

POMAR JUNCTION VINEYARD

ESTATE GROWN GRAPES, HANDCRAFTED VARIETAL WINES.

Tuesday, April 17, 2007

Mr. Frank Foot, Director
Regulations and Relations and Ruling Division
Alcohol, Tobacco, Tax and Trade Bureau
RE: Notice 71
P.O. Box 14412
Washington, DC 20044-4412

Dear Mr. Foote;

I am writing to you to voice my opposition to the proposed Westside AVA within the Paso Robles Appellation. As a seventh generation San Luis Obispo County agriculturist, Cal Poly graduate and a vineyard owner and manager for over 25 years, I can tell you that this application has serious flaws. The main points I would like to bring to your attention are:

- 1) The proposed AVA extends too far north and south: This results in several problems:
 - a. What may be the warmest portion of the Paso Robles AVA (San Miguel) and the coolest (Santa Margarita and the Templeton Gap) end up within the same proposed AVA.
 - b. The wettest (Templeton Gap and Santa Margarita) are included, as is the driest (San Miguel)
 - c. Historically I know of no inclusion of the areas west of San Miguel, Atascadero or Santa Margarita as being known as "Westside Paso Robles"

- 2) The Salinas River is an inappropriate eastern boundary :
 - a. The Templeton Gap influence of cooling breezes and higher rainfall totals extends past the Salinas River and the town of Templeton moving eastward.
 - b. Soils and topography are very similar to those within the proposed AVA on literally thousands of acres east of the Salinas River, including our vineyard located 5 miles east of Templeton. The Linne Calodo soils series is actually prevalent moving from the southeast portions of the Paso Robles Appellation just west of Creston (10 miles+east of the Salinas River) to the northwest, across the Salinas River, into the Adelaida hills in the northwest corner of the Paso Robles AVA.
 - c. Despite being "east" of the Salinas River, our vineyard's address and school district are "Templeton". From an historical perspective, there is no evidence to suggest that our location in any way has separated our ranch from Templeton or the Templeton Gap, which the Westside AVA as proposed would now do.

This proposed AVA, with its overly simplified boundaries would seem to place marketing potential above science and historical relevance. Again, I request that this petition be denied.

Sincerely,



Dana M. Merrill, Owner
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