

From: Daphne Araujo [mailto:Daphne@araujoestate.com]
Sent: Thursday, September 01, 2011 5:27 PM
To: Jack Gingles; Michael Dunsford; Chris Canning; Gary Kraus; Karen Slusser
Cc: Ken MacNab; Erik Lundquist; rsplitter@ci.calistoga.ca.us; karen@ziatawines.com; Michelle Fishing
Subject: Calistoga and the 75% rule

September 1, 2011

Honorable Mayor and Members of the City Council of Calistoga,

After much thought, I am writing you to support the adoption by the City Council of Calistoga of the '75% rule' regarding wineries and tasting rooms within the City limits.

As a resident of the unincorporated area of Calistoga for the past 21 years, and as a winery and vineyard owner in the same location on Pickett Road, I have grown to love and support the town of Calistoga and the greater Napa Valley as special places on earth that deserve to be protected by the Agricultural Preserve and the Winery Definition Ordinance under County legislation passed within the last 40 years. Further, the formal Calistoga Appellation now protects the name and reputation of vineyards and wines of this special place we call home.

Since the County is now well protected from those who would otherwise play unfairly on the name of Napa Valley, and the Calistoga area is protected by its appellation for the same reason, it remains only for the City of Calistoga to support uniform standards to protect its unique name, history and reputation. Napa Valley and Calistoga are international destinations that attract residents and visitors alike through a shared vision of quality of life and defense of agriculture and small agriculturally-based towns. Through the years, others before us have supported the protection of this uniqueness, and now it is time to do our part.

Without a '75% rule' governing wineries and tasting rooms, anyone within the city limits of Calistoga could take advantage of the premium in the name of the town by offering wines not made from grapes grown in the Napa Valley, while doing nothing to protect or enhance the name of Calistoga or Napa Valley. It would reflect poorly on the town if it condones production and sales of wines not in conformance with County standards, and could lead to practices that deceive potential consumers.

Consider, for example, the idea of a new winery opening its doors on one of the entry points into the City on the Silverado Trail. Visitors arriving in Calistoga could be greeted by a winery and tasting room producing and serving Napa Valley wines, as would be guaranteed in the rest of the County; or they could be lured into visiting a winery, full of expectations, only to find that the wines are not from Calistoga or Napa Valley at all, but have been made by grapes trucked in from Lake County or the Central Valley or some other distant location. To me, this would be a clear case of the winery taking advantage of all that Calistoga and Napa Valley have to offer in terms of name recognition and location. Why locate here if not to imply that the wines are local??

It would be a shame to have gross commercialism within our town take precedence over authenticity and honesty. In the spirit of the General Plan, we should not permit any activity that does not add to the local

flavor of our precious resource, but rather cheapens it. For these reasons, I fully support adoption of the '75% rule' for wineries and tasting rooms within Calistoga City limits to conform to Countywide standards.

Sincerely,

Daphne Araujo

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