



The young lady depicted above was considered pretty hot stuff in the fifties when the Wine Institute released her photo with the caption "California Bounty". Interestingly, both her hair-do and her dress appear to have returned to favor today. Likewise a number of her oth-

er features . . . if indeed, as seems questionable, they ever went out of style. The setting in which she was placed is so obviously phony that it makes quite a contrast with the girl herself, who just as obviously isn't.

Napa Valley Wines Win In Paris Blind Tasting Over Top French Labels

Further evidence that Napa Valley wines are superior to those of any other place in the world—if such were needed—was provided this past summer.

In a blind tasting held June 1 in Paris by the Academie du Vin and including as judges some of the most prestigious wine experts in France, two Napa Valley wines actually outshone such revered French products as Batard Montrachet and Mouton-Rothschild.

Placed at the top by nine Gallic judges were a cabernet sauvignon '72 from Stag's Leap Wine Cellars and a chardonnay '73 from Chateau Montelena.

In the Chardonnay competition, Spring Mountain and Freemark Abbey were both given higher scores than Batard Montrachet and Puligny-Montrachet, with Veedercrest following directly the famous French labels.

Relying entirely on their tasting experience and without labels to prejudice their choices, the judges were quoted as exclaiming, "Ah, here we are back in France!" when tasting a Napa Valley wine, or "This is definitely American" on tasting one of the French wines.

The victory of the Napa Valley wines was called extra significant by the New York Times, which said, in a story June 9:

"Regular readers will recall several other similar comparisons in which the American chardonnays bested their French rivals.

In both instances, the latest only six months ago here in New York, champions of the French wines argued that the tasters were Americans with possible bias toward American wines.

"What is more, they said, there was always a chance that the burgundies had been mistreated during the long trip from the wineries.

"What can they say now? The judges included some of the leaders of the French wine establishment and there is always a chance that the American wines suffered

during their long trip to France."

The tasting was sponsored by the Cave de Madeleine wine shop whose proprietor, Steven Spurrier, is a California wine enthusiast, and the Academie du Vin, a wine school to which the French Restaurant Association's chefs and sommeliers are sent.

Among the judges, whom the magazine Time described as "drawn from an oenophile's Who's Who", were Pierre Tari, secretary of the "Association des Grand Crus Classes" and Raymond Oliver, owner of Le Grand Vefour restaurant.

While the tasting added enormous prestige to the Napa Valley winners, according to a story by Neil Morgan it doesn't change anything as far as sales of Napa Valley wines in France are concerned.

Morgan quotes Ernst R. Van Dam, sales director of the Hotel International in Paris, as saying: "The best California wines have to sell for \$35 a bottle over here when shipping and duty are paid."

Morgan comments in his story that a "respectable" liter of ordinary French wine can be had in Paris restaurants for \$5 or \$6.

Morgan's story also mentions that Harry Waugh, widely-known English wine author, recently toured California vineyards and now admits that he has been wrong about California wines.

Morgan quotes Waugh as saying:

"I guessed it would take at least 20 years for California vintners to reach the plateau that French and European vintners have enjoyed for some time. This goal was achieved in only 10 years, and to me that is miraculous."

Extrapolating on Waugh's remarks, it might be safe to assume that there are yet higher plateaus that Napa Valley winemakers may reach them, and that they soon be looking down from a superior height on their French colleagues.



The power behind Vintage Image, publishers of "California Wineries, Volume One, Napa Valley" lies in the trio pictured above. At left, Jeff Caldewey, designer and researcher; at right, Sebastian Titus, artist; and center, Becky Sheppard,

maid of all work. Four volumes are projected covering all California wineries. The second, dealing with the Sonoma and Mendocino areas, is already off the press.

California's Wineries Are Subjects For Fine New Volumes — Valley Is First

The fact that a couple of publishing houses exist in a town the size of St. Helena may seem surprising, if not downright amazing.

The fact that both are flourishing and that one is devoted to the subject of wine may seem less so. That they are next-door neighbors in the Richie building, a historical landmark, should be at least interesting.

Lorin Sorensen's Silverado Publishing Co. (which puts out two special-interest magazines, Ford Life and The Ford Restorer) is flanked by Vintage Image, Inc. It is with the latter that this story concerns itself.

Vintage Image was born in 1972 when two young fellows, both artists and designers and both with an abiding interest in wines, met at wine-tasting classes in Napa.

From these it was their wont to adjourn to some handy bistro further to sample the subject of their inquiries.

On one such occasion Jeff Caldewey said to Sebastian Titus (or maybe it was the other way around) "Why don't we start a company and put out some really good publications on Napa Valley wines and wineries?"

No sooner said than done — pretty literally. Both had been free-lancing in the fine arts field, and both promptly turned their attention to their new specialty.

The first fruits were their Napa Valley Wine Country calendars, which enjoy wide distribution through wineries and other outlets in the valley.

They have published a calendar each year ever since, and lovely things they are.

These went over so well, in fact, that the indomitable pair decided to produce a paper-back volume on Napa Valley wineries. This first appeared in 1974 and is now in its third revision.

Caldewey and Titus were far from finished, however. As their success grew, so did their aspirations, the result of which appear in a beautiful, hard-bound book, "California Wineries — Volume

One, Napa Valley," which was released in May of this year.

As you may have guessed from the title, this is only the first of FOUR projected volumes intended to cover, with illustration, text and historical background, every winery, large or small, in the state of California!

Volume two, dealing with wineries in Sonoma and Mendocino counties, has in fact gone into distribution only this month (October).

Meanwhile, "Napa Valley Wineries" is out in a second edition. Orders have come from nearly every state in the U.S., from South Africa, Australia, France — all the major wine-producing countries in the world.

The book's immediate success is due to the firm's avowed intention to produce works which are beautiful, factual and up-to-date.

The wine industry changing as fast as it does, this isn't easy, particularly the up-to-date part. In the second edition of "California Wineries — Volume One" for example, copy was changed to include the recent sale of Sauerbrey winery at Rutherford.

Caldewey and Titus can't do it all themselves, no matter how many hours they spend each day. So they have enlisted competent help.

While Jeff does the historical research, actual writing has been in the hands of Michael Topolos and Betty Dobson. Topolos, who lives in Glen Ellen, is a widely known wine lecturer and winemaker. Betty Dobson, a Napa Valley resident, is a long-time journalist with experience on several wine journals and the Redwood Rancher.

Last but far from least in the Vintage Image coterie is a charming young St. Helenan, Becky Sheppard. Asked about her duties, Caldewey said, "It's hard to describe them."

It's pretty hard to describe Ms. Sheppard, too. From her emanates such an aura of good-will and enthusiasm that perhaps she should be made sales manager.

Trained as a photographer, her duties include, being secretary, proof-reader, receptionist, designer — you name it, she does it.

Wine seems to be an inexhaustible subject. Every year the St. Helena Wine Library adds volume after volume of new works. But, as Jeff explains it most of them are pretty generalized.

"A book will try to take in all of California," he says, "when California has at least five distinct wine regions, each with its own characteristics."

"What we're trying to do is get right down to cases — give an accurate, illustrated history of each winery, each region, each place in each region, and the reasons for specific activities and methods in each."

That they have succeeded admirably is evident in "California Wineries, Volume 1, Napa Valley". The research is painstaking, the writing flows well, Titus' pen-and-ink drawings are accurate to the last detail, the format is elegant, the paper is fine quality, the photographs are exceedingly reworked.

Each winery is pictured in at least one full-page drawing, with the facing page or pages containing history, products and other pertinent material.

"We want our books to tell about the personalities in the wine industry," Jeff says. And that they do.

"Wine is such a personal business, after all," he comments. How true, from the standpoints of both producer and consumer!

In addition to all this publishing, Jeff, Sebastian and Betty also do a lot of graphic design — labels, brochures and so forth — for the wine industry. During the past year they have produced that sort of thing for 12 different accounts.

Caldewey, 29, was born in Michigan, a wine-producing state, and studied package design at Michigan State University. He first became interested in wine through visiting wineries in the southern part of his native state.

He came to California in 1969, first to Sonoma County, then migrated across the Mayacamas range to settle down in Napa three years ago.

Titus, who is 36, is a Native Son par excellence — his family, the Dehlingers, first showed up in California as far back as 1850.


Born in Napa, he attended San Francisco Art Institute then journeyed to New York, where he free-lanced as a fine artist, doing mostly easel paintings, until the electric light globe blossomed above his head and Caldewey's that night in Napa.

At that point he turned immediately to pen-and-ink illustration and developed a bold, realistic yet simple style which has enabled him to achieve remarkable verisimilitude in his pictures of wineries, vineyards and the wine country.

Vintage Image, Inc., has graciously given permission to reproduce several of Titus' drawings from the book, a number of old-time photographs which Jeff was at great pains to unearth, and factual material from their Napa Valley volume.

When the Wine Edition editor expressed reservations about requesting too much, Jeff said, "Use all you want. Our whole idea is to get the widest possible circulation for information on Napa Valley wines and wineries."

Sebastian agreed. And so did Becky Sheppard, which made it final.



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Our Local Wine Industry Affects Economy of World

"I wonder what the vintners buy that's half so precious as the stuff they sell."

These lines from The Rubaiyyat may be poetic, but author Fitzgerald didn't know about modern-day winemaking.

He didn't know that there are many things a winery buys which cost a small fortune nowadays.

Nor could he know that Napa Valley winemaking would develop into an industry which annually has a not inconsiderable effect on the economy of many nations.

Local vintners are still busy convincing Americans that wine—

particularly fine wine—should be the national tipple.

Meanwhile, much of the equipment and many of the supplies they must use come from other parts of the world, though their product (due to discriminatory legislation) has a hard time finding its way abroad.

Winery equipment comes from the United States, of course, but much of it originates in foreign lands.

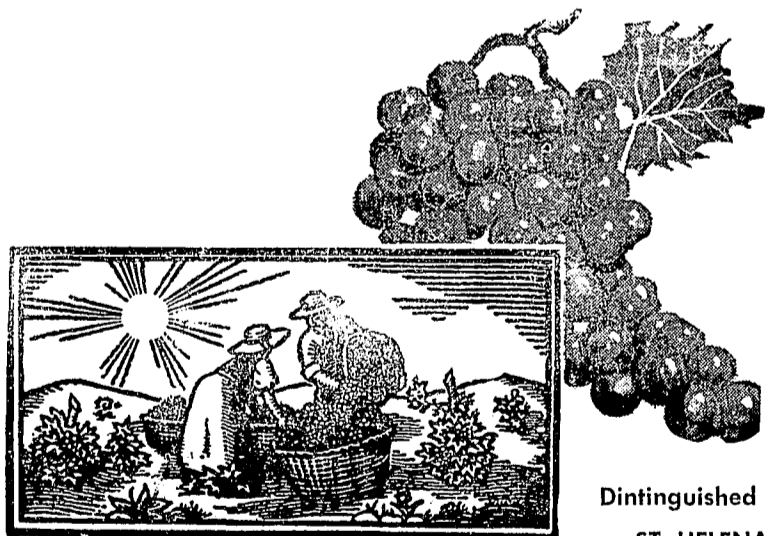
France provides implements and oak barrels. Portugal is the source of almost all the corks used by Napa Valley wineries, although a few may also come from Spain.

Large casks are imported from Yugoslavia, their unique type of wood providing special aging qualities.

Fiberglass tanks and some pieces of machinery are made in Germany.

CHICKEN FRICASSE

For a 5-lb. chicken, use two cups of water and white table wine. Add your favorite herbs.



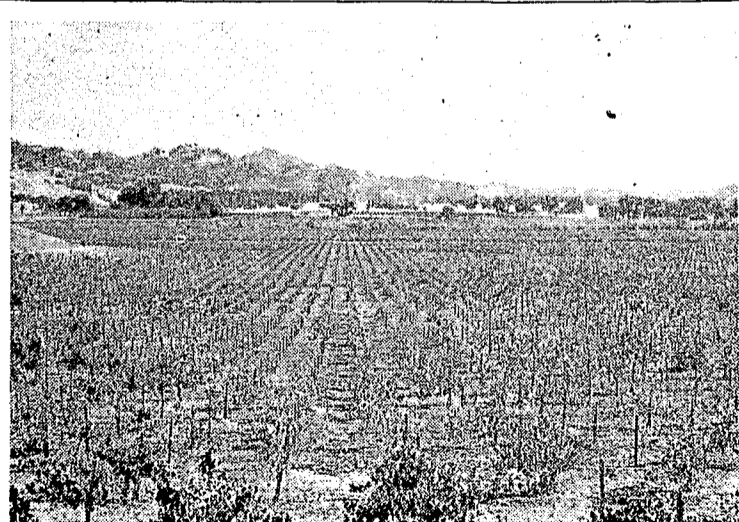
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We are happy to participate in the observance of the traditional wine issues of The St. Helena Star as the Vintage Industry is so important in the economy of our Valley. We are also appreciative of the patronage we derive from it. The wheels of the modern wine making industry are turned by electrical power, and it is our function to help in keeping those wheels in operation.

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