

Wineland Consulting, LLC

March 26, 2007

Mr. Frank Foote, Director
Regulations and Relations and Ruling Division
Alcohol and Tobacco Tax and Trade Bureau
Attn: Notice No. 71
P.O. Box 14412
Washington, D.C. 20044-4412

Dear Mr. Foote:

I am submitting my comments for the Paso Robles Westside petition for an AVA.


- (1) The name, Paso Robles Westside, is not nationally known and is contrived. The name does not meet the requirements of TTB regulation. Further past rulings by TTB did not allow for names, such as Santa Barbara Coast, to be approved.

The proposed boundaries do not let the description of what the local community loosely refers to as the "Westside". I believe the Westside refers to the western area of the Paso Robles appellation in the Adelaida Hills. It certainly does not include, in my mind, the vineyards in the Atascadero area or the vineyards in the Santa Margarita area.

- (2) The geographic features of the proposed AVA are very diverse in topography, climate and soils to allow the wines to be viticulturally distinctive and, in my experience, the area has many different features. The grape and wine quality are not unique depending on which side of the Salinas River they are located. There are many viticultural and geographic similarities on both sides of the river and this should not be the approved boundary.

For 20 years, my employment as Senior Vice President of Vineyard Operations, Beringer Winery, and now as a viticulture consultant, made me responsible for the development of some 800 acres of vineyard at the Meridian Winery site as well as responsible for the purchase of hundreds of tons of grapes from all over the Paso Robles area. Based on my experience with the soils and climates, the Paso Robles AVA exhibits very diverse wine styles. Therefore, I support the Paso Robles AVA Committee proposal for eleven sub-appellations. This proposal allows for the distinctive character of the unique and diverse viticultural conditions of the Paso Robles AVA.

Sincerely,


Robert Steinhauer

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