

Director
Regulations and Rulings Division
Alcohol and Tobacco Tax and Trade Bureau

March 4, 2007

My comment for the proposed establishment of the Westside Viticultural Area within the Paso Robles Area is based on more than 35 years of direct experience in this areas wine and vineyard operations. I oppose this particular concept for the following reasons:

The area is far too large to define any character that would make it unique. For instance, there are many parts of the west area that resemble parts of the eastside in climate, rainfall and soil specifics.

There are many carefully proposed areas that are now being discussed within the Paso Robles area that are actually unique and deserve delineation. These areas are near being submitted. The Westside area would very much be confusing to the consumer. It would not be appropriate to have 3 appellations to share a common area.

The concept of having a Viticultural Area is to inform the consumer of meaningful and accurate information. The Westside concept does not.

Regards
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