

Mr. Frank Foote, Director,  
Regulations and Rulings Division,  
Alcohol and Tobacco Tax and Trade Bureau  
P O Box 14412  
Washington, D.C. 20044-4412

Notice 71

Mr. Foote:

I am a member of the Van Steenwyk family, owners of Adelaida Cellars, and participate as General Manager and Chair of its Board of Directors. In this capacity I am writing to you to say that we are withdrawing our support of the application for the Paso Robles Westside AVA even though we once supported it. We now ask that our name be removed as a petitioner.

We have decided to withdraw support because of these reasons.

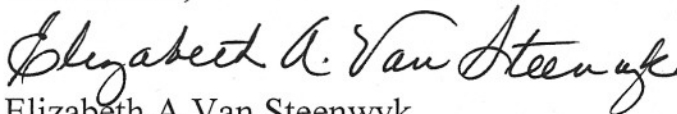
1. Although Paso Robles Westside is locally known, the word "Westside" is far too generic to be distinguished as a descriptive term of any particular area. Even adding Paso Robles to the word Westside as proposed in the AVA application is not a descriptor for the area being described in the application. Further, the scope of this application could be misleading to consumers.

2. A letter from Thomas J. Rice, Ph.D. and Professor of Soil Science at California Polytechnic State University in San Luis Obispo, California, has recently been published relating to the Paso Robles Westside AVA. In the letter, he states that he has been inaccurately quoted within the above AVA petition. Based on this inaccurate reporting of his information by the writer (s) of the petition, he urges the TTB reject this Paso Robles Westside application. Since we, at Adelaida Cellars, have been associated with Dr. Rice and used his expertise on several occasions, we have a high regard for him and no reason to disbelieve his counsel and advice now. Therefore, we would concur with his statements.

3. We are now participating in new and more appropriate twelve AVA applications within the Paso Robles AVA. These have distinguishing features and are well thought out, unambiguous, and scientifically recognizable viticultural areas. We support the work being done for these twelve new AVA applications, one of which is Adelaida District AVA in which we are located.

The establishment of a Paso Robles Westside AVA has little, if any, viticultural relevance, lacks geographic definition, and will not serve the best interests of the entire Paso Robles wine community in the long term.

Best wishes,

A handwritten signature in black ink that reads "Elizabeth A. Van Steenwyk". The signature is written in a cursive style with a large, prominent initial 'E'.

Elizabeth A Van Steenwyk  
Board Chair and General Manager  
Adelaida Cellars

April 9, 2007