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From: The WineYard at Steinbeck Vineyards
[mailto:TheWineYard@starband.net]
Sent: Wednesday, April 18, 2007 4:54 PM
To: Rulemaking, TTB
Subject: 'TTB Notice No. 71'

name=Harold Steinbeck
name=Steinbeck Vineyards
Address1=4995 Mill Rd.
Address2=
City=Pas Robles
State=CA
Zip Code=93446
Comments=Mr. Harold Steinbeck
4995 Mill Road
Paso Robles, CA 93446

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

April 18, 2007

Re: I oppose the Paso Robles Westside application.

My wife and I have lived in the Paso Robles area all our lives and have raised our family here. I worked as a farm advisor at Western Farm Service, managing the facility for many years. I farmed all areas of the county and have extensive knowledge of the soils and climates in the Paso Robles AVA. I served as an advisor to viticulturalists as early as 1960. I began growing wine grapes on my own property in 1982.

The Paso Robles Westside application includes boundaries that are entirely too broad for two reasons:

- 1) The proposed area encompasses soils and climate completely diverse to the others in the defined area. Lumping these features together would hurt the effort to market Paso Robles to the wine consumer.
- 2) The proposed name to the area defined in the boundary does not reflect the marketing efforts of wineries in the past 10 or so years, the length of time the

“Westside” name has been in use. The area is too broad and would be confusing to the consumer.

My great grandparents settled in Geneseo, CA in 1884. My wife’s great grandparents also settled in this area. Both families were farmers and have farmed all areas of this county. When the pioneers settled here there were areas known to them, such as Geneseo District or Estrella District or Willow Creek District or Adelaida District. All of these areas were school and/or cemetery districts, communities in which people settled. There was no area known as “Westside”.

I have worked on the Paso Robles AVA Committee, comprised of 59 local growers and vintners, for the past year. The committee has submitted (or will be submitting the final 4 soon) 11 applications to the TTB, which truly reflect the distinctiveness of Paso Robles to the wine consumer.

Thank you, Harold Steinbeck
Steinbeck Vineyards