taxpayers elect the deferral rules under Treas. Reg. § 1.451-5, gift card income must be reported when received. (Rev. Proc. 2004-34, allowing a one year deferral, may also apply in certain circumstances). To the extent a taxpayer is using the deferral rules of Treas. Reg. § 1.451-5, unredeemed gift card income may be deferred to the last day of the second taxable year following the year of the sale. Deferral for tax purposes cannot be later than it is for financial accounting purposes, and the taxpayer must have on hand enough goods to satisfy the outstanding gift cards. The regulations generally provide deferral related to goods and not services.

Another similar advance payment transaction is that of Futures sales. A customer may make an advance payment towards the future delivery of a specific allotment of wine.

#### **Compensation of Officers**

Is any amount capitalized to inventory? Particularly in smaller wineries, owner/operators are involved in many aspects of the winery operations. Some allocation of their salary should be made to production activities; to the extent they are involved.

#### **Salaries and Wages**

All directly related production costs should be capitalized to inventory. In addition, UNICAP requires an allocation of certain other overhead costs to inventory.

#### **Repairs**

Under UNICAP, repairs to production assets must be capitalized to inventory.

#### **Rent**

Under UNICAP or full-absorption, rent on production assets must be capitalized to inventory.

#### **Taxes**

There are four main categories of taxes for wineries. They are: (1) Payroll taxes; (2) Real estate taxes; (3) Wine (excise) taxes; and (4) Income and miscellaneous other taxes.

Payroll taxes should be capitalized to inventory in the same ratio as the wages to which they relate.

Real estate taxes on production assets should be capitalized to inventory per UNICAP.

The wine excise tax is paid when the wine is transferred “out-of-bond.” The term “bonded facility” means a specific geographic location that is under bond. When alcoholic beverages are produced, excise tax must be paid when the product is transferred from that location, unless the new location is also a bonded facility. Generally, the wine is not transferred until the year of sale. Therefore, whether it is treated as an expense item or directly attached to the wine sold, the effect would be an allowance in the year of sale. However, if the wine is transferred in years prior to sale, and the excise tax is paid upon transfer, the tax should be included in the ending inventory calculation for UNICAP.

Income taxes are specifically excluded from capitalization under UNICAP.

### **Interest Expense**

Again, per UNICAP, interest expense needs to be capitalized to inventory if the production period exceeds 2 years. Most premium red wines have a production period exceeding 2 years.

### **Depreciation**

Depreciation on production assets must be capitalized to inventory.

### **Advertising and Marketing**

Generally, amounts expended for advertising and promotion are currently deductible. However, in closely held entities, look for personal expenses.

### **Pension/Profit Sharing Plans and Employee Benefits**

These costs should be capitalized in the same ratio as the wages from which they came.

### **Other Deductions**

Some preparers use this section to show the total capitalization of expenses to inventory, including amounts capitalized on the expenses listed above. In some cases, the amount of capitalization exceeds the total of “other expenses,” resulting in a negative amount. Since this total amount of capitalization cannot be traced to any specific account, it is difficult to isolate any expenses in the pre-audit that appears to warrant attention. If that is the case, you will need to wait until you receive a breakdown from the taxpayer. Some preparers provide a schedule of capitalized costs, as an attachment to the return. This schedule shows the total amount of an expense, and an individual breakdown of the amount capitalized and the amount expensed. This type of schedule can be very helpful in your pre-audit to determine the scope of your review of the taxpayer's application of UNICAP.

In addition, this account should be reviewed for other items that should be capitalized to inventory, such as supplies, utilities, insurance, contract labor; production related consulting/professional fees, storage or warehousing costs, and other indirect production costs.

## **Chapter 4 - Capitalization & Tax Accounting**

### **Capitalized Costs Under I.R.C. § 263A “Unicap”**

UNICAP has been around for 20 years. It requires the capitalization of many costs for property either produced by the taxpayer, or acquired for resale. The costs that must be capitalized are direct costs and a portion of indirect costs attributable to property produced or property acquired for resale. Costs that are not required to be capitalized include pre-productive costs, as discussed in detail below.

#### **Direct Costs**

Direct costs that must be capitalized include direct material costs and direct labor costs. Treas. Reg. § 1.263A-1(e)(2).

#### **Indirect Costs**

Indirect costs that must be capitalized include certain labor costs, officer's compensation, pension expenses, employee benefits, indirect material costs, purchasing costs, handling and storage costs, cost recovery (depreciation), depletion, rent, taxes, insurance, utilities, repairs and maintenance, engineering and design, spoilage, tools and equipment, quality control, bidding costs, licensing and franchise costs, interest, and capitalizable service costs. Treas. Reg. § 1.263A-1(e)(3).

#### **Pre-Productive Costs**

Costs incurred so that the plant's growing process can begin, such as costs of seed or plants, and the costs of planting, cultivating, developing the plant during the pre-productive period must be capitalized. Treas. Reg. § 1.263A-4(b)(1)(i).

The pre-productive period refers to the period before the first marketable crop or yield, for plants that will have

more than one crop or yield. Treas. Reg. § 1.263A-4(b)(2)(i)(D), Example 7 (ii) addresses how preproductive period costs are accounted for between the disposal of one grape crop and the appearance of the next grape crop.

### **Non-Field Costs**

Non-field costs that are incurred during the field cost period are capitalized to the harvested grape crop. Non-field costs incurred during the pre-bud period are deducted as a cost of the vine. Non-field costs include all other costs such as administration, tax depreciation and repairs on farm buildings, farm overhead and taxes (other than state and Federal income taxes) are not field costs because they directly benefit, or are incurred by reason of, the production of the crop.

### **Self-Use**

CCA 200713023 determined in the case of grapes grown for self use, the onset of the crush is the equivalent of the sale & disposal of the grapes for purposes of I.R.C. § 263A .

### **Exceptions From I.R.C. § 263A Capitalization**

Certain expenses are not capitalized under I.R.C. § 263A, including inventories valued at market under either the market or lower of cost or market methods, and certain farming businesses, such as field costs. A farmer who is not a partnership or corporation, and required to use the accrual method of accounting, is not required to capitalize the costs of producing plants with a pre-productive period of 2 years or less. I.R.C. § 263A(d) (1). Also, a taxpayer can elect to have I.R.C. § 263A not apply. I.R.C. § 263A(d)(3).

### **Field Costs**

Field costs (fertilizer, spraying, irrigation, & pruning) incurred during the field cost period and the pre-bud period are deducted as a cost of the vine. Examples of field costs include irrigation, fertilization, spraying or pruning of the vines because they do not directly benefit, and are not incurred by reason of, the production of a grape crop that has already been severed from the vines. Treas. Reg. § 1.263A-4(b)(2)(i)(C)(2).

This period following harvest of the grapes but before the vine produces its first bud can be thought of as two separate periods:

(1) Field cost period; and (2) Pre-bud period. The field cost period is the period of time after the grapes are harvested but before the sale & disposal of the grapes. The pre-bud period is the period of time after the sale & disposal of the grapes but before the vines produce the first buds.

### **Vineyard Operations: Cash And Accrual Methods Of Accounting**

With a few exceptions, vineyard operations are allowed to use the cash method of accounting. I.R.C. § 446(c).

The exceptions include:

Per I.R.C. § 447, certain corporations and partnerships must use the accrual method of accounting. First, corporations which are not family corporations, and have gross receipts in excess of \$1,000,000, are required to be on the accrual method. Partnerships with a C corporation partner fall into the same exception. Second, corporations which are family corporations, and have gross receipts in excess of \$25,000,000 must use the accrual method. I.R.C. § 447(d)(2) provides the special rules for and definitions of family corporations. Finally, I.R.C. § 448 requires that certain partnerships and S-corporations, which come within the definition of a tax shelter, must use the accrual method of accounting. I.R.C. § 448(d)(2) provides the definition of a tax shelter. Generally, this provision is quite broad, and includes not only registered tax shelters but also entities which have 35% or more of its losses allocable to certain limited partners (not active participants or family members).

In the particular circumstance where an accrual method vineyard and winery are operating as a single entity and treating the grape-growing and wine-making activities as a single trade or business, CCA 200713023 addresses what grape growing costs need to be capitalized to inventory at the winery level.

The following analysis assumes the preproduction period of the vines has ended & grapes are being produced in marketable quantities.

### **Vineyard Development Costs**

There are a number of categories of costs incurred in the development (or replacement) of a vineyard. These costs include land clearing, soil and water conservation, direct and indirect costs of vine, trellis, and irrigation systems, and preproductive costs.

#### **Land Clearing Costs**

Generally, land clearing costs, which include removal of rocks, trees, stumps, and brush, are capitalized as part of the land and are not depreciable.

#### **Soil and Water Conservation**

Soil and Water Conservation costs have their own definitions under I.R.C. §175. In certain cases, the costs of earth movement (leveling, shaping, terracing, etc.) and earthen reservoirs and ponds may qualify for a deduction to the extent of 25% of gross income from farming. Soil and Water Conservation costs not deducted

are capitalized to land and are not depreciable.

### Preproductive Costs

Preproductive period costs include all cultural costs (training, suckering, pruning, tying, mowing, weed spray, etc.), depreciation on vineyard improvements and farming equipment, certain interest expense (under the avoided cost method) and a prorated portion of other expenses.

The general rule under I.R.C. § 263A is that all preproductive costs incurred during the preproductive period of vines must be capitalized into the cost of the vines. Depreciation on those capitalized costs would begin when the vines have experienced their first commercially harvestable crop.

Certain taxpayers are eligible to elect out of these I.R.C. § 263A capitalization requirements. TAM 199946003 addresses a number of issues related to electing out of the I.R.C. § 263A capitalization requirements. First, the election may be made by an express statement to that effect on the return for the tax year of the election. Alternately, a taxpayer may make an implicit election by failing to capitalize the preproductive costs. Second, it established that vineyards have a preproductive period exceeding two years. Third, it discussed the definition of a marketable crop. This election is not available to taxpayers required to use the accrual method of accounting pursuant to I.R.C. § 447 or 448(a)(3).

**Note:** Per I.R.C. § 263A(e)(2), one of the consequences of electing to deduct preproductive costs is a requirement to use the ADS depreciation method on all assets used in farming activities so long as the election is in effect. Failure to use the ADS method will invalidate the election.

I.R.C. § 263A(d)(2) provides for an exception to certain capitalization rules when a vineyard is being replaced due to disease. In TAM 9547002, the Service clarified which costs could be deducted and which must be capitalized. While not discussed in the TAM, the costs of removing the diseased vineyard would be allowed as an abandonment loss. Then, the direct and indirect costs to replace the vineyard would be capitalized under I.R.C. § 263A(a) to the various asset types, and the certain preproductive costs would be allowable as period costs under the I.R.C. § 263A(d)(2) exception. Further, if a taxpayer is not applying I.R.C. § 263A solely because of replacement due to disease, the requirements to use ADS depreciation methods will not apply.

### Grape Growing Costs And Recognition Of Income – Choice Of Entity Brother/Sister Entities

Prior to the *Oakcross Vineyards Ltd. v. Commissioner*, T.C. Memo. 1996-433, aff'd 142 F.3d 444 (9th Cir. 1998) case, a common form of vineyard and winery operations was brother/sister entities. The entities could be partnerships, corporations, or individuals. For cash method vineyards, grape growing costs would be deducted in the year paid. Recognition of the gross receipts from the related party sale would be postponed until the wine was sold by the winery. In some cases, the payments would be postponed for several years after the wine was sold. The Tax Court's decision held that this type of deferral did not clearly reflect income and required the farmer to adopt the accrual method of accounting. The case was appealed and the verdict stood. The Appellate Court seemed to indicate that, had other legal arguments been raised in the original case, a different result may have been reached. As a result of the Court's holdings, this form of related, but separate, entity structure became less popular in the mid-1990's.

### Corporations in a Consolidated Group

A similar structure is the cash method farmer and accrual method winery placed in a consolidated group. The cash method farmer would sell its grapes to the winery as a deferred intercompany transaction, expensing its farming costs in the year paid, and postponing recognition of the grape sales until the year the wine was sold. In essence, the same result occurs if a single entity holds the farming and winery operations as separate divisions. The farmer deducts the grape growing costs and has no gross receipts. The winery takes the grapes into inventory at zero basis and reflects a much smaller cost of goods sold when the wine is eventually sold. In both cases, there is a deferral until the wine is sold.

Prior to 1997, both those positions were challenged by the Service. However, the new regulations at Treas. Reg. § 1.263A-4(a) were published 8/22/1997, making it clear that farmers, eligible to use to cash method, could do so in a consolidated setting or single entity with different operating divisions.

Since the publication of those regulations, the single entity concept has become very popular.

### Depreciation Methods And Lives

Depreciation begins when the assets are placed into service. For trellis and irrigation systems, depreciation begins when they are installed and the vines are planted. Vines, however, are not deemed to be placed in service until such time as there is a first commercial crop. See the discussion in TAM 199946003 for the definition of a marketable crop.

Depreciation on vineyard assets, such as the trellis and irrigation systems, is capitalized as part of the preproductive costs, unless the taxpayer has made a valid election out of I.R.C. § 263A. All capitalized preproductive period costs are added to the cost basis of the vines. Depreciation on all capitalized vine costs would begin at the time of the first marketable crop.

One common error at the vineyard level is an inconsistent treatment of the election out of I.R.C. § 263A. If preproductive costs have been deducted, the longer useful lives and more restrictive methods under ADS must be used for all farm assets.

### Methods and Lives – (Post 1988)

Land, Land Clearing and non-deductible Soil and Water Conservation costs are not subject to depreciation. Fumigation of the land, prior to vineyard development, is considered part of the cost of the vines.

All assets used in the trade or business of farming are limited to a maximum of 150% declining balance method. Vines and residential buildings are further limited to straight line depreciation. If use of ADS is required, only straight line is allowed.

Farm Buildings	(20 year life, 25 for ADS)
Residential Buildings	(27.5 year life, 40 for ADS)
Land Improvements - Fences, Landscaping, Sidewalks, Roads and Sewers	(15 year life, 20 for ADS)
Vineyard Equipment - Tractors, Sprayers, Mowers, Gondolas, Mechanical Harvesters, etc	(7 year life, 10 for ADS)
Trellis System*	(7 year life, 10 for ADS)
Irrigation System* - Drip Irrigation, Drainage, non-earthen Reservoirs, Wells, etc.	(15 year life, 20 for ADS)
Vines - Fumigation, layout, vines, and planting costs	(10 year life, 20 for ADS)

\* Useful lives of trellis and irrigation systems were recently argued in **Trentadue v. Commissioner**, 128 T.C. 91 (2007), in which the Tax Court determined that the drip irrigation system was not depreciable. Prior to this decision coming out in 2007, it was an industry practice to use a 7 year life on irrigation systems.

### Vineyard Emerging Issue Amortization of Appellation Values

This issue might arise in conjunction with the purchase of a vineyard. The taxpayer would hire an appraiser to make purchase price allocations between land and other depreciable assets (vines, trellis systems, irrigation systems, etc.). Apparently, some appraisers have allocated a portion of the purchase price to a premium being paid for the vineyard, based on its location (appellation). This appellation value is then treated similarly to goodwill and is amortized over 15 years. Please contact the Agriculture Technical Advisor if this issue is present on your case.

### Vineyards qualifying as property under I.R.C. §179

In **Kimmelman vs. Commissioner**, 72 T.C. 294 (1979), it was held that grapevines are not “tangible personal property” within the meaning of I.R.C. §179(d). Prior to 1981, I.R.C. §179(d)(1), in part, defined I.R.C. §179 property as tangible, personal property, of a character subject to depreciation under I.R.C. §167, used in a trade or business, with a useful life of 6 years or more.

Current tax services reference pre-1981 cites to maintain that vines do not qualify as Section 179 property. Section 179 was amended in 1981 and the definition of qualifying property was substantially changed. The definition now references I.R.C. §1245(a)(3), to include (in part) any property of a character subject to the allowance for depreciation in §167, and is used as an integral part of manufacturing, production, or extraction. Certain practitioners are taking the position that this new definition includes vineyards and are taking I.R.C. §179 deductions.

### Winery Operations Inventory Costing

The basic steps of the wine making process are fairly simple and straightforward. Grapes are brought into the winery, crushed, and juice fermented into wine. The wine is then aged, bottled, aged some more in the bottle, and then released for sale. The subtle complexities of operating a modern winery make inventory costing a complex conundrum. Wineries will typically be working on several vintages of wine, all in different stages of production. Further, most wineries produce a number of varietals of wine, each with its distinct production stages, activities and timeframes. Many wineries produce more than one class of varietal, with each level of quality having its own specific costs and timeframes. For example, the lower level Cabernet will be made from less expensive grapes, barrel aged in used American oak, and aged overall for a shorter period of time. A higher end Cabernet might be produced from the best grapes available, aged in new French oak, and aged for a longer period of time. The overall goal of any costing system should be to differentiate between deductible period costs (unrelated to production) and those direct and indirect costs that should be capitalized to a specific lot of inventory, only to be released through Cost of Goods Sold when that lot of wine is eventually sold.

To further complicate matters, there are a number of differences between typical book costing and tax costing. There are the standard differences such as book and tax depreciation. However, there are many subtle differences where book and tax may vary. For example, UNICAP requires an additional allocation of indirect

costs. Similarly, UNICAP requires an allocation of interest expense to inventory where the production period is in excess of two years. The Service has taken the position that the production period starts at crush and ends after bottle aging when the wine is released for sale. Premium red varieties are often in production in excess of two years under this definition. The additional bottle aging period may cause the total production period to exceed two years (therefore, allocated interest would need to be capitalized) and any storage costs incurred during the bottle aging period would be capitalized. Many costing methods for book will end the production period when the wine is bottled. Another major difference is the costing of grapes grown by the winery. For book, these grapes are often taken into inventory at the cost of growing the grapes. For tax, the farming costs for those grapes are treated as period costs. The winery would have no basis in those grapes and would start accumulating production costs from that point.

Generally, the goal of most wineries is to sell off any given vintage of wine within 12 months of the release date, making room in the sales program for the following year's vintage. However, some wineries do keep back a percentage of their wines for further aging (for which they would charge a higher price). Storage costs incurred after the initial release date would be considered period costs, but the capitalized production costs wouldn't be released from inventory until these "library" wines are sold.

Any comprehensive wine costing system should start with keeping wines separate by vintage and varietal as the wines move from bulk to bottle. Most direct costs are often easy to identify and assign (the cost of purchased grapes, the cost of bottles, labels and corks used in bottling). Other direct costs may be easy to identify but more difficult to assign. For example, on any given day, the activities in the cooperage (bulk aging) may include transferring wine from the fermenting tanks to oak barrels for aging, topping off the barrels, filtering or fining wines, racking the barrels, or blending different lots of wine. Since these activities are not done in the same measure to each varietal, a simple allocation by volume won't do. Employee timecards are not kept in the detail sufficient to make these allocations either. Therefore, an allocation based on reasonable estimates must be built into the costing system.

Indirect costs also have their own levels of simplicity and complexity. The depreciation on the crush equipment, for example, can be allocated to the new year's wines based on the number of total gallons of wine produced that year. Depreciation on the winery building can be allocated to the different cost centers (production, barrel storage, bottling, G&A, marketing, tasting room) on a square footage basis. These relatively simple methods attach a particular cost to a stage of production or a particular activity. Conversely, trying to allocate and apportion an annual utility bill may be difficult. Spikes of electrical use are common during crush and the initial stages of cold fermentation in stainless steel tanks. But often, only white grapes are pressed and cold fermented. It may not be reasonable or material to go beyond allocation of the utility bill by square footage of the facility.

Again, the overall goal of any costing system should be to differentiate between deductible period costs (unrelated to production) and those direct and indirect costs that should be capitalized to a specific lot of inventory, only to be released through Cost of Goods Sold when that lot of wine is eventually sold. It is important to have the Taxpayer walk you through the costing methodology. If you see material amounts of direct or indirect production costs being written off as period costs rather than capitalized, you have an issue. Similarly, if wines with a short production life (generally, white wines) are receiving an inordinately high allocation of costs, these costs will be released through Cost of Goods Sold earlier than should be.

### **Overhead Costs**

Most wineries have systems in place to capture the required additional overhead costs. One area that needs to be checked is that of the Taxpayer's definition of production period. This has two areas of impact. The first is interest capitalization. Another area is the capitalization of storage costs. Treas. Reg. § 1.263A-12(d)(1) provides guidance for when the production period ends, stating, "In the case of property that is customarily aged (such as tobacco, wine, or whiskey) before it is sold, the production period includes the aging period. Since bottle aging is customarily done prior to the wine's release for sale, the tax definition of production period should include bottle aging. This can add a year or more to the production period, especially for premium red wines.

For their book definition of production period, many wineries will truncate the definition of production period at the time the wine is bottled. In that case, for book purposes, storage costs for the post bottling period are deducted as period costs. If there is no adjustment to capitalize bottle aging storage costs for tax, ending inventory will be understated and Cost of Goods Sold will be overstated. Further, by not including the bottle aging period, some wines which have a production period in excess of 2 years will not be considered for interest capitalization. For example, if a Taxpayer ages their cabernet for 20 months in oak barrels, then ages that wine for another 12 months in the bottle prior to release for sale, the production period would exceed 24 months and interest should be capitalized. Most wineries have a fairly stable, programmed aging and release cycle, so the production period should be transparent in the first year in which the wine is made.

### **LIFO**

Many wineries have elected LIFO under I.R.C. § 472 to enjoy the tax benefits associated with increasing inventory costs. As long as inventory costs increase and inventory quantities do not decrease, a deferral of income tax occurs. This is because the items most recently purchased at the higher cost are matched against current revenues.

Most taxpayers elect to determine the cost of their LIFO inventories under the dollar value method. The dollar-value method determines cost by using base-year cost expressed in terms of total dollars rather than the quantity and price of specific goods as the unit of measurement.

The dollar-value regulations offer taxpayers three alternative approaches to computing an internal price index under LIFO - (1) the double-extension method; (2) the index method; and (3) the link-chain method. These methods measure inflation in a taxpayer's inventory by reference to the taxpayer's own cost data. While each of these methods is available to taxpayers, the regulations prefer the use of the double-extension method and describe the limited circumstances in which either of the other two methods may be employed. In lieu of the three foregoing alternative methods of constructing a price index using internal information, a taxpayer may elect to use the IPIC method in order to construct a price index based on external pricing information developed through industry surveys by the Commerce Department's Bureau of Labor Statistics ("BLS").

The objective of the dollar-value LIFO method is to enable a taxpayer to price its inventories at the beginning and end of each year in constant dollars in order to ascertain whether there has been an increment or liquidation in the quantity of items within a pool. To accomplish this objective, the dollar-value method undertakes to cost the items within a pool in a taxpayer's ending inventory at current-year cost and base-year cost in order to develop an index of price change. The development of such a price index is essential in order to restate the beginning and ending inventories to a common dollar basis, so that changes in inventory quantities can be measured. Schneider, **Federal Taxation of Inventories**, § 14.01[1].

### Item Definition

The starting point under the dollar-value methods of pricing LIFO inventories is to determine what constitutes an "item" within each LIFO pool. The dollar-value regulations do not define what an inventory item is; however, the Tax Court has established some basic principles. In order to clearly reflect income, the grouping of like goods and the separation of dissimilar goods must be accomplished. Because the change in the price of an item determines the price index and the index affects the computation of increments or decrements in the LIFO inventory, the definition and scope of an item are extremely important to the clear reflection of income. A narrower definition of an item within a pool will generally lead to a more accurate measure of inflation (i.e., price index) and thereby lead to a clearer reflection of income. **Amity Leather Products Co. v. Commissioner**, 82 T.C. 726, 733-734 (1984). If factors other than inflation enter into the cost of inventory items, a reliable index cannot be computed. **Amity Leather Products**, 82 T.C. at 733.

The appropriate definition of a wine item of inventory has recently attracted significant attention. Industry practice has been to define items of wine inventory into very few categories. Most commonly, wineries place all of their products into a single pool that includes only two items, for example, bulk wine and bottled wine. Yet wineries produce several different wine varieties and/or varietal-blends, each with varying cost characteristics and production processes. Wineries may produce wines under different "labels" or trade names as a way to reach consumers at multiple market segments. The cost differentials of the various wines are typically traced for financial accounting purposes and can be substantial.

Wine products may be added or eliminated and production levels may be expanded or contracted for various reasons. When a taxpayer changes its mix of product over the years and does not differentiate between low and high cost items, distortions will occur. Since wine generally takes several years to produce, wineries will have several vintages in inventory at any one time, each at different stages of production. Grouping multiple vintages into one item of inventory will cause a distortion if there is a change in the vintage mix from one year to the next.

A Non-Docketed Significant Advice Review ("NSAR") 20064301F addressed the weaknesses of the wine industry's "two-item" LIFO methodology. In order for inflation to be correctly and consistently measured, the cost differences associated with the various wines must be identified and measured at the item level. The taxpayer in the FSA produced a significant number of wines with cost differences due to the type of grape, the location where the grapes were grown, the grape grower, the storage containers used, aging requirements of the wine, and the bottling materials used. However, the taxpayer defined inventory items in just two categories: bulk wine and case goods. This broad item definition allowed product mix variations to intermingle with actual inflationary elements, thereby rendering an inaccurate index computation. The FAA concluded that since the taxpayer has defined their items too broadly, the taxpayer had not properly determined its LIFO index, and its LIFO method did not clearly reflect income.

While the above mentioned FSA concluded that two items were not sufficient, it did not describe a suitable definition of an "item" of wine inventory. At the time this ATG is being written, published guidance is in process and should be issued in 2010.

The determination of how a Winery would define an "item" for purposes of a LIFO Dollar Value, Internal Index Inventory calculation is a very factually intensive decision. How one Winery defines their items may be very different from how another Winery defines their items. Following are the criteria that an agent should consider in determining the item definition for a Winery:

- The taxpayer will maintain a natural business unit pool for the wines it produces. In addition, the taxpayer will maintain a separate resale pool for the wines, if any, that it purchases for resale.
- The taxpayer will divide the bulk wines that it produces into LIFO inventory items based on the following criteria: (1) type of wine (i.e., varietal, appellation, blends of two or more varietals); (2) source of grapes (i.e., purchase or grown); (3) process, recipe, or formula used, or the program followed, to make the wine; and (4) length of time the wine has been aging at the end of the tax year (e.g., 3 months; 15 months; 27 months). For this purpose, "process," "recipe," "formula," and "program" mean a set of directions, techniques, or procedures regularly followed, as well as set of ingredients regularly used, to produce a distinct product (i.e., wine with specific taste; quality or grade; cost; and price point). For example if the taxpayer uses a high quality grape to produce a high quality wine and a medium quality grape to produce a medium quality wine of the same varietal, the two wines will be treated as separate items. On the other



hand, if the taxpayer uses the same quality grapes and some of the resulting wine has a higher quality than, or will be marketed as a different wine from, the remainder of the wine produced using those grapes, the taxpayer will not treat that wine as two items bases solely on the process, recipe, formula, or program criteria.

- The taxpayer will divide bottled wines and cased goods into LIFO inventory items based on the following criteria: (1) type of wine (i.e., varietal, appellation, blends of two or more varietals); (2) source of grapes (i.e., purchased or grown); (3) process, recipe, or formula used, or the program followed, to make the wine; (4) length of time the wine has been aging when bottled; (5) type of container, if a significant cost difference exists between cases of containers; and (6) length of time the wine has been stored after bottling. The taxpayer will not divide wines into separate LIFO inventory items based on the type of barrel or container used for fermenting and aging wine because the taxpayer does not specifically allocate the cost attributable to a particular type of barrel or container to any particular LIFO inventory item for purposes of determining the inventory cost or current-year cost of that item for tax or financial accounting purposes. Finally, the taxpayer will use the specific identification method to determine current-year cost.

Taxpayers should be using the above described method to define their wine items and to value their LIFO inventories. Any change in the definition of an item (either expanding or contracting the scope of an item) constitutes a change in method of accounting that requires the Commissioner's advance consent. If an item definition change is proposed per audit, all of the taxpayer's prior LIFO layers must be restated. This can be accomplished through the use of a simplified allocation method.

## Glossary

**Acid** - A component of grape juice and wines. The most important acids present are malic, tartaric, succinic, lactic, and citric.

**Aging** - The final process in winemaking of holding wines for a period of time to allow some of the components to mature and change beneficially.

**Alcohol by Volume** - The percentage of alcohol contained in a wine by volume, declared by law on the label. Table wines cannot contain more than 14 percent; dessert and fortified wines (legally the same) contain more than 14 percent but not more than 24 percent, although wines of more than 21 percent are not normally found on the market.

**Amelioration** - The legal addition of sugar, water, and/or acid to balance deficiencies in wine.

**Appellation of Origin** - In the United States, a general term for the label designations that indicate geographic origins of bottled wines that meet specific requirements. Any wine, at least 75 percent of which is made of grapes grown in the area designated on its label and conforms to the laws and regulations relevant there, is entitled to a country, state, or county appellation.

**BATF** - The Bureau of Alcohol, Tobacco, and Firearms (also ATF).

**Balling** - A system for measuring the sugar content of juice or wine, expressed as degrees balling. Called after the man who devised it, the name is pronounced as in "balance." For all purposes, the same as Brix.

**Barrel-Fermented** - Wine that has undergone fermentation in small casks as opposed to very large tanks.

**Bench-Grafted** - Vines grafted to rootstock, then developed in greenhouses and field nurseries, and planted while still dormant.

**Binning** - Storing premium bottled wine (before its release for sale) for 6 months to several years to obtain the benefits of aging in the bottle.

**Blanc de Blancs** - Usually sparkling wine made entirely of Chardonnay (occasionally of other whites) rather than the more traditional blend of black and white grapes.

**Blanc de Noirs** - A white wine made from black grapes, with a blush, or deeper tone than a white wine from white grapes. Frequently used for sparkling wines.

**Blend** - To combine wines of different varieties or lots to add interest or harmony to the finished product; or a wine so made.

**Bonded** - Legal winemaking or warehousing facilities under bond to the Government for payment of taxes on the wine made or stored there.

**Bottle Age** - The mature characteristics of a wine attributable to the length of its stay in the bottle.

**Bottle-Aging** - Keeping bottled wines for a period of time to allow some of the components to mature.

**Bottle-Fermented** - A champagne or sparkling wine made either by the method champenoise or the transfer method.

**Boutique Wineries** - Those making premium, generally expensive, varietal wines, often from designated vineyards, on a relatively small scale of production.

**Brix** - A measure of the sugar content. See Balling.

**Brut** - Champagne or sparkling wine that is very dry but may still contain a trace of sweetness.

**Budwood** - Well-developed canes bearing buds suitable for use in grafting or budding.

**Bulk Process** - In making sparkling wine, a technique (also called "Charmat process") that uses large covered containers for the secondary fermentation, a less expensive method for production of large quantities.

**Bulk Wine** - Generally, less expensive wines sold in large containers or jugs. Some large producers buy bulk wines from other wineries and blend, bottle, and distribute them under their own labels.

**Bung** - A plug for stoppering a wine cask.

**Bung Hole** - A small opening in a cask through which wine can be put in or taken out.

**Butt** - A wine barrel or cask of moderately large capacity.

**Candle** - To test the clarity of wine by looking at it with a candle or other light held behind the bottle.

**Cane** - The woody, mature state of the shoot (new growth) of the vine.

**Canopy** - The "umbrella" formed by the foliage of the vine.

**Cap** - The crust consisting of skins that forms on top of the juice during fermentation. To extract the color and prevent spoilage, the cap must frequently be submerged by punching down or by covering with juice pumped from the bottom.

**Carbonated** - Wines infused with carbon dioxide to make them bubbly.

**Carbonic Maceration** - The fermentation of uncrushed whole grapes, which takes place partly inside the berries, some of which break down by their own weight, others by the action of the internal fermentation. The resulting light, intensely fruity, low tannin wines are mildly effervescent, an effect of the carbon dioxide produced in the process, and are meant for early drinking. Nouveau-style wines are made by this process.

**Centrifuge** - A machine used to clarify wine or must.

**Chai(s)** - A French term for above ground areas for wine storage.

**Chaptalization** - The addition of sugar to must, legal in such areas as Burgundy (France), but not permitted in California.

**Charmat Process** - The same as bulk process for making sparkling wines.

**Clone** - (1) The propagation of a group of plants from a single source to perpetuate selected characteristics or special attributes; (2) the variety so produced.

**Cold-Fermented** - White wines fermented in containers whose temperatures are controlled internally or with jackets.

**Cold Stabilization** - A technique of chilling wine before bottling to cause the precipitation of harmless potassium acid crystals or other sediment that might later cause haziness or deposits.

**Concentrate** - A reduction of grape juice by evaporation often used in home winemaking or in areas where fresh grapes are not obtainable.

**Controlled-Fermentation** - A fermentation whose progress is altered by adjustment of temperature or pressure.

**Cooperage** - Containers for storing wine, usually barrels, casks, and tanks of wood or steel.

**Crush** - The specific process of breaking the grape skins to begin fermentation. Used generally, as "the crush," it designates the total procedure of winemaking steps preceding fermentation.

**Crusher** - Usually a stemmer-crusher, a machine that macerates the grapes after destemming them.

**Culture** - A growth of organisms such as yeast that may be used to inoculate crushed grapes to aid fermentation.

**Cutting** - A segment of a cane or shoot that will develop into a new plant when grown under favorable conditions.

**Cuvee** - A specific blend of wines, often of different varieties, combined in the final lot; generally used in making sparkling wine but occasionally also in producing table wine.

**Dessert Wine** - Wine of more than 14 percent but not more than 24 percent alcohol.

**Diatomaceous Earth** - A light, friable material derived from fossilized microscopic algae (diatoms) used as a filter in clarifying wine.

**Disgorge** - In the making of sparkling wine, to eliminate the accumulated sediment in the neck of the bottle by freezing it, uncorking the bottle, and using the pressure of the gas in the wine to eject the sediment.

**Dosage** - In the making of sparkling wine, usually brandy and wine, mixed with sugar, used to replace the wine lost in the disgorging of sediment.

**Enology** - The science of viticulture or winemaking.

**Estate Bottled** - A wine produced solely from grapes grown on land owned or controlled by and in the same viticultural area as the winery making it, as well as being made entirely on the premises.

**Extraction** - In winemaking, drawing out and dissolving the pigments and other solubles in the skins, seeds, pulp, and occasionally stems, which are kept in continuous contact with the juice.

**Fermentation** - The conversion by yeast enzymes of the grape sugar in the must or juice into alcohol and carbon dioxide.

**Fermentor** - A large container in which fermentation takes place.

**Field-Budded** - See Field-grafted.

**Field-Grafted** - Budwood grafted to rootstock in the vineyard in late summer or early fall. Also called field-budded.

**Filter** - To clarify wine after fermentation by removing suspended matter such as yeast cells with the aid of porous membranes; also, the porous material used in the process. Filtration is the process of clarifying wine with filters.

**Fining** - The process of clarifying wine by employing such agents as gelatin, egg whites, bentonite (clay), or isinglass, that absorb or carry along most of the other suspended matter with them as they settle to the bottom.

**Finishing** - The processes involved in clarifying wine before it is bottled.

**Foil** - The molded plastic or metallic material that fits over the cork and part of the neck of a wine bottle.

**Fortified** - Any wine, but most frequently sherry, port, and so-called dessert wine, in which, by the addition of spirits or brandy, the alcohol content has been increased to more than 14 percent and not more than 24 percent and the fermentation halted before all of the sugar has been converted. Normally, wines on the retail market are well below 24 percent.

**Free-Run** - In pressing, the crush juice that runs free from the press before force is used.

**Fumigation** - Chemically sterilizing the soil prior to planting.

**Generic** - Wines named after general categories (red or white table wine) and place-names (Burgundy, Rhine, Champagne)

**Graft** - To splice a varietal vine to a rootstock of another type, usually one that is resistant to particular predators or diseases; sometimes used to change the variety. Also, the union or splice portion of a plant so treated.

**Hardening** - When applied to canes, the state of dormancy.

**Hybrid** - A new grape variety developed by crossing two or more varieties or species.

**Hydrometer** - An instrument used to measure the amount of sugar in grape juice.

**Inoculation** - The addition of yeast starter to wine must to begin fermentation; or of a bacterium to cause a malolactic fermentation.

**Jug Wines** - Generally less expensive, generic wines sold in large containers, although varietals are more and more frequently included.

**Lees** - The yeast residue that settles to the bottom during fermentation. Wines that are left too long before racking can pick up the odor of lees

**Made and Bottled By** - Legally only designates that at least 10 percent of the wine in the bottle was fermented at the winery.

**Magnum** - A large wine bottle that holds the same as two normal bottles. The larger the bottle, the slower the wine ages.

**Malic Acid** - The acid in wine that converts to lactic acid during a secondary, or malolactic fermentation.

**Malolactic Fermentation** - A secondary fermentation, often occurring naturally, that converts malic to lactic acid and carbon dioxide, adding complexity to red wines and to some Chardonnays; undesirable if it occurs or

continues in the bottle, trapping gas and off-odors.

**Marriage** - A blending, or marrying, of two or more lots of still wine.

**Meritage** – Red or white wines solely from specific noble Bordeaux grape varieties and are considered to be the very best wines of the vintage.

**Method Champenoise** - The classic method of making Champagne by completing the second fermentation, clarification, and other processes in the same bottle in which it is marketed.

**Microclimate** - The climate within a small area that differs from the climate in the larger area around it.

**Mildew** - A fungus that is a major problem in quality vineyard control. The odor from heavily mildewed grapes is often transmitted to the wine.

**Mold** - A fungus growth usually detrimental to grapes.

**Must** - The juice and pulp produced by crushing or pressing grapes before fermentation.

**Negociant** - A shipper of wine.

**Nematodes** - Vineyard pests that in their larval form attack vine roots, stunting the growth of the plant. See Fumigation.

**Overcropping** - In viticulture, encouraging too large a yield per acre, thereby having a detrimental effect on quality.

**Oxidation** - The changes in wine caused by exposure to air, sometimes beneficial, but often undesirable, especially when excessive.

**Phylloxera** - A highly destructive root louse that infests *Vitis Vinifera*, but not some of the native American stock, most of which is resistant to it.

**Pomace** - The solid residue after pressing.

**Press** - To exert pressure on crushed grapes to extract their juices. Also, a hand-operated or mechanical device used in the process. The four common types are: 1) a vertical, hand-operated, wooden basket press; 2) a horizontal, mechanical, metal basket press; 3) a horizontal, pneumatic air-pressure (or bladder) press, including a tank press; and 4) a continuous press that allows uninterrupted feeding and juice removal.

**Press Wine** - The wine obtained by pressing in a machine.

**Private Reserve** - Because there is no legal definition, this term on a label generally, but not necessarily, indicates that the wine is of special quality, above the ordinary run. Same as Special Select or Proprietor's Reserve.

**Produced and Bottle By** - Legally designates that 75 percent or more of the wine was fermented and clarified at the winery named on the label

**Proprietary Wines** - Those bearing fanciful names such as Rhine Castle, Rubion, or Ripple, usually registered as a trademark by the brand owner.

**Pruning** - Cutting back the vegetative part of the vine after it has become dormant, a process that affects the size, and, therefore, the quality of the next year's crop. In California, the three most frequently used systems are head training (with spurs), cane pruning, and cordon pruning.

**Pulp** - The flesh of the grape or other fruit.

**Puncheon** - A large wooden cask for storing wine.

**Punt** - The indentation in the bottom of some wine bottles. Also called the kick.

**Racking** - Siphoning or pumping wine from one container to another to clarify it by leaving the sediment behind.

**Residual Sugar** - Sugar that remains unconverted in the wine after fermentation.

**Riddling** - A method used at the end of the bottle fermentation of sparkling wine to encourage the yeast sediment toward the cork for later disgorgement. The process, which can take between a week and a month, consists of placing the bottles neck down in special racks and rotating them individually about one-eighth of a turn daily. This historically has been done by hand, but now is often done mechanically.

**Rootstock** - The part of the grapevine that is planted directly in the soil. A different bearing variety is often later grafted to rootstock resistant to disease.

**Scion** - A cutting used in grafting, containing a bud of the desired vine.

**Secondary-Fermentation** - A fermentation that takes place either spontaneously or by design after the completion of the primary fermentation. In the making of sparkling wine, the gas produced gives the wine its bubbles.

**Sediment** - Particulates that form deposits in some wines stored in containers, or, with age, in some bottled wines.

**Select** - Generally implying something special about a wine, but meaningless since there is no precise legal definition.

**Settling** - The natural precipitation of the solid matter in wine.

**Shoot** - A new growth of the vine.

**Skin Contact** - The process of holding grapes and juice together for a period of time before pressing to obtain an extraction of color.

**Sommelier** - A wine steward.

**Sparkling Wines** - Wines whose effervescence is produced by carbon dioxide captured during a second fermentation in the bottle or container in which it is made. The term applies to all champagne-style wines made outside the Champagne district in France.

**Split** - A wine bottle containing 6.4 ounces.

**Starter** - Yeast used to start or ensure fermentation.

**Stemmer** - A machine that separates the stems from the grapes; when combined with a crusher, it is called a stemmer-crusher.

**Still Wines** - All wines made without effervescence.

**Stuck Fermentation** - An incomplete fermentation that stops before all the sugar has been converted to alcohol.

**Sulfur** - Used to dust vineyards as a control for powdery mildew.

**Table Wine** - In general, still, dry wine meant to accompany food, as opposed to special wines such as sparkling, appetizer, or dessert wines.

**Tannin** - A polyphenolic compound derived from the skins, seeds, and stems of grapes which gives young red wine an astringent, puckery quality, but contributes to its longevity and normally ameliorates as the wine ages. In excess, it causes a bitter taste.

**T-Budding** - A method of grafting a new variety to an existing plant.

**Tirage** - In making sparkling wine, the mixture of still or cuvee wine, yeast culture, and sugar drawn off into bottles or larger containers to undergo the secondary fermentation and allow the spent yeasts to settle out.

**Topping** - A technique to control oxidation in containers by replacing wine lost through evaporation.

**Transfer Process** - A champagne and sparkling wine process that removes the wine from the bottle after fermentation for filtering in pressurized tanks before rebottling. Such wines are labeled "bottle fermented" or "fermented in the bottle" as opposed to "fermented in this bottle," often used on the more expensive methode champenoise wines.

**Ullage** - Leakage or evaporation of wine from its container, resulting in oxidation and often spoilage.

**Varietal Wine** - Since January 1, 1983, any wine named after and containing 75 percent or more of a *Vitis vinifera* grape variety, and grown in the appellation of origin appearing on the label.

**Vigneron** - A French term for a vineyardist.

**Vintage** - Applied in the United States to wine in which at least 95 percent of the grapes come from the harvest of the year designated on the label. A vintage year is also one worthy of being specified on the label.

**Vintner** - A person who makes or sells wine.

**Viticultural Area** - Since January 1, 1983, a region described as having distinguishable geographic features and governmentally recognized and defined boundaries. Wines bearing a viticultural area designation on their labels must contain 85 percent grapes grown from that area.

**Viticulture** - The science of growing grapes.

**Vitis Vinifera** - The European-Middle Eastern grapevine from which most of the world's fine table wine are made.

## Information Sources

The following is a non-inclusive listing of various sources of information found useful by the Sacramento Wine Industry Study group in conducting wine industry examinations. Consult with the state and local agencies/resources in your area for assistance.

### Government Agencies

- [BATF - Bureau of Alcohol, Tobacco and Firearms](#)
- [ABC - Department of Alcoholic Beverage Control](#)
- [California Department of Food and Agriculture](#)
- [Napa County Agricultural Commissioner](#)
- [Napa County Agriculture Resources](#)
- [University Extension - University of California - Davis](#)
- [UC Davis - Department of Viticulture & Enology, University of California](#)
- [USDA - United States Department of Agriculture](#)

### Industry Publications

- [Wines & Vines' Directory/Buyer's Guide](#)

### Magazines

- [Wines & Vines](#)
- [The Wine Spectator](#)
- [Wine & Spirits](#)

### Books

- Book of California Wine  
Authors - Muscatine, Amerine & Thompson  
Publisher - University of California Press/Sotheby

---

[Rate the Small Business and Self-Employed Website](#)

Page Last Reviewed or Updated: 23-Oct-2014

#### Resolve an Issue

- ▶ [Appealing a Tax Dispute](#)
- ▶ [Responding to a Notice](#)
- ▶ [Taxpayer Advocate Service](#)
- ▶ [Disaster Relief](#)
- ▶ [Civil Rights](#)

#### Learn About IRS

- ▶ [Commissioner](#)
- ▶ [Organization](#)
- ▶ [Compliance & Enforcement](#)
- ▶ [Tax Stats, Facts & Figures](#)
- ▶ [IRS.gov Information](#)
- ▶ [Contact Your Local IRS Office](#)
- ▶ [Contact Us](#)
- ▶ [More ...](#)

#### Work at IRS

- ▶ [Careers](#)
- ▶ [Job Postings](#)
- ▶ [Equal Employment Opportunity](#)
- ▶ [Contracting Opportunities](#)

#### Get Important Info

- ▶ [Tax Fraud & Abuse](#)
- ▶ [Privacy Policy](#)
- ▶ [Reporting Phishing](#)
- ▶ [Identity Theft](#)
- ▶ [No FEAR Act](#)
- ▶ [Freedom of Information Act](#)
- ▶ [Accessibility](#)
- ▶ [BusinessUSA.gov](#)

#### Visit Other Sites

- ▶ [Español](#)
- ▶ [中文](#)
- ▶ [한국어](#)
- ▶ [Русский](#)
- ▶ [TiếngViệt](#)
- ▶ [U.S. Treasury](#)
- ▶ [USA.gov](#)
- ▶ [Whitehouse.gov](#)
- ▶ [Treasury Inspector General for Tax Administration](#)



FREE Guide explains how to avoid 7 most common kit winemaking mistakes.

[Click Here](#)

*Winemaker's* **ACADEMY**

[HOME](#)

[PODCAST »](#)

[RECIPES »](#)

[RESOURCES »](#)

[CONTACT »](#)

[HOME](#) » [WINE MAKING PROCESS](#) » [AGING WINE](#)

Search this website...

[Search](#)

After [fermentation and racking](#) comes probably the hardest part of making wine aging it. It's one of those necessary evils of wine making. As a society we have trouble with delayed gratification and this will test your patience for sure.

### **Why Age Wine Prior to Bottling?**

Aging prior to bottling is necessary for two reasons. The most notable reason is shaping the flavor with oak barrels or chips. Most every red wine and a few whites are aged in oak for the flavors and tannins it adds to the flavor profile.

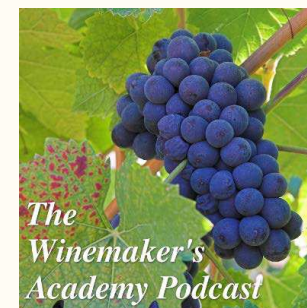
**Another critical reason to age wines prior to bottling is to make sure all chemical reactions have completed.** If wine is bottled while fermentation, malolactic fermentation, or any other chemical process is underway you'll end up with a funky sparkling wine.

Carbon dioxide created during these chemical reactions must go somewhere. In a fermenter it escapes through the air lock. In a bottle...it can't escape. Because it can't get out it will either blow out the cork or it will stay in the wine itself as a liquid. Trapped carbon dioxide will turn to carbonation once opened.

Creating sparkling wine sounds magical and all but if you didn't intend to make this kind of wine its probably not going to taste very good. I've had a sparkling cabernet due to malolactic fermentation in the bottle and it was nasty stuff.

### **Aging Vessels**

The most traditional and romantic aging vessel is the oak barrel. They look gorgeous all stacked up with little red stains dripping down.



[iTunes](#) | [Stitcher](#) | [Web](#)

[Become a supporter!](#)



Despite their good looks **oak barrels are a lot of work to maintain.**



In addition to increased maintenance barrels also have a life span of only 5-7 years. Very few wineries use a barrel beyond 7 years as it contributes nearly no oak flavor.

Barrels are typically around 59 gallons and thus more suited for large scale productions (compared to an amateur wine makers needs). Half barrels of 29 gallons are available for the smaller scale maker.

**Another traditional vessel is the carboy.** These look like those jugs on top of water coolers. Today carboys are available in both glass and food grade plastic.

A word about plastic carboys...don't. These flexible bottles are marketed as a safer alternative to glass carboys because they don't shatter and cut you to pieces when they break. However, moving plastic carboys causes them to flex and pull air through the seals.

If you can keep your plastic carboy in one spot without moving it you might have ok luck with it. However, I don't believe in making wine in containers that come from petroleum products. You may feel differently.

An older and less seen aging vessel is the concrete tank. Huge and heavy about sums it up.

The newest aging container on the scene is the flex tank. Designed to micro-oxygenate wine similarly to a barrel yet have flexibility in size. Some tanks are flexible, others are rigid but have a floating top so that whatever the level of wine is it will always be covered.

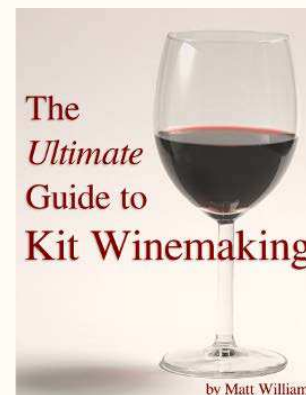
### **How Long to Age Wine Prior to Bottling**

This is a topic of study unto itself. For the most part aging prior to bottling is a function of grape varietal, flavor profile, and the mouth-feel you're trying to achieve.

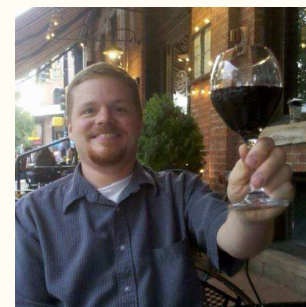
Barrel aging can last anywhere from a few months to seven years or so. In containers other than barrels you generally will age a wine as long as you need to to finish any chemical reactions and get oak flavors from chips or cubes (a much quicker process). This happens in three to nine months or so.

Click here to go back to the [wine making process](#).

Photo by [John](#).



[Click here to learn more.](#)



Matt Williams is an aspiring winemaker. He created Winemaker's Academy to help people such as yourself not



First Name

Email Address



Bottling Wine



Bottle Aging Wine



Stabilizing Wine



Clarifying Wine



The Solera Wine Aging System

0 Comments

Winemaker's Academy

Login ▾

Sort by Best ▾

Share  Favorite



Be the first to comment.

ALSO ON WINEMAKER'S ACADEMY

**Wine Making Chemistry with Bookcliff Vineyards – WMA015**

2 comments · 6 months ago

Matt Williams — Thank you Major Liguori! I hope that you find that the site helps you in your wine making journey. If there's ...

**Resources for Becoming a Professional Winemaker**

**Are Sulfites Necessary in Wine? – WMA022**

2 comments · 3 months ago

Matt Williams — This is a great idea Andy! I will put this question out there on the next podcast.

**Bottling Wine at a Small Winery**

1 comment · 8 months ago

only learn to make wine but make the best possible wine.

[Read more about Matt.](#)



Matt's preferred source for wine making yeast.



Get 10% off custom wine labels by using discount code "WineMakerMatt"



[Subscribe to Winemaker Magazine](#)

4 comments · 6 months ago



Matt Williams — Hi Kim, That's really exciting to hear that you've already got a place to grow grapes and that you've planted some. In ...



Skip O'Neill — Thanks for sharing your bottling experiences.

- [Wine Alcohol Content Calculator](#)
- [Using Potassium Metabisulfite to Make Wine](#)
- [The Difference Between Primary and Secondary Fermentation](#)
- [How to Use Bentonite to Clarify Wine](#)
- [Using Potassium Sorbate When Making Wine](#)

- [Calculators](#)
- [Glossary](#)
- [Grapes](#)
- [Kit Winemaking](#)
- [Making Wine from Fruit](#)
- [Matt's Wine](#)
- [Mead](#)
- [Member Questions](#)
- [Podcast](#)
- [The Art of Winemaking](#)
- [Uncategorized](#)
- [Videos](#)
- [Wine Additives](#)

- [Wine Industry](#)
- [Wine Making Equipment](#)
- [Wine Making Process](#)
- [Wine Making Science](#)
- [Wine Recipe](#)
- [Winemaking Resources](#)
- [Yeast](#)

*Napa Reserva*

"Falling for wine, one sip at a time"

[HOME](#)

[WINE MAKING RESOURCES](#)

[SITE MAP](#)

[EMAIL UPDATES](#)

[WINEMAKING SUPPLIES](#)

[CONTACT](#)

[ABOUT](#)

Designed by [Elegant WordPress Themes](#) | Powered by [WordPress](#)



**The Daily Meal** *Culinary Content Network*  
All Things Food & Drink

| [Cook](#) | [Eat / Dine](#) | [Drink](#) | [Travel](#) | [Entertain](#) | [Best](#)

[Recipes](#) | [Holidays](#) | [Lists](#) | [Community](#)

- ▶ wineanorak home
- ▶ blog
- ▶ new to wine
- ▶ features
- ▶ food and wine
- ▶ wine travel
- ▶ wineanorak TV
- ▶ photographs
- ▶ producer index
- ▶ tasting notes
- ▶ book reviews
- ▶ about
- ▶ what's new?
- ▶ links

# How wine is made

An illustrated guide to the winemaking process, by Jamie Goode



It all starts with grapes on the vine: and it's important that these are properly ripe. Not ripe enough, or too ripe, and the wine will suffer. The grapes as they are harvested contain the potential of the wine: you can make a bad wine from good grapes, but not a good wine from bad grapes.



Trapdoors & Manholes

Trapdoors, manholes, aseptic bungs wine pump -all products for







Teams of pickers head into the vineyard. This is the exciting time of year, and all winegrowers hope for good weather conditions during harvest. Bad weather can ruin things completely.



Hand-picked grapes being loaded into a half-ton bin.



Increasingly, grapes are being machine harvested. This is more cost-effective, and in warm regions quality can be preserved by picking at night, when it is cooler. This is much easier to do by machine.



The harvester plucks the grape berries off the vine and then dumps them into bins to go to the winery. This is in Bordeaux.





These are machine-picked grapes being sorted for quality.



Hand-picked grapes arriving as whole bunches in the winery.





Sorting hand-picked grapes for quality. Any rotten or raisined grapes, along with leaves and petioles, are removed.





These sorted grapes go to a machine that removes the stems. They may also be crushed, either just a little, or completely.



These are the stems that the grapes have been separated from in the destemmer.





Reception area at a small winery. Here grapes are being loaded and then taken by conveyor belt to a tank, from where they are being pumped into the fermentation vessel.



This is where red wine making differs from whites. Red wines are fermented on their skins, while white wines are pressed, separating juice from skins, before fermentation. This fermentation vessel - a shallow stone lagar in Portugal's Douro region - will be filled up and then the grapes will be foot trodden, so that the juice can extract colour and other components from the skins.





This is a very traditional winery, again, in the Douro. The red grapes have been foottrodden, and fermentation has begun naturally. These men are mixing up the skins and juice by hand: this process is carried out many times a day to help with extraction, and also to stop bacteria from growing on the cap of grape skins that naturally would float to the surface.



Sometimes cultured yeasts are added in dried form, to give the winemaker more control over the fermentation process. But many fermentations are still carried out with wild yeasts, naturally present in the vineyard or winery.





These red grapes are being fermented in a stainless steel tank. During fermentation, carbon dioxide is released so it is OK to leave the surface exposed. Sometimes, however, fermentation takes place in closed tanks with a vent to let the carbon dioxide escape.



In this small tank the cap of skins is being punched down using a robotic cap plunger. In some wineries this is done by hand, using poles.



An alternative to punch downs is to pump wine from the bottom of the tank back over the skins.



Here, fermenting red wine is being pumped out of the tank, and then pumped back in again. The idea is to introduce oxygen in the wine to help the yeasts in their growth. At other stages in winemaking care is taken to protect wine from oxygen, but at this stage it's needed.





Once fermentation has finished, most red wines are then moved to barrels to complete their maturation. Barrels come in all shapes and sizes. Above is the most common size: 225-250 litres. The source of the oak, and whether or not the barrel has been used previously, is important in the effect it has on the developing wine.

V A W



This is a much larger, older barrel, imparting virtually no oak character to the wine. This suits some wine styles better than smaller barrels.



This is a basket press: once fermentation has completed and the young wine has

been drained off the skins, the remaining skins and stems are pressed to extract the last of the wine that they contain.



This is a bladder press, used for some reds and almost all whites. A large bladder fills with air, pressing the contents gently and evenly, with gradually increasing pressure.







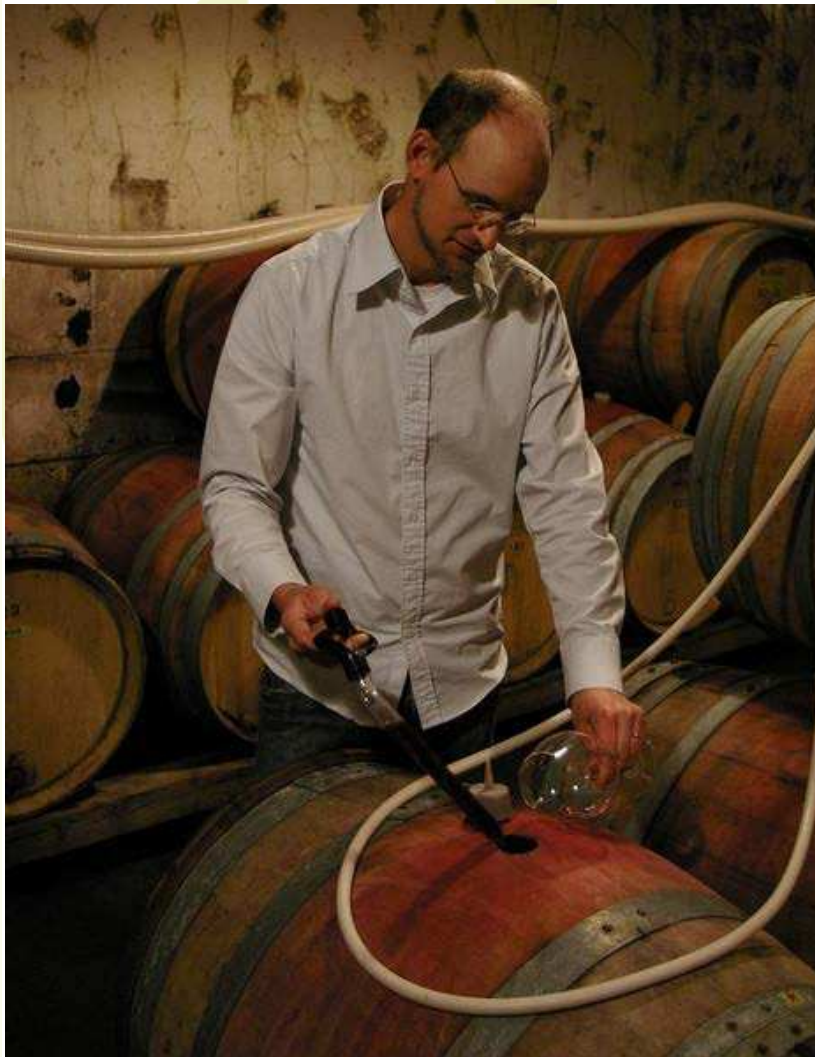
And this is what is left at the end - the marc. It can be used to make compost.



The inside of a tank that has been used to ferment white wine: the residue consists of dead yeasts cells.



Barrel halls can still look quite traditional. Cool underground cellars are perfect for maturing wines - a process that takes anything from six months to three years.



Winemakers typically check the maturing red wine barrels at regular intervals, and



top them up as some of the wine evaporates during the maturation process.



Occasionally it is necessary to move wine from one barrel to another, or from barrel to stainless steel tank. This cellar hand is using nitrogen gas to move the wine without exposing it to large amounts of oxygen.



Here wine is being moved from one barrel to another deliberately exposing it to oxygen to aid in the maturation process.



Some wines see no oak at all, but are kept in stainless steel tanks to preserve the fresh fruity characteristics.



Finally, the wine is ready and is prepared for bottling. Often, filtration is used to make the wine bright and clear, and to remove any risk of microbial spoilage. The glass on the left has been filtered; on the right you can see what it was like just before the process.

See also:

► [How cork is made: an illustrated guide](#)

Published 08/11





Soccer.com® Official Site

Amazing Deals On 2014 Soccer Gear. \$3.99 Shipping On Orders Over \$200

[Back to top](#)





The International Wine of the Month Club Since 1994

800.625.8238

Contact Us FAQ Blog

100% Satisfaction Guaranteed!

JOIN OR GIVE A GIFT MEMBERSHIP

CURRENT WINES

PAST SELECTIONS

OUR WINE SELECTION PROCESS

ABOUT US

Home | Learn the 5 Stages of the Wine Making Process

## LEARN THE 5 STAGES OF THE WINE MAKING PROCESS

Wine making has been around for thousands of years. In its basic form, wine making is a natural process that requires very little human intervention. Mother Nature provides everything that is needed to make wine; it is up to humans to embellish, improve, or totally obliterate what nature has provided, to which anyone with extensive wine tasting experience can attest.



There are five basic components or steps to making wine: harvesting, crushing and pressing, fermentation, clarification, and aging and bottling. Undoubtedly, one can find endless deviations and variations along the way. In fact, it is the variants and little deviations at any point in the process that make life interesting. They also make each wine unique and ultimately contribute to the greatness or ignominy of any particular wine. The steps for making white wine and red wine are essentially the same, with one exception. The making of fortified or sparkling wines is also another matter; both require additional human intervention to succeed and at this time, will not be part of this discussion.



### The Harvest

Harvesting or picking is certainly the first step in the actual wine making process. Without fruit there would be no wine, and no fruit other than grapes can produce annually a reliable amount of sugar to yield sufficient alcohol to preserve the resulting beverage, nor have other fruits the requisite acids, esters and tannins to make natural, stable wine on a consistent basis. For this reason and a host more, most winemakers acknowledge that wine is made in the vineyard, at least figuratively. In order to make fine wine, grapes must be harvested at the precise time, preferably when physiologically ripe. A combination of science and old-fashioned tasting usually go into determining when to harvest, with consultants, winemakers, vineyard managers, and proprietors all having their say. Harvesting can be done mechanically or by hand. However, many estates prefer to hand harvest, as mechanical harvesters can often be too tough on the grapes and the vineyard. Once the grapes arrive at the winery, reputable winemakers will sort the grape bunches, culling out rotten or under ripe fruit before crushing.



### Crushing and Pressing



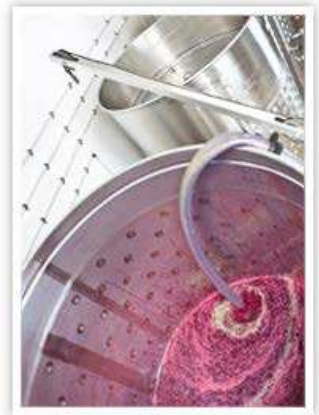
Crushing the whole clusters of fresh ripe grapes is traditionally the next step in the wine making process. Today, mechanical crushers perform the time-honored tradition of stomping or treading the grapes into what is commonly referred to as must. For thousands of years, it was men and women who performed the harvest dance in barrels and presses that began grape juice's magical transformation from concentrated sunlight and water held together in clusters of fruit to the most healthful and mystical of all beverages - wine. As with anything in life, change involves something lost and something gained. By using mechanical presses, much of the romance and ritual has departed but not lament too long due to the immense sanitary gain that mechanical pressing brings. It has also improved the quality and longevity of wine, while reducing the winemaker's need for preservatives. Having said all this, it is important to note that not all wine begins life in a crusher. Sometimes, winemakers choose to allow fermentation to begin inside uncrushed whole grape clusters, allowing the natural weight of the grapes and the onset of fermentation to burst the skins of the grapes before pressing the uncrushed clusters.

Up until crushing and pressing the steps for making white wine and red wine are essentially the same. However, if a winemaker is to make white wine, he or she will quickly press the must after crushing in order to separate the juice from the skins, seeds, and solids. By doing so unwanted color (which comes from the skin of the grape, not the juice) and tannins cannot leach into the white wine. Essentially, white wine is allowed very little skin contact, while red wine is left in contact with its skins to garner color, flavor, and additional tannins during fermentation, which of course is the next step.

### Fermentation

Fermentation is indeed the magic at play in the making of wine. If left to its own devices must or juice will begin fermenting

naturally within 6-12 hours with the aid of wild yeasts in the air. In very clean, well-established wineries and vineyards this natural fermentation is a welcome phenomena. However, for a variety of reasons, many winemakers prefer to intervene at this stage by inoculating the natural must. This means they will kill the wild and sometimes unpredictable natural yeasts and then introduce a strain of yeast of personal choosing in order to more readily predict the end result. Regardless of the chosen path, once fermentation begins, it normally continues until all of the sugar is converted to alcohol and a dry wine is produced. Fermentation can require anywhere from ten days to a month or more. The resulting level of alcohol in a wine will vary from one locale to the next, due to the total sugar content of the must. An alcohol level of 10% in cool climates versus a high of 15% in warmer areas is considered normal. Sweet wine is produced when the fermentation process stops before all of the sugar has been converted into alcohol. This is usually a conscious, intentional decision on the part of the winemaker.



### Clarification



Once fermentation is completed, the clarification process begins. Winemakers have the option of racking or siphoning their wines from one tank or barrel to the next in the hope of leaving the precipitates and solids called pomace in the bottom of the fermenting tank. Filtering and fining may also be done at this stage. Filtration can be done with everything from a course filter that catches only large solids to a sterile filter pad that strips wine of all life. Fining occurs when substances are added to a wine to clarify them. Often, winemakers will add egg whites, clay, or other compounds to wine that will help precipitate dead yeast cells and other solids out of a wine. These substances adhere to the unwanted solids and force them to the bottom of the tank. The clarified wine is then racked into another vessel, where it is ready for bottling or further aging.

### Aging and Bottling

The final stage of the wine making process involves the aging and bottling of wine. After clarification, the winemaker has the choice of bottling a wine immediately, which is the case for Beaujolais Nouveau, or he or she can give a wine additional aging as in the case of Grand Cru Bordeaux and great Napa Valley Cabernet Sauvignon. Further aging can be done in bottle, stainless steel or ceramic tanks, large wooden ovals, or small barrels, commonly called barriques. The choices and techniques employed in this final stage of the process are nearly endless, as are the end results. However, the common result in all cases is wine. Enjoy!



DISCOVER RARE, ESTATE-BOTTLED WINES AT GREAT VALUES EACH MONTH FROM

*The International Wine of the Month Club*

JOIN OR GIVE THIS CLUB



### RESPONSIVE CUSTOMER SERVICE

Our friendly and knowledgeable customer service will help you with any questions. You may also place orders over the phone.

800.625.8238

Weekdays 7:00 am - 5pm PST



View Our Profile

Assuring satisfaction to over 750,000 CUSTOMERS since 1994 has earned us an A+ rating from BBB. A BBB Accredited business since 10/05/2005

100% SATISFACTION GUARANTEE

Our 100% satisfaction guarantee ensures that every item you purchase at The International Wine of the Month Club meets your high standards or you can return it for a replacement or refund.

### JOIN US FOR A WINE ADVENTURE

- My Account
- FAQ
- About Us
- Corporate Gifts
- Contact Us
- How Our Wine Club Works
- The Wine Making Process
- Wine Region Guide
- Wine Glossary Index
- Our Wine Blog
- Grape Varietals
- Wine Gift Ideas
- Affiliate Program
- Review our Wine Clubs

### SIGN UP FOR CLUB PROMOTIONS & DISCOUNTS



Enter Your Email Address

Sign Up

Site Map Privacy Policy Follow Us



[SEND A GIFT ANNOUNCEMENT](#)

[REORDER YOUR FAVORITE WINES](#)

[Follow @WineMonthClub](#)

© 2015 MonthlyClubs.com All Rights Reserved. P.O. Box 1627, Lake Forest, CA 92609



# Palm Beach Daily News

THE SHINY SHEET

69° Palm Beach, FL  
H: 76° L: 63°  
[Forecast](#) | [Weather App](#)

[CLASSIFIEDS](#) [REAL ESTATE](#) [PUBLIC NOTICES](#) [ADVERTISE](#)

[HOME](#) [NEWS](#) [REAL ESTATE NEWS](#) [SOCIETY](#) [ARTS](#) [FASHION](#) [LIFESTYLES](#) [SHINY SHOTS](#) [SPECIAL FEATURES](#) [CONTACT US](#)

**nina raynor** "When it comes to style, never settle for less."  
1031 east atlantic avenue • delray beach, fl 33483 • 561.276.5714 • ninaraynor.com

[HOME](#) > [LIFESTYLES](#)

[Newsletters](#) [RSS Feeds](#)

Posted: 12:01 a.m. Sunday, Oct. 13, 2013

ON WINE: APPEARANCE, NOSE & PALATE

## Finding wine Eden in Edna Valley

California wineries offer variety of tasting opportunities.

[Email](#) 4 [Share](#) 17 [Tweet](#) 5 [ShareThis](#) 179

### Related

[View Larger](#)



Paul William Coombs

Barrel cellar is part of tour at Alban Vineyards.

[View Larger](#)



Paul William Coombs

Winemaker Fintan du Fresne

[View Larger](#)

By Paul William Coombs

Daily News Wine Columnist

The French oak barrels are mounted three high along the length of the cellar, the thermostat is set to 57 degrees and winemaker John Alban draws wine from one of the barrels for our private tasting.

We are at the winery for Alban Vineyards, a few miles south of San Luis Obispo about halfway between San Francisco and Los Angeles, with the Pacific Ocean 5 miles to the west. Today, we have the good fortune to visit four Edna Valley wineries, to taste the wine, to meet the people and to discover why many say this area should be called Eden instead of Edna Valley.

### Barrel tasting at Alban

Driving up the dusty road to the winery lined with vines overloaded with plump grapes, I first had to pass a large "closed" sign. The vineyard has no tasting room or tours, although it is promoted as the first in America dedicated to the 22 grape varieties originating in southeast Frances's Rhone Valley.

Despite the sign, Alban soon was guiding me around the vineyard, explaining the geology that helps create his wines. He is enthusiastic as he jumps down to pick up rocks, explaining that in some places the rocks are rounded like pebbles on the beach. Less than 10 feet away, the rocks are sharp-edged and jagged. There are geological fault lines on the surface of the ground.

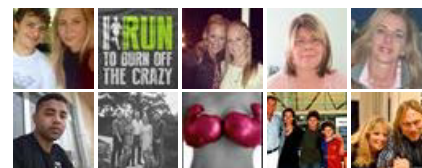
Returning to the winery, Alban fetches a Voignier 2012 from the latest bottling. The Central Coast Voignier is made from a blend of two-thirds estate grapes. It is pale yellow with a fringe of green, the nose is fresh with hints of the earth, while the palate

Find the Best Properties Online  
CLICK HERE  
PalmBeachDailyNews.com  
REAL ESTATE

### Palm Beach Daily News

Like Like You like this.

You and 11,671 others like Palm Beach Daily News. 11,671 people like Palm Beach Daily News.



Facebook social plugin



Edna Valley signposts signal wines in every direction.

[View Larger](#)



Six wine ranges are available from Niven Family Wine Estates.

is round, voluptuous and full of apricots and peaches with a pleasant level of acidity in the finish.

This is a good and refreshing start to what will be a long day of tasting, but remember, no drinking (use the spittoon).

Alban Vineyards sits on the edge of the Edna Valley, known for its east-west running valleys that provide an abundance of fog and sea breezes. The valley was formed by tectonic uplift and separation since the Miocene Epoch when the valley was a part of the sea floor and the coastline, leading to the terroir that helps create the area's wines.

We walk to the barrel cellar. Alban climbs a ladder to reach the top of one of the upper barrels. Using the glass thief, which resembles a turkey baster, he extracts some wine, swirls it in a glass to aerate it and then we both taste.

It is the Alban Estate Vineyard Grenache, vintage 2011. Alban nods, then says he thinks it needs another year to flesh out. Full red in color, the nose has plenty of soft fruit and red cherries, although the palate is still full of tannin from the oak that will become suppler with time as the fruit develops and the traditional black pepper aftertaste of the Grenache variety evolves. Barrel tastings can be fun and informative, but you must remember that the wine is not yet ready for bottling and

definitely not ready for serving.

An outstanding barrel tasting needs three key components: the winemaker to explain the wines, a theme that provides a structure to the tasting and good quality wine. Today, we will compare three Syrah varieties from different parts of the estate, highlighting the impact of the soil, the subtle climate variations and the blending processes. The wines are Reva Estate, Lorraine Estate and Seymour's Vineyard, all vintage 2010.

They are kept in barrel for four to six years, so we are tasting them about halfway through the barrel-aging process. The classic Syrah taste is structured and aromatic, combining violets, smoke, chocolate and blueberries with the sweetness of raspberries.

As I stated, running through the Alban Vineyard is a geological fault line, chalk to one side and flint on the other. This is the most obvious differentiator among the wines, with the Lorraine having a chalk aspect while the Seymour has the gravel edge from the flint often associated with really good white burgundy (despite the difference in color). All show high levels of structure, blackberries and cherries. These are wines for your cellar as they will keep for 10 years or more.

### Niven Family Wine Estates

Traveling 4 miles north, we pass one of the signposts pointing to the 20 or more wineries and vineyards. Our next stop is the Baileyana Tasting Room, which is housed in a one-room former schoolhouse built in 1909. Here, we will taste six brands of wines, all part of the Niven Family Wine Estates whose principal vineyards are Firepeak and Paragon. They also sell grapes to other vineyards, including those at the Edna Valley Vineyards that had been part of the Niven portfolio but sold to the Gallo conglomerate two years ago.

John H. Niven greets me and we sit outside, surrounded by the vineyards and singing birds. Eden does come to mind.

Niven together with his cousin Michael Blaney now run the family firm started in 1973 by grandparents Jack and Catherine Niven. The Baileyana range is their version of fine Burgundy that

takes advantage of modern wine-making processes. Winemaker Christian Roguenant, a native of Burgundy, is most at home with these wines. Both the 2010 Chardonnay and the newly released 2011 Pinot Noir demonstrate their quality with an abundance of fruit and distinct flint, and gravel overtones in the finish. This is my type of wine.

One day, Niven had an idea for a new wine and eventually the Cadre label and “The Architects” Pinot Noir were created. It brings together grapes from Niven’s Firepeak Vineyard and three other leading growers of Pinot Noir in the south Central Coast — Bien Nacido of Santa Maria Valley, La Encantada of Santa Rita Hills and Laetita of Arroyo Grande Valley each provide between 18 percent and 32 percent of the grapes for the 2009 vintage. It is a purple red color and the nose has an abundance of fruit and hints of spice. The palate is a complex mixture of tobacco, minerals and black fruit that is well-rounded and has soft tannins in the finish.

Three other wine labels focus on specific grape varietals, expanding the portfolio from the core into new areas: Tangent has five cool weather whites, Trenza has three Spanish varietals, and Zocker has two German/Austrian varietals.

The Zocker Grüner Veltliner 2009 and the Tangent Albarino 2012 were both interesting and a good value, and they drink well on a hot day with food or alone. The latest addition to the Niven portfolio is True Myth, a less expensive Chardonnay launched in July with a Cabernet Sauvignon to follow next year. The Chardonnay is full-flavored, with no attempt to “tone it down” so you are likely to love it or hate it..

### **Claibourne & Churchill**

Staying with the theme of German varietals, we travel 3 miles to the tasting room and winery of Claibourne & Churchill, a much smaller operation producing 8,000 cases a year and growing only 5 percent of the grapes themselves. Clay Thomson, hence the first part of the winery name, tells me he and his wife, whose surname was Churchill, moved from Michigan in the early ‘80s. After working at a local winery, he tried his hand at wine blending, which led to the winery. They began intending to focus on Alsace and German varietals but have expanded to also produce two Rieslings, a Pinot Gris (although you may know it as Pinot Grigio), a Gewürztraminer, four Pinot Noirs, a sweet Muscat wine and a Port.

Some are available only at the winery, although their “flagship” wine — the Gewürztraminer 2012 — is available across the country through distributors or their wine club. The wine has plenty of bite with a tangy finish that has hints of spice. It’s another good hot weather wine that I could imagine enjoying by the swimming pool, although it also will work well with spicy food.

### **Chamisal started the story**

We finish our tour with the first vineyard planted in the Edna Valley. Norman Goss planted it in 1972, although Niven was only weeks behind at the Paragon Vineyards. Chamisal is a larger producer, with more than 25,000 cases a year and plans to expand its Stainless Chardonnay significantly by buying in grapes from other vineyards.

In 2008, Crimson Wine Group bought Chamisal, which is led by winemaker and New Zealand native Fintan du Fresne. At Chamisal since 2006, he explains his approach: It is based on sustainable farming as the lack of water creates vine disease problems when using organic techniques.

Vineyard work is completed by hand in an attempt to preserve the grapes’ condition. He will lead up to four passes through each block of vines, picking as the fruit ripens. He obviously enjoys working in the vineyard and the winery but also understands that he must be the face of Chamisal. Florida is one of the top four purchasers of his wines.

We start with the Stainless Chardonnay, meaning no overtones of oak and less tannin, although some tannin is still present from the grape skins. It is vintage 2012 so fresh and new, although it has already developed a rounded, buttery and citrus flavor with a pleasant level of acidity in the finish. The estate version and the California version of the Chardonnay are premium brands that

show French oak, and a more vanilla and creamy texture, respectively, with the California Chardonnay aging well and improving for at least five years.

There are also stainless and California versions of the Pinot Noir, although I preferred the Estate Pinot Noir 2010 that had a garnet color, with a nose of black fruit and a palate of well-rounded fruits reflecting the long cool growing season. In fact, the Edna Valley American Viticultural Area has the coolest growing season of any California AVA, which allows the grapes to develop slowly toward the perfect level of ripeness (although in some years cold weather can arrive before the grapes have ripened fully).

Now we try two Estate wines from 2011, a Grenache and a Syrah, although the Syrah is only available at the winery. The Grenache is a strong purple in color, a fresh but full nose with clear spices in the palate and a finish that has strong tannins. This is a good food wine, particularly with red meat.

It is clear that Edna Valley is a special place: All the people I met were friendly and helpful. The countryside down to the Pacific Ocean is wonderful. I tasted many wines that I will drink again. San Luis Obispo, in the words of Thomson, has "remained charming, protected by its distance from San Francisco and L.A.," so it may not be Eden but I will return to explore and to enjoy.

We tasted 33 wines today so now it's back to Palm Beach. But first, where can I get a glass of wine that I can drink and enjoy and not just taste?

\*

*Paul William Coombs has enjoyed a successful career leading business and technology consulting companies, but his passion has always been wine. He seeks to promote an increased understanding and appreciation of wine through his column. Email him at pwcoombs@yahoo.com.*

#### IF YOU GO

*(Wineries in Edna Valley)*

##### **Alban Vineyards (no tours or tastings)**

(805) 546-0305

##### **Baileyana Tasting Room (for the Niven wines)**

(805) 269-8200

##### **Claiborne & Churchill Vintners**

(805) 544-4066

##### **Chamisal Vineyards**

(866) 808-9463

 4
  17
  5
  179

#### MORE NEWS

##### **Promoted Stories**

- [45 Extremely Rare Photos From The Past](#) (Viral Nova)
- [Danica Patrick Is Female Racing Royalty. Here's Why We Love Her.](#) (Full Throttle LEGENDS)
- [DNA Testing Solves Mystery of Young Girl Who Disappeared on Titanic](#) (Ancestry)
- [Abandoned Mansion Left Deserted For Years. Take A Look Inside For The First Time!](#) (17 Photos) (ViralWorld)
- [What This Guy Did With His Backyard is Astounding](#) (Photos) (Viral Nova)
- [He Saw A Giant Bear In The Water. What He Did Next Is The Most Manly Thing In](#)

##### **You Might Also Like**

- [Diamond, Moore both go on offensive](#)
- [North End appeal: Bermuda-style house modern and sits on half-acre](#)
- [High-end Trinity Collection sees uptick in sales](#)
- [Reception kicks off upcoming gala](#)
- [Vecellio brothers part with two homes](#)
- [Council candidates take off the gloves](#)

## COMMENTS

If you would like to post a comment please [Sign in](#) or [Register](#)



# The webpage c

### Inside Palm Beach Daily News

- > [News](#)
- > [Society](#)
- > [Business](#)
- > [Arts](#)
- > [Fashion](#)

### Follow Us

- > [Facebook](#)
- > [Twitter](#)
- > [Newsletters](#)
- > [Mobile Alerts](#)
- > [RSS Feeds](#)

### General Information

- > [About Us](#)
- > Contact Us:  
[Feedback](#) | [Technical Support](#)

### Advertisers & Sponsors

- > [Cars at Autotrader](#)
- > [Local Services at Kudzu](#)
- > [Coupons at Valpak](#)

### Marketplace

- > [Autos](#)
- > [Classifieds](#)
- > [Real Estate](#)
- > [Advertise](#)

© 2015 [Cox Media Group](#). By using this website, you accept the terms of our [Visitor Agreement](#) and [Privacy Policy](#), and understand your options regarding [Ad Choices](#) .  
Learn about [careers at Cox Media Group](#)

img height="1" width="1" src="http://segments.adap.tv/data/?p=recruemediallc&type=gif&segment= 84&add=true



## Guide to Wine

Guide To Wine

Producer Stories & Videos

Red Grape Varietals

Barbera

Cabernet Sauvignon

Grenache

Malbec

Merlot

Nebbiolo

Petite Sirah

Pinot Noir

Rhone Blends

Sangiovese

Syrah / Shiraz

Tempranillo

Zinfandel

White Grape Varietals

Chardonnay

Gewürztraminer

Pinot Grigio / Pinot Gris

Riesling

Sauvignon Blanc

Verdejo

Viognier

**Wine Types**

Champagne & Sparkling Wine

Asti

Prosecco

Sparkling

Dessert Wines

Moscato-Muscat

Ruby Port

Sauternes AC

Tawny Port

Vintage Port

Rosé / Blush Wine

Sake & Plum Wine

Beaujolais Nouveau

**Winemaking**

Winemaking

Viticulture

Climate

Harvesting

Location

Sorting

The Vine

Vineyard Management

Vinification

Corks Vs. Screwcaps

## Wooden Wine Barrels

What does wood aging do to a wine? There are three aspects to consider, the wood it is made from, the size and shape of the cask, and the age of the cask. Oak is the preferred timber because of its strength and relative lightness, its cellular structure and it is the taste components it contributes to wine.

Aging wines in small oak barrels accomplishes several things. Barrels add oak nuances and flavors, similar to the spicing in a food dish. Thus, the choice of a barrel is very important relative to size, source, degree of toasting, and the cooper's barrel-making technique. There needs to be a synergistic effect between the wood and the wine.

The major factor influencing the flavor/aroma composition of oak cooperage is the heating and toasting of the staves during barrel-making. Toasting penetrates about halfway into the stave, about 10-14 mm. As the length and heat of toasting increase, there is a corresponding increase of vanilla, maple, spice, and toasty characteristics which will be imparted into the wine.

The origin of the oak used for barrels can significantly affect the flavors produced during the aging and **fermentation process**. French oak can impart strong aromas and flavors of spice or vanilla. American oak tends to impart stronger tannins, dill and coconut flavors. Depending on the wine's weight and intensity, it will spend from 10 months to 3 years in oak. Wine in barrels evaporates at a greater or lesser rate depending upon the temperature and humidity of the cellar. To avoid oxidation, the lost wine is replaced weekly by topping off the barrel with the same wine from another cask.

The shape and the size of the cask is another component to consider; the traditional wine barrel holds about 225 liters and was traditionally made this size so two men could easily handle it. But more importantly, it provides the optimum surface area of oak to wine. Smaller casks provide more oak-contact, but are not cost effective. Lastly, the age of the cask is an important factor. New oak contains the most flavoring compounds. As the cask is used, tannins and other substances are leached out of the wood and tartrate crystals from the wine build up on the barrel's interior, eventually causing the cask to become inert. New oak also allows for more oxidation and inserts more tannin. It also contains more softening substances from the cellulose of the wood. The best French barrels cost about \$800 each, the American oak costing about half. One barrel holds enough wine for about 25 cases. Well-treated barrels can be used several times, especially for **white wines**. Therefore, if a winemaker decides to use a French oak barrel three times, each case of wine will cost roughly \$14 more to produce or \$7 more a case with American oak.



Wooden barrels for aging.



Staves waiting to be made into barrels.



Fermentation

Micro-Oxygenation

**Wine Barrels**

Wine Press

Enhancing Your Enjoyment

Wine Acidity & Crispness

Allowing Wine To Breathe

Balance

Bouquet & Aroma

Color & Appearance

Complexity

Wine Sweetness

Wine Evaluation

Finish

Tannin

Wine Tasting

**Wine Locations**

Argentina

Australia

Barossa Valley

McLaren Vale

Southeast Australia

Victoria

Austria

California

Carneros

Central Coast

Monterey

Napa Valley

Sierra Foothills

Sonoma County

Santa Barbara

Chile

France

Alsace

Beaujolais

Bordeaux

Burgundy

Loire

Provence

Rhône Valley

Rhone Blends

Southwest France

Germany

Mosel

Italy

Abruzzo

Alto Adige

Marches

Piedmont

Sicily

Tuscany

Umbria

Valdadige

Veneto

New Zealand

Oregon

Portugal

Douro

Vinho Verde

South Africa

Spain

- La Mancha
- Navarra
- Rías Baixas
- Ribera Del Duero
- Rioja
- Rueda

Washington



JOIN OUR EMAIL LIST

ABOUT US

- Our Company
- Our Leadership
- In The Community
- Winery Direct
- Careers
- Media Room

STORES

- Store Locator
- Event Calendar
- Classes & Tastings
- Book Our Room
- Party Planning

FOR THE TRADE

- Real Estate
- Product Submission
- Pre-Sell
- Product Demonstration

ACCOUNT INFO

- My Account
- Order Status
- Shopping List

CUSTOMER SERVICE

- 1-855-330-6673
- Contact Us
- In-Store Pickup
- Shipping
- Returns
- FAQs



[Terms & Conditions](#) | 
 [Privacy Policy](#) | 
 [Site Map](#) | 
 [Mobile Site](#)

Spirit sales where allowed by law | Copyright © 2014 Total Wine & More

```

<_rt_data style="display: none;" pixels="[{"id":64,"apnx_id":166367,"segment_id":209,"url":null,"created_at":"2014-03-06T21:51:13.000Z","updated_at":"2014-11-06T00:51:24.000Z","deleted_at":null},
{"id":1148,"apnx_id":410005,"segment_id":9976,"url":null,"created_at":"2014-11-06T00:51:03.000Z","updated_at":"2014-11-06T00:51:04.000Z","deleted_at":null}]
segments=[{"id":209,"apnx_id":1522906,"host":"totalwine.com","url":"Confirmation Page","pattern":"Confirmation Page$,"name":"Confirmation Page","type":"supertag","first_fired":"2014-09-09T18:29:53.000Z","campaign_group_id":185,"auto":0,"created_at":"2014-03-06T21:51:01.000Z","updated_at":"2014-11-06T00:51:03.000Z","deleted_at":null},
{"id":677,"apnx_id":1582873,"host":"totalwine.com","url":"totalwine.com/eng/categories/beer","pattern":"totalwine.com/eng/categories/beer.*$,"name":"Total Wine-Beer","type":"supertag","first_fired":"2014-09-09T18:27:42.000Z","campaign_group_id":185,"auto":0,"created_at":"2014-04-01T18:19:27.000Z","updated_at":"2014-11-06T00:51:04.000Z","deleted_at":null},
{"id":678,"apnx_id":1582879,"host":"totalwine.com","url":"totalwine.com/eng/categories/wine","pattern":"totalwine.com/eng/categories/wine.*$,"name":"Total Wine-Wine","type":"supertag","first_fired":"2014-09-09T18:27:41.000Z","campaign_group_id":185,"auto":0,"created_at":"2014-04-01T18:25:09.000Z","updated_at":"2014-11-06T00:51:05.000Z","deleted_at":null},
{"id":694,"apnx_id":1582886,"host":"totalwine.com","url":"totalwine.com/eng/categories/spirits","pattern":"totalwine.com/eng/categories/spirits.*$,"name":"Total Wine-Spirits","type":"supertag","first_fired":"2014-09-09T18:27:48.000Z","campaign_group_id":185,"auto":0,"created_at":"2014-04-01T18:26:33.000Z","updated_at":"2014-11-06T00:51:05.000Z","deleted_at":null},
{"id":872,"apnx_id":58944,"host":"totalwine.com","url":"secure.adnxs.com/seg?add=58944&t=2","pattern":"segment-58944","name":"Peer39: Safe from Mature - Available in English, French, Japanese, Dutch, Spanish, Italian, German & Portuguese","type":"raw","first_fired":null,"campaign_group_id":185,"auto":0,"created_at":"2014-04-11T22:01:37.000Z","updated_at":"2014-04-11T22:01:37.000Z","deleted_at":null},
{"id":873,"apnx_id":58930,"host":"totalwine.com","url":"secure.adnxs.com/seg?add=58930&t=2","pattern":"segment-58930","name":"Peer39: Safe from Drugs - Available in English & Spanish","type":"raw","first_fired":null,"campaign_group_id":185,"auto":0,"created_at":"2014-04-11T22:01:37.000Z","updated_at":"2014-04-11T22:01:37.000Z","deleted_at":null},
{"id":874,"apnx_id":58952,"host":"totalwine.com","url":"secure.adnxs.com/seg?add=58952&t=2","pattern":"segment-58952","name":"Peer39: Safe from Profanity&HateSpeech - Available in English, French, Japanese, Dutch, Italian, Spanish, German & Portuguese","type":"raw","first_fired":null,"campaign_group_id":185,"auto":0,"created_at":"2014-04-11T22:01:37.000Z","updated_at":"2014-04-11T22:01:37.000Z","deleted_at":null},
{"id":1009,"apnx_id":1630591,"host":"totalwine.com","url":"totalwine.com/","pattern":"totalwine.com/","name":"Total Wine-Homepage Only","type":"supertag","first_fired":"2014-09-09T18:27:44.000Z","campaign_group_id":185,"auto":0,"created_at":"2014-04-18T20:40:27.000Z","updated_at":"2014-11-06T00:51:04.000Z","deleted_at":null},
{"id":1010,"apnx_id":1630592,"host":"totalwine.com","url":"totalwine.com/eng/campaign/accessories-and-more.cfm","pattern":"totalwine.com/eng/campaign/accessories-and-more.cfm$,"name":"Total Wine-Accessories & More","type":"supertag","first_fired":"2014-09-09T18:29:25.000Z","campaign_group_id":185,"auto":0,"created_at":"2014-04-18T20:41:26.000Z","updated_at":"2014-11-06T00:51:04.000Z","deleted_at":null},
{"id":1011,"apnx_id":1630593,"host":"totalwine.com","url":"totalwine.com/eng/categories/gifts","pattern":"totalwine.com/eng/categories/gifts.*$,"name":"Total Wine-Categories","type":"supertag","first_fired":"2014-09-09T18:27:41.000Z","campaign_group_id":185,"auto":0,"created_at":"2014-04-18T20:42:01.000Z","updated_at":"2014-11-06T00:51:04.000Z","deleted_at":null},
{"id":1012,"apnx_id":1630594,"host":"totalwine.com","url":"totalwine.com/eng/stores/classes-and-tastings.cfm","pattern":"totalwine.com/eng/stores/classes-and-tastings.cfm$,"name":"Total Wine-Classes & Tastings","type":"supertag","first_fired":"2014-09-09T18:27:54.000Z","campaign_group_id":185,"auto":0,"created_at":"2014-04-18T20:42:50.000Z","updated_at":"2014-11-06T00:51:09.000Z","deleted_at":null},
{"id":1013,"apnx_id":1630595,"host":"totalwine.com","url":"totalwine.com/eng/calendar/","pattern":"totalwine.com/eng/calendar/*.*$,"name":"Total Wine- Calendar","type":"supertag","first_fired":"2014-09-09T18:28:32.000Z","campaign_group_id":185,"auto":0,"created_at":"2014-04-18T20:43:12.000Z","updated_at":"2014-11-06T00:51:04.000Z","deleted_at":null},
{"id":1066,"apnx_id":1635321,"host":"totalwine.com","url":"totalwine.com/eng/categories/gifts/","pattern":"totalwine.com/eng/categories/gifts/*.*$,"name":"Total Wine-Gifts","type":"supertag","first_fired":"2014-09-09T18:28:01.000Z","campaign_group_id":185,"auto":0,"created_at":"2014-04-22T20:01:23.000Z","updated_at":"2014-11-06T00:51:04.000Z","deleted_at":null},
{"id":1067,"apnx_id":1635334,"host":"totalwine.com","url":"totalwine.com/eng/categories/other-beverages/","pattern":"totalwine.com/eng/categories/other-beverages/*.*$,"name":"Total Wine- Other Beverages","type":"supertag","first_fired":null,"campaign_group_id":185,"auto":0,"created_at":"2014-04-22T20:01:44.000Z","updated_at":"2014-04-22T20:01:44.000Z","deleted_at":null},
{"id":1068,"apnx_id":1635361,"host":"totalwine.com","url":"totalwine.com/eng/guide-to-beer/","pattern":"totalwine.com/eng/guide-to-beer/*.*$,"name":"Total Wine- Guide to Beer","type":"supertag","first_fired":"2014-09-09T18:33:18.000Z","campaign_group_id":185,"auto":0,"created_at":"2014-04-22T20:02:32.000Z","updated_at":"2014-11-06T00:51:07.000Z","deleted_at":null},
{"id":1069,"apnx_id":1635389,"host":"totalwine.com","url":"totalwine.com/eng/guide-to-spirits/","pattern":"totalwine.com/eng/guide-to-spirits/*.*$,"name":"Total Wine- Guide to Spirits","type":"supertag","first_fired":"2014-09-09T18:29:40.000Z","campaign_group_id":185,"auto":0,"created_at":"2014-04-22T20:03:18.000Z","updated_at":"2014-11-06T00:51:07.000Z","deleted_at":null},
{"id":2504,"apnx_id":1767761,"host":"totalwine.com","url":"Internal Users","pattern":"Internal Users","name":"Internal Users","type":"supertag","first_fired":null,"campaign_group_id":185,"auto":0,"created_at":"2014-06-11T22:40:54.000Z","updated_at":"2014-06-11T22:40:54.000Z","deleted_at":null},
{"id":2769,"apnx_id":1812761,"host":"totalwine.com","url":"totalwine.com/eng/categories/wine/france","pattern":"totalwine.com/eng/categories/wine/france.*$,"name":"Discover France-1","type":"supertag","first_fired":"2014-09-09T18:27:49.000Z","campaign_group_id":185,"auto":0,"created_at":"2014-07-02T23:40:17.000Z","updated_at":"2014-11-06T00:51:05.000Z","deleted_at":null},
{"id":2770,"apnx_id":1812762,"host":"totalwine.com","url":"totalwine.com/eng/categories/wine/italy","pattern":"totalwine.com/eng/categories/wine/italy.*$,"name":"Discover France-2","type":"supertag","first_fired":"2014-09-09T18:28:01.000Z","campaign_group_id":185,"auto":0,"created_at":"2014-07-02T23:40:41.000Z","updated_at":"2014-11-06T00:51:05.000Z","deleted_at":null},
{"id":2771,"apnx_id":1812763,"host":"totalwine.com","url":"totalwine.com/eng/categories/wine/spain","pattern":"totalwine.com/eng/categories/wine/spain.*$,"name":"Discover France-3","type":"supertag","first_fired":"2014-09-09T18:38:11.000Z","campaign_group_id":185,"auto":0,"created_at":"2014-07-02T23:41:02.000Z","updated_at":"2014-11-06T00:51:06.000Z","deleted_at":null},
{"id":2772,"apnx_id":1812765,"host":"totalwine.com","url":"totalwine.com/eng/categories/wine/germany","pattern":"totalwine.com/eng/categories/wine/germany.*$,"name":"Discover France-4","type":"supertag","first_fired":"2014-09-09T18:58:57.000Z","campaign_group_id":185,"auto":0,"created_at":"2014-07-02T23:41:28.000Z","updated_at":"2014-11-06T00:51:05.000Z","deleted_at":null},
{"id":2773,"apnx_id":1812766,"host":"totalwine.com","url":"totalwine.com/eng/categories/wine/portugal","pattern":"totalwine.com/eng/categories/wine/portugal.*$,"name":"Discover France-5","type":"supertag","first_fired":"2014-09-09T19:06:03.000Z","campaign_group_id":185,"auto":0,"created_at":"2014-07-02T23:41:51.000Z","updated_at":"2014-11-06T00:51:05.000Z","deleted_at":null},
{"id":2774,"apnx_id":1812767,"host":"totalwine.com","url":"totalwine.com/eng/categories/wine/greece","pattern":"totalwine.com/eng/categories/wine/greece.*$,"name":"Discover France-6","type":"supertag","first_fired":"2014-09-09T18:40:00.000Z","campaign_group_id":185,"auto":0,"created_at":"2014-07-02T23:42:34.000Z","updated_at":"2014-11-06T00:51:05.000Z","deleted_at":null},
{"id":2775,"apnx_id":1812768,"host":"totalwine.com","url":"totalwine.com/eng/categories/wine/austria","pattern":"totalwine.com/eng/categories/wine/austria.*$,"name":"Discover France-7","type":"supertag","first_fired":"2014-09-09T20:25:52.000Z","campaign_group_id":185,"auto":0,"created_at":"2014-07-02T23:42:52.000Z","updated_at":"2014-11-06T00:51:05.000Z","deleted_at":null},
{"id":2776,"apnx_id":1812769,"host":"totalwine.com","url":"totalwine.com/eng/categories/wine/romania","pattern":"totalwine.com/eng/categories/wine/romania.*$,"name":"Discover France-8","type":"supertag","first_fired":"2014-09-10T03:20:32.000Z","campaign_group_id":185,"auto":0,"created_at":"2014-07-02T23:44:03.000Z","updated_at":"2014-11-06T00:51:06.000Z","deleted_at":null},
{"id":2777,"apnx_id":1812770,"host":"totalwine.com","url":"totalwine.com/eng/categories/wine/georgia-republic","pattern":"totalwine.com/eng/categories/wine/georgia-republic.*$,"name":"Discover France-9","type":"supertag","first_fired":"2014-09-09T21:51:59.000Z","campaign_group_id":185,"auto":0,"created_at":"2014-07-02T23:44:24.000Z","updated_at":"2014-11-06T00:51:05.000Z","deleted_at":null},
{"id":2778,"apnx_id":1812771,"host":"totalwine.com","url":"totalwine.com/eng/guide-to-wine/wines-of-france.cfm","pattern":"totalwine.com/eng/guide-to-wine/wines-of-france.cfm$,"name":"DF1","type":"supertag","first_fired":"2014-09-09T19:10:38.000Z","campaign_group_id":185,"auto":0,"created_at":"2014-07-02T23:44:39.000Z","updated_at":"2014-11-

```









",\$,"name":"totalwine.com/eng/gallery-wine-for-labor-day-party","type":"supertag","first\_fired":"2014-09-09T18:30:09.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-08-30T07:00:52.000Z","updated\_at":"2014-09-16T19:28:48.000Z","deleted\_at":null,"id":6623,"apnx\_id":2013309,"host":"totalwine.com","url":"totalwine.com/eng/product/dominican-oaks-cabernet-napa/88247750","pattern":"^totalwine\\.com/Veng/Vproduct/Vdominican\\-oaks\\-cabernet\\-napa\\-88247750\\.?\$","name":"totalwine.com/eng/product/dominican-oaks-cabernet-napa/88247750","type":"supertag","first\_fired":"2014-09-09T18:30:36.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-09-03T07:00:50.000Z","updated\_at":"2014-09-16T19:28:48.000Z","deleted\_at":null,"id":6624,"apnx\_id":2013310,"host":"totalwine.com","url":"totalwine.com/eng/deals/top-20-wines-of-2014.cfm","pattern":"^totalwine\\.com/Veng/Vdeals/Vtop\\-20\\-wines\\-of\\-2014\\.cfm\\.?\$","name":"totalwine.com/eng/deals/top-20-wines-of-2014.cfm","type":"supertag","first\_fired":"2014-09-09T18:27:43.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-09-03T07:00:50.000Z","updated\_at":"2014-09-16T19:28:48.000Z","deleted\_at":null,"id":6732,"apnx\_id":2020093,"host":"totalwine.com","url":"totalwine.com/eng/deals/north-carolina-top-20-wines-of-2014.cfm","pattern":"^totalwine\\.com/Veng/Vdeals/Vnorth\\-carolina\\-top\\-20\\-wines\\-of\\-2014\\.cfm\\.?\$","name":"totalwine.com/eng/deals/north-carolina-top-20-wines-of-2014.cfm","type":"supertag","first\_fired":"2014-09-09T19:08:41.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-09-05T07:00:50.000Z","updated\_at":"2014-11-06T00:51:06.000Z","deleted\_at":null,"id":6820,"apnx\_id":2023316,"host":"totalwine.com","url":"totalwine.com/eng/gallery-c","pattern":"^totalwine\\.com/Veng/Vgallery/Vc\\.?\$","name":"totalwine.com/eng/gallery-c","type":"supertag","first\_fired":"2014-09-09T18:27:52.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-09-07T07:00:53.000Z","updated\_at":"2014-11-06T00:51:06.000Z","deleted\_at":null,"id":6821,"apnx\_id":2023317,"host":"totalwine.com","url":"totalwine.com/eng/gallery-california-wine-month","pattern":"^totalwine\\.com/Veng/Vgallery\\-california\\-wine\\-month\\.?\$","name":"totalwine.com/eng/gallery-california-wine-month","type":"supertag","first\_fired":"2014-09-09T18:27:52.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-09-07T07:00:53.000Z","updated\_at":"2014-11-06T00:51:06.000Z","deleted\_at":null,"id":6883,"apnx\_id":2030137,"host":"totalwine.com","url":"totalwine.com/eng/categories/wine/cabernet-sauvignon","pattern":"^totalwine\\.com/Veng/Vcategories/Vwine/Vcabernet\\-sauvignon\\.?\$","name":"totalwine.com/eng/categories/wine/cabernet-sauvignon","type":"supertag","first\_fired":"2014-09-10T07:39:54.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-09-10T07:00:50.000Z","updated\_at":"2014-11-06T00:51:05.000Z","deleted\_at":null,"id":7136,"apnx\_id":2039450,"host":"totalwine.com","url":"totalwine.com/eng/deals/total-wine-more-texas-top-20-wines-of-2014.cfm","pattern":"^totalwine\\.com/Veng/Vdeals/Vtotal\\-wine\\-more\\-texas\\-top\\-20\\-wines\\-of\\-2014\\.cfm\\.?\$","name":"totalwine.com/eng/deals/total-wine-more-texas-top-20-wines-of-2014.cfm","type":"supertag","first\_fired":"2014-09-13T07:47:26.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-09-13T07:00:50.000Z","updated\_at":"2014-11-06T00:51:06.000Z","deleted\_at":null,"id":7167,"apnx\_id":2039840,"host":"totalwine.com","url":"totalwine.com/eng/product","pattern":"^totalwine\\.com/Veng/Vproduct\\.?\$","name":"totalwine.com/eng/product","type":"supertag","first\_fired":"2014-09-14T07:04:42.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-09-14T07:00:51.000Z","updated\_at":"2014-11-06T00:51:08.000Z","deleted\_at":null,"id":7168,"apnx\_id":2039841,"host":"totalwine.com","url":"totalwine.com/eng/product/chateau-duplessis-moulis-en-medoc/118919750","pattern":"^totalwine\\.com/Veng/Vproduct/Vchateau\\-duplessis\\-moulis\\-en\\-medoc/V118919750\\.?\$","name":"totalwine.com/eng/product/chateau-duplessis-moulis-en-medoc/118919750","type":"supertag","first\_fired":"2014-09-14T10:56:36.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-09-14T07:00:51.000Z","updated\_at":"2014-11-06T00:51:08.000Z","deleted\_at":null,"id":7169,"apnx\_id":2039842,"host":"totalwine.com","url":"totalwine.com/eng/product/dom","pattern":"^totalwine\\.com/Veng/Vproduct/Vdom\\.?\$","name":"totalwine.com/eng/product/dom","type":"supertag","first\_fired":"2014-09-14T07:07:41.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-09-14T07:00:51.000Z","updated\_at":"2014-11-06T00:51:09.000Z","deleted\_at":null,"id":7170,"apnx\_id":2039843,"host":"totalwine.com","url":"totalwine.com/eng/product/domaine-loubecac-pinet-noir-willamette-valley/130390750","pattern":"^totalwine\\.com/Veng/Vproduct/Vdomaine\\-loubecac\\-pinet\\-noir\\-willamette\\-valley/V130390750\\.?\$","name":"totalwine.com/eng/product/domaine-loubecac-pinet-noir-willamette-valley/130390750","type":"supertag","first\_fired":"2014-09-14T10:33:41.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-09-14T07:00:51.000Z","updated\_at":"2014-11-06T00:51:09.000Z","deleted\_at":null,"id":7345,"apnx\_id":2050671,"host":"totalwine.com","url":"totalwine.com/eng/product/oak-grove-cabernet-reserve/92034750","pattern":"^totalwine\\.com/Veng/Vproduct/Voak\\-grove\\-cabernet\\-reserve/V92034750\\.?\$","name":"totalwine.com/eng/product/oak-grove-cabernet-reserve/92034750","type":"supertag","first\_fired":"2014-09-18T07:07:19.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-09-18T07:00:51.000Z","updated\_at":"2014-11-06T00:51:09.000Z","deleted\_at":null,"id":7392,"apnx\_id":2053788,"host":"totalwine.com","url":"totalwine.com/eng/deals/best-craft-beers-at-beer-tasting-events.cfm","pattern":"^totalwine\\.com/Veng/Vdeals/Vbest\\-craft\\-beers\\-at\\-beer\\-tasting\\-events\\.cfm\\.?\$","name":"totalwine.com/eng/deals/best-craft-beers-at-beer-tasting-events.cfm","type":"supertag","first\_fired":"2014-09-19T07:22:59.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-09-19T07:00:47.000Z","updated\_at":"2014-11-06T00:51:06.000Z","deleted\_at":null,"id":7468,"apnx\_id":2057768,"host":"totalwine.com","url":"totalwine.com/eng/product/maipe-malbec-reserve/111098750","pattern":"^totalwine\\.com/Veng/Vproduct/Vmaipe\\-malbec\\-reserve/V111098750\\.?\$","name":"totalwine.com/eng/product/maipe-malbec-reserve/111098750","type":"supertag","first\_fired":"2014-09-21T11:23:33.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-09-21T07:00:48.000Z","updated\_at":"2014-11-06T00:51:09.000Z","deleted\_at":null,"id":7485,"apnx\_id":2058208,"host":"totalwine.com","url":"totalwine.com/eng/gallery-corkcicle-wine-chiller","pattern":"^totalwine\\.com/Veng/Vgallery\\-corkcicle\\-wine\\-chiller\\.?\$","name":"totalwine.com/eng/gallery-corkcicle-wine-chiller","type":"supertag","first\_fired":"2014-09-22T07:07:41.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-09-22T07:00:49.000Z","updated\_at":"2014-11-06T00:51:06.000Z","deleted\_at":null,"id":7486,"apnx\_id":2058209,"host":"totalwine.com","url":"totalwine.com/eng/gallery-best-pinet-noir-under-10","pattern":"^totalwine\\.com/Veng/Vgallery\\-best\\-pinet\\-noir\\-under\\-10\\.?\$","name":"totalwine.com/eng/gallery-best-pinet-noir-under-10","type":"supertag","first\_fired":"2014-09-22T07:03:36.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-09-22T07:00:49.000Z","updated\_at":"2014-11-06T00:51:06.000Z","deleted\_at":null,"id":7627,"apnx\_id":2025560,"host":"totalwine.com","url":"https://secure.adnxs.com/seg?add=2025560&t=2","pattern":"segment-2025560","name":"TWM\_CRM\_3-Bear-and-Wine-Segment","type":"raw","first\_fired":null,"campaign\_group\_id":185,"auto":0,"created\_at":"2014-09-23T19:11:23.000Z","updated\_at":"2014-09-23T19:11:23.000Z","deleted\_at":null,"id":7628,"apnx\_id":2025566,"host":"totalwine.com","url":"https://secure.adnxs.com/seg?add=2025566&t=2","pattern":"segment-2025566","name":"TWM\_CRM\_7-Wine-Only-Segment","type":"raw","first\_fired":null,"campaign\_group\_id":185,"auto":0,"created\_at":"2014-09-23T19:11:23.000Z","updated\_at":"2014-09-23T19:11:23.000Z","deleted\_at":null,"id":7629,"apnx\_id":2025562,"host":"totalwine.com","url":"https://secure.adnxs.com/seg?add=2025562&t=2","pattern":"segment-2025562","name":"TWM\_CRM\_4-Wine-and-Spirits-Segment","type":"raw","first\_fired":null,"campaign\_group\_id":185,"auto":0,"created\_at":"2014-09-23T19:11:24.000Z","updated\_at":"2014-09-23T19:11:24.000Z","deleted\_at":null,"id":7630,"apnx\_id":2025558,"host":"totalwine.com","url":"https://secure.adnxs.com/seg?add=2025558&t=2","pattern":"segment-2025558","name":"TWM\_CRM\_1-All-Preferences","type":"raw","first\_fired":null,"campaign\_group\_id":185,"auto":0,"created\_at":"2014-09-23T19:11:24.000Z","updated\_at":"2014-09-23T19:11:24.000Z","deleted\_at":null,"id":7631,"apnx\_id":2025559,"host":"totalwine.com","url":"https://secure.adnxs.com/seg?add=2025559&t=2","pattern":"segment-2025559","name":"TWM\_CRM\_2-Bear-and-Spirits-Segment","type":"raw","first\_fired":null,"campaign\_group\_id":185,"auto":0,"created\_at":"2014-09-23T19:11:26.000Z","updated\_at":"2014-09-23T19:11:26.000Z","deleted\_at":null,"id":7632,"apnx\_id":2025563,"host":"totalwine.com","url":"https://secure.adnxs.com/seg?add=2025563&t=2","pattern":"segment-2025563","name":"TWM\_CRM\_5-Spirits-Only-Segment","type":"raw","first\_fired":null,"campaign\_group\_id":185,"auto":0,"created\_at":"2014-09-23T19:11:26.000Z","updated\_at":"2014-09-23T19:11:26.000Z","deleted\_at":null,"id":7633,"apnx\_id":2025565,"host":"totalwine.com","url":"https://secure.adnxs.com/seg?add=2025565&t=2","pattern":"segment-2025565","name":"TWM\_CRM\_6-Bear-Only-Segment","type":"raw","first\_fired":null,"campaign\_group\_id":185,"auto":0,"created\_at":"2014-09-23T19:11:26.000Z","updated\_at":"2014-09-23T19:11:26.000Z","deleted\_at":null,"id":7844,"apnx\_id":2079552,"host":"totalwine.com","url":"totalwine.com/eng/categories/wine/california/sonoma-county/dry-creek-valley","pattern":"^totalwine\\.com/Veng/Vcategories/Vwine/Vcalifornia\\-sonoma\\-county\\-dry\\-creek\\-valley\\.?\$","name":"totalwine.com/eng/categories/wine/california/sonoma-county/dry-creek-valley","type":"supertag","first\_fired":"2014-09-29T07:04:30.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-09-29T07:00:50.000Z","updated\_at":"2014-11-06T00:51:05.000Z","deleted\_at":null,"id":7845,"apnx\_id":2079553,"host":"totalwine.com","url":"totalwine.com/eng/gallery-california-wine-month/118919750","pattern":"^totalwine\\.com/Veng/Vgallery\\-california\\-wine\\-month/V118919750\\.?\$","name":"totalwine.com/eng/gallery-california-wine-month/118919750","type":"supertag","first\_fired":"2014-09-29T10:02:54.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-09-29T07:00:50.000Z","updated\_at":"2014-11-06T00:51:06.000Z","deleted\_at":null,"id":8154,"apnx\_id":2093203,"host":"totalwine.com","url":"totalwine.com/eng/calendar/eventcategory/weekly%20tasting","pattern":"^totalwine\\.com/Veng/Vcalendar/Veventcategory/Vweekly%20tasting\\.?\$","name":"totalwine.com/eng/calendar/eventcategory/weekly%20tasting","type":"supertag","first\_fired":"2014-10-04T10:11:34.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-10-04T07:00:50.000Z","updated\_at":"2014-11-06T00:51:04.000Z","deleted\_at":null,"id":8445,"apnx\_id":2112439,"host":"totalwine.com","url":"totalwine.com/eng/categories/beer/seasonal/fall","pattern":"^totalwine\\.com/Veng/Vcategories/Vbeer/Vseasonal/Vfall\\.?\$","name":"totalwine.com/eng/categories/beer/seasonal/fall","type":"supertag","first\_fired":"2014-10-11T07:00:43.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-10-11T07:00:47.000Z","updated\_at":"2014-11-06T00:51:04.000Z","deleted\_at":null,"id":8446,"apnx\_id":212440,"host":"totalwine.com","url":"totalwine.com/eng/categories/spirits/bourbon-american-whiskey/bourbon-american-whiskey/sortby/phl","pattern":"^totalwine\\.com/Veng/Vcategories/Vspirits/Vbourbon\\-american\\-whiskey\\-whiskey\\-bourbon\\-american\\-whiskey\\-whiskey\\-sortby/Vphl\\.?\$","name":"totalwine.com/eng/categories/spirits/bourbon-american-whiskey/bourbon-american-whiskey/sortby/phl","type":"supertag","first\_fired":"2014-10-11T07:04:33.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-10-11T07:00:47.000Z","updated\_at":"2014-11-06T00:51:05.000Z","deleted\_at":null,"id":8509,"apnx\_id":2113237,"host":"totalwine.com","url":"totalwine.com/eng/categories/spirits/whiskey-whisky/sortby/phl/118919750","pattern":"^totalwine\\.com/Veng/Vcategories/Vspirits/Vwhiskey\\-whisky\\-whisky\\-whisky\\-whisky\\-whisky\\-whisky\\-sortby/Vphl/V118919750\\.?\$","name":"totalwine.com/eng/categories/spirits/whiskey-whisky/sortby/phl/118919750","type":"supertag","first\_fired":"2014-10-13T08:07:37.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-10-13T07:57:25.000Z","updated\_at":"2014-11-06T00:51:05.000Z","deleted\_at":null,"id":8542,"apnx\_id":2119187,"host":"totalwine.com","url":"totalwine.com/eng/categories/beer/seasonal","pattern":"^totalwine\\.com/Veng/Vcategories/Vbeer/Vseasonal\\.?\$","name":"totalwine.com/eng/categories/beer/seasonal","type":"supertag","first\_fired":"2014-10-15T07:11:58.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-10-15T07:00:52.000Z","updated\_at":"2014-11-06T00:51:04.000Z","deleted\_at":null,"id":8834,"apnx\_id":2129797,"host":"totalwine.com","url":"totalwine.com/eng/gallery-opus-one","pattern":"^totalwine\\.com/Veng/Vgallery\\-opus\\-one\\.?\$","name":"totalwine.com/eng/gallery-opus-one","type":"supertag","first\_fired":"2014-10-20T07:28:49.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-10-20T07:00:50.000Z","updated\_at":"2014-11-06T00:51:07.000Z","deleted\_at":null,"id":8871,"apnx\_id":2132995,"host":"totalwine.com","url":"totalwine.com/eng/deals/halloween-cocktails-alcoholic-drink-recipes.cfm","pattern":"^totalwine\\.com/Veng/Vdeals\\-halloween\\-cocktails\\-alcoholic\\-drink\\-recipes\\.cfm\\.?\$","name":"totalwine.com/eng/deals/halloween-cocktails-alcoholic-drink-recipes.cfm","type":"supertag","first\_fired":"2014-10-21T07:03:53.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-10-21T07:00:51.000Z","updated\_at":"2014-11-06T00:51:06.000Z","deleted\_at":null,"id":9175,"apnx\_id":2149023,"host":"totalwine.com","url":"totalwine.com/eng/guide-to-spirits/halloween-cocktail-drink-recipes.cfm","pattern":"^totalwine\\.com/Veng/Vguide\\-to\\-spirits\\-halloween\\-cocktail\\-drink\\-recipes\\.cfm\\.?\$","name":"totalwine.com/eng/guide-to-spirits/halloween-cocktail-drink-recipes.cfm","type":"supertag","first\_fired":"2014-10-

26T07:01:30.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-10-26T07:00:47.000Z","updated\_at":"2014-11-06T00:51:07.000Z","deleted\_at":null}, {"id":9176,"apnx\_id":2149024,"host":"totalwine.com","url":"totalwine.com/eng/gallery-wine-for-halloween","pattern":"^totalwine\\.com\\/eng\\/gallery\\-wine\\-for\\-halloween\\.?\$","name":"totalwine.com/eng/gallery-wine-for-halloween","type":"supertag","first\_fired":"2014-10-26T07:03:18.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-10-26T07:00:47.000Z","updated\_at":"2014-11-06T00:51:07.000Z","deleted\_at":null}, {"id":9694,"apnx\_id":2171116,"host":"totalwine.com","url":"totalwine.com/eng/categories/wine/france/bordeaux","pattern":"^totalwine\\.com\\/eng\\/categories\\/wine\\/france\\/bordeaux\\.?\$","name":"totalwine.com/eng/categories/wine/france/bordeaux","type":"supertag","first\_fired":"2014-10-31T07:10:09.000Z","campaign\_group\_id":185,"auto":1,"created\_at":"2014-10-31T07:00:51.000Z","updated\_at":"2014-11-06T00:51:05.000Z","deleted\_at":null}, {"id":9976,"apnx\_id":2184413,"host":"totalwine.com","url":"prospecting homepage conversion event","pattern":"^prospecting homepage conversion event\$","name":"Prospecting Homepage Conversion Event","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":0,"created\_at":"2014-11-06T00:51:03.000Z","updated\_at":"2014-11-06T00:51:04.000Z","deleted\_at":null}, {"id":9981,"apnx\_id":2184859,"host":"totalwine.com","url":"totalwine.com/eng/gallery-our-favorite","pattern":"^totalwine\\.com\\/eng\\/gallery\\-our\\-favorite\\.?\$","name":"totalwine.com/eng/gallery-our-favorite","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2014-11-06T07:00:54.000Z","updated\_at":"2014-11-06T07:00:55.000Z","deleted\_at":null}, {"id":9982,"apnx\_id":2184860,"host":"totalwine.com","url":"totalwine.com/eng/gallery-our-favorite-white-wine-gifts","pattern":"^totalwine\\.com\\/eng\\/gallery\\-our\\-favorite\\-white\\-wine\\-gifts\\.?\$","name":"totalwine.com/eng/gallery-our-favorite-white-wine-gifts","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2014-11-06T07:00:55.000Z","updated\_at":"2014-11-06T07:00:55.000Z","deleted\_at":null}, {"id":9983,"apnx\_id":2184861,"host":"totalwine.com","url":"totalwine.com/eng/gallery-our-favorite-red-wine-gifts","pattern":"^totalwine\\.com\\/eng\\/gallery\\-our\\-favorite\\-red\\-wine\\-gifts\\.?\$","name":"totalwine.com/eng/gallery-our-favorite-red-wine-gifts","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2014-11-06T07:00:55.000Z","deleted\_at":null}, {"id":10063,"apnx\_id":2193393,"host":"totalwine.com","url":"totalwine.com/eng/categories/spirits/scotch/single-malt","pattern":"^totalwine\\.com\\/eng\\/categories\\/spirits\\/scotch\\/single\\-malt\\.?\$","name":"totalwine.com/eng/categories/spirits/scotch/single-malt","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2014-11-08T07:12:42.000Z","updated\_at":"2014-11-08T07:12:43.000Z","deleted\_at":null}, {"id":10239,"apnx\_id":2194565,"host":"totalwine.com","url":"totalwine.com/eng/product/yamazaki-single-12y-malt-whisky/16935750","pattern":"^totalwine\\.com\\/eng\\/product\\/yamazaki\\-single\\-12y\\-malt\\-whisky\\/16935750\\.?\$","name":"totalwine.com/eng/product/yamazaki-single-12y-malt-whisky/16935750","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2014-11-10T07:00:49.000Z","updated\_at":"2014-11-10T07:00:56.000Z","deleted\_at":null}, {"id":10335,"apnx\_id":2205296,"host":"totalwine.com","url":"totalwine.com/eng/deals/favorite-wine-gifts-beer-gifts-spirits-gifts.cfm","pattern":"^totalwine\\.com\\/eng\\/deals\\/favorite\\-wine\\-gifts\\-beer\\-gifts\\-spirits\\-gifts\\.cfm\\.?\$","name":"totalwine.com/eng/deals/favorite-wine-gifts-beer-gifts-spirits-gifts.cfm","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2014-11-12T07:00:58.000Z","updated\_at":"2014-11-12T07:00:59.000Z","deleted\_at":null}, {"id":10592,"apnx\_id":2217311,"host":"totalwine.com","url":"totalwine.com/eng/categories/wine/rating/90-1pricer/-20","pattern":"^totalwine\\.com\\/eng\\/categories\\/wine\\/rating\\/90\\-1pricer\\/\\-20\\.?\$","name":"totalwine.com/eng/categories/wine/rating/90-1pricer/-20","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2014-11-16T07:00:52.000Z","updated\_at":"2014-11-16T07:00:52.000Z","deleted\_at":null}, {"id":10749,"apnx\_id":2256215,"host":"totalwine.com","url":"totalwine.com/eng/categories/wine/pinot-noir","pattern":"^totalwine\\.com\\/eng\\/categories\\/wine\\/pinot\\-noir\\.?\$","name":"totalwine.com/eng/categories/wine/pinot-noir","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2014-11-19T07:00:54.000Z","updated\_at":"2014-11-19T07:00:55.000Z","deleted\_at":null}, {"id":10875,"apnx\_id":2313543,"host":"totalwine.com","url":"totalwine.com/eng/gallery-thanksgiving-drinks-wines","pattern":"^totalwine\\.com\\/eng\\/gallery\\-thanksgiving\\-drinks\\-wines\\.?\$","name":"totalwine.com/eng/gallery-thanksgiving-drinks-wines","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2014-11-21T07:00:53.000Z","updated\_at":"2014-11-21T07:00:57.000Z","deleted\_at":null}, {"id":10876,"apnx\_id":2313544,"host":"totalwine.com","url":"totalwine.com/eng/guide-to-wine/pinot-noir.cfm","pattern":"^totalwine\\.com\\/eng\\/guide\\-to\\-wine\\/pinot\\-noir\\.cfm\\.?\$","name":"totalwine.com/eng/guide-to-wine/pinot-noir.cfm","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2014-11-21T07:00:53.000Z","updated\_at":"2014-11-21T07:00:58.000Z","deleted\_at":null}, {"id":11057,"apnx\_id":2324982,"host":"totalwine.com","url":"totalwine.com/eng/product/pappy-van-winkle-20-yr-bourbon/97274750","pattern":"^totalwine\\.com\\/eng\\/product\\/pappy\\-van\\-winkle\\-20\\-yr\\-bourbon\\/97274750\\.?\$","name":"totalwine.com/eng/product/pappy-van-winkle-20-yr-bourbon/97274750","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2014-11-23T07:00:55.000Z","updated\_at":"2014-11-23T07:00:56.000Z","deleted\_at":null}, {"id":11088,"apnx\_id":2325673,"host":"totalwine.com","url":"totalwine.com/eng/gallery-thanksgiving","pattern":"^totalwine\\.com\\/eng\\/gallery\\-thanksgiving\\.?\$","name":"totalwine.com/eng/gallery-thanksgiving","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2014-11-24T07:51:30.000Z","updated\_at":"2014-11-24T07:51:31.000Z","deleted\_at":null}, {"id":11089,"apnx\_id":2325674,"host":"totalwine.com","url":"totalwine.com/eng/gallery-thanksgiving-red-wines","pattern":"^totalwine\\.com\\/eng\\/gallery\\-thanksgiving\\-red\\-wines\\.?\$","name":"totalwine.com/eng/gallery-thanksgiving-red-wines","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2014-11-24T07:51:30.000Z","updated\_at":"2014-11-24T07:51:32.000Z","deleted\_at":null}, {"id":11262,"apnx\_id":2344602,"host":"totalwine.com","url":"totalwine.com/eng/gallery-black-friday-deals-wine-liquor","pattern":"^totalwine\\.com\\/eng\\/gallery\\-black\\-friday\\-deals\\-wine\\-liquor\\.?\$","name":"totalwine.com/eng/gallery-black-friday-deals-wine-liquor","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2014-11-29T07:00:55.000Z","updated\_at":"2014-11-29T07:00:55.000Z","deleted\_at":null}, {"id":11380,"apnx\_id":2358280,"host":"totalwine.com","url":"totalwine.com/eng/gallery-our-favorite-w","pattern":"^totalwine\\.com\\/eng\\/gallery\\-our\\-favorite\\-w\\.?\$","name":"totalwine.com/eng/gallery-our-favorite-w","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2014-12-03T07:06:49.000Z","updated\_at":"2014-12-03T07:06:50.000Z","deleted\_at":null}, {"id":11381,"apnx\_id":2358281,"host":"totalwine.com","url":"totalwine.com/eng/gallery-our-favorite-wine-accessories","pattern":"^totalwine\\.com\\/eng\\/gallery\\-our\\-favorite\\-wine\\-accessories\\.?\$","name":"totalwine.com/eng/gallery-our-favorite-wine-accessories","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2014-12-03T07:06:49.000Z","updated\_at":"2014-12-03T07:06:51.000Z","deleted\_at":null}, {"id":11473,"apnx\_id":2361510,"host":"totalwine.com","url":"totalwine.com/eng/gallery-favorite-sparkling-wine-gifts","pattern":"^totalwine\\.com\\/eng\\/gallery\\-favorite\\-sparkling\\-wine\\-gifts\\.?\$","name":"totalwine.com/eng/gallery-favorite-sparkling-wine-gifts","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2014-12-04T07:00:57.000Z","updated\_at":"2014-12-04T07:00:58.000Z","deleted\_at":null}, {"id":11909,"apnx\_id":2373179,"host":"totalwine.com","url":"totalwine.com/eng/product/chateau-la-tonnelle-haut-medoc/72701750","pattern":"^totalwine\\.com\\/eng\\/product\\/chateau\\-la\\-tonnelle\\-haut\\-medoc\\/72701750\\.?\$","name":"totalwine.com/eng/product/chateau-la-tonnelle-haut-medoc/72701750","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2014-12-10T07:01:00.000Z","updated\_at":"2014-12-10T07:01:01.000Z","deleted\_at":null}, {"id":12368,"apnx\_id":2388408,"host":"totalwine.com","url":"totalwine.com/eng/categories/spirits/liqueurs-cordials","pattern":"^totalwine\\.com\\/eng\\/categories\\/spirits\\/liqueurs\\-cordials\\.?\$","name":"totalwine.com/eng/categories/spirits/liqueurs-cordials","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2014-12-17T07:00:58.000Z","updated\_at":"2014-12-17T07:00:59.000Z","deleted\_at":null}, {"id":12425,"apnx\_id":2391209,"host":"totalwine.com","url":"totalwine.com/eng/categories/gifts/accessories","pattern":"^totalwine\\.com\\/eng\\/categories\\/gifts\\/accessories\\.?\$","name":"totalwine.com/eng/categories/gifts/accessories","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2014-12-18T07:00:59.000Z","updated\_at":"2014-12-18T07:01:00.000Z","deleted\_at":null}, {"id":12554,"apnx\_id":2397966,"host":"totalwine.com","url":"totalwine.com/eng/campaign/union-de-grand-crus-bordeaux-tasting-miami-fl.cfm","pattern":"^totalwine\\.com\\/eng\\/campaign\\/union\\-de\\-grand\\-crus\\-bordeaux\\-tasting\\-miami\\-fl\\.cfm\\.?\$","name":"totalwine.com/eng/campaign/union-de-grand-crus-bordeaux-tasting-miami-fl.cfm","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2014-12-22T07:00:59.000Z","updated\_at":"2014-12-22T07:01:00.000Z","deleted\_at":null}, {"id":12604,"apnx\_id":2404549,"host":"totalwine.com","url":"totalwine.com/eng/gallery-our-favorite-spirits-gifts","pattern":"^totalwine\\.com\\/eng\\/gallery\\-our\\-favorite\\-spirits\\-gifts\\.?\$","name":"totalwine.com/eng/gallery-our-favorite-spirits-gifts","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2014-12-24T07:01:00.000Z","updated\_at":"2014-12-24T07:01:01.000Z","deleted\_at":null}, {"id":12696,"apnx\_id":2406281,"host":"totalwine.com","url":"totalwine.com/eng/gallery-moet-and-chandon","pattern":"^totalwine\\.com\\/eng\\/gallery\\-moet\\-and\\-chandon\\.?\$","name":"totalwine.com/eng/gallery-moet-and-chandon","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2014-12-28T07:01:00.000Z","updated\_at":"2014-12-28T07:01:00.000Z","deleted\_at":null}, {"id":12725,"apnx\_id":2406942,"host":"totalwine.com","url":"totalwine.com/eng/customerservice/faqs","pattern":"^totalwine\\.com\\/eng\\/customerservice\\/faqs\\.?\$","name":"totalwine.com/eng/customerservice/faqs","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2014-12-29T07:01:00.000Z","updated\_at":"2014-12-29T07:01:02.000Z","deleted\_at":null}, {"id":12726,"apnx\_id":2406943,"host":"totalwine.com","url":"totalwine.com/eng/customerservice/faqs-shipping.cfm","pattern":"^totalwine\\.com\\/eng\\/customerservice\\/faqs\\-shipping\\.cfm\\.?\$","name":"totalwine.com/eng/customerservice/faqs-shipping.cfm","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2014-12-29T07:01:00.000Z","updated\_at":"2014-12-29T07:01:04.000Z","deleted\_at":null}, {"id":12838,"apnx\_id":2411252,"host":"totalwine.com","url":"totalwine.com/eng/guide-to-wine/cabernet-sauvignon.cfm","pattern":"^totalwine\\.com\\/eng\\/guide\\-to\\-wine\\/cabernet\\-sauvignon\\.cfm\\.?\$","name":"totalwine.com/eng/guide-to-wine/cabernet-sauvignon.cfm","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2015-01-01T07:01:02.000Z","updated\_at":"2015-01-01T07:01:02.000Z","deleted\_at":null}, {"id":12862,"apnx\_id":2411508,"host":"totalwine.com","url":"totalwine.com/eng/guide-to-wine/moscato-muscat.cfm","pattern":"^totalwine\\.com\\/eng\\/guide\\-to\\-wine\\/moscato\\-muscat\\.cfm\\.?\$","name":"totalwine.com/eng/guide-to-wine/moscato-muscat.cfm","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2015-01-02T07:00:59.000Z","updated\_at":"2015-01-02T07:01:01.000Z","deleted\_at":null}, {"id":12926,"apnx\_id":2413856,"host":"totalwine.com","url":"totalwine.com/eng/guide-to-wine/allowing-wine-to-breathe.cfm","pattern":"^totalwine\\.com\\/eng\\/guide\\-to\\-wine\\/allowing\\-wine\\-to\\-breathe\\.cfm\\.?\$","name":"totalwine.com/eng/guide-to-wine/allowing-wine-to-breathe.cfm","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2015-01-05T07:00:59.000Z","updated\_at":"2015-01-05T07:01:00.000Z","deleted\_at":null}, {"id":13026,"apnx\_id":2424837,"host":"totalwine.com","url":"totalwine.com/eng/categories/wine/price/-15","pattern":"^totalwine\\.com\\/eng\\/categories\\/wine\\/price\\/\\-15\\.?\$","name":"totalwine.com/eng/categories/wine/price/-15","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2015-01-08T07:01:02.000Z","updated\_at":"2015-01-08T07:01:01.000Z","deleted\_at":null}, {"id":13067,"apnx\_id":2431872,"host":"totalwine.com","url":"totalwine.com/eng/guide-to-wine/pinot-","pattern":"^totalwine\\.com\\/eng\\/guide\\-to\\-wine\\/pinot\\-\\.?\$","name":"totalwine.com/eng/guide-to-wine/pinot-","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2015-01-09T07:00:56.000Z","updated\_at":"2015-01-09T07:00:57.000Z","deleted\_at":null}, {"id":13172,"apnx\_id":2436876,"host":"totalwine.com","url":"totalwine.com/eng/gallery-italian-french-spanish-wine/categories/wine","pattern":"^totalwine\\.com\\/eng\\/gallery\\-italian\\-french\\-spanish\\-wine\\/categories\\/wine\\.?\$","name":"totalwine.com/eng/gallery-italian-french-spanish-wine/categories/wine","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2015-01-11T07:00:59.000Z","updated\_at":"2015-01-11T07:01:00.000Z","deleted\_at":null}, {"id":13218,"apnx\_id":2442052,"host":"totalwine.com","url":"totalwine.com/eng/guide-to-wine/syrah-shiraz.cfm","pattern":"^totalwine\\.com\\/eng\\/guide\\-to\\-wine\\/syrah\\-shiraz\\.cfm\\.?\$","name":"totalwine.com/eng/guide-to-wine/syrah-shiraz.cfm","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2015-01-13T07:00:53.000Z","updated\_at":"2015-01-13T07:00:54.000Z","deleted\_at":null}, {"id":13316,"apnx\_id":2445615,"host":"totalwine.com","url":"totalwine.com/eng/gallery-o","pattern":"^totalwine\\.com\\/eng\\/gallery\\-o\\.?\$","name":"totalwine.com/eng/gallery-o","type":"supertag","first\_fired":null,"campaign\_group\_id":185,"auto":1,"created\_at":"2015-01-14T07:00:55.000Z","updated\_at":"2015-01-



```
14T07:00:56.000Z","deleted_at":null},{ "id":13405,"apnx_id":2448545,"host":"totalwine.com","url":"totalwine.com/eng/gallery-italian-french-spanish-wine/categories/wine/france","pattern":"^totalwine\\.com\\/eng\\/gallery\\/italian\\/french\\/spanish\\/wine\\/categories\\/wine\\/france.*?$","name":"totalwine.com/eng/gallery-italian-french-spanish-wine/categories/wine/france","type":"supertag","first_fired":null,"campaign_group_id":185,"auto":1,"created_at":"2015-01-15T07:00:53.000Z","updated_at":"2015-01-15T07:00:54.000Z","deleted_at":null}]' visit_id="4.38282518056141e+15">
```

[Return Home](#)

[Subscribe to the RSS Feed](#) **Popular Pages:**

[Glossary](#)

[Diabetes and Wine](#)

[Everything you need to know about wine](#)

[White Wine Grapes](#)

[Red Wine Grapes](#)

[How Wine Ages](#)

[Investing in Wine](#)

[France](#)

[Italy](#)

[Guest Book](#)

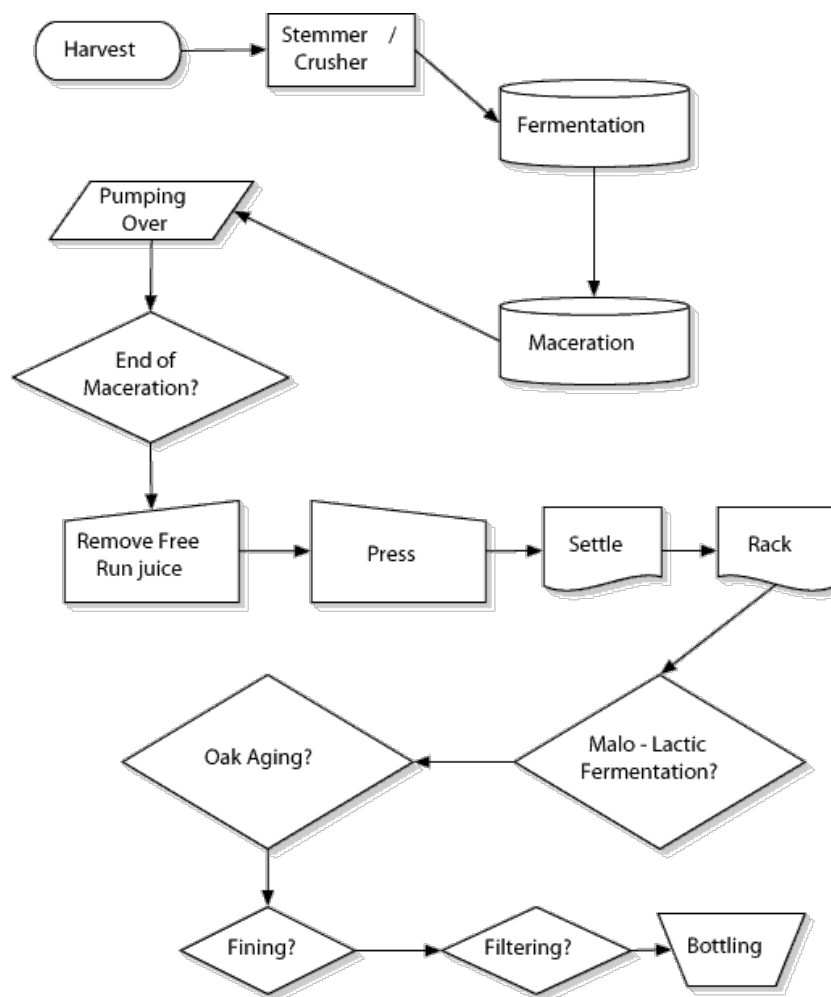
[Games to Play](#)

[Videos to Watch](#)

[Subscribe to the Newsletter](#)

*We never sell or*

## The Basic Red Wine Making Process



**The Steps:**

Sponsored Links:

**Avalon Cider Press**  
 Stainless Steel - Made in USA.  
 The ultimate home cider



*distribute our email list*

[Wine Books by Stephen Reiss](#)

**Harvest** - The grapes are picked when they are ripe, usually as determined by taste and sugar readings.

**Stemmer Crusher** - This removes the stems from the grape bunches, and crushes the grapes (but does not press them) so that they are exposed to the yeast for fermenting, and so the skins can better impart color to the wine.

**Fermentation** - Yeast turn the sugar in the wine primarily into Carbon Dioxide, Heat and Alcohol.

**Maceration** - This is how long the must (juice and grape solids) is allowed to sit, picking up flavor, color and tannin. Too long and the wine is bitter, too short and it is thin.

**Pumping Over** - Skin and other solids float to the top, and need to be pushed back down to stay in contact with the must. This "cap" can be punched down with a tool, or you can pump must from the bottom over the cap and submerge it that way.

**End of Maceration?** - The winemaker must decide if the must has sat long enough.

**Remove Free Run** - The best quality wine is made just from the juice portion of the must. It is removed and the rest of the drier must (now called pomace) is sent to the press.

**Press** - This squeezes the remaining juice out of the pomace. If you do it too hard, or too many times, you get low quality wine.

**Settle** - The juice, now wine, needs to settle after this ordeal.

**Rack(ing)** - Moving the wine from one barrel to a new barrel allows you to leave solids and anything that might cloud the wine, behind.

**Malo-Lactic Fermentation** - This secondary fermentation can turn the tart malic acid (of green apples) into the softer lactic acid (of milk). Many, but not all red wines go through this step.

**Oak Aging** - Oak is expensive, if the wine is not meant to age for years, the winery may put the wine in oak for only a short time, or not at all.

**Fining** - A process that helps to remove anything that may be making the wine cloudy.

**Filtering** - A process that removes any fining agents, or other undesirable elements in the wine.

**Bottling** - This is done carefully so that the wine does not come in contact with air. Finer wines may be stored for several years in bottles before they are released.

## Top 7 Wine Refrigerators

2015 Bestselling Wine Refrigerators Compare Latest Deals & Save



Buyers & Cellars(tm) and B&C Unravelling the Wine Knot are registered trademarks of Buyers & Cellars Wine Consultants, Aspen, Colorado.

All Worldwide Rights Reserved.

All information in this site is copyrighted

Buyers & Cellars 1995 - 2009

**Please do not use in any form without permission**

EXHIBIT 3



## WINE LABELING REGULATIONS in the Code of Federal Regulations (CFR)

Read more about the following consumer protection regulations online at [www.ttb.gov](http://www.ttb.gov):

**Vintage Date** 27 CFR 4.27

**Estate Bottled** 27 CFR 4.26

**Appellations of Origin** 27 CFR 4.25

**American Viticultural Areas**  
27 CFR Part 9

**Alcohol Content** 27 CFR 4.36

**Declaration of Sulfites** 27 CFR 4.32(e)

**Health Warning Statement**  
27 CFR Part 16

**Brand Name** 27 CFR 4.33

**Varietal Designations**  
27 CFR 4.23, 4.28, 4.91, 4.92, 4.93

**Foreign Nongeneric Names Which Are Distinctive Designations of Specific Grape Wines** 27 CFR 12.31

**Name and Address** 27 CFR 4.35

**Net Contents** 27 CFR 4.37

**Caloric and Carbohydrate Representations** 27 CFR 4.39 and TTB Ruling 2004-1

**Voluntary Disclosure of Major Food Allergens** 27 CFR 4.32a



## How TTB Protects the Public

American adults who enjoy an occasional alcohol beverage of their choice do so without fear that the product they are consuming might not be labeled properly. Why don't they need to worry? Because a small Government agency takes pride in assuring that the alcohol beverages sold in the United States are properly described on the container.

TTB takes tremendous pride in its strategic mission to "Protect the Public," which is designed to assure the integrity of alcohol beverages in the marketplace, verify and substantiate industry member compliance with laws and regulations, and to provide information to the public as a means of preventing consumer deception.

TTB reviews more than 100,000 alcohol labels, as well as advertisements, each year to verify that they provide adequate information to the consumer concerning the identity and quality of each alcohol beverage and to make certain that they do not mislead consumers.

TTB investigators conduct product integrity field investigations to check that industry members are following all Federal labeling and production standards for alcohol beverages. These investigations often include a comprehensive chemical analysis conducted at one of our two state-of-the-art laboratories.

This informational pamphlet is designed to educate the American public about how to read an alcohol beverage label. If you want to learn more, visit our Web site at [www.ttb.gov](http://www.ttb.gov).



## WHAT THE WINE LABEL TELLS YOU

As consumers become more adventuresome in their wine selections, they look to the label for more information. What makes one wine different from another? What is the dominant grape in the wine? Where were those grapes grown? Although TTB consumer protection regulations only apply to wine of at least seven percent alcohol by volume, this pamphlet contains enough basic information to assist the consumer in making an informed choice when buying wine. This pamphlet discusses wine made from grapes, although wine may also be made from other types of fruit and agricultural products. TTB regulations can be quite detailed in regard to the production of a wine and the information appearing on the bottle; not every possibility is presented here, but this guide will give you a good grasp of the fundamentals. For more detailed information please see the regulations listed on the back of this pamphlet.

### VINTAGE DATE

A vintage date on the label indicates the year in which the grapes were harvested. If a vintage date is shown on the label at all, an appellation of origin smaller than a country must also be shown. If an American or imported wine uses a State or county, or the foreign equivalent, as an appellation of origin, 85 percent of the grapes must be from that year; if a viticultural area or the foreign equivalent is used, the percentage is raised to 95 percent.

### ESTATE BOTTLED

"Estate Bottled" means that 100 percent of the wine came from grapes grown on land owned or controlled by the winery, which must be located in a viticultural area. The winery must crush and ferment the grapes and finish, age, and bottle the wine in a continuous process on their premises. The winery and the vineyard must be in the same viticultural area.

### APPELLATION OF ORIGIN

Appellation of origin is another name for the place in which the dominant grapes used in the wine were grown. It can be the name of a country, State, county or geographic region called a viticultural area, or their foreign equivalents.

A country, State, or county appellation or their foreign equivalent on the label means that at least 75 percent of the wine is produced from grapes grown in the place named.

### VITICULTURAL AREA

An American viticultural area is a defined grape-growing region in the U.S. with geographic features (such as soil and climate) that set it apart from the surrounding areas.

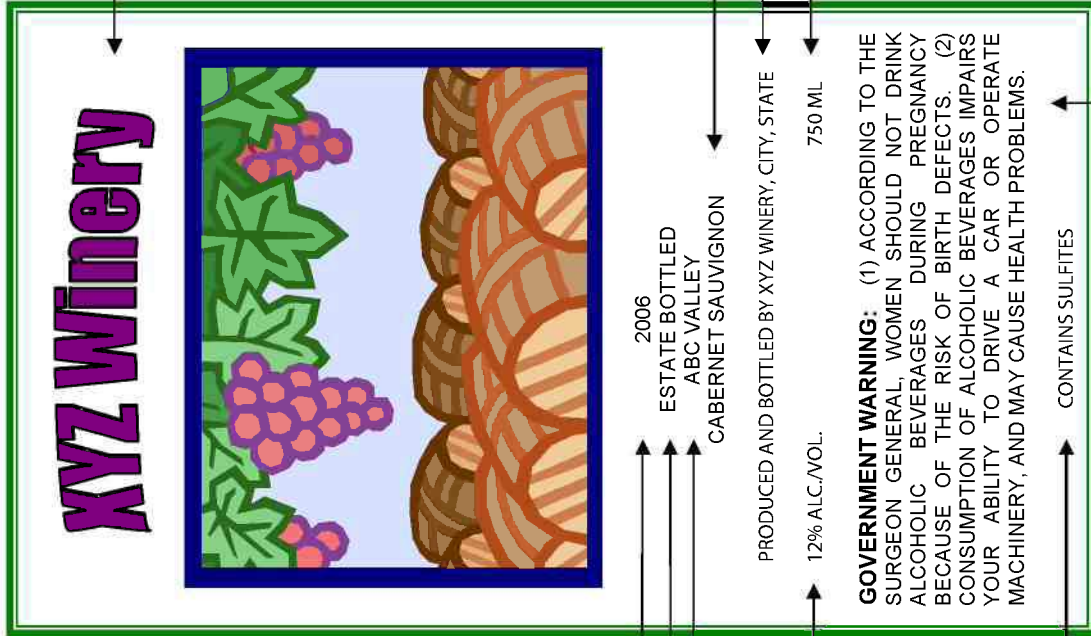
A viticultural area appellation on the label indicates that 85 percent or more of the wine was produced from grapes grown in the named area.

### ALCOHOL CONTENT

A statement of alcohol content in percent by volume appears on most labels. As an alternative, some bottlers may label wine with an alcohol content from 7 to 14 percent as "Table Wine" or "Light Wine."

### DECLARATION OF SULFITES

Required on any wine intended for interstate commerce that contains 10 or more parts per million of sulfur dioxide. Not required for wines only sold in intrastate commerce.



### BRAND NAME

The brand name is used to identify and market a wine. A brand name may not mislead the consumer about the age, identity, origin, or other characteristics of the wine.

### VARIETAL DESIGNATIONS

Varietal designations are the names of the dominant grapes used in the wine. Cabernet Sauvignon, Chardonnay, Zinfandel, and Merlot are examples of grape varieties. A varietal designation on the label requires an appellation of origin and means that at least 75 percent of the grapes used to make the wine are of that variety, and that the entire 75 percent were grown in the labeled appellation (except "Vitis labrusca" grapes, such as Concord, which require at least 51 percent).

### OTHER DESIGNATIONS

Wine labels are not required to bear a varietal designation. Other designations may be used to identify the wine, such as Red Wine, Rose Wine, White Wine, Table Wine (if no more than 14% alcohol by volume) or Dessert Wine (if over 14% alcohol by volume).

Some imported wines are designated with a distinctive name which is permissible only on specific wines from a particular place or region within the country of origin, for example, Asti Spumanti from Italy and Bordeaux from France.

### COUNTRY OF ORIGIN

Pursuant to regulations issued by U.S. Customs and Border Protection, a Country of Origin statement is required on containers of imported wines. Acceptable statements include "Product of (insert name of country)" or "Produced in (insert name of country)."

### NAME AND ADDRESS

The name and address of the bottler or importer must appear on the container. It is also permissible for a bottler/importer to use a duly authorized trade name in place of its usual operating name.

Domestic wines may have this statement further qualified with terms such as "Produced," meaning that not less than 75 percent of the wine was fermented at the stated address, or "Vinted," which means that the wine was subjected to cellar treatment at the stated address.

### NET CONTENTS

The net contents of a wine container must be stated in metric units of measure. Wine must be bottled in 50 ml, 100 ml, 187 ml, 375 ml, 500 ml, 750 ml, 1 L, 1.5 L, or 3 L sizes. Containers over 3 L must be bottled in quantities of even liters. No other sizes may be bottled.

### HEALTH WARNING STATEMENT

By law, this statement is required on all alcohol beverages containing 0.5 percent or more alcohol by volume.





**California Wine Regions  
Browse Wineries**

- [Napa Valley Wineries](#)
- [Paso Robles Wineries](#)
- [Santa Barbara Wineries](#)
- [Sonoma Wineries](#)
- [San Luis Obispo Wineries](#)
- [Mendocino Wineries](#)
- [Monterey Wineries](#)
- [Santa Clara Wineries](#)
- [Santa Cruz Wineries](#)
- [Sierra Foothills Wineries](#)
- [Temecula Wineries](#)
- [Lodi Wineries](#)
- [Livermore Wineries](#)
- [Lake County Wineries](#)
- [Ventura & Malibu Wineries](#)
- [San Joaquin Valley Wineries](#)
- [San Diego Wineries](#)
- [SF East Bay Wineries](#)

**CWA Poll**

What was the most recent California red wine you drank?

- Cabernet Sauvignon
- Zinfandel
- Pinot Noir
- Merlot
- Syrah
- Petite Sirah
- Malbec

**Food & Wine**

- [How To Match](#)
- [Pairing Cheese & Wine](#)
- [Wine Country Recipes](#)

**Wine Shop**

- [Napa Wine Bargains](#)
- [Deals at Wine.com](#)

**Wine Stuff**

**How To Read A Wine Label**

Are wine labels straightforward in what they tell us about a wine? Yes, if you know the rules that wineries have to follow and understand the nuances of labeling laws.

Let's take a look at one of the more attractive wine labels from Pismo Beach Winery and figure out what it tells us. Pismo Beach Winery has a flair for wine making and great label art, depicting local scenes along California's central coast. It certainly draws us to the wine but what about the rest of the label?

In the United States all our wines, including imported wines, have to comply with our strict label requirements. Below are the basics of what a wine label tells us. You may be surprised to find that a wine labeled Chardonnay may in fact be made up of 25% of other grape varieties.

**1. Producer** or brand name. Pismo Beach Winery is the brand and the producer. Some wine producers may have more than one brand. (Gallo has over 100 brands!)

**2. Wine Name.** The type of wine in the bottle. It may be a varietal (single grape type) or a blend such as a meritage, a Rhone Blend or a generic "Red Wine". California requires that at least 75% of the wine in the bottle be that varietal. This allows wine juice to be added to improve the character of the wine and still be called by that varietal. The "Reserve" name has no legal standing but usually is the winery's superior offering.

**3. Vintage**, or the year the grapes were grown. California requires that 85% of the juice in the bottle has to come from the stated vintage year. For wines noted to be from a specific American Viticultural Area (AVA), for example Edna Valley, Paso Robles, Napa Valley or a sub-appellation, the rule is 95% of the grapes must be from the stated vintage. If there is no vintage year present it is a blend of various years.

**4. Appellation**, place of origin or geographical growing area. If this label were to say just "California" as the growing area 100% of the grapes would have been required to come from the state of California but they could have been sourced from anywhere in the state. Narrowing down the place of origin to a county level, such as "Sonoma" or "San Luis Obispo" 75% of the grapes would have to have been grown within that county. If the wine is noted as within an American Viticultural Area or AVA including Edna Valley, then 85% of the grapes for that wine must have come from that AVA.

**5. Alcohol by volume.** This statement on a table wine indicates the alcohol content by volume, with a tolerance of plus or minus 1.5%. If the wine is 14% or more the tolerance is only 1%.

**Additional label information**

Producer and Bottler provides a lot of information on who and where the wine was made.



**Winery Search**

Enter Winery Name

**CWA Members**

Username

Password

[Free Membership](#)

[Recent Newsletters](#)

**Wine Country**



**Sponsors**



[Wine Glossary](#)

[Wine Grape Varieties](#)

[Taste For Free Maps](#)

[Ask the Winemaker](#)

[How To Technically Taste](#)

[Wine](#)

[Sulfites In Wine](#)

[Tasting Room Etiquette](#)

[Advisor Favorite Videos](#)

[Taste The Stars](#)

[All About Barrels](#)

[Santa Barbara and its 100](#)

[wineries](#)

[Seven Tips for Wine Events](#)

[Father of California Wine](#)

[How To Read A Wine Label](#)

**More Stuff**

-"Produced and bottled by", certifies that the bottler fermented 75% or more of the wine.  
-"Cellared and bottled by", indicates that the bottler has aged the wine for some period of time before bottling, but did not make the wine.  
-"Made and bottled by", indicates that the bottler fermented at least 75% of the wine.  
-"Bottled by" indicates that the winery bottled the wine, which may have been grown, crushed, fermented, finished, and aged elsewhere.

**Vineyard of Origin.** Many wineries name the vineyard in which the grapes were grown because the winery believes the property produces an unusually high-quality grape. 95% of these grapes must have been grown in the vineyard named.

**Estate Bottled.** This term certifies that the winery grew 100% of the grapes on land it owns or controls and that the winery crushed, fermented, finished, aged, and bottled the wine in a continuous process. Both the vineyard and winery must be located in the viticultural area that is stated on the label.

**Sulfites.** Beginning in 1988, wines which have a level of 10 parts per million or greater of sulfur dioxide must be labeled with a sulfite declaration. Sulfites naturally occur in wine but are also used as an additive to keep the wine fresh.

Understanding a wine label can help you understand what is inside the bottle. However, the best way to know what is in the bottle is to gather some friends and pull a cork, pour some wine and enjoy.



**Sales Training**

To Do List

- Buy Fruit
- Make Wine
- Open Doors
- Train Staff to better sell wine





Looking for the perfect cheese to go with your wine? Get our free guide with this special offer — only from Wine Spectator.

I want to help chefs realize their dreams and goals.  
*Your legacy lives on. Plan it well.*



SEE THOMAS KELLER'S STORY ▶



FIRST REPUBLIC

Home > Learn Wine > Glossary

e-mail print share

## glossary

You can browse our topics using the letters below, or search for a term.

A B C D E F G H I J K L M N O P Q R S T U V  
 W Y

search for:

### Letter V:

**Varietal:** Refers to a wine labeled with a single grape variety. Used predominantly in the United States and Australia, the term "varietal" denotes a wine named after and made from a single grape variety. For example, "The popular varietal is served in many restaurants" and "The herbal aromas of this Sauvignon Blanc are varietally correct." For varietal bottling, a minimum of 75 percent of that wine must be made from the designated grape variety. The term is frequently misused in reference to a grape variety itself.

**Variety:** A variety refers to the grape itself, whereas the term varietal refers to the wine made from that grape variety. For example, "Chardonnay is an early-ripening variety."

**Vegetal:** Some wines contain elements in their smell and taste which are reminiscent of plants and vegetables. In Cabernet Sauvignon a small amount of this vegetal quality is said to be part of varietal character. But when the vegetal element takes over, or when it shows up in wines in which it does not belong, those wines are considered flawed. Wine scientists have been able to identify the chemical constituent that makes wines smell like asparagus and bell peppers.

**Velvety:** Having rich flavor and a silky, sumptuous texture.

**Vendange:** French term for harvest.

**Vendange Tardive:** French term for late harvest.

**Veraison:** Occurs in late summer or early fall, when grapes start to lose their green color and take on mature hues, which can range from greenish yellow to red to almost black, depending on the variety.

**Vigneron:** French term for grapegrower or winemaker.

**Vin de Pays:** French quality classification meaning "country wine"; it is one level above vin de table.

**Vin de Table:** France's lowest level of wine classification, meaning "table wine." There are no limits on vineyard yields for wines labeled vin de table, and they do not require a vintage date.

**Vine Spacing:** The distance between vines in a vineyard; can vary from about three feet to eight feet. Generally, tighter spacing increases the competition between vines, producing fewer, more flavorful grapes.

**Vine Training:** The process of shaping the vine's permanent wood. In cool regions, vines trained low absorb more heat reflected off the ground, which helps ripen the fruit. In warmer regions, vines are trained

**You're not a member yet?**  
 WineSpectator.com membership gives you **FULL ACCESS** to over 290,000 ratings and tasting notes.

**START MY MEMBERSHIP NOW!**

**MEMBER LOGIN** = members on

Keep me logged in

**WE CALL THE WEST HOME, WE JUST HAPPEN TO WORK WORLDWIDE.**

Learn More >>

**BANK OF THE WEST WEALTH MANAGEMENT**  
 BNP PARIBAS GROUP

Bank of the West Wealth Management offers products and services through Bank of the West and its various affiliates and subsidiaries. Member FDIC. Equal Housing Lender. © 2014 Bank of the West.

**Most Emailed** **Most Commented**

1. Is There a Solution to Bottle Variation?
2. We're Not Going Anywhere
3. The Perfect \$25 Bottle of Wine
4. Chill Out About Thanksgiving Wine
5. Unique Wines on the Outskirts of the Rhône

### Free Email Newsletters

Sips & Tips | Wine & Healthy Living  
Video Theater | Collecting & Auctions

- » View samples
- » Or sign up now!
- » Manage my newsletter preferences



higher so they don't absorb reflections.

**Viniculture:** 🍷 The science or study of grape production for wine and the making of wine.

**Vinification:** Loosely synonymous with "winemaking," the act of creating wine from grapes, beginning with the crushing of grapes at harvest and ending when the fermented juice is barreled.

**Vinify:** The act of Vinification, or creating wine from grapes.

**Vino da Tavola:** 🍷 Italy's quality category equivalent to table wine; mass quantities of ordinary wines are produced at this level. Some of the country's most expensive wines made outside the DOC/DOCG regulations are sold at this level, such as super Tuscans.

**Vino de la Mesa:** 🍷 Spain's quality category equivalent to table wine; mass quantities of ordinary wines are produced at this level. As in Italy, some of the country's most expensive wines made outside the DO/DOCa regulations are sold at this level.

**Vino de la Tierra:** 🍷 One of Spain's quality categories; wines produced in a specific region; an average level of quality.

**Vino Joven:** 🍷 One of Spain's quality categories; green or young wine meant to be drunk as soon as it is bottled.

**Vinous:** 🍷 Literally means "winelike" and is usually applied to dull wines lacking in distinct varietal character.

**Vintage:** Indicates the year in which the grapes were grown. For vintage dated wines made in the United States, 95 percent of a wine must come from grapes that were grown and picked in the stated calendar year. In the southern hemisphere where the grapes may grow in the year preceeding a February through March harvest, the vintage date refers to the year of harvest. Also refers to the time of year in which the harvest takes place.

**Vinted By:** Largely meaningless phrase that means the winery purchased the wine in bulk from another winery and bottled it.

**Vintner:** Translates as wine merchant, but generally indicates a wine producer/or winery proprietor.

**Vintner-grown:** Means wine from a winery-owned vineyard situated outside the winery's delimited viticultural area.

**Viscous:** Describes full-bodied, thick, rich wines.

**Viticultural Area:** Defines a legal grape-growing area distinguished by geographical features, climate, soil, elevation, history and other definable boundaries. Rules vary widely from region to region, and change often. Just for one example, in the United States, a wine must be 85 percent from grapes grown within the viticultural area to carry the appellation name.

**Viticulture:** 🍷 The cultivation, science and study of grapes.

**Vitis Aestivalis:** A hardy grape native to North America, hybrids of *Vitis aestivalis* are sometimes used for winemaking, the most prominent of which is the Norton grape.

**Vitis Labrusca:** 🍷 The species of grape native to the eastern U.S. that includes the Concord and Catawba varieties.

**Vitis Riparia:** 🍷 A hardy grape native to North America, *Vitis Riparia* is one of the phylloxera-resistant rootstocks used with *Vitis Vinifera* grape varieties.

**Vitis Vinifera:** 🍷 Classic European winemaking species of grape. Examples include Cabernet Sauvignon and Chardonnay and most of the famous varieties grown around the world.

**Volatile (Volatile Acidity; VA) :** 🍷 Describes an excessive and undesirable amount of acidity, which gives a wine a slightly sour, vinegary edge. At very low levels (0.1 percent), it is largely undetectable; at higher levels it is considered a major defect.

**Vosges Oak:** 🍷 Tight-grained French oak from the Vosges Mountains in Alsace used to make wine barrels.

## Classifieds



The marketplace for all your wine needs, including:

[Wine Storage](#) | [Wine Clubs](#)  
[Dining & Travel](#) | [Wine Auctions](#)  
[Wine Shops](#) | [Wine Accessories](#)

**Forums:** [Wine Conversations](#) | [Share Tasting Notes](#) | [Share Dining Tips](#) | [Travel Tips](#) | [Buying & Selling](#) | [Off-Line Events](#) | [Wine Education](#)

**Help:** [Manage My Account](#) | [Support Desk/Contact Us](#)

**WineSpectator.com:** [Become a Member](#) | [Give a WineSpectator.com Gift Membership](#) | [Wine Spectator School](#)

**Wine Spectator Magazine:** [Subscribe](#) | [Digital Subscription](#) | [Gift Subscription](#) | [Buy Back Issues](#) | [Issue Archives](#) | [Wine Spectator Retailers](#) | [Sell Wine Spectator](#)

**Events:** [Wine Experience](#) | [Grand Tour](#) | [M. Shanken Events Calendar](#)

**Advertise With Us:** [Wine Spectator Magazine](#) | [WineSpectator.com](#) | [Wine Spectator Mobile](#) | [Online Classifieds](#) | [M. Shanken Media Kit](#)

**About Us:** [Site Tour](#) | [Editors' Bios](#) | [How We Taste](#) | [Job Opportunities](#) | [Terms of Service](#) | [Privacy Policy](#)

**Services:** [Apps](#) | [Mobile](#) | [E-mail Newsletters](#) | [RSS](#) | [Video Podcast](#) | [Gift Center](#) | [Online Wine Courses](#) | [Retailer Club](#)

**Other M. Shanken Sites:** [Trade News—Impact and Market Watch](#) | [Cigar Aficionado](#) | [Whisky Advocate](#) | [Impact Databank Reports](#)

**Categories:** [Wine Ratings](#) | [News & Features](#) | [Collecting](#) | [Learn Wine](#) | [Dining & Travel](#) | [Blogs](#) | [Video](#) | [For the Trade](#) | [Wine Shops](#) | [Classifieds](#)

Copyright © 2014 Wine Spectator Online

EXHIBIT 4





# PANDORA

EDNA VALLEY  
RED WINE

2008

CAUTION: DRINK RESPONSIBLY.  
CONTAINS SULFITES. 12% ALC/VOL (24% ALC BY VOL).  
PANDORA WINES & SPIRITS, INC. SANTA BARBARA, CA. © 2008 PANDORA WINES & SPIRITS, INC.





# PANDORA

EDNA VALLEY  
RED WINE

2009

Edna Valley  
Grown in the heart of the Edna Valley  
in the heart of the Edna Valley  
Edna Valley, California, USA  
100% Pure and Natural

**CONTAINS SULFITES 150 MG**  
100% Pure and Natural  
Edna Valley  
Edna Valley, California, USA  
100% Pure and Natural  
Edna Valley  
Edna Valley, California, USA  
100% Pure and Natural





# PANDORA

FONA VALLEY  
RED WINE  
2011

Vintner's Heritage  
Small Batch Production  
Dry Finish  
Best Enjoyed at 14-16°C

Contains 1 Open 2 up

### RECOMMENDATIONS

1. Allow the wine to breathe for 15-20 minutes before drinking.  
2. Serve at 14-16°C.  
3. Pair with red meat, game, or aged cheese.  
4. Store in a cool, dark place.  
5. Avoid light and heat.  
6. Open and consume within 24 hours.  
7. Keep the cork in the bottle until ready to drink.  
8. Do not drink and drive.  
9. Enjoy responsibly.

EXHIBIT 5

# VINEYARDS

John Alban's wines from Alban Vineyards have been critical darlings since they first appeared, nearly twenty years ago. Among the most expensive Rhône-style bottlings California (or the New World, for that matter), they have helped focus attention on the varieties, although they also have sharpened the distinction between the very top examples, like Alban's, and all the rest.



< 5 of 5 >

The estate vineyard is situated midway between San Francisco and Los Angeles, on California's Central Coast, in the county of San Luis Obispo [Saint Louis the Baptist, in Spanish]. SLO county, as locals refer to it, contains three official American Viticultural Areas (AVAs), the coolest of which is Edna Valley, where Pacific fog and breezes keep temperatures reliably moderate year-round. Although Edna Valley is best known for sprawling vineyards of Chardonnay and Pinot Noir, much of it made inexpensively to satisfy America's craving for these wines. Alban gambled on it in 1990, when he first put it under crop.





**WIKIPEDIA**  
The Free Encyclopedia

[Main page](#)  
[Contents](#)  
[Featured content](#)  
[Current events](#)  
[Random article](#)  
[Donate to Wikipedia](#)  
[Wikimedia Shop](#)

Interaction


[Help](#)  
[About Wikipedia](#)  
[Community portal](#)  
[Recent changes](#)  
[Contact page](#)

Tools

[What links here](#)  
[Related changes](#)  
[Upload file](#)  
[Special pages](#)  
[Permanent link](#)  
[Page information](#)  
[Wikidata item](#)  
[Cite this page](#)

Print/export

[Create a book](#)  
[Download as PDF](#)  
[Printable version](#)

Languages 

 [Edit links](#)

Article [Talk](#)

Read [Edit](#) [View history](#)

[Go](#)

# Alban Vineyards

From Wikipedia, the free encyclopedia

*This article is about the California winery. For wine of Ancient Rome, see [Alban wine](#).*

**Alban Vineyards** is a [California wine](#) estate producing various [Rhône](#) style blends and [varietal wine](#). The winery is located in [Edna Valley](#), near [Arroyo Grande](#) in the southern corner of [San Luis Obispo County](#).

**Contents** [hide]

- [1 History](#)
- [2 Production](#)
- [3 References](#)
- [4 External links](#)

## History [edit]

Starting in 1985, John Alban planted grapes for other people until he bought an estate in 1989.<sup>[1]</sup> With a focus on creating wines made from Rhône Valley varietals, Alban came to be a pioneer of the [Rhône Rangers](#) movement, and is considered one of the most influential American Rhone producers.<sup>[2][3][4]</sup>

On beginning to grow [Viognier](#), Alban stated "I almost single-handedly doubled the world's acreage," referring to a time when its cultivation was reduced to 50 acres (20 ha) in two areas of the Rhône Valley, [Condrieu](#) and [Château-Grillet](#).<sup>[5]</sup> Alban's work, along with that of [Josh Jensen](#) of [Calera Wine Company](#) in [San Benito County](#), helped to significantly expand plantings of Viognier in California at a time when the [varietal](#) was near extinction.<sup>[6]</sup>

## Production [edit]

Within a 250-acre (100 ha) area, the [vineyard](#) area extends 60 acres (24 ha),<sup>[7]</sup> planted with varieties [Syrah](#), [Viognier](#) and [Roussanne](#). Among the wines produced are the Lorraine Vineyard, Reva Vineyard Syrah, Seymour's Vineyard Syrah, and Pandora, a blend of Grenache and Syrah.<sup>[3]</sup> There has also been produced a [dessert wine](#) with ca. 5% [botrytis](#) grapes and

### Alban Vineyards



**Location** Edna Valley, USA

**Appellation** [Edna Valley AVA](#)

**Founded** 1989

**Key people** John Alban, winemaker

**Cases/yr** 5,000

**Known for** Lorraine Vineyard  
 Reva Vineyard Syrah  
 Seymour's Vineyard Syrah  
 Pandora

**Varietals** [Syrah](#), [Grenache](#), [Roussanne](#),  
[Grenache](#), [Viognier](#), [Mourvèdre](#)

**Other products** dessert wine

**Website** [www.albanvineyards.com](http://www.albanvineyards.com) 

aged in 50% new oak, named Rotten Luck.<sup>[8]</sup>

## References [edit]

- ↑ Saekel, Karola. *San Francisco Chronicle* (2000-11-01). "Alban Goes for the Rhone" ↗. *The San Francisco Chronicle*.
- ↑ Asimov, Eric. *New York Times* (2005-11-02). "Where the Rhone Bends to the West" ↗. *The New York Times*.
- ↑ <sup>a</sup> <sup>b</sup> Parker, Robert M. Jr. *Food & Wine* (October 2007). "The Promise of Paso Robles" ↗.
- ↑ Robinson, Jancis (2003-04-15). "Alban Vineyards Syrahs, Edna Valley" ↗.
- ↑ Daley, Bill. *Chicago Tribune* (2004-09-21). "Floral, aromatic viognier blossoms as winemakers fall for its charms" ↗.
- ↑ O. Clarke *Encyclopedia of Grapes* pg 276-281 Harcourt Books 2001 ISBN 0-15-100714-4
- ↑ Winepros.com. "Alban Vineyards" ↗.
- ↑ Calwineries. "Alban Vineyards" ↗.

## External links [edit]

- Alban Vineyards official site ↗

Categories: Wineries in California | Companies based in San Luis Obispo County, California | Companies established in 1889 | 1889 establishments in the United States

This page was last modified on 21 April 2014 at 12:58.

Text is available under the ↗ Creative Commons Attribution-ShareAlike License; additional terms may apply. By using this site, you agree to the ↗ Terms of Use and ↗ Privacy Policy. Wikipedia® is a registered trademark of the ↗ Wikimedia Foundation, Inc., a non-profit organization.

↗ Privacy policy ↗ About Wikipedia ↗ Disclaimers ↗ Contact Wikipedia ↗ Developers ↗ Mobile view





*the* Wine Cellar **INSIDER**

Search boxes: Tasting Note Search, Article Text Search

HOME BORDEAUX IMAGES WINE TOPICS HERCULES ABOUT CONTACT MEMBERSHIP

Like Tweet 0  
+ Share / Save f t ...

READ WINERY PROFILES  
VISIT WINE TALK FORUMS

SEARCH WINE TASTING NOTES

## Alban Vineyards California Wine Syrah Grenache



Alban Vineyards, [California Syrah](#) wine producer profile, wine [tasting notes](#), history of the property, information on their wine making techniques and their terroir, along with wine [reviews](#) and links.

Alban Vineyards is the first important [California](#) wine producer and vineyard producer focusing on [Rhone](#) varietals. Of course other growers and wineries were using Rhone varietals, but he was the first producer completely devoted to [grapes](#) that were more at home in the Rhone Valley. Alban bought land in the Edna Valley, in San Luis Obispo in 1990. Of the different

growing regions in the area, Edna Valley has the coolest climate, most resembling the Rhone Valley. John Alban began planting red and white grapes from Rhone varietals; Syrah, [Viognier](#) and [Roussanne](#). The next year he added [Grenache](#) to the vineyard. He released his debut vintage a few years later with fruit from the 1992 harvest.

The next step was changing his vinification techniques, starting with destemming the berries, relying on natural yeasts and fermenting at higher temperatures for shorter periods of time.

Alban Vineyards consist of different soil types exposures and micro climates. For example, Seymour's

comes from 8 acres of soils with more limestone and chalk. Reva is grown in soil dominated by clay and gravel and Lorraine comes from a hotter, rockier terroir. Most of the vineyards are situated close to the winery while Seymour's is located at the rear of their vineyards. All told, Alban has 66 acres under vine. On average, they produce close to 6,000 cases of wine per year. Alban has also been used as a [grape](#) source for other vintners, most notably [Sine Qua Non](#). Au Bon Climat, Failla and Mat Garretson and others have also used their fruit.

Alban Vineyards currently produces a wide range of wines including Viognier, Roussanne, Syrah, Grenache and [Mourvedre](#). The top wines are their Syrah; Seymour's, Reva, Lorraine and Patrina. Additionally they produce two Grenache based wines of which Pandora Proprietary blend is the finest. For their Mourvedre, that is used to produce the Forsythe, which is made from 100% Mourvedre.

Alban is not a shy, delicate style of wine. They are big, bold, ripe and sometimes, over ripe for some tasters. The wines age well.

[www.albanvineyards.com](http://www.albanvineyards.com)

## Wine Tasting Notes

Displaying 2 vintages | 12937 Views

Sorted by vintage

### 2006 Alban Vineyards Syrah Reva Alban Estate Vineyard

Tasted earlier this year, I was knocked out by this wine. Over the past 11 months, it's gotten even better! There is a beautiful sensation of purity to the sweet, ripe, polished berries. The wine has great length, balance and sophisticated textures, plus it's drinking in the sweet spot. If you have a bottle, do not hesitate to pop a cork.

**98 points** - Tasted Nov 25, 2012

3788 Views

Deep, dark and still purple in color, the wine explodes from the glass with intense, jammy scents of blackberry and blueberry liqueur, pepper, vanilla, coffee, licorice and black cherry jam. This massive wine is packed and stacked with multiple layers of sweet, ripe, jammy berries and spice. This dense Syrah ends with a long, palate coating finish.

**97 points** - Tasted Jan 6, 2012

6781 Views

Average Selling Price: (\$306.15) • [Find this wine to buy on Wine-Searcher](#)

### 2004 Alban Vineyards Syrah Seymour's Vineyard

Meaty, beefy, big and bouncy, this wine has so much ripe fruit packed into each [taste](#), it's almost too much of a good thing. Loaded with jam, pepper, smoke, earth, blueberry, blackberries and vanilla, this is extremely powerful and concentrated. But there is an elegance to the fruit and texture that makes it

all come together.

**96 points** - Tasted Aug 26, 2013

2368 Views

Average Selling Price: (\$405.06) • [Find this wine to buy on Wine-Searcher](#)

 [SUBSCRIBE BY RSS](#)

[HOME](#) [BORDEAUX CHATEAUX RHONE WINEMAKERS CALIFORNIA WINERIES GUIDE](#)  
[CALIFORNIA WINEMAKER PRODUCER PROFILES CALIFORNIA WINE STYLE](#)  
[EXPLAINED](#) [FAQ](#) [LINKS WE LIKE, RECOMMENDED WINE STORES, WINE BLOGS](#)  
[GUIDE TO NORTHERN RHONE WINE PRODUCERS IN COTE ROTIE AND HERMITAGE](#)  
[RECENT WINE TASTING NOTES](#) [RHONE WINE GUIDE COTE ROTIE HERMITAGE](#)  
[CHATEAUNEUF DU PAPE WINE](#) [SEARCH WINE REVIEWS AND TASTING NOTES](#) [SITE](#)  
[MAP](#) [SEARCH WINE TASTING NOTES, REVIEWS, RATINGS, BORDEAUX AND OTHER](#)  
[WINES](#) [BORDEAUX WINE BUYING GUIDES, ARTICLES, HOT TOPICS & ISSUES](#)  
[PHOTO GALLERIES WITH IMAGES OF WINE, FOOD, TRAVEL, DOGS](#) [WINE AND FOOD](#)  
[TALK FORUMS](#) [ABOUT JEFF LEVE AND THE WINE CELLAR INSIDER](#) [CONTACT](#)

If you like a page in **The Wine Cellar Insider**, please link to it! All material on this web site, including but not limited to written articles, tasting notes and photographs are the exclusive property of Jeff Leve and may not be copied, used, or reprinted without written notice and must be properly accredited with links to the appropriate page where the material was first published in **The Wine Cellar Insider** without exception to [Jeff Leve/The Wine Cellar Insider](#). © Copyright 2010, 2011, 2012, 2013, 2014, 2015



# Palm Beach Daily News

THE SHINY SHEET

**71°** Palm Beach, FL  
H: 75° L: 71°  
[Forecast](#) | [Weather App](#)

[CLASSIFIEDS](#) [REAL ESTATE](#) [PUBLIC NOTICES](#) [ADVERTISE](#)

[HOME](#) [NEWS](#) [REAL ESTATE NEWS](#) [SOCIETY](#) [ARTS](#) [FASHION](#) [LIFESTYLES](#) [SHINY SHOTS](#) [SPECIAL FEATURES](#) [CONTACT US](#)



[HOME](#) > [LIFESTYLES](#)

[Newsletters](#) [RSS Feeds](#)

Posted: 12:01 a.m. Sunday, Oct. 13, 2013

ON WINE: APPEARANCE, NOSE & PALATE

## Finding wine Eden in Edna Valley

California wineries offer variety of tasting opportunities.

[Email](#) [Share](#) [Tweet](#) [ShareThis](#) 169

### Related

[View Larger](#)



Paul William Coombs

Barrel cellar is part of tour at Alban Vineyards.

[View Larger](#)



Paul William Coombs

Winemaker Fintan du Fresne

[View Larger](#)

By Paul William Coombs

Daily News Wine Columnist

The French oak barrels are mounted three high along the length of the cellar, the thermostat is set to 57 degrees and winemaker John Alban draws wine from one of the barrels for our private tasting.

We are at the winery for Alban Vineyards, a few miles south of San Luis Obispo about halfway between San Francisco and Los Angeles, with the Pacific Ocean 5 miles to the west. Today, we have the good fortune to visit four Edna Valley wineries, to taste the wine, to meet the people and to discover why many say this area should be called Eden instead of Edna Valley.

### Barrel tasting at Alban

Driving up the dusty road to the winery lined with vines overloaded with plump grapes, I first had to pass a large "closed" sign. The vineyard has no tasting room or tours, although it is promoted as the first in America dedicated to the 22 grape varieties originating in southeast Frances's Rhone Valley.

Despite the sign, Alban soon was guiding me around the vineyard, explaining the geology that helps create his wines. He is enthusiastic as he jumps down to pick up rocks, explaining that in some places the rocks are rounded like pebbles on the beach. Less than 10 feet away, the rocks are sharp-edged and jagged. There are geological fault lines on the surface of the ground.

Returning to the winery, Alban fetches a Voignier 2012 from the latest bottling. The Central Coast Voignier is made from a blend of two-thirds estate grapes. It is pale yellow with a fringe of green, the nose is fresh with hints of the earth, while the palate

Notes on grapes and grains  
**VINE LINES**  
by Roberta Sabban

**Fabulous Wine, Recipes, and More...!**

[CLICK HERE](#)

**Palm Beach Daily News**

Like Like You like this.

You and 11,298 others like Palm Beach Daily News. 11,298 people like Palm Beach Daily News.

Facebook social plugin



Edna Valley signposts signal wines in every direction.

[View Larger](#)



Six wine ranges are available from Niven Family Wine Estates.

is round, voluptuous and full of apricots and peaches with a pleasant level of acidity in the finish.

This is a good and refreshing start to what will be a long day of tasting, but remember, no drinking (use the spittoon).

Alban Vineyards sits on the edge of the Edna Valley, known for its east-west running valleys that provide an abundance of fog and sea breezes. The valley was formed by tectonic uplift and separation since the Miocene Epoch when the valley was a part of the sea floor and the coastline, leading to the terroir that helps create the area's wines.

We walk to the barrel cellar. Alban climbs a ladder to reach the top of one of the upper barrels. Using the glass thief, which resembles a turkey baster, he extracts some wine, swirls it in a glass to aerate it and then we both taste.

It is the Alban Estate Vineyard Grenache, vintage 2011. Alban nods, then says he thinks it needs another year to flesh out. Full red in color, the nose has plenty of soft fruit and red cherries, although the palate is still full of tannin from the oak that will become suppler with time as the fruit develops and the traditional black pepper aftertaste of the Grenache variety evolves. Barrel tastings can be fun and informative, but you must remember that the wine is not yet ready for bottling and

definitely not ready for serving.

An outstanding barrel tasting needs three key components: the winemaker to explain the wines, a theme that provides a structure to the tasting and good quality wine. Today, we will compare three Syrah varieties from different parts of the estate, highlighting the impact of the soil, the subtle climate variations and the blending processes. The wines are Reva Estate, Lorraine Estate and Seymour's Vineyard, all vintage 2010.

They are kept in barrel for four to six years, so we are tasting them about halfway through the barrel-aging process. The classic Syrah taste is structured and aromatic, combining violets, smoke, chocolate and blueberries with the sweetness of raspberries.

As I stated, running through the Alban Vineyard is a geological fault line, chalk to one side and flint on the other. This is the most obvious differentiator among the wines, with the Lorraine having a chalk aspect while the Seymour has the gravel edge from the flint often associated with really good white burgundy (despite the difference in color). All show high levels of structure, blackberries and cherries. These are wines for your cellar as they will keep for 10 years or more.

### Niven Family Wine Estates

Traveling 4 miles north, we pass one of the signposts pointing to the 20 or more wineries and vineyards. Our next stop is the Baileyana Tasting Room, which is housed in a one-room former schoolhouse built in 1909. Here, we will taste six brands of wines, all part of the Niven Family Wine Estates whose principal vineyards are Firepeak and Paragon. They also sell grapes to other vineyards, including those at the Edna Valley Vineyards that had been part of the Niven portfolio but sold to the Gallo conglomerate two years ago.

John H. Niven greets me and we sit outside, surrounded by the vineyards and singing birds. Eden does come to mind.

Find the Best  
Properties Online

[CLICK HERE](#)

[PalmBeachDailyNews.com](http://PalmBeachDailyNews.com)  
REAL ESTATE

Niven together with his cousin Michael Blaney now run the family firm started in 1973 by grandparents Jack and Catherine Niven. The Baileyana range is their version of fine Burgundy that takes advantage of modern wine-making processes. Winemaker Christian Roguenant, a native of Burgundy, is most at home with these wines. Both the 2010 Chardonnay and the newly released 2011 Pinot Noir demonstrate their quality with an abundance of fruit and distinct flint, and gravel overtones in the finish. This is my type of wine.

One day, Niven had an idea for a new wine and eventually the Cadre label and “The Architects” Pinot Noir were created. It brings together grapes from Niven’s Firepeak Vineyard and three other leading growers of Pinot Noir in the south Central Coast — Bien Nacido of Santa Maria Valley, La Encantada of Santa Rita Hills and Laetita of Arroyo Grande Valley each provide between 18 percent and 32 percent of the grapes for the 2009 vintage. It is a purple red color and the nose has an abundance of fruit and hints of spice. The palate is a complex mixture of tobacco, minerals and black fruit that is well-rounded and has soft tannins in the finish.

Three other wine labels focus on specific grape varietals, expanding the portfolio from the core into new areas: Tangent has five cool weather whites, Trenza has three Spanish varietals, and Zocker has two German/Austrian varietals.

The Zocker Grüner Veltliner 2009 and the Tangent Albarino 2012 were both interesting and a good value, and they drink well on a hot day with food or alone. The latest addition to the Niven portfolio is True Myth, a less expensive Chardonnay launched in July with a Cabernet Sauvignon to follow next year. The Chardonnay is full-flavored, with no attempt to “tone it down” so you are likely to love it or hate it..

### **Claibourne & Churchill**

Staying with the theme of German varietals, we travel 3 miles to the tasting room and winery of Claibourne & Churchill, a much smaller operation producing 8,000 cases a year and growing only 5 percent of the grapes themselves. Clay Thomson, hence the first part of the winery name, tells me he and his wife, whose surname was Churchill, moved from Michigan in the early ‘80s. After working at a local winery, he tried his hand at wine blending, which led to the winery. They began intending to focus on Alsace and German varietals but have expanded to also produce two Rieslings, a Pinot Gris (although you may know it as Pinot Grigio), a Gewürztraminer, four Pinot Noirs, a sweet Muscat wine and a Port.

Some are available only at the winery, although their “flagship” wine — the Gewürztraminer 2012 — is available across the country through distributors or their wine club. The wine has plenty of bite with a tangy finish that has hints of spice. It’s another good hot weather wine that I could imagine enjoying by the swimming pool, although it also will work well with spicy food.

### **Chamisal started the story**

We finish our tour with the first vineyard planted in the Edna Valley. Norman Goss planted it in 1972, although Niven was only weeks behind at the Paragon Vineyards. Chamisal is a larger producer, with more than 25,000 cases a year and plans to expand its Stainless Chardonnay significantly by buying in grapes from other vineyards.

In 2008, Crimson Wine Group bought Chamisal, which is led by winemaker and New Zealand native Fintan du Fresne. At Chamisal since 2006, he explains his approach: It is based on sustainable farming as the lack of water creates vine disease problems when using organic techniques.

Vineyard work is completed by hand in an attempt to preserve the grapes’ condition. He will lead up to four passes through each block of vines, picking as the fruit ripens. He obviously enjoys working in the vineyard and the winery but also understands that he must be the face of Chamisal. Florida is one of the top four purchasers of his wines.

We start with the Stainless Chardonnay, meaning no overtones of oak and less tannin, although some tannin is still present from the grape skins. It is vintage 2012 so fresh and new, although it

has already developed a rounded, buttery and citrus flavor with a pleasant level of acidity in the finish. The estate version and the California version of the Chardonnay are premium brands that show French oak, and a more vanilla and creamy texture, respectively, with the California Chardonnay aging well and improving for at least five years.

There are also stainless and California versions of the Pinot Noir, although I preferred the Estate Pinot Noir 2010 that had a garnet color, with a nose of black fruit and a palate of well-rounded fruits reflecting the long cool growing season. In fact, the Edna Valley American Viticultural Area has the coolest growing season of any California AVA, which allows the grapes to develop slowly toward the perfect level of ripeness (although in some years cold weather can arrive before the grapes have ripened fully).

Now we try two Estate wines from 2011, a Grenache and a Syrah, although the Syrah is only available at the winery. The Grenache is a strong purple in color, a fresh but full nose with clear spices in the palate and a finish that has strong tannins. This is a good food wine, particularly with red meat.

It is clear that Edna Valley is a special place: All the people I met were friendly and helpful. The countryside down to the Pacific Ocean is wonderful. I tasted many wines that I will drink again. San Luis Obispo, in the words of Thomson, has "remained charming, protected by its distance from San Francisco and L.A.," so it may not be Eden but I will return to explore and to enjoy.

We tasted 33 wines today so now it's back to Palm Beach. But first, where can I get a glass of wine that I can drink and enjoy and not just taste?

\*

*Paul William Coombs has enjoyed a successful career leading business and technology consulting companies, but his passion has always been wine. He seeks to promote an increased understanding and appreciation of wine through his column. Email him at pwcoombs@yahoo.com.*

**IF YOU GO**

*(Wineries in Edna Valley)*

**Alban Vineyards (no tours or tastings)**

(805) 546-0305

**Baileyana Tasting Room (for the Niven wines)**

(805) 269-8200

**Claiborne & Churchill Vintners**

(805) 544-4066

**Chamisal Vineyards**

(866) 808-9463

Email < 4 | Facebook Share < 17 | Tweet < 5 | ShareThis < 169

**MORE NEWS**

**We Recommend**

- [Flagler bridge reopening 'positively affecting business'](#)
- [Resident shakes it up in Swift video](#)
- [Council OK's improvements to Bethesda's Cluett Garden](#)
- [Allow brilliant bougainvillea to star in own show](#)
- [Good Samaritan's \\$3M electrophysiology lab benefits heart patients](#)
- [Kickoff party held at two Avenue locations](#)

**From Around the Web**

- [Kate Middleton's Latest Wardrobe Malfunction Has Queen Elizabeth Enraged](#) (Stirring Daily)
- [Robin Williams' Autopsy Report Has One Heartbreaking Surprise](#) (Stirring Daily)
- [10 Stunning Party Ideas That Will Blow Your Guests Away](#) (Command™ Brand)
- [The Final Insult: Julia Roberts' 'Harsh' Eulogy For Estranged Sister Nancy Motes Leaves Memorial Guests 'Stunned'](#) (RadarOnline)
- [NASCAR rightfully commemorates Kevin Ward Jr. during awards banquet](#) (SportingNews)
- [15 NBA Players You Can Expect To Be Dealt Before The Deadline](#) (RantSports)

[?]

## COMMENTS

If you would like to post a comment please [Sign in](#) or [Register](#)



# The web page c

### Inside Palm Beach Daily News

- > [News](#)
- > [Society](#)
- > [Business](#)
- > [Arts](#)
- > [Fashion](#)

### Follow Us

- > [Facebook](#)
- > [Twitter](#)
- > [Newsletters](#)
- > [Mobile Alerts](#)
- > [RSS Feeds](#)

### General Information


- > [About Us](#)
- > Contact Us:  
[Feedback](#) | [Technical Support](#)

### Advertisers & Sponsors

- > [Cars at Autotrader](#)
- > [Local Services at Kudzu](#)
- > [Coupons at Valpak](#)

### Marketplace

- > [Autos](#)
- > [Classifieds](#)
- > [Real Estate](#)
- > [Advertise](#)

© 2014 [Cox Media Group](#). By using this website, you accept the terms of our [Visitor Agreement](#) and [Privacy Policy](#), and understand your options regarding [Ad Choices](#) .  
Learn about [careers at Cox Media Group](#)

<img height="1" width="1" src="http://segments.adap.tv/data/?p=recruemediallc&type=gif&segment= 84&add=true





# ManageYourCellar.COM

A Community of Wine Lovers

Welcome guest!

[Home](#) | [Contact Us](#) | [Register](#) | [Mobile](#) | [Please login](#)

2008 Alban Pandora (750ml) [Printable View]

**More Search Options**

**Manage My Cellar:**

- [Wines in Cellar](#)
- [Ready to Drink](#)
- [Wines on Order](#)
- [Wines Consumed](#)
- [Wish List](#)
- [Recommended](#)
- [Cellar Book](#)
- [Cellar Statistics](#)
- [Best Wine Values](#)
- [Add Wine](#)
- [Quick Entry](#)
- [Cellar Import](#)
- [Cellar Export](#)
- [Find Business](#)
- My Wine Buddies:**
- [View Other Cellars](#)
- [Create Group](#)
- [Tasting Tools](#)
- [Tasting Reports](#)
- [About Us](#)
- [FAQ](#)
- [Site Map](#)
- [Invite a Friend](#)
- [My Wine Blog](#)
- [Wine Links](#)

Producer: Alban Vineyards [albanvineyards.com](http://albanvineyards.com) [details](#)  
 Appellation: Edna Valley - California - United States (AVA)  
 Type: red  
 Varietal: Grenache - Syrah  
 Maturity: Hold  
 Rating: Outstanding  
 Est. Price: US\$124.00

Members who purchased this wine also purchased:

- [Alban Syrah Seymour's Vineyard Edna Valley](#)
- [Alban Estate Viognier Edna Valley](#)
- [Alban Syrah Lorraine Vineyard Edna Valley](#)
- [Saxum Broken Stones](#)
- [Alcina Cellars Pinot Noir Ramondo Vineyard](#)

**Availability:**

Locate a store with [WineZap](#) [Wine-Searcher](#)  
[Morrell Wine](#) [www.mywinesdirect.com](http://www.mywinesdirect.com)

**Tasting Notes:**

**rated:** August 29, 2012 , Antonio Galloni (WS)

95 points "Layers of silky, polished fruit flow across the palate in the 2008 Pandora (Grenache). As I noted last year, the 2008 is all about textural finesse and pure beauty. Hints of smoke, anise and crushed rocks frame the long finish. This is yet another marvelous wine from Alban. Pandora is 100% Grenache from the chalky, upper hillsides of Seymour's." Best 2013-2020

**rated:** December 29, 2012 , IWC

94 points "(almost all grenache from "a very specific block," according to Alban; 15.9% alcohol): Opaque ruby. A heady, exotically perfumed bouquet evokes candied red fruits, incense and candied flowers, along with a smoky mineral overtone. Juicy and precise, offering intense raspberry and bitter cherry flavors that gain sweetness and weight with air. Closes with impressive energy and cut, leaving mineral and floral notes behind. This wine was aged in French oak casks, two-thirds of them new, for 38 months."

[search other ratings](#)

**Morrell - Find Your Wine Online**

Privacy Policy - Copyright © 2010 Manage Your Cellar - Wine Cellar Software, All Rights Reserved.

SITE SEARCH: Wine Reviews    
Advanced Search

FOR:

Manage My Subscription



The Independent Consumer's Guide to Fine Wines

[HOME](#) [SUPPORT](#) [VIRTUAL TOUR](#) [SITE MAP](#) [CONTACT US](#) [BULLETIN BOARD](#)

- [Explore Wines](#)
- [My Wines](#)
- [Hedonist's Gazette](#)
- [Article Archive](#)
- [Video Archive](#)
- [Wine Journal](#)
- [In Asia - Pacific](#)
- [E-Zine](#)



The Wine Advocate   
**Tasting History**

**2011 Alban Vineyards Pandora**

Alban Vineyards   
 A Rhone Blend Dry Red Table wine from   
 USA, San Luis Obispo, Central Coast, California, USA

**Tasting History Menu:**

- [Producer Website](#)
- [Print Wine List](#)
- [Printer Friendly Version](#)
- Article:
- [United States, California: Paso Robles - The Stellar 2012 & 2013 Vintages](#)
- [Text Search](#)
- [Advanced Search](#)
- [Vintage Search](#)
- [Category Search](#)
- [Issue Search](#)
- [Search Help](#)
- [My Search Preferences](#)

- Quick Links**
- [What's New](#)
  - [Weekly Wine Buys](#)
  - [Gift Subscriptions](#)
  - [Shop The Wine Advocate Store](#)
  - [TWA Editorial Calendar](#)

- Ratings On The Go**
- [Robert Parker Mobi](#)

- More Information**
- [Articles of Merit](#)
  - [Cartoon of the Week](#)
  - [Executive Wine Seminars](#)
  - [WineAlert](#)
  - [Glossary of Wine Terms](#)
  - [The Vintage Chart](#)
  - [The Wine Advocate](#)
  - [Wine Education](#)
  - [TWA Rating System](#)

- Our Reviewers**
- [Robert Parker](#)
  - [Jeb Dunnuck](#)
  - [Luis Gutierrez](#)
  - [Monica Lerner](#)
  - [Neal Martin](#)
  - [Lisa Perrotti-Brown MW](#)
  - [Stephan Reinhardt](#)
  - [David Schildknecht](#)

Source	Reviewer	Rating	Maturity	Current (Release) Cost
Wine Advocate #214 Aug 2014	Jeb Dunnuck	(93-96)	Drink: 2015 - 2023	
<p>Moving to the 2011 releases, the 2011 Pandora (90/10 Grenache Syrah) has impressive depth and richness. Rich, textured and medium to full-bodied, it has the bright acid profile of the vintage, as well as beautiful aromatics of blackberries, cherry blossom, licorice and roasted herbs. As with most 2011, the brighter acidity makes the tannin profile more pronounced, so give this a year or three. It will drink nicely through 2023.</p> <p>This is another incredible lineup by Rhone superstar John Alban. For the life of me, I can't understand why no one else in the Edna Valley tries to make wine anywhere close to this level of quality.</p> <p>Tel. (805) 546-0305; <a href="http://www.albanvineyards.com">www.albanvineyards.com</a></p>				
				<input type="checkbox"/> Add to Print List

**About Maturity and Drink Dates:** Most reviews in The Wine Advocate include a period during which the wine should ideally be consumed. We express it as a range of years (Drink Dates) and we use that range to calculate a 'Maturity' for the wine as of the current date. Maturity values are: Young - the early drink date is in the future; Early - first third of the drink date range; Mature - middle third of the range; Late - last third of the range; Old - the late drink date is in the past.

Please report errors on this page to [errors@erobertparker.com](mailto:errors@erobertparker.com)

SITE SEARCH: Wine Reviews

FOR: Alban Pandora

Go

LOGOFF

Manage My Subscription

Advanced Search



The Independent Consumer's Guide to Fine Wines

HOME SUPPORT VIRTUAL TOUR SITE MAP CONTACT US BULLETIN BOARD

Explore Wines

My Wines

Hedonist's Gazette

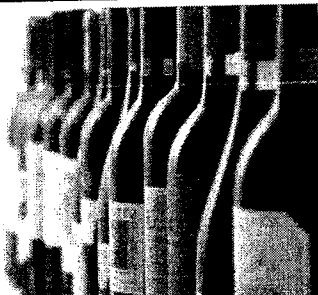
Article Archive

Video Archive

Wine Journal

In Asia - Pacific

E-Zine



### Your Selections

#### Your Selected Wine(s)

For Wine Advocate reviews, click wine names after

For current retailer offerings, click prices after \$

Search Term(s): 'Alban Pandora'

Wines: 14 Sorted by: Wine Name

Must Have a Wine Advocate Review

Must Be Currently For Sale

Display Selected

Display All

Sort by Clicking on Any Column Title

Page 1 of 1

	Year	Wine Name	Rating	Maturity	Price
<input type="checkbox"/>	2011	Alban Vineyards Pandora	(93-96)	Young	
<input type="checkbox"/>	2010	Alban Vineyards Pandora	93	Early	
<input type="checkbox"/>	2009	Alban Vineyards Pandora	97	Young	\$ 200
<input type="checkbox"/>	2008	Alban Vineyards Pandora	95	Early	\$ 160
<input type="checkbox"/>	2007	Alban Vineyards Pandora	95	Young	\$ 230
<input type="checkbox"/>	2006	Alban Vineyards Pandora	97		\$ 185-262
<input type="checkbox"/>	2005	Alban Vineyards Pandora	94+		\$ 200
<input type="checkbox"/>	2004	Alban Vineyards Pandora	96	Early	\$ 180
<input type="checkbox"/>	2003	Alban Vineyards Pandora	93	Late	125
<input type="checkbox"/>	2002	Alban Vineyards Pandora	95	Late	
<input type="checkbox"/>	2001	Alban Vineyards Pandora	93	Late	85
<input type="checkbox"/>	2000	Alban Vineyards Pandora	91	Late	85
<input type="checkbox"/>	1999	Alban Vineyards Pandora	91	Late	85
<input type="checkbox"/>	1998	Alban Vineyards Pandora	90	Late	85

I Didn't Find What I Wanted

Show All On One Page

#### Search Engine Menu:

- Text Search
- Advanced Search
- Vintage Search
- Category Search
- Issue Search
- Search Help
- Search Tips
- My Search Preferences
- Search Neal Martin's Notes

#### Quick Links

- [What's New](#)
- [Weekly Wine Buys](#)
- [Gift Subscriptions](#)
- [Shop The Wine Advocate Store](#)
- [TWA Editorial Calendar](#)

#### Ratings On The Go

[Robert Parker Mobi](#)


#### More Information

- [Articles of Merit](#)
- [Cartoon of the Week](#)
- [Executive Wine Seminars](#)
- [WineAlert](#)
- [Glossary of Wine Terms](#)
- [The Vintage Chart](#)
- [The Wine Advocate](#)
- [Wine Education](#)
- [TWA Rating System](#)

#### Our Reviewers

- [Robert Parker](#)
- [Jeb Dunnuck](#)
- [Luis Gutierrez](#)
- [Monica Lamer](#)
- [Neal Martin](#)
- [Lisa Perrotti-Brown MW](#)
- [Stephan Reinhardt](#)
- [David Schildknecht](#)
- [Mark Squires](#)
- [Past Reviewers](#)

#### Links

	Vintage	(Hover for Commentary) Producer	Name	Tasting Notes	Score	Drinking Window	Release Price	Review Date
2010	Alban Vineyards	<u>Grenache</u> <u>Pandora</u>	<p>Exotic, super-ripe and beguiling, the 2010 Grenache Pandora is utterly compelling. I don't think I have ever tasted a Grenache with this level of aromatic complexity and pure nuance. The Pandora is incredibly ripe, voluptuous and racy. Cherries in liqueur, exotic spices, wild flowers of all sorts, chocolate and leather are some of the many notes that flow through to the finish. John Alban's Pandora is a true American original. Readers should do what ever they can to experience this elixir.</p>	97	2015 - 2025	\$145.00	Jul 2014	





Document1 - Microsoft Word

File Home Insert Page Layout References Mailings Review View

Clipboard: Paste, Format Painter, Cut, Copy

Font: Callibri (Body), 11, Bold, Italic, Underline, Text Color, Paragraph Color, Bullets, Numbering, Indentation, Paragraph Spacing, Paragraph Style, Paragraph Orientation, Paragraph Direction, Paragraph Shading, Paragraph Background Color, Paragraph Background Image, Paragraph Background Image Color, Paragraph Background Image Size, Paragraph Background Image Position, Paragraph Background Image Repeat, Paragraph Background Image Stretch, Paragraph Background Image Tile, Paragraph Background Image Fit, Paragraph Background Image Crop, Paragraph Background Image Rotate, Paragraph Background Image Flip, Paragraph Background Image Scale, Paragraph Background Image Stretch, Paragraph Background Image Tile, Paragraph Background Image Fit, Paragraph Background Image Crop, Paragraph Background Image Rotate, Paragraph Background Image Flip, Paragraph Background Image Scale

Paragraph: Paragraph, Paragraph Style, Paragraph Orientation, Paragraph Direction, Paragraph Shading, Paragraph Background Color, Paragraph Background Image, Paragraph Background Image Color, Paragraph Background Image Size, Paragraph Background Image Position, Paragraph Background Image Repeat, Paragraph Background Image Stretch, Paragraph Background Image Tile, Paragraph Background Image Fit, Paragraph Background Image Crop, Paragraph Background Image Rotate, Paragraph Background Image Flip, Paragraph Background Image Scale

Styles: Normal, No Spacing, Heading 1, Heading 2, Title, Subtitle, Subtle Emp..., Emphasis, AaBbCcDa, AaBbCc, AaBbCcDa, AaBbCcDa

ARCHIVE IWC MULTIMEDIA MAPS EVENTS YOUR SAY PLAYLISTS

Select an article

Start over

Search

ADVANCED SEARCH

Show Advanced Search Options

John and Lorraine Alban's winery is stripped down to the barest essentials. There is no fancy tasting room, just a makeshift table and a couple of chairs in the middle of fermentation tanks and barrels. Offers still go out to the mailing list via snail mail. It's great to know all of the emphasis is where it matters - the vineyards and wines. The 2010 Pandora and Reva are the highlights in this range of show stopping wines. John and Lorraine Alban are always among the last to bottle, so these are the current releases. The last few years have not been easy here. Vintage 2010 was quite challenging. Poor weather in spring and summer, especially during flowering, created widespread shatter and punishingly low yields, especially for Grenache. In 2010, Alban did not bottle their straight Grenache at all. In 2011, Alban saw the coldest vintage on record. I did not have a chance to taste the 2012 or 2013 reds from barrel, but they should mark a return to a greater sense of normalcy. As always, the Alban wines are built on textural depth, although the style has evolved quite a bit since I started tasting them 20 years ago. Today's Alban wines are as rich and hedonistic as they have always been, but they are also not quite as heavy or overpowering as they used to be. Most importantly though, Alban has succeeded in creating a deeply personal, unique signature that is unlike anything else. -- Antonio Galloni, July 2014

Galloni

Page: 1 of 1 | Words: 0 | 11:18 AM 12/9/2014

EXHIBIT 6

SITE SEARCH: Wine Reviews    
Advanced Search

FOR:

Manage My Subscription



The Independent Consumer's Guide to Fine Wines

[HOME](#) [SUPPORT](#) [VIRTUAL TOUR](#) [SITE MAP](#) [CONTACT US](#) [BULLETIN BOARD](#)

- [Explore Wines](#)
- [My Wines](#)
- [Hedonist's Gazette](#)
- [Article Archive](#)
- [Video Archive](#)
- [Wine Journal](#)
- [In Asia - Pacific](#)
- [E-Zine](#)



The Wine Advocate   
**Tasting History**

**2011 Alban Vineyards Pandora**  
 Alban Vineyards   
 A Rhone Blend Dry Red Table wine from  
 USA, San Luis Obispo, Central Coast, California, USA

**Tasting History Menu:**

- [Producer Website](#)
- [Print Wine List](#)
- [Printer Friendly Version](#)
- Article:
- [United States, California: Paso Robles - The Stellar 2012 & 2013 Vintages](#)
- [Text Search](#)
- [Advanced Search](#)
- [Vintage Search](#)
- [Category Search](#)
- [Issue Search](#)
- [Search Help](#)
- [My Search Preferences](#)

- Quick Links**
- [What's New](#)
  - [Weekly Wine Buys](#)
  - [Gift Subscriptions](#)
  - [Shop The Wine Advocate Store](#)
  - [TWA Editorial Calendar](#)

**Ratings On The Go**  
[Robert Parker Mobi](#)

- More Information**
- [Articles of Merit](#)
  - [Cartoon of the Week](#)
  - [Executive Wine Seminars](#)
  - [WineAlert](#)
  - [Glossary of Wine Terms](#)
  - [The Vintage Chart](#)
  - [The Wine Advocate](#)
  - [Wine Education](#)
  - [TWA Rating System](#)

- Our Reviewers**
- [Robert Parker](#)
  - [Jeb Dunnuck](#)
  - [Luis Gutierrez](#)
  - [Monica Larner](#)
  - [Neal Martin](#)
  - [Lisa Perrotti-Brown MW](#)
  - [Stephan Reinhardt](#)
  - [David Schildknecht](#)

Source	Reviewer	Rating	Maturity	Current (Release) Cost
Wine Advocate #214 Aug 2014	Jeb Dunnuck	(93-96)	Drink: 2015 - 2023	
<p>Moving to the 2011 releases, the 2011 Pandora (90/10 Grenache Syrah) has impressive depth and richness. Rich, textured and medium to full-bodied, it has the bright acid profile of the vintage, as well as beautiful aromatics of blackberries, cherry blossom, licorice and roasted herbs. As with most 2011, the brighter acidity makes the tannin profile more pronounced, so give this a year or three. It will drink nicely through 2023.</p> <p>This is another incredible lineup by Rhone superstar John Alban. For the life of me, I can't understand why no one else in the Edna Valley tries to make wine anywhere close to this level of quality.</p> <p>Tel. (805) 546-0305; <a href="http://www.albanvineyards.com">www.albanvineyards.com</a></p>				
				<input type="checkbox"/> Add to Print List

**About Maturity and Drink Dates:** Most reviews in The Wine Advocate include a period during which the wine should ideally be consumed. We express it as a range of years (Drink Dates) and we use that range to calculate a 'Maturity' for the wine as of the current date. Maturity values are: Young - the early drink date is in the future; Early - first third of the drink date range; Mature - middle third of the range; Late - last third of the range; Old - the late drink date is in the past.

Please report errors on this page to [errors@erobertparker.com](mailto:errors@erobertparker.com)

SITE SEARCH: Wine Reviews

FOR: Alban Pandora

Go

LOGOFF

Manage My Subscription

Advanced Search



The Independent Consumer's Guide to Fine Wines

HOME SUPPORT VIRTUAL TOUR SITE MAP CONTACT US BULLETIN BOARD

Explore Wines

My Wines

Hedonist's Gazette

Article Archive

Video Archive

Wine Journal

In Asia - Pacific

E-Zine



### Your Selections

#### Your Selected Wine(s)

For Wine Advocate reviews, click wine names after

For current retailer offerings, click prices after \$

Search Term(s): 'Alban Pandora'

Wines: 14 Sorted by: Wine Name

Must Have a Wine Advocate Review

Must Be Currently For Sale

Display Selected

Display All

Sort by Clicking on Any Column Title

Page 1 of 1

	Year	Wine Name	Rating	Maturity	Price
<input type="checkbox"/>	2011	Alban Vineyards Pandora	(93-96)	Young	
<input type="checkbox"/>	2010	Alban Vineyards Pandora	93	Early	
<input type="checkbox"/>	2009	Alban Vineyards Pandora	97	Young	\$ 200
<input type="checkbox"/>	2008	Alban Vineyards Pandora	95	Early	\$ 160
<input type="checkbox"/>	2007	Alban Vineyards Pandora	95	Young	\$ 230
<input type="checkbox"/>	2006	Alban Vineyards Pandora	97		\$ 185-262
<input type="checkbox"/>	2005	Alban Vineyards Pandora	94+		\$ 200
<input type="checkbox"/>	2004	Alban Vineyards Pandora	96	Early	\$ 180
<input type="checkbox"/>	2003	Alban Vineyards Pandora	93	Late	125
<input type="checkbox"/>	2002	Alban Vineyards Pandora	95	Late	
<input type="checkbox"/>	2001	Alban Vineyards Pandora	93	Late	85
<input type="checkbox"/>	2000	Alban Vineyards Pandora	91	Late	85
<input type="checkbox"/>	1999	Alban Vineyards Pandora	91	Late	85
<input type="checkbox"/>	1998	Alban Vineyards Pandora	90	Late	85

I Didn't Find What I Wanted

Show All On One Page

#### Search Engine Menu:

- Text Search
- Advanced Search
- Vintage Search
- Category Search
- Issue Search
- Search Help
- Search Tips
- My Search Preferences
- Search Neal Martin's Notes

#### Quick Links

- [What's New](#)
- [Weekly Wine Buys](#)
- [Gift Subscriptions](#)
- [Shop The Wine Advocate Store](#)
- [TWA Editorial Calendar](#)

#### Ratings On The Go

[Robert Parker Mobi](#)

#### More Information

- [Articles of Merit](#)
- [Cartoon of the Week](#)
- [Executive Wine Seminars](#)
- [WineAlert](#)
- [Glossary of Wine Terms](#)
- [The Vintage Chart](#)
- [The Wine Advocate](#)
- [Wine Education](#)
- [TWA Rating System](#)

#### Our Reviewers

- [Robert Parker](#)
- [Jeb Dunnuck](#)
- [Luis Gutierrez](#)
- [Monica Lamer](#)
- [Neal Martin](#)
- [Lisa Perrotti-Brown MW](#)
- [Stephan Reinhardt](#)
- [David Schildknecht](#)
- [Mark Squires](#)
- [Past Reviewers](#)

#### Links

	Vintage	(Hover for Commentary) Producer	Name	Tasting Notes	Score	Drinking Window	Release Price	Review Date
2010	Alban Vineyards	<u>Grenache</u> <u>Pandora</u>	<p>Exotic, super-ripe and beguiling, the 2010 Grenache Pandora is utterly compelling. I don't think I have ever tasted a Grenache with this level of aromatic complexity and pure nuance. The Pandora is incredibly ripe, voluptuous and racy. Cherries in liqueur, exotic spices, wild flowers of all sorts, chocolate and leather are some of the many notes that flow through to the finish. John Alban's Pandora is a true American original. Readers should do what ever they can to experience this elixir.</p>	97	2015 - 2025	\$145.00	Jul 2014	



EXHIBIT 7

MEMBER LOGIN: Username:  Password:  [Forgot My Username/Password](#) Remember Login Info

The Independent Consumer's Guide to Fine Wines

100  
POINTS

eRobertParker.com


[HOME](#) [SUBSCRIBE](#) [GIFT SUBSCRIPTIONS](#) [FAQs](#) [VIRTUAL TOUR](#) [SUPPORT](#) [SITE MAP](#) [CONTACT US](#)
[The Wine Advocate Store](#)[Mark Squires' Bulletin Board](#)[Executive Wine Seminars](#)[Search Retailers](#)[In Asia - Pacific](#)[E-Zine](#)

## About

### Robert M. Parker, Jr.

Robert M. Parker, Jr. was born in Baltimore, Maryland, on July 23, 1947. An honors graduate of the University of Maryland, with a major in History, and a minor in Art History, he attended the University of Maryland Law School, graduating in 1973. For ten and one half years he was an Attorney, a Senior Attorney, and later an Assistant General Counsel for the Farm Credit Banks of Baltimore. On March 9, 1984 he resigned his position as Assistant General Counsel to devote full attention to wine writing.

His interest in wine began in 1967, when he spent a month abroad during his Christmas vacation, visiting a girlfriend (who is now his wife of 45 years) at the University of Strasbourg in Alsace, France.

By 1975, he began to think about writing about wine and commencing his own "independent, consumer's guide," largely because of the paucity of reliable information on wine quality. Friends and family advised that his career in law should be given top priority, and that wine writing was a romantic, unprofitable profession.

Nevertheless, by 1978, the concept of a wine publication was formulated. The first issue of *The Wine Advocate*, a complimentary issue, was sent out to mailing lists purchased from several major wine retailers. The initial number of charter subscribers in August, 1978, was less than 600.

Thirty-five years later, *The Wine Advocate* has over 50,000 subscribers, in every state in the United States, and in over 37 foreign countries. Today, virtually every knowledgeable observer agrees that *The Wine Advocate* exerts the most significant influence on the serious wine consumer's buying habits and trends not only in America, but in France, England, Switzerland, Japan, Taiwan, Singapore, Russia, Mexico, Brazil, and China.

In addition to doing the writing and tasting for *The Wine Advocate*, which is published bi-monthly in Parkton, Maryland, Mr. Parker was a contributing editor for *Food and Wine Magazine* and *Business Week*. He has also written periodically for the English magazine *The Field* and has been the wine critic for France's *L'Express* magazine, the first time a non-Frenchman has held this position. He has written a weekly column for the highly respected American magazine *Business Week* as well as *Forbes*.

Robert Parker has been profiled in such major magazines as *Time*, *Newsweek*, *Atlantic Monthly*, *People*, *Money*, *The Traveler*, *Changing Times*, *Esquire*, *GQ*, *Business Week*, *Smart Money*, *The Robb Report*, notable newspapers such as *The Los Angeles Times*, *USA Today*, *The Boston Globe*, *The New York Times*, *The Baltimore Sun*, *The London Sunday Times*, *The Sunday Telegraph*, *The Independent*, *The Financial Times*, *Le Journal de Dimanche*, and *L'Express*, and in virtually all of Europe's leading magazines, including *The Economist*, *Paris Match*, and *Figaro*.

- [Subscribe to TWA](#)
- ["The Million Dollar Nose"](#)
- [Quotes About TWA](#)
- [High Resolution Parker Photo](#)
- [Writer Ethics/Standards](#)
- [Follow Me On Twitter](#)

#### Quick Links

- [What's New](#)
- [Weekly Wine Buys](#)
- [Lost Username/Password](#)
- [Shop The Wine Advocate Store](#)

#### More Information

- [Glossary of Wine Terms](#)
- [The Vintage Chart](#)
- [The Wine Advocate](#)
- [TWA Rating System](#)

#### Our Reviewers

- [Robert Parker](#)
- [Jeb Dunnuck](#)
- [Luis Gutierrez](#)
- [Monica Lerner](#)
- [Neal Martin](#)
- [Lisa Perrotti-Brown MW](#)
- [Stephan Reinhardt](#)
- [David Schildknecht](#)
- [Mark Squires](#)

## Past Reviewers

### Links

[Educational](#)

[Retailer](#)

[Accessory/Storage](#)

[Other](#)

Parker has also been profiled on CBS's 60 Minutes II and is a frequent guest on PBS's Charlie Rose Show. His writing philosophy has remained simple: to provide meaningful, comprehensive, independent, accurate, critical commentaries and opinions on fine wines and fine wine values.

Robert M. Parker, Jr. is the only wine writer/critic in history to be given the highest Presidential Honors by two French presidents and an Italian President. On March 29, 1999, President Jacques Chirac signed a decree authorizing Robert M. Parker, Jr. to be a *Chevalier dans l'Ordre de la Légion d'Honneur*. He was decorated directly by President Jacques Chirac at a ceremony at the Elysée Palace on June 22, 1999. President Chirac, in bestowing France's highest honor, stated that "Robert Parker is the most followed and influential critic of French wines in the world, something I (President Chirac) witnessed recently when choosing wine for President Clinton, who automatically referred to Robert Parker as his reference for making a proper wine buying decision." On July 14, 2005, President Chirac promoted Parker to an "Officer" in France's Legion of Honor, an extremely rare distinction, recognizing the extraordinary contribution he has made to the quality of wine writing, and the education of consumers around the world about French wines. In 1993, the late President François Mitterrand made Robert M. Parker, Jr. a *Chevalier dans l'Ordre National du Mérite*.

In 2002, Parker was made a Commendatore (Commander) in Italy's National Order of Merit. The country's highest honor was bestowed on Mr. Parker by Prime Minister Berlusconi and President Ciampi for his contributions in recognizing the quality of Italian wine in addition to his educational efforts concerning Italian wines in his publication, *The Wine Advocate*. He is the first wine writer or critic in history to receive Italy's highest honor.

In 2002, he founded erobertparker.com, which has become the number one visited website on wine according to data registered by Alexia.com.

Robert M. Parker, Jr., who, in February, 1999, was profiled in a two part front page article in the *Los Angeles Times* by their Pulitzer Prize winning media critic, the late David Shaw, has written fourteen books on wine that have been best sellers not only in the United States, but also in their translated versions in France, Japan, Germany, Sweden, Poland, China, Spain, South Korea, and Russia. In the *Los Angeles Times*, Shaw called Parker "a fierce champion of the wine consumer," "the most powerful critic of any kind, any where," and "a sensualist, passionate lover of wine, who is largely responsible for the vastly improved quality of wines made throughout the western world and for the exponential growth in interest, knowledge, and sophistication of those who drink wine."

In 2004, the Culinary Institute of America created a legacy endowment for wine education scholarships in the name of Robert M. Parker, Jr.

In 2005, Simon & Schuster published Robert Parker's *The World's Greatest Wine Estates: A Modern Perspective*. That book was followed in 2008 by the 7th edition of *Parker's Wine Buyer's Guide*, and in 2009 by *Parker's Wine Bargains: The World's Best Wines Valued Under \$25.00*.

In 2006, Parker's alma mater, the University of Maryland, bestowed upon him the Distinguished Alumnus Award for 2006. In 2010, Mr. Parker became one of sixty-three graduates of the University of Maryland to be inducted into the University's Alumnae Hall of Fame.

In 2011, he became the first wine writer/critic to receive the Grand Cross of the Order of Civil Merit, the *Gran Cruz de la Orden del Mérito Civil*, Spain's highest civilian honor, which was awarded by His Majesty King Juan Carlos and the government of Spain. This honor was awarded at a ceremony and reception in Madrid May, 2011.

In February 2013, Mr. Parker became the first wine critic inducted into the Culinary Institute Of America's Vintners Hall of Fame in Napa Valley.

Mr. Parker currently covers the wines of Northern California and Bordeaux, and acts as a critic-at-large, conducting vertical tastings and horizontal tastings of older vintages of California and elsewhere.

Robert Parker lives in the countryside of northern Maryland with his wife, Patricia, his

daughter, Maia, and various basset hounds and English bulldogs.

Correspondence intended for Mr. Parker should be addressed to him at The Wine Advocate, Inc., P.O. Box 311, Monkton, MD 21111. Email may be sent to [wineadvocate@erobertparker.com](mailto:wineadvocate@erobertparker.com).

eRobertParker.com<sup>SM</sup> is a service of The Wine Advocate, Inc  
Email: [info@erobertparker.com](mailto:info@erobertparker.com)  
Copyright © 2001-2014 - The Wine Advocate, Inc.

*Except as otherwise expressly permitted under the [Subscription Agreement](#) or copyright law,  
no copying, redistribution, retransmission, publication or commercial exploitation of this material is permitted  
without the prior written consent of The Wine Advocate, Inc.*

Advertisement

## Best Wine Price Email Alerts

Wine-Blitz Lowest Price Alerts  
for your Favorite Wines.

Sign up Now!



Home > Wine Critics > Robert Parker, The Wine Advocate

### Related Stories



[The Changing Face of Wine Criticism](#)  
20-Nov-2014

[New Vintage of Parker's Darling Vértis is Released](#)  
07-Oct-2014

[11 Great Napa Cabernets From 2011](#)  
24-Sep-2014

[Montrose Leads Bordeaux Price Rally](#)  
19-Sep-2014

[Meet the Latest Wine Celebrity - the Vineyard](#)  
23-Jul-2014

[American Wine Drinkers are the World's Grape Saviors](#)  
18-Jun-2014

[Saxum's Justin Smith Keeps Paso Robles Cool](#)  
12-Jun-2014

## Robert Parker, The Wine Advocate

The **Wine Advocate** is a bi-monthly wine publication established in 1978 by American wine critic Robert M. Parker, arguably the most influential wine critic in the world. Born and bred in Maryland, Parker spent ten years working as a lawyer in Baltimore before making the full-time switch to wine writing in 1984. Today, a 100-point Parker score can make or break a wine brand.



The Wine Advocate newsletter first became known after Parker accurately predicted the high quality of the 1982 [Bordeaux](#) vintage. It soon became a standard reference for fine wine consumers in the United States. The Wine Advocate is believed to have a profound effect both on prices and market demand for fine wines around the world, particularly those from Parker's preferred regions, particularly [Napa Valley](#). See this list of [Robert Parker 100-Point Wines](#).

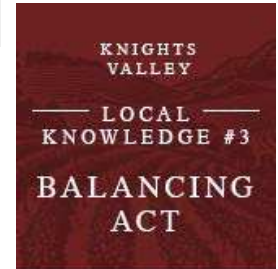
In 2006 Parker chose a group of staff members to cover the majority of the world's wine regions in his place, and generate wine scores. The Wine Advocate staff now includes Jeb Dunnuck, Luis Gutierrez, Monica Lerner, Neal Martin, Lisa Perrotti-Brown, David Schildknecht and Mark Squires. In December 2012 Parker stepped back from his full-time position at The Wine Advocate, naming Lisa Perrotti-Brown as the publication's new editor-in-chief. He now retains a smaller role in the new-look Wine Advocate team.

### The Wine Advocate/ Robert Parker 100-point wine-scoring scale:

- 96–100 – Extraordinary
- 90–95 – Outstanding
- 80–89 – Barely above average to very good
- 70–79 – Average
- 60–69 – Below average
- 50–59 – Unacceptable

Parker has famously tasted and scored some of the world's finest and most prestigious wines. He has certainly tasted the majority of the [World's Most Expensive Wines](#). We have manually selected a small cross-section of these scores, shown below. Within this sub-set, the score range is 89 – 100 points, the average score is 97.2 points and 50% of the scores fall between 96 – 98

Advertisement



LOCAL KNOWLEDGE  
MAKES GREAT WINE

LEARN MORE






















points.

For the full set of scores, visit the Wine Advocate website at

[Erobertparker.com](http://robertparker.com) .

Published by [Wine-Searcher.com](http://Wine-Searcher.com) | Written by [Wine-Searcher staff](#)

#### Top-Scoring Wines (Robert Parker The Wine Advocate)

Wine Name	Vintage	Score	Avg Price (Ex Tax)	Popularity (Rank)
 <a href="#">Chateau Margaux, Margaux, France</a>	2000	100/100	\$1,149	1
 <a href="#">Chateau Margaux, Margaux, France</a>	1990	100/100	\$1,095	1
 <a href="#">Chateau Margaux, Margaux, France</a>	1900	100/100	\$15,681	1
 <a href="#">Baron Philippe de Rothschild Chateau Mouton Rothschild, Pauillac, France</a>	1986	100/100	\$981	2
 <a href="#">Baron Philippe de Rothschild Chateau Mouton Rothschild, Pauillac, France</a>	1982	100/100	\$1,505	2
 <a href="#">Baron Philippe de Rothschild Chateau Mouton Rothschild, Pauillac, France</a>	1959	100/100	\$2,767	2
 <a href="#">Baron Philippe de Rothschild Chateau Mouton Rothschild, Pauillac, France</a>	1945	100/100	\$15,828	2
 <a href="#">Domaines Barons de Rothschild Chateau Lafite Rothschild, Pauillac, France</a>	2003	100/100	\$1,263	3
 <a href="#">Domaines Barons de Rothschild Chateau Lafite Rothschild, Pauillac, France</a>	1996	100/100	\$1,314	3
 <a href="#">Domaines Barons de Rothschild Chateau Lafite Rothschild, Pauillac, France</a>	1986	100/100	\$1,365	3
 <a href="#">Petrus, Pomerol, France</a>	2010	100/100	\$3,903	4
 <a href="#">Petrus, Pomerol, France</a>	2009	100/100	\$3,995	4
 <a href="#">Petrus, Pomerol, France</a>	2000	100/100	\$4,983	4
 <a href="#">Petrus, Pomerol, France</a>	1990	100/100	\$4,598	4
 <a href="#">Petrus, Pomerol, France</a>	1989	100/100	\$4,345	4
 <a href="#">Petrus, Pomerol, France</a>	1961	100/100	\$12,473	4
 <a href="#">Petrus, Pomerol, France</a>	1947	100/100	\$8,606	4
 <a href="#">Petrus, Pomerol, France</a>	1929	100/100	\$14,260	4
 <a href="#">Chateau Latour, Pauillac, France</a>	2010	100/100	\$1,650	6
 <a href="#">Chateau Latour, Pauillac, France</a>	2009	100/100	\$1,769	6
 <a href="#">Chateau Latour, Pauillac, France</a>	2003	100/100	\$1,224	6
 <a href="#">Chateau Latour, Pauillac, France</a>	1982	100/100	\$2,268	6
 <a href="#">Chateau Cos d'Estournel, Saint-Estephe, France</a>	2009	100/100	\$431	7
 <a href="#">Chateau Haut-Brion, Pessac-Leognan, France</a>	2010	100/100	\$1,146	8
 <a href="#">Chateau Haut-Brion, Pessac-Leognan, France</a>	2009	100/100	\$1,108	8

Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) of [20](#) [>](#)

Only the first 20 pages shown

[Site Map](#) [About](#) [Contact](#) [Business](#) [Advertising](#) [Social](#)

© 2014 Wine-Searcher™

## DECLARATION

I, EMILIE BANER declare as follows:

1. I am the MANAGING OWNER of IPO WINES<sup>LLC</sup> (hereinafter "Declarant"), and am authorized to make this declaration on its behalf. I have personal knowledge of the facts set forth below and of the goods offered in connection with the PANDORA mark. If called upon and sworn as a witness, I could and would competently testify as set forth below.

2. Due to my education and/or training as well as my position with Declarant, I am aware of grape growing, winemaking, wine aging, marketing, sales and labels procedures with respect to wine. This includes, but is not limited to, how grapes are grown and harvested, how the wines are made, bottled, aged, produced, advertised, promoted and sold.

3. With some types of wine, once grapes are harvested, a fermentation process is undertaken. Also, with some types of wine, after the fermentation is completed, the wine is aged in barrels. Moreover, with some types of wine, once the wine is bottled, the wine is allowed to age further in the bottles. Accordingly, wines may be released several years after they are produced.

4. It is the law in the wine industry that the date on a vintage bottle of wine refers to the year the grapes were picked or harvested, not the year the wine is released. In other words, wine with 2009 on its label does not indicate a wine that was sold or bottled in 2009, but a wine produced with grapes harvested in 2009. Likewise, the 2010 dated on a label of vintage wine refers to the fact that the grapes used to make the wine were picked in 2010. Thus, a 2010 vintage wine might not be offered for sale or sold until 2013 or 2014 or even later.

5. Since at least as early as 2006, Declarant has distributed wines produced by Alban Vineyards, Inc. ("Alban"). Among the wines Declarant distributes are Alban's PANDORA wines. Since 2006, Declarant has continuously distributed PANDORA branded wines produced by Alban.

6. It is my understanding that, as with other wines, after the grapes used to make Alban's

PANDORA wines are harvested, a fermentation process is undertaken. After the fermentation process, the wines are aged in barrels. Further, once Alban's PANDORA wines are bottled, the wine is allowed to age further in the bottles. Because of this process, Alban's PANDORA wines are released, offered for sale and sold years after the grapes are harvested.

7. As is customary in the wine industry, the the date on a bottle of Alban's PANDORA wine refers to the year the grapes were picked or harvested, not the year the wine is made, released, offered for sale or sold. For example, the 2010 date on the label attached to the photograph of the bottle of PANDORA wine submitted herewith as Exhibit 1 is for a wine made with grapes harvested in 2010, not for a wine sold in 2010.

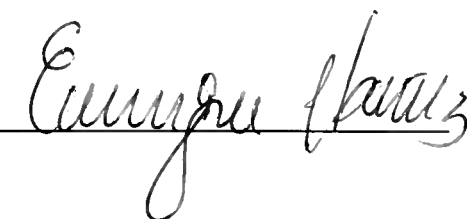
8. Given the aging process of Alban's PANDORA wine, Declarant received and distributed Alban's 2009 vintage PANDORA wine in 2013 and received Alban's 2010 vintage PANDORA wine in 2014.

9. I am aware that Alban's 2008 PANDORA wine was released in 2012, the 2007 PANDORA wine released in 2011 and the 2006 PANDORA wine released in 2010. I anticipate that Alban will provide Declarant with the 2011 vintage PANDORA wine during 2015.

10. At no time since 2010 has Alban ceased producing, providing, offering for sale or selling its PANDORA branded wines.

I declare that all statements made herein of my own knowledge are true and all statements made on information and belief are believed to be true; and further that these statements are made with the knowledge that willful, false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful, false statements may jeopardize the validity of the application or document or any registration resulting therefrom.

Dated: January 8, 2015

By: 

Name: ENRIQUE IBARRA

Title: MANAGING PARTNER

170 WINES LLC

19464958  
120414

## DECLARATION

I, James A. Kennedy, declare as follows:

1. I am Professor and the Chair of the Department of Viticulture and Enology, and Director of the Viticulture and Enology Research Center, both of which are located at the California State University, Fresno (hereinafter "Declarant"), and am authorized to make this declaration on its behalf. I have personal knowledge of the facts set forth below and of the goods offered in connection with the PANDORA mark. If called upon and sworn as a witness, I could and would competently testify as set forth below.

2. I have an earned Ph.D. in Agricultural and Environmental Chemistry and a B.S. in Chemistry both from an accredited university (the University of California, Davis). I am considered an authority in the field of Enology and I have the authority to grant college-level credit for Viticulture and Enology coursework. Due to my education and/or training as well as my position with Declarant, I am aware of grape growing, winemaking, wine aging, marketing, sales and labels procedures with respect to wine. This includes, but is not limited to, how grapes are grown and harvested, how the wines are made, bottled, aged, produced, labeled, advertised, promoted and sold.

3. With some types of wines, once grapes are harvested, a fermentation process is undertaken. After the fermentation is completed, some wines are bottled and sold because these wines require only a short period to develop and will not benefit from an aging process. However, other wines develop a complex flavor profile during maturation and may acquire a



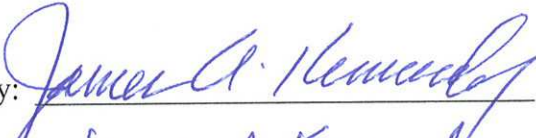
pleasant bottle bouquet if they are allowed to age after they are produced. This age process can be done in various types of containers, such as in barrels.

4. With some types of wine, once the wine is bottled, the wine is allowed to age further in the bottles. Accordingly, these types of wines are released, offered for sale and sold many years after they are produced and several years after they are bottled. In other words, a wine that undergoes this type of aging process would not be available for sale or sold until several years after it is first produced. Moreover, because of this aging process, these types of wines are released several years after they are produced and many years after the harvesting of the grapes used in the wine.

5. It is customary in the wine industry that the date on a vintage bottle of wine refers to the year the grapes were picked or harvested, not the year the wine is made, released, offered for sale or sold. In other words, wine with 2009 on its label does not indicate a wine that was sold or bottled in 2009, but a wine produced with grapes harvested in 2009. Similarly, a wine with 2010 on its label does not indicate a wine that was sold or bottled in 2010, but a wine produced with grapes harvested in 2010. Such a wine would likely be released and sold many years later.

I declare that all statements made herein of my own knowledge are true and all statements made on information and belief are believed to be true; and further that these statements are made with the knowledge that willful, false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful, false statements may jeopardize the validity of the application or document or any registration resulting therefrom.

Dated: 9 December 2014

By:   
Name: James A. Kennedy  
Title: Professor

19465137  
120514

## DECLARATION

I, Peter Michel, declare as follows:

1. I am the V.P of Sales of J&L Wines Inc. (hereinafter "Declarant"), and am authorized to make this declaration on its behalf. I have personal knowledge of the facts set forth below and of the goods offered in connection with the PANDORA mark. If called upon and sworn as a witness, I could and would competently testify as set forth below.

2. Due to my education and/or training as well as my position with Declarant, I am aware of grape growing, winemaking, wine aging, marketing, sales and labels procedures with respect to wine. This includes, but is not limited to, how grapes are grown and harvested, how the wines are made, bottled, aged, produced, advertised, promoted and sold.

3. With some types of wine, once grapes are harvested, a fermentation process is undertaken. Also, with some types of wine, after the fermentation is completed, the wine is aged in barrels. Moreover, with some types of wine, once the wine is bottled, the wine is allowed to age further in the bottles. Accordingly, wines may be released several years after they are produced.

4. It is the law in the wine industry that the date on a vintage bottle of wine refers to the year the grapes were picked or harvested, not the year the wine is released. In other words, wine with 2009 on its label does not indicate a wine that was sold or bottled in 2009, but a wine produced with grapes harvested in 2009. Likewise, the 2010 dated on a label of vintage wine refers to the fact that the grapes used to make the wine were picked in 2010. Thus, a 2010 vintage wine might not be offered for sale or sold until 2013 or 2014 or even later.

5. Since at least as early as 1995, Declarant has distributed wines produced by Alban Vineyards, Inc. ("Alban"). Among the wines Declarant distributes are Alban's PANDORA wines. Since 2000, Declarant has continuously distributed PANDORA branded wines produced by Alban.

6. It is my understanding that, as with other wines, after the grapes used to make Alban's PANDORA wines are harvested, a fermentation process is undertaken. After the fermentation process, the wines



are aged in barrels. Further, once Alban's PANDORA wines are bottled, the wine is allowed to age further in the bottles. Because of this process, Alban's PANDORA wines are released, offered for sale and sold years after the grapes are harvested.

7. As is customary in the wine industry, the the date on a bottle of Alban's PANDORA wine refers to the year the grapes were picked or harvested, not the year the wine is made, released, offered for sale or sold. For example, the 2010 date on the label attached to the photograph of the bottle of PANDORA wine submitted herewith as Exhibit 1 is for a wine made with grapes harvested in 2010, not for a wine sold in 2010.

8. Given the aging process of Alban's PANDORA wine, Declarant received and distributed Alban's 2009 vintage PANDORA wine in 2013 and received Alban's 2010 vintage PANDORA wine in 2014.

9. I am aware that Alban's 2008 PANDORA wine was released in 2012, the 2007 PANDORA wine released in 2011 and the 2006 PANDORA wine released in 2010. I anticipate that Alban will provide Declarant with the 2011 vintage PANDORA wine during 2015.

10. At no time since 2010 has Alban ceased producing, providing, offering for sale or selling its PANDORA branded wines.

I declare that all statements made herein of my own knowledge are true and all statements made on information and belief are believed to be true; and further that these statements are made with the knowledge that willful, false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful, false statements may jeopardize the validity of the application or document or any registration resulting therefrom.

Dated: 12/9/14

By: 

Name: PETER MICHEL

Title: VP of Sales, J+L Wines

19464958  
120414

## DECLARATION

I, SYBIL ATAM  
SANFORD, declare as follows:

1. I am the OWNER of SPRINGBROOK  
WINE CO (hereinafter "Declarant"), and am authorized to make this declaration on its behalf. I have personal knowledge of the facts set forth below and of the goods offered in connection with the PANDORA mark. If called upon and sworn as a witness, I could and would competently testify as set forth below.

2. Due to my education and/or training as well as my position with Declarant, I am aware of grape growing, winemaking, wine aging, marketing, sales and labels procedures with respect to wine. This includes, but is not limited to, how grapes are grown and harvested, how the wines are made, bottled, aged, produced, advertised, promoted and sold.

3. With some types of wine, once grapes are harvested, a fermentation process is undertaken. Also, with some types of wine, after the fermentation is completed, the wine is aged in barrels. Moreover, with some types of wine, once the wine is bottled, the wine is allowed to age further in the bottles. Accordingly, wines may be released several years after they are produced.

4. It is the law in the wine industry that the date on a vintage bottle of wine refers to the year the grapes were picked or harvested, not the year the wine is released. In other words, wine with 2009 on its label does not indicate a wine that was sold or bottled in 2009, but a wine produced with grapes harvested in 2009. Likewise, the 2010 dated on a label of vintage wine refers to the fact that the grapes used to make the wine were picked in 2010. Thus, a 2010 vintage wine might not be offered for sale or sold until 2013 or 2014 or even later.

5. Since at least as early as 2008, Declarant has distributed wines produced by Alban Vineyards, Inc. ("Alban"). Among the wines Declarant distributes are Alban's PANDORA wines. Since 2008, Declarant has continuously distributed PANDORA branded wines produced by Alban.

6. It is my understanding that, as with other wines, after the grapes used to make Alban's PANDORA wines are harvested, a fermentation process is undertaken. After the fermentation process,

the wines are aged in barrels. Further, once Alban's PANDORA wines are bottled, the wine is allowed to age further in the bottles. Because of this process, Alban's PANDORA wines are released, offered for sale and sold years after the grapes are harvested.

7. As is customary in the wine industry, the the date on a bottle of Alban's PANDORA wine refers to the year the grapes were picked or harvested, not the year the wine is made, released, offered for sale or sold. For example, the 2010 date on the label attached to the photograph of the bottle of PANDORA wine submitted herewith as Exhibit 1 is for a wine made with grapes harvested in 2010, not for a wine sold in 2010.

8. Given the aging process of Alban's PANDORA wine, Declarant received and distributed Alban's 2009 vintage PANDORA wine in 2013 and received Alban's 2010 vintage PANDORA wine in 2014.

9. I am aware that Alban's 2008 PANDORA wine was released in 2012, the 2007 PANDORA wine released in 2011 and the 2006 PANDORA wine released in 2010. I anticipate that Alban will provide Declarant with the 2011 vintage PANDORA wine during 2015.

10. At no time since 2010 has Alban ceased producing, providing, offering for sale or selling its PANDORA branded wines.

I declare that all statements made herein of my own knowledge are true and all statements made on information and belief are believed to be true; and further that these statements are made with the knowledge that willful, false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful, false statements may jeopardize the validity of the application or document or any registration resulting therefrom.

Dated: 12/10/2014

By: Sybil A Sanford

Name: SYBIL ARJAY SANFORD

Title: OWNER / FOUNDER



## DECLARATION

I, Andrew Adam, declare as follows:

1. I am the Proprietor and winemaker of Andrew Adam Vineyards, (hereinafter "Declarant"), and am authorized to make this declaration on its behalf. I have personal knowledge of the facts set forth below and of the goods offered in connection with the PANDORA mark. If called upon and sworn as a witness, I could and would competently testify as set forth below.

2. Before starting my own winemaking consulting business and winery, I worked at Alban Vineyards under John Alban. It was at Alban Vineyards that I learned many of the winemaking processes I apply to my own wines and the wines of my clients. One common cellaring technique used at Alban on Pandora and all the reds they produce is barrel aging. While it is very common to see red wines held in barrel for 18-24 months, Alban showed me how holding them 36-46 months could really enhance the flavors of wines made from particularly concentrated grapes like the Pandora Grenache, and many of the Alban Syrahs. I have and continue to use many of these techniques to shape the wines I produce. Furthermore, through my education, training, as well as my position with Declarant, I am aware of grape growing, winemaking, wine aging, marketing, sales and labels procedures with respect to wine. This includes, but is not limited to, how grapes are grown and harvested, how the wines are made, bottled, aged, produced, labeled, advertised, promoted and sold.

3. With all the wines I produce for my label and those of my clients, once grapes are

harvested, a fermentation process is undertaken. After the fermentation is completed, some wines are bottled and sold because these wines require only a short period to develop and will not benefit from an aging process. However, other wines develop a complex flavor profile during maturation and may acquire a pleasant bottle bouquet if they are allowed to age after they are produced. This age process can be done in various types of containers, such as in barrels.

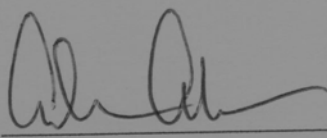
4. With some types of wine, once the wine is bottled, the wine is allowed to age further in the bottles. Accordingly, these types of wines are released, offered for sale and sold many years after they are produced and well after they are bottled. In other words, a wine that undergoes this type of aging process would not be available for sale or sold until several years after it is first produced. Moreover, because of this aging process, these types of wines are released several years after they are produced and many years after the harvesting of the grapes used in the wine. It is very common in our trade to see more expensive red wines released years after the harvest. Therefore, a 2010 Red Wine could reasonably be the current release in 2014. Attached is an article about Henri Bonneau- arguably the most famous producer of Grenache based wine in the world and a mentor of John Alban's. He is renowned for keeping his Grenache's in barrel for 2-6 years with 3-5 being the average. I know that his processing influenced John Alban's and subsequently my own.

5. It is the law in the wine industry that the date on a vintage bottle of wine refers to the year the grapes were picked or harvested, not the year the wine is made, released, offered for sale or sold. In other words, wine with 2011 on its label does not indicate a wine that was sold or bottled in 2011- in fact it would be the exception for a 2011 red wine to be bottled in 2011, but a wine produced with grapes harvested in 2011. Similarly, a wine with 2010 on its label does not indicate a wine that was sold or bottled in 2010, but a wine produced with grapes harvested in

2010. Such a wine would likely be released and sold many years later.

I declare that all statements made herein of my own knowledge are true and all statements made on information and belief are believed to be true; and further that these statements are made with the knowledge that willful, false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful, false statements may jeopardize the validity of the application or document or any registration resulting therefrom.

Dated: Dec 11, 2014

By: 

Name: ANDREW ADAM VINEYARDS

Title: Owner / Operator

19465137  
120514



Henri Bonneau Chateauneuf du Pape – From a blend of 90% Grenache and 10% Mourvedre as well as small portions of Syrah, Counoise, Vaccarese. The grapes are not destemmed, except in moderate or unripe vintages. Vinification takes place in traditional, concrete tanks. The wine is aged in a combination of old foudres and old as well as older French oak barrels for between 3 to 5 years. Every vintage is different and unique.

\* Henri Bonneau Marie Beurrier, made its debut with the 1988 vintage. The wine, Marie Beurrier takes its name from an aunt of Henri Bonneau. The blend is made from 90% Grenache and 10% Mourvedre, give or take as small portions of Syrah, Counoise, Vaccarese can also be included, or not. The grapes are not destemmed, except in moderate or unripe vintages. Vinification takes place in traditional, concrete tanks. The wine is aged in a combination of old foudres and old as well as older French oak barrels for between 3 to 5 years. Every vintage is different and unique.

Henri Bonneau Reserve des Celestins, the most famous and expensive wine of the domaine made its debut in 1927. The wine is a blend of about 90% Grenache, with