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THE WHITE HOUSE
WASHINGTON

November 30, 1984

Dear Ms. Brower:

The wines you sent have arrived, and I want to sincerely thank you for the opportunity of tasting them with the view in mind of possibly using them at a future White House function.

I am looking forward to trying them and thanks again.

With best wishes,

Sincerely,



MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

Ms. Patricia Brower
Great American Wineries Incorporated
Post Office Box 221775
200 Clock Tower Place, Suite 18E
Carmel, CA 93922

Great American
Wineries
INCORPORATED

November 20, 1984

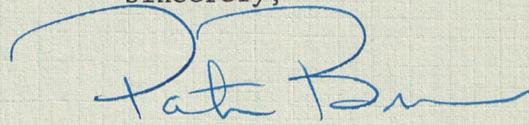
Mr. Michael Deauer
Assistant to the President of the United States
White House Staff Office
C/O Biltmore Hotel
Santa Barbara, Ca.

Dear Mr. Deauer:

Mr. David Berkely of Corti Brothers requested a variety of wines to be shipped to you for tasting. I have enclosed an information package about the wines and the winery for your review.

If you have any questions, please feel free to contact me.

Sincerely,



Patricia Brower

PB:d1



P.O. Box 221775, 200 Clock Tower Place Suite 18E, Carmel, CA 93922 • (408) 624-2600

Chateau Julien 8940 Carmel Valley Rd., Carmel, CA 93923

GUILD

did we thank?

May 13, 1983

mes / fm

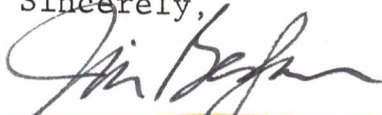
The Honorable Michael Deaver
Deputy Chief of Staff
The White House
Washington, D.C. 20500

Dear Mr. Deaver:

Thank you very much for taking the time to
meet with our wine industry group on Tuesday.

Your continued interest in, and support of,
California wines is appreciated by us all.

Sincerely,



James A. Beckman
Vice President

JAB/cke

Wine



EST. 1898

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Assistant Treasurer

DECANTING

Older red wines (8 to 10 years and more) may throw a sediment, a deposit that is harmless but which can cloud the last few glasses poured from that bottle. Such a wine should be decanted.

To decant:

1. Uncork the bottle gently, disturbing the wine as little as possible.
2. Hold the bottle against a bright light or over a candle, and pour the wine slowly and steadily into a clean, odor-free decanter. Stop when you see the sediment coming to the neck of the bottle. A small amount of wine clouded with sediment will be left in the bottle. Most of the wine will be clear and bright in the decanter.

BALVERNE

WINERY &

VINEYARDS



BALVERNE 1980 HEALDSBURGER Sonoma County White Wine

This wine is grown, produced and bottled at the Balverne Winery and Vineyards in the hills just south of the town of Healdsburg and east of the community of Windsor, Sonoma County, California. The name Healdsburg^{er} is derived from the wine's geographic district of origin.

Healdsburg^{er} is a blend of wines made from three noble grape varieties which are widely grown in the Federal Republic of Germany: the true Riesling, Gewurztraminer, and Scheurebe (Shoy-ray-buh). The Riesling and Scheurebe varieties originated there.

Some of the most distinguished wines of West Germany and California are made from the grape varieties which produce Healdsburg^{er}. Only 1,348 cases were produced from the 1980 vintage.

A handwritten signature in cursive script that reads 'Bill J. Bird'. The signature is written in dark ink and is positioned above the printed name.

Bill J. Bird

THE WHITE HOUSE

WASHINGTON

May 20, 1982

Dear Mr. Cattell:

Mr. Deaver appreciates your sending the copy of Wine East. He found it most interesting and thanks you for your thoughtfulness.

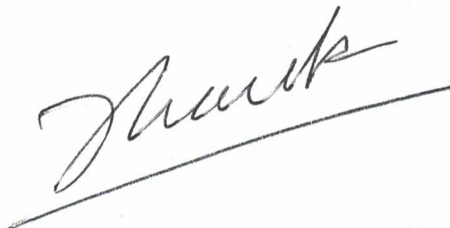
Sincerely,

SHIRLEY MOORE
Staff Assistant to
Michael K. Deaver

Mr. Hudson Cattell
Editor
Wine East
L&H Photojournalism
620 N. Pine St.
Lancaster, PA 17603

Wine East

L&H Photojournalism, 620 N. Pine St., Lancaster, Pa. 17603 (717) 393-0943



May 10, 1982

Mr. Michael K. Deaver
Deputy Chief of the Administration
The White House
Washington, D.C. 20500

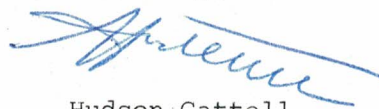
Dear Mr. Deaver,

I read with interest the article on "The White House Wine Cellar" by R. L. Thompson in the current issue of The Friends of Wine. It is good to know that the President and Mrs. Reagan are the "best informed administration on wine in this century." Further, the emphasis on American wines is commendable.

I would hope, however, that the White House will be stocking and serving wines from states other than California. There are more than 300 wineries in states east of the Rocky Mountains, and no mention was made of any of them in the article. The President is, after all, president of all the people in our country.

Starting on page 18 of the January issue of Wine East is a list of award-winning wines at last December's Eastern Wine Competition. Certainly any of the gold medal wines on this list should be considered for addition to the White House Cellars. Should you need further recommendations, we would be happy to give them to you in the belief that the White House Cellars should represent all of the United States.

Sincerely,



Hudson Cattell
Editor

HC:ljm
Encl.

CAYMUS VINEYARDS



Recd 9/26

talked to
D.B. -
let aware
of situation

9/27

DB

20 September 1983

Mr Deaver
Assistant to the President
Deputy Chief of Staff
THE WHITE HOUSE
Washington, D. C.

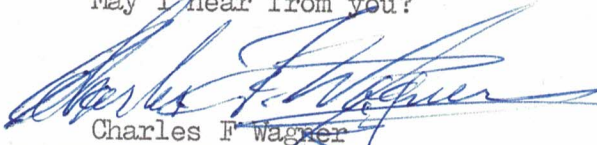
Down
ask DB
next time
have
if they
a wine we
can use

Dear Mr. Deaver;

The samples of wines that were sent to you were for your evaluation and selection there of, that our wines would be served at White House functions.

It seems, however, that my efforts have been in vain. For some reason it seems we have been totally ignored. As a life long contributor to the Republican party and a strong supporter of our President, I find this very disappointing. I would like an explanation from you just as to how you do select the White House wines.

May I hear from you?


Charles F. Wagner
President

bh

THE WHITE HOUSE

WASHINGTON

June 17, 1982

Dear Mr. Chandler:

The wine arrived, and I want to sincerely thank you for the opportunity of tasting it with the view in mind of possibly using it at a future State dinner.

Thanks again for thinking of us.

Sincerely,



MICHAEL K. DEAVER
Assistant to the President
Deputy Chief of Staff

Mr. Lee Chandler

President
Souverain
Post Office Box 528
Geyserville, CA 95441

yes

Dear Mr. Deaver:

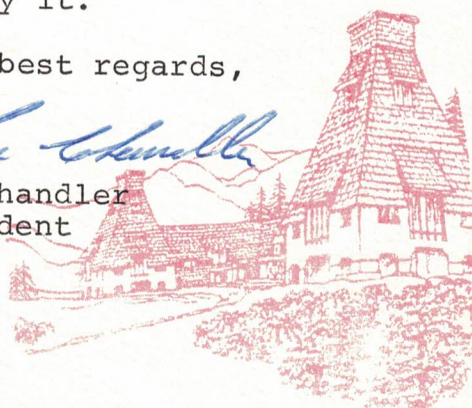
Here is the case of wine mentioned
in our letter of May 26th.

We hope you enjoy it.

Very best regards,

Lee Chandler

Lee Chandler
President



PROFIT BY AIR, INC.

P.O. BOX 388
VALLEY STREAM, N. Y. 11582
DUNS # 04-618-2085

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ORIGIN

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DESTINATION

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*Mr. Michael Bequer
Deputy Chief of Administration
The White House
Washington, D.C.*

SHIPPER'S DECLARED VALUE: In the absence of a declaration of value in the space provided hereon the liability of the Forwarder is limited to \$9.07 per pound of that part of the consignment lost, damaged, or delayed. The Forwarder will maintain a cargo liability insurance policy with an insurance company to cover such liability. Shipments with a declared value for carriage in excess of \$10,000 will be acceptable for carriage only upon advance arrangements with Forwarder.

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Collect Charges

No. Of Pcs./Pkgs.	DESCRIPTION OF PIECES, NATURE OF CONTENTS, MARKS, AND NUMBERS	Gross Weight (Lbs.)	DIMENSIONS	Comm. Grp. No.	RATE	Prepaid Charges	Weight Rate	Delivery	Excess Value Transportation Charge
1	<i>43</i>								

GIVE COMPLETE NAME, ADDRESS, CITY, STATE AND ZIP CODE

C.O.D. Fees

NAME AND PRO NUMBER FOR ADVANCED CHARGES

Advanced Charges

RECEIVED

SHIPPER'S DOOR ☐

OTHER CARRIER TERMINAL ☐

P.B.A. TERMINAL ☐

ADVANCE CHARGES TO BE PROTECTED? YES NO ☐

DATE

CASH ☐

Beyond Charges

By: **PROFIT BY AIR, INC.** AT

AT: (location)

60784835

AGENT'S SIGNATURE

TIME

A.M.

P.M.

CHARGE ☐

Total Charges

Shipper's C.O.D. **MUST** be included in to

9 - CONSIGNEE'S MEMO

*Souverain
P.O. Box 528 - Geyerville, Calif*

None

THE WHITE HOUSE

WASHINGTON

June 1, 1982

Dear Mr. Chandler:

How nice of you to think of us when you celebrate your fortieth anniversary of the founding of the Souverain Winery.

I am eagerly awaiting the arrival of the case of your special Cabernet Sauvignon, and the tasting.

Thank you very much for your thoughtfulness.

Sincerely,

MICHAEL K. DEAVER
Assistant to the President
Deputy Chief of Staff

Mr. Lee Chandler
President
Souverain
Post Office Box 528
Geyserville, CA 95441



May 26, 1982

Thank

Mr. Michael K. Deaver
Deputy Chief of Administration
The White House
Washington, D. C. 20004

Dear Mr. Deaver:

Next year will mark the fortieth anniversary of the founding of the Souverain Winery, and the tenth anniversary of the construction of our facility in Sonoma County. In anticipation of the forthcoming celebration, we have recently bottled one of the finest wines ever produced by Souverain. This is a 1978 Vintage Selection Cabernet Sauvignon which was chosen from selected vineyards of our grower/partners at Souverain.

Our management wishes you to have an opportunity to enjoy this wine; perhaps adding it to the White House Wine Cellar. Therefore, we are sending you, under separate cover by air express, one case of this very special Cabernet Sauvignon. The wine was recently bottled and bears the new Souverain Vintage Selection label. Although the wine will age well for several years to come, we feel it is also quite drinkable right now.

We would like you to try a bottle and make your own judgement.

We hope you enjoy it.

Very best regards,

Lee Chandler

Lee Chandler
President

LC:dk

THE WHITE HOUSE

WASHINGTON

March 14, 1983

Dear Joyce and Jerry:

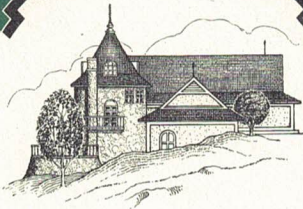
Thank you for the two bottles of Napa Valley Sauvignon Blanc. I am most anxious to try them. I appreciate your thoughtfulness.

Good luck on your new venture.

Sincerely,

MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

Mr. and Mrs. Jerry Cain
Cain Cellars
3800 Langtry Road
P.O. Box 327
St. Helena, CA 94574



NAPA VALLEY

FIRST RELEASE ANNOUNCEMENT

1981 NAPA VALLEY SAUVIGNON BLANC

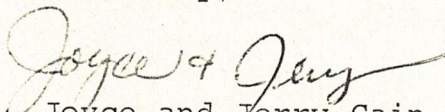
We are pleased to announce our first release, a well- received 1981 Sauvignon Blanc.

At several pre-release tastings, including the California Wine Experience in San Francisco and a premiere tasting at the Tennis Club Resort in Palm Springs, the consensus has been gratifying. Respected wine authorities described it as an unusually big sauvignon blanc; worthy of bottle age as would be a fine chardonnay. Also noted was the frequent comment that it is well-balanced and crisp to the finish. Please note attached facts.

The wholesale price is \$ 72.00 per case, with a 5% discount applied to orders of 5 cases or more. At this quantity there will be no shipping charge in California. To place orders or obtain further information, please call or write the winery.

Should you care to sample this first release, please let us know. We are extremely proud of our Sauvignon Blanc and hope that you will find this limited release as well as future wines from Cain Cellars to your liking.

Sincerely,


Joyce and Jerry Cain
December 1, 1982





NAPA VALLEY

FIRST RELEASE ANNOUNCEMENT
1981 NAPA VALLEY SAUVIGNON BLANC

FACT SHEET

HARVESTED:	Aug. 23, 1981
SUGAR AT HARVEST:	23.4 degrees brix
MICRO-CLIMATE:	Region II
TOTAL ACID:	0.75
ALCOHOL AFTER FERMENTATION:	13.0%
RESIDUAL SUGAR:	0
FRENCH LIMOUSIN OAK AGING:	5 months/130 gal.Brls.
PRODUCTION (CASES):	900
RETAIL PRICE PER BOTTLE:	\$ 9.00

INFORMATION

This Sauvignon Blanc is a limited edition. Production will increase each year with this same good fruit. Merlot and Cabernet Sauvignon is now aging in small french oak barrels for future release also.

The Cains own a 540 acre vineyard ranch and are expanding the vineyard terracing a little more each year. the ranch is near the top of Spring Mountain Rd., and overlooks St. Helena.

The 6000 square foot first phase of the winery is located at the highest part of the ranch among huge douglas fir pine trees. With phase II of the winery complete, the winery will be seen as it appears in the ink sketch on the Cain Cellars label.



Quality of Most Products Ranges From Good to Excellent

New Wineries Take Their Place

NATHAN CHROMAN

Eight fledgling Napa Valley wineries scored a decisive triumph recently at the posh Palm Springs Tennis Club resort at a debut tasting of wines from wineries that just a few short years ago did not even exist.

This was a baptismal tasting in every sense of the word, as none of the wines had been offered for tasting before, beyond their own immediate vineyard region. The new wineries are Cain Cellars, Casa Nuestra, Girard, Napa Creek, Robert Pepl, Sage Canyon, Sequoia Grove and Saint Andrews. Frankly, I had never heard of them either.

That's the way it is these days; new wineries spring up like grape bunches, and unfortunately many go unnoticed. There may be at least 150 or more wineries in Napa Valley today with land covering about 25,000 acres. When I initially visited the valley, about a quarter of a century ago, I doubt if there were more than a dozen wineries. Jack Davies of Schramsberg confirms that as late as 1965, when he appeared on the scene, there were no more than a dozen or so major label vineyards.

Good to Excellent

Most of the wines presented in Palm Springs ranged from good to excellent, a fact to be appreciated as in earlier days a new winery would have been hard-pressed to produce the kind of quality represented here. Today the problem is not a matter of quality, but rather of the consumer discovering these wines in what is now a sea of California labels.

Palm Springs was a prime choice for an introductory tasting. For decades it has been noted for being a wine desert. Now there is greater interest there, as borne out by the more than 250 attendees at the tasting. It was gratifying to see such interest, as it will do much to dispell the long standing negative image that the grape was not welcome in Palm Springs restaurants.

An extremely interesting Sauvignon Blanc 1981 was offered by Cain Cellars. Appropriately, owners Jerry and Joyce Cain are from Palm Springs, but now reside atop a 540-acre mountain ranch-vineyard overlooking St. Helena above Spring Mountain Road. The wine had a good semifloral, not overdone nose with good fruit flavor in a viscous style. Make no mistake, it is powerful wine, round and full. With 13% alcohol it may be better, as I enjoyed it more as an aperitif than as an accompaniment to food. Its high alcohol may give the illusion of a slight sweet finish, but the wine is dry. There are 900 cases available at \$9 per bottle. Charles Ortman was the wine consultant.

A nicely blended everyday wine is Casa Nuestra, Tinto 1980, Napa Valley Red Wine. This is a blend of pre-prohibition Napa Valley Zinfandel and Napa Gamay grapes that were vinified separately and then blended. Spicy, fruity, attractive flavors made the wine easy and generous. It appeared almost sweet to the taste, but was most pleasing in a light Italian style. About \$5.50, the wine makes sense, especially for restaurants that wish to serve something agreeable and early.

Not so agreeable is the 1981 Girard Chardonnay with about 13% alcohol that lacked overall character. Better,



"Something for your brother who practically lives in his wine cellar? How about my phone number?!"

however, was Girard's Cabernet Sauvignon that was typical of the 1980 valley vintage, high in extract and alcohol. A monster at 14% alcohol, but loaded with fruit, it has some cherry flavor and is already developing suppleness. Cabernet lovers should put this one away for a few years to enjoy its ambitious power and hopeful complexity. A youthful and ebullient wine-making

3 in the Sea of California Labels

family, the Girards are located in Oakville, where they grew grapes for five years before producing wine.

Napa Creek Winery served a Napa Valley Gewurztraminer 1981 with a good-in-character spicy, perfumy nose. "Gewurz" flavors enhanced the wine though it lost a bit with a short finish. The winery's 1981 Sauvignon Blanc, a bit light in fruit, was pleasant without overdone Sauvignon Blanc flavors. At 13.3% alcohol it did drink a bit hot, as did the 1981 Chardonnay, also at 13.3% alcohol. There was fair flavor here, slightly enhanced by barrel fermentation in French Limousin oak.

A more attractive Chardonnay that was full-flavored and had good viscosity was the Sequoia Grove 1980, Napa Valley Estate Bottled. This is a forward wine, darkish yellow in color, with a bit of heat in the finish that may dissipate with another six months to a year of age. Unquestionably this wine should please many. Though the winery was founded in 1980, the vineyard includes a fully mature 9-year-old Chardonnay planting.

Big-Flavored Style

Another Chardonnay, Sequoia Grove 1980, showed extremely well, too. Also an example of a big-flavored style, it was more restrained than the other. Grapes here, as noted on the label, are from the Cutrer vineyards in Sonoma County.

St. Andrews, made by Charles Ortman, provided an interesting clovelike nose with good fruit and flavor. If anything, it was perhaps a bit too aggressive. The 13-acre Chardonnay vineyard is located at the southern end of the valley between the Silverado Trail and the Napa River. The winery is owned by Hungarian-born Mrs. Vizkelety.

Two Chardonnays made at St. Andrews were produced under the label of Charles Ortman, the competent veteran consultant and wine maker. His 1980 appeared more attractive to me than his 1981, though it is difficult

to separate the two. The 1980 showed a good balance with fine, yet aggressive flavors that should satisfy lovers of the big-style Chardonnay. The 1981 Sauvignon Blanc, also an aggressive wine, is most pleasant for sipping rather than table use. It is in a full, rich style.

Another Sauvignon Blanc, 1981, by Robert Pepi showed complexity in the nose in an aromatic floral style. Fruity flavors here, but not in the depth of the Cain edition.

ons, 1981, Chenin Blanc, had a clean, light, dry Chenin style hard to find these days. Made by Ortman, it showed good viscosity and restrained varietal flavor. Few wines of this style are available now and this may not be appealing to those searching for the more fashionable big Chenin Blanc flavor. This is a better bet for the table, however.

Best Chardonnay at Tasting

The best Chardonnay offered was that of Flora Springs, a participant in the tasting, but not a new winery like the others. Its 1982 is a fine, not-overpowering wine, clean with excellent aroma and good elegant flavor. Fermentation was completed in 60-gallon French oak barrels followed by a nicely done, six-month aging in Nevar and Limousin oak. This was an especially attractive wine at \$12.

While none of the new wineries presented any great surprises, it still was an extraordinary tasting. I am inclined to believe, and in some cases can confirm, that well-established older wineries could not have performed as well at a like tasting. A toast should be offered to the financial effort and technological dedication of these fledgling wineries. They have served notice that they can perform well in the vineyard and in the winery. To find a place in the commercial sun may be infinitely harder. Palm Springs, undoubtedly, moved them a bit closer.

Nathan Chroman is a free-lance wine writer and author who also practices law in Beverly Hills.

NEW RELEASES

Sparkling Wine

6 tasted, 3 recommended

All the wines submitted were at the same price point, \$5.50, above the least expensive but, as sparkling wines go, still quite inexpensive. It is a strange category to judge and it may seem that the judges were damning with faint praise. But the wines listed below had admirable small virtues. Who could ask for more?

Taylor California Cellars Pink Champagne **

Consensus: Color is deep enough to be a light red, wine is fruity, pleasant, fairly sweet. \$5.49

Crystal Valley Robin's Glow, Blanc de Noir **

Consensus: Lovely pale salmon color; lots of effervescence; dry; nice acidity. \$5.50

Crystal Valley Spumante d'Francesca **

Consensus: Clean, clear muscat fruit, straightforward, delicately sweet, good representative of the type. \$5.50

Sauvignon Blanc

5 tasted, 1 recommended

In this group the tasters found little distinction. The not recommended wines were not terribly flawed, just dull and out of balance.

Cain Cellars 1981 Sauvignon Blanc, Napa Valley **

JOHNS: Nice pungent clean nose. Subdued varietal character; good acid; medium finish.

LORENZI: Oaky, chardonnay-style wine, flavors OK, bal-

anced but overripe.
HEITZ: Vinous aroma; weak. Clean; pleasant in mouth; soft, neutral \$9.00

Johannisberg Riesling

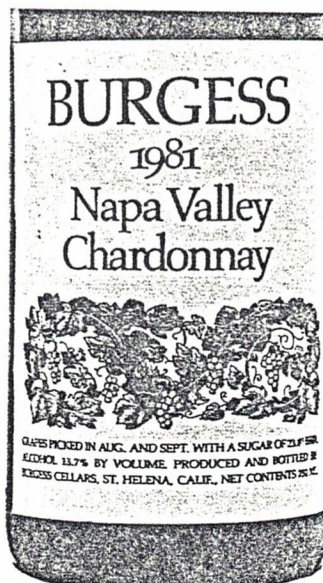
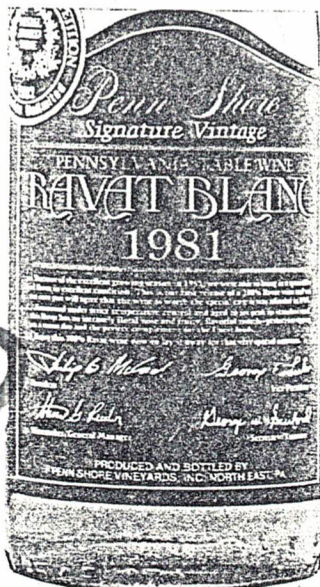
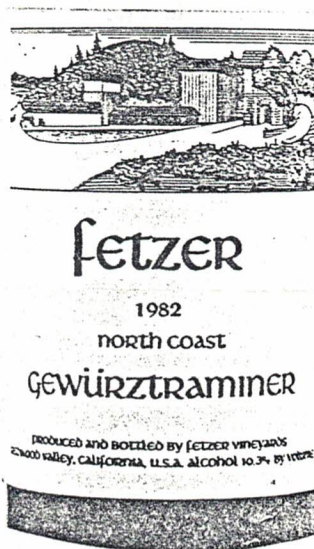
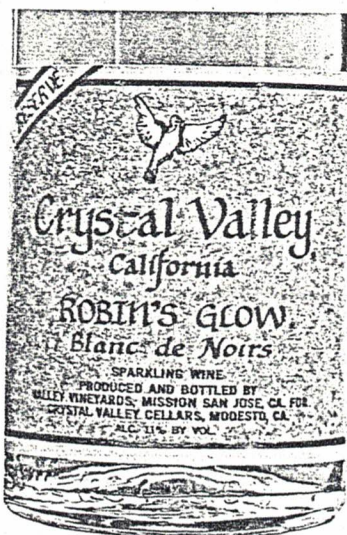
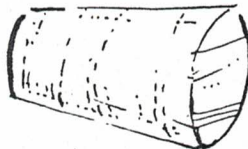
2 tasted, 1 recommended

Clos du Bois 1981 Late Harvest Johannisberg Riesling, Alexander Valley, Individual Bunch Selected **

LORENZI: Lovely apricot

nose; slight volatile acidity; good fruit and balance; nice wine.

HEITZ: Beautiful gold color; excellent high varietal/botrytis smell; acetate taste; otherwise good flavors, nice balance. (While understanding that such wines are costly to produce, it was a consensus that this wine's virtues were somewhat overvalued.) \$25.00



Gewürztraminer

2 tasted, 1 recommended

Fetzer 1982 Gewürztraminer, North Coast **

JOHNS: Sweet floral nose; good body; some acid.

LORENZI: Nice floral gewurz nose; not spicy; a little flabby.

HEITZ: Too much residual sugar for the type. \$5.50

Non-Vinifera

2 tasted, 1 recommended

Penn-Shore 1981 Ravat Blanc, Pennsylvania Table Wine *

(Ravat blanc is a French hybrid variety that has chardonnay in its pedigree. Our California tasters were quick to see this wine's technical soundness but were hard pressed to guess what it was.)

JOHNS: Pleasant nose; good acid; well made wine.

LORENZI: Odd aged nose with honey fruit; lacks acid but clean; OK balance.

HEITZ: Deep gold; faint aroma; distinct flavors; good balance; well made wine. \$5.95

Chardonnay

9 tasted, 5 recommended

Fetzer, 1981 Special Reserve Chardonnay ***

JOHNS: Fruity; straightforward; new oak; good acid; medium body.

LORENZI: Spicy aroma; cinnamon and sage; carries into flavors; big ripe-chardonnay

CONTINUED

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series will be an-
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Angles ured

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Saturday in the
ry will be Elder
Dower, former
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ventist Ministerial
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eding Elder
sermon, Pastor D.
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ca Ramirez;
Dawn, daughter of
and Lee Ann Lar-
Scott Alan, son of
and Jeanie Pen-

nesday prayer
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motion picture. This
episode will be
teachings of Jesus."

presents
Band "
Country Gold"
ost Bar
/dinner Show
to win)
12⁰⁰ couple
San Francisco
Country Clothes,

ST. STEPHENS EPISCOPAL CHURCH

Sunday 12 Noon

Communion & Sermon
The Reverend Downey
Traditional 1928
Prayer Book

(415) 526-3666 or
963-5398

Oakville Grade Oakville

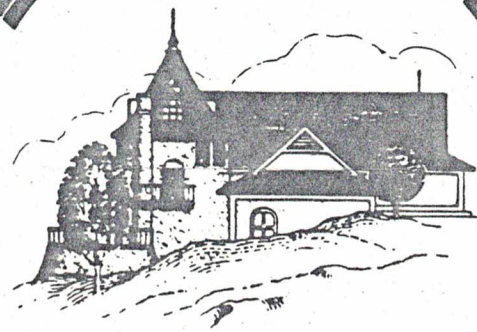
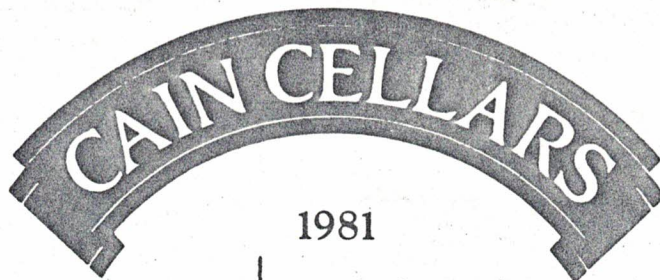
Peppercorn Sauce
TUESDAY - Fresh Red Snapper with
Shrimp and Garlic Sauce
WEDNESDAY - Osso Bucco
THURSDAY - Chicken Saute with Gnocci

Of course, we will still be serving
our regular menu featuring
California Nouvelle Cuisine.

For reservations call

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WINE

THE WHITE HOUSE

WASHINGTON

April 8, 1983

Dear Mr. Cooley:

Thank you for your nice letter regarding our meeting, and thank you, too for the invitation to visit Sonoma County and the opportunity to visit the vineyards and wineries. I guess you know that we're also proud of the California wines.

With best wishes.

Sincerely,

MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

Mr. A. Crawford Cooley
President
Hacienda Wine Cellars
P.O. Box 416
Sonoma, CA 95476



In Historic Buena Vista Vineyards

Hacienda Wine Cellars

April 1, 1983

Mr. Michael Deaver
Special Assistant to the President
White House
Washington, D.C. 20515

Thank

Dear Mr. Deaver:

I have just this week returned to California and want to thank you kindly for the time you took to meet and talk with the Sonoma County Wine Growers Association. It was a most pleasant experience. We most certainly appreciate the emphasis that the White House has placed on California wines during the Reagan presidency. With the ever present threat of European wines this support becomes all the more important at this time.

While I'm at it, I would also like to thank you for the selection of Hacienda wines (Chenin Blanc and Chardonnay) for various White House events. We appreciate the recognition that this gives to a rather small winery.

Knowing of your interest in California wines, I would hope that you would be able to find the time to visit Sonoma County so that we may have the opportunity to show you first hand the vineyards and wineries of which we are very proud.

Sincerely,

A. Crawford Cooley

A. Crawford Cooley
President

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