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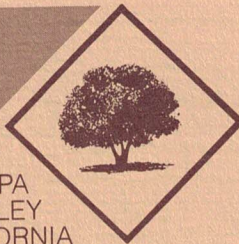
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*Diamond Oaks*

NAPA  
VALLEY  
CALIFORNIA



Vineyard

September 9, 1982

Mr. Mike Deaver  
Deputy Chief of Staff  
Assistant to the President  
The White House  
1600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20500

Dear Mike,

Just a note to remind you that Diamond Oaks Vineyard is still looking forward to having our wine served at a State function at the White House.

I will continue to make contact with David Berkley in Sacramento to finalize a date.

Our wine is available at a distributor in Washington, D.C. at this time, so we stand ready.

Thank you for your continued interest.

Sincerely,

A handwritten signature in cursive script that reads "Bertha".

Bertha S. Nelson  
Director of Public Relations

BN/lb

cc: Edwin Meese  
Lyn Nofziger



*Diamond Oaks*

NAPA  
VALLEY  
CALIFORNIA



Vineyard

November 2, 1981

Mr. Mike Deaver  
Deputy Chief of Staff  
Assistant to the President  
The White House  
1600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20500

*Called  
David Berthel  
11-4-81*

Dear Mike,

I was in phone contact with Shirley Moore last Wednesday and I am hoping you might be able to clear up some confusion.

When our Vice President, William Pelzer, was interviewing distributors and wholesalers in Washington, he met with Maurice Feldman from Beitzell & Co., Inc. Mr. Feldman phoned Shirley and there was some confusion as to when Diamond Oaks '79 Fume Blanc would be used at a White House State function.

I know by your letter of July 22 that you will be using Diamond Oaks wine and I wanted to give you an update on our position. We are, of course, plagued by the same problems as the rest of the small California specialty wineries -- insufficient wine for the demand. This has forced us to consider the same market stance--namely one of allocation. At this moment, we are virtually out of Diamond Oaks '79 Fume Blanc.

We, of course, are committed to honoring your request and consider it a privilege and honor to have our wine used at a White House State function.

It would be most helpful to us at this time to know what quantity of '79 Fume Blanc we should continue to reserve. We realize how pressing your schedule is, but we stand ready to make immediate delivery to the White House, when you are able to indicate to us the date of usage and particular State function.

I have enclosed, for your information, a review from Connoisseurs' Guide. I appreciate all you have done on the behalf of Diamond Oaks and as I am sure you are only too aware -- all of the small California specialty wineries salute you and the administration for your continuing efforts on behalf of the industry.

Sincerely,

*Bertha*

Bertha S. Nelson  
Director of Public Relations



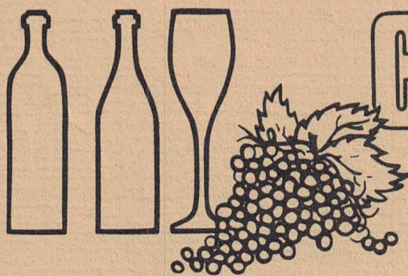
*Diamond Oaks*

NAPA  
VALLEY  
CALIFORNIA




Vineyard

We are pleased to announce...



# CONNOISSEURS' GUIDE to California Wine™

*Sauvignon*  
(Fume) *Blanc*

 **DIAMOND OAKS VYDS Fume 1979** Lake County  
Old River Vineyard. DRY. Fairly light intensity to  
the fresh, clean, floral nose. Light grassiness and  
oaky notes are evident in the aromas while the wine's  
near-ripe fruit taste is given a boost by a slight  
sweetness and the freshness is heightened by a touch  
of spritz.

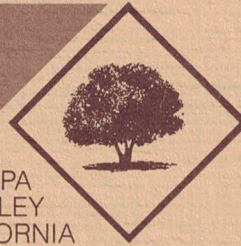
   \$7.50

ISSUE: MAY-JUN 1981.



*Diamond Oaks*

NAPA  
VALLEY  
CALIFORNIA



Vineyard

*File*

November 12, 1981

Mr. Mike Deaver  
Deputy Chief of Staff  
Assistant to the President  
The White House  
1600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20500

*Shirley*

Dear Mike,

Thank you for your prompt response to my letter.

Mr. David Berkley of Corti Brothers, Sacramento, phoned me last week. He will be tasting Diamond Oaks Vineyard wine next week to plan its usage at a White House State function.

Atain, thanks to you and Shirley for taking time out of your busy schedules to expedite this matter.

Sincerely,

*Bertha*

Bertha S. Nelson  
Director of Public Relations



MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

SEP 28 1981

*Winters*

September 24, 1981

MEMORANDUM FOR: MICHAEL DEEVER  
FROM: MUFFIE BRANDON

*Muffie Brandon* ↙

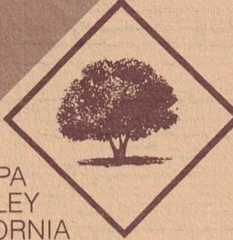
We have researched all printed menus that have been used by the President and Mrs. Reagan to date and to the best of my knowledge the Diamond Oaks Vineyard '79 Fume Blanc has never been used.

*Let's discuss with D. Berkeley  
— see what returns of it.*



*Diamond Oaks*

NAPA  
VALLEY  
CALIFORNIA



Vineyard

FYI  
WINE FILE

*Muffin  
when did we  
use this?  
Can I have  
a memo card?*

September 16, 1981

Mr. Mike Deaver  
Deputy Chief of Staff  
Assistant to the President  
The White House  
1600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20500

Dear Mike,

Thank you so much for your letter of July 22nd. I hope that you have had an opportunity to taste the Diamond Oaks Vineyard '79 Fume Blanc.

We are very excited by the fact that you will be using the wine at a White House State function and hope to hear from you soon regarding a date.

I am enclosing some information about Diamond Oaks Vineyard.

Needless to say, President Reagan is doing a fantastic job. We are all so proud of him and look forward to working on his 1984 campaign.

Thanks again.

Sincerely,

Bertha S. Nelson  
Director of Public Relations

BN/1b  
Enclosure

cc: Lyn Nofziger  
Mary Palmer



*Diamond Oaks*

NAPA  
VALLEY  
CALIFORNIA



Vineyard

### DIAMOND OAKS VINEYARD

A Napa Valley Producer of Vintage Wines

#### About Our Founder

Born in Bombay, India, Dinesh Maniar was trained as an engineer in England and entered the real estate field after arriving in the United States. In 1973, he founded Northwest Equity Corporation, which has grown into one of the largest commercial real estate development companies in the San Francisco Bay Area.

By temperament and training, Mr. Maniar believes in a painstaking and methodical approach to every aspect of his business and personal life. His home in Pacific Heights in San Francisco, reflects the care and concern he brings to every project. Built in 1902 -- before the 1906 Earthquake -- the historical residence needed extensive renovation. Mr. Maniar spent eight years restoring the home to its original turn-of-the-century elegance.

Here also, Mr. Maniar established his cellar of famous wines and first dreamed of making vintage wines from grapes grown in his own vineyards. Today, these wines are tasted and enjoyed by his many friends and associates in the International Food and Wine Society and the Napa Valley Grape Growers Association.

#### Our Roots In Napa Valley

After searching long and hard, Mr. Maniar purchased a 53-acre ranch just south of Calistoga on highway 29 adjacent to Diamond Mountain Road and to one of the Sterling Winery Vineyards. Here, he discovered not only a vineyard perfectly suited for Sauvignon Blanc, but also, one of Calistoga's celebrated historical sites.

On the Diamond Oaks Vineyard property is evidence that this land was settled by some of the first northern Napa Valley residents. Here, Benjamin Kelsey built a small home for his young wife Nancy, who was the first white woman to cross the Plains, having been the only woman to arrive with the Bidwell - Bartleson Party in 1841. This house is now considered to be the oldest structure in northern Napa Valley. It is called the Kelsey Hearthstone and was designated California Registered Historical Landmark #686 during the Calistoga Centennial Celebration in 1959. The Kelseys later moved on to Lake County and founded Kelseyville.



Fowler, Hargrove, Kilburn, York, Teale and Knight are among other original families who are known to have lived on and around the Diamond Oaks Vineyard property in its earliest beginnings. The Thomas Knight family moved on to settle Knight's Valley in the 1850's leaving behind a sad memory in Napa Valley. On the hill above the Kelsey house a worn gravestone bears the inscription:

"SACRED TO THE MEMORY OF STELLA, DAUGHTER OF THOMAS KNIGHT  
AND DESERENA HIS WIFE. DIED JUNE 27, A.D. 1857. AGE 1 YEAR.  
2 MOS, 12 DAYS."

To keep alive the memory of these earlier settlers, Mr. Maniar intends to restore the Kelsey house. The Kelseys, Teales and other early families cleared the land and planted crops, and now we know from extensive testing, that they chose land that is ideal for excellent Sauvignon Blanc.

#### The Diamond Oaks Vineyard, Calistoga

Purchased in 1977, this 53-acre parcel of Region III, south-facing valley floor land has a rich loamy soil which promises excellent yields. Small areas of vines were planted and after extensive taste testing, it was decided that this particular soil and micro-climate was ideal for premium Sauvignon Blanc grapes.

The classic AXR-1 root stock is a mixture of new plantings and T-budded vines ranging from three to seven years old. The vines are all Cordon pruned and trained on a 3-wire trellising and are fully sprinklered against frost. We have already produced some vintage Fume Blanc from grapes on this Diamond Oaks Vineyard. Full production is anticipated in the 1982 and 1983 seasons. As Fume Blanc grows in popularity, we will have the premium Sauvignon Blanc grapes grown in our own fields to meet the demand.

#### Wild Horse Valley, Napa

This is another example of the meticulous care we are taking to produce dry wines with complexity and finesse. After extensive searching, this sloping hillside Region I property in the Wild Horse Valley was declared perfect for premium Chardonnay grapes.

Currently, the 100-acres are being terraced and cultivated on this south and south-east facing terrain. The gravelly loam soil and cool temperate micro-climate are ideal for the early maturing of the Chardonnay grapes which will be planted in Spring 1982

With an average elevation of 1,700 feet, Wild Horse Vineyard is above the frost line and will be drip irrigated. On this sloping land, we will be able to water-stress our grapes prior to harvest to ensure maximum quality.

All vines will be cordon pruned and trained on 3-wire trellises. First production is anticipated in the 1984 season with moderate yields.



### Our Plans And Philosophy

As Diamond Oaks continues its search for other parcels of Napa Valley property that are ideal for the production of premium grapes, we are already producing award-winning wines.

Our grower contracts are made strictly on our judgement of quality. In 1979, this policy enabled our Fume Blanc to win a medal in the prestigious Los Angeles County Fair.

Our 1980 Sauvignon Blanc grapes come from several vineyards in Napa and Sonoma counties. Our 1980 Chardonnay grapes were purchased under a long term contract from a Sonoma County grower who has supplied many other highly regarded small wineries.

In approximately two years, we look forward to the full production of our existing acreage and the building of our own winery and cellars. As we move steadily forward with a planned program of careful expansion, Diamond Oaks Vineyard holds firm to a philosophy of producing and bottling classically balanced wines. We will concentrate our efforts on producing vintage Chardonnay, Fume Blanc and Cabernet Sauvignon.

With a current production of about 15,000 cases annually, we expect to reach the level of 35,000 cases in the very near future.

### About Our Winemaker

Jeff Libarle came to Diamond Oaks with a background that blends modern enological technology with centuries-old tradition. After graduating from the University of California at Davis, Jeff worked and studied at three Northern California wineries learning cellar, laboratory, harvesting and crush methods. He also spent many months working in the prime wine-producing areas of Italy and France - specifically at Domaine Monnier in Meursault, and Chateau LaGaffeliere, St. Emilion. Here, he refined his personal philosophy of wine-making which has found complete acceptance at Diamond Oaks Vineyard.

"I believe in total control of every aspect of the operation from initial planting, through harvesting and cellar production. The characteristics of our Diamond Oaks Vineyard wines stem from my varied old world-new world experience.

Our wines are finished naturally for classic balance of acidity, fruit and alcohol with a minimum of handling."

### Our 1980 Vintage Wines

#### Diamond Oaks 1980 Chardonnay

Our Sonoma appellation Chardonnay grapes were all handpicked after a moderate



summer. The grapes came in with a mid-September harvest reading of 1.1 total acid and sugars of 24.2<sup>o</sup> Brix. After minimum skin contact the Chardonnay was cold fermented at 55<sup>o</sup> for 30 days in stainless steel fermenters and finished dry. The wine was clarified with bentonite, cold stabilized and powder filtered. Aging was in all new French oak 60 gallon barrels. The wine has 13.5% alcohol, .690 total acid, and 3.4 ph. 1,800 cases of this classically balanced Chardonnay were produced.

#### Diamond Oaks Vineyard 1980 Fume Blanc and Fume Blanc Reserve

Our North Coast appellation Sauvignon Blanc grapes were all hand picked with a mid-September harvest reading of .81 total acid and sugars of 23<sup>o</sup> Brix. Skin contact was minimal and after cool fermentation of 60<sup>o</sup> for 13 days in stainless steel fermenters, the wine was clarified with bentonite, cold stabilized, powder filtered and finished dry.

The wine has 12.8% alcohol, .680 total acid, and 3.2 ph. 9,000 cases of Fume Blanc were produced and it promises to surpass our medal winning 1979 vintage.

An additional 1,100 cases are aging in new French oak barrels and will be bottled as Fume Blanc Reserve. Release is anticipated in early 1982.

#### Distribution

All sales of Diamond Oaks Vineyard wines are made through our sales subsidiary, Amphora Wine Company of South San Francisco.



THE WHITE HOUSE  
WASHINGTON

July 22, 1981

Dear Bertha:

Thank you very much for the Diamond Oaks '79 Fume Blanc. We are looking forward to tasting it soon, and I will be in touch with you shortly when we can use it for a State function at the White House.

Many thanks for thinking of us.

Sincerely,

MICHAEL K. DEEVER  
Assistant to the President  
Deputy Chief of Staff

Mrs. Bertha S. Nelson  
Director of Public Relations  
Diamond Oaks Vineyard  
P.O. Box 2703  
South San Francisco, CA 94080

*BCC - Lyn Nafziger*



*Diamond Oaks*

NAPA  
VALLEY  
CALIFORNIA



Vineyard

July 13, 1981

Mr. Mike Deaver  
Deputy Chief of Staff  
Assistant to the President  
The White House  
1600 Pennsylvania Ave. N.W.  
Washington, D.C. 20500

Dear Mr. Deaver,

After my correspondence with Lyn Nofziger and subsequent conversations with Mary Palmer, I was pleased to learn that you are a fellow "Wine Connoisseur".

It is my pleasure to send to you these bottles of Diamond Oaks Vineyard 1979 Fume Blanc for your tasting.

Diamond Oaks was created in 1979. The '79 Fume (Sauvignon) Blanc was a medal winner at the Los Angeles County Fair and was produced from the Old River Vineyard in Lake County. Diamond Oaks' current production is oriented heavily towards white wines.

Diamond Oaks is terribly excited by the great success its first vintage has enjoyed. For example, in the highly competitive San Francisco market, Diamond Oaks is on the wine list of such celebrated restaurants as The Carnelian Room, The Fairmont Hotel, Maxwell's Plum, Fleur de Lys and Le Club.

I know that after you taste Diamond Oaks Fume Blanc you will be eager to serve this wine at Formal State Functions. I believe you will recognize that it makes an immediately favorable impression and that it is a distinguished ambassador for our growing and now internationally heralded California Wine Industry.

Diamond Oaks Vineyard is owned by Dinesh Maniar, a conservative Republican, who has been an active supporter of Ronald Reagan since 1976. Last fall when I ran the Reagan Headquarters in San Francisco, Mr. and Mrs Maniar were very helpful, both in their financial and volunteer efforts, including the use of their home for fund raisers and literature distribution drives. The Maniar's are charter members of the Lyn Nofziger Republican Assembly of which I am the co-founder. As you probably know, the L.N.R.A. was formed in 1976 to keep the Reagan organization together in preparation for the 1980 campaign. Lyn has been a good friend for many years and I appreciate his help in this endeavor.



Mr. Mike Deaver  
Assistant to the President  
THE WHITE HOUSE

page II

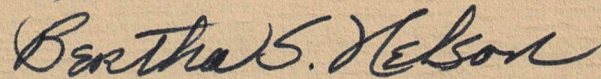
Also, I know that you will agree that this will make an appropriate and exciting white wine to serve at the more informal day to day administrative functions.

I look forward to hearing from you so that we may finalize plans for delivery of the 79 Fume Blanc.

I will be sending you samples of Diamond Oaks Sonoma County 1980 Chardonnay upon its release, early this fall.

If you have any questions, please don't hesitate to call. Thank you for your prompt attention to this matter.

Sincerely,

A handwritten signature in cursive script that reads "Bertha S. Nelson". The signature is written in dark ink and is positioned above the typed name and title.

Bertha S. Nelson  
Director of Public Relations

cc: Lyn Nofziger  
Mary Palmer



# CF AIR

THE CONTROLAIR COMPANY

REMIT TO:  
**CF AIR FREIGHT, INC.**  
 P.O. BOX 3011  
 PORTLAND, OREGON 97208  
 D-U-N-S 05-222-6545

AIR BILL NO. **SFO 185 383030**

PLEASE REFER TO ENTIRE 9 DIGIT NUMBER

DATE	ORIGIN CODE	DEST. CODE	VIA
7/15/81	SFO	DCA	

**F R O M**  
 BERTHA S NELSON  
 DIAMOND OAKS VINEYARDS  
 P. O, BOX 2703  
 SOUTH SAN FRANCISCO, CA. 94080  
 ZIP CODE

**T O**  
 MR. MIKE DEEVER  
 DEPUTY CHIEF OF STAFF  
 ASSISTANT TO THE PRESIDENT  
 THE WHITE HOUSE  
 1600 PENNSYLVANIA AVENUE N.W.  
 WASHINGTON, D. C. 20500  
 ZIP CODE

UNLESS OTHERWISE INDICATED CHARGES ARE ASSUMED TO BE PREPAID

PREPAID  
 COLLECT  
 OTHER

COMPLETE 'BILL TO:' AREA

BILL TO: \_\_\_\_\_ SHIPPERS NUMBER \_\_\_\_\_

PCS.	DESCRIPTION	WEIGHT	RATE	S.C. #	G.C. #	CHARGES
1	WINE SAMPLES	10#				2.177
						PICK UP CHARGES (32)
						DELIVERY CHARGES (33)
						ADVANCED AT ORIGIN (34)
						ADVANCED AT DESTINATION (40)
						EXCESS VALUE (35)
						INSURANCE FEE (36)
						C.O.D. FEE (37)
						SURF. FWDG. ORIG-R.S. # (43)
						SURF. FWDG. DEST-R.S. # (44)

SPECIAL INSTRUCTIONS:

REC'D BY CF AF AT: (CHECK ONE)  
 CF AF TERMINAL  
 SHIPPER'S DOOR

NUMBER OF SHIPMENTS THIS STOP

**185 383030** SEE REVERSE SIDE FOR CF AF INSURANCE COVERAGE AND LIMIT OF LIABILITY.

SHIPPER'S SIGNATURE: *[Signature]* DECLARED VALUE: \_\_\_\_\_ INSURANCE AMOUNT: \_\_\_\_\_ CUBIC INCHES: \_\_\_\_\_

EXECUTED BY: CF AIR FREIGHT, INC. NO. PIECES: \_\_\_\_\_ TIME: \_\_\_\_\_ DATE: \_\_\_\_\_ CUBIC WEIGHT: \_\_\_\_\_

SIGNATURE: *[Signature]*

C.O.D. (38)

TOTAL CHARGES 33.21

TO EXPEDITE MOVEMENT, SHIPMENT MAY BE DIVERTED TO MOTOR OR OTHER CARRIER AS PER TARIFF RULE UNLESS SHIPPER GIVES OTHER INSTRUCTIONS HEREON.

**LEAVE THIS COPY WITH CONSIGNEE**

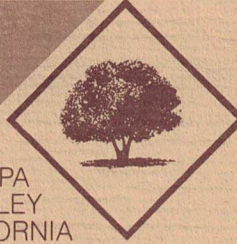
CONSIGNEE COPY **8**





*Diamond Oaks*

NAPA  
VALLEY  
CALIFORNIA



Vineyard

*Wine  
File*

September 16, 1981

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Deputy Chief of Staff  
Assistant to the President  
The White House  
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Washington, D.C. 20500

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*Bertha*

Bertha S. Nelson  
Director of Public Relations

BN/1b  
Enclosure

cc: Lyn Nofziger  
Mary Palmer  
*POWER*



*Diamond Oaks*

NAPA  
VALLEY  
CALIFORNIA



Vineyard

DIAMOND OAKS VINEYARD

A Napa Valley Producer of Vintage Wines

About Our Founder

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An additional 1,100 cases are aging in new French oak barrels and will be bottled as Fume Blanc Reserve. Release is anticipated in early 1982.

#### Distribution

All sales of Diamond Oaks Vineyard wines are made through our sales subsidiary, Amphora Wine Company of South San Francisco.



THE WHITE HOUSE

WASHINGTON

May 12, 1983

Dear Mr. De Luca:

Please convey my gratitude to members of the Wine Institute for the presentation of the beautiful silver wine cooler. Thanks for taking the time to come to the White House and visit with me.

My congratulations to the Wine Institute for the tremendous job you're doing for the promotion of California wines.

With best wishes.

Sincerely,

MICHAEL K. DEEVER  
Assistant to the President  
Deputy Chief of Staff

Mr. John A. De Luca  
Wine Institute  
165 Post Street  
San Francisco, CA 94103



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May 12, 1983

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Assistant to the President  
Deputy Chief of Staff

Mr. John A. De Luca  
Wine Institute  
165 Post Street  
San Francisco, CA 94103



MIKE:

RE: Gift of Silver Wine Cooler

According to the store where it was purchased - the value is \$153.70. If you want to keep it, you may. However, it must first pass the Counsel's office and then next year be reported on your financial statement since the value is over \$100.00.

Your call.

OK  
MMS  
\_\_\_\_\_





ID \_\_\_\_\_ DATE May 10, 1983 OFFICE \_\_\_\_\_ EXT. 6475  
(To be Completed by Gift Unit)

NAME Mr. John A. DeLuca REPORT PREPARED BY Pat Bye  
First Middle Last

ADDRESS Wine Institute 165 Post Street San Francisco CA 94103 COUNTRY \_\_\_\_\_  
Street City STATE ZIP

ORGANIZATION/BUSINESS OF DONOR Wine Institute TITLE OF DONOR President

GIFT INTENDED FOR  White House Staff Member  
 Other (e.g., family)

CATEGORY CODE \_\_\_\_\_  
(To be Completed by Gift Unit)

DESCRIPTION OF GIFT Silverplate - Wine Cooler

DONOR  General Public — Under Minimal Value  
 General Public — Over Minimal Value  
 VIP — Under Minimal Value  
 VIP — Over Minimal Value  
 Other — Under Minimal Value  
 Other — Over Minimal Value  
 T

APPRAISED VALUE \_\_\_\_\_ ACKNOWLEDGED BY \_\_\_\_\_ FORM \_\_\_\_\_ DATE \_\_\_\_\_

RECEIVED BY  Mail Room  
 Presented Personally  
 Staff  
 Other

GSA # \_\_\_\_\_  
ARCHIVE BOX # \_\_\_\_\_  
(To be Completed by Gift Unit)

DISPOSITION  
AR Archives  
DS Destroyed  
GS GSA Surplus (Turn Over to Government)  
PS Presidential Staff—On Display in Office  
PP Presidential Staff—Personal  
RA Returned to Sender, Commercial  
RB Returned to Sender, Over Minimal Value  
RC Returned to Sender, Other  
OH Other  
(To be Completed by Gift Unit)

COMMENT: (e.g., Circumstances of Presentation; Reason for Not Returning to Donor, etc.) Presented in appreciation for long time interest in California wines.

GIFT INTENDED FOR Mr. Deaver  
(Name)

COUNSEL'S OFFICE DECISION

Approve disposition:  Disapprove:

Comments: \_\_\_\_\_



the friends of Wine

THE MAGAZINE OF WINE AND FOOD

January 22, 1981

Mr. Michael K. Deaver  
Deputy Chief of Staff  
The White House  
Washington, D.C. 20510

~~Set~~  
OK with me

Dear Mr. Deaver,

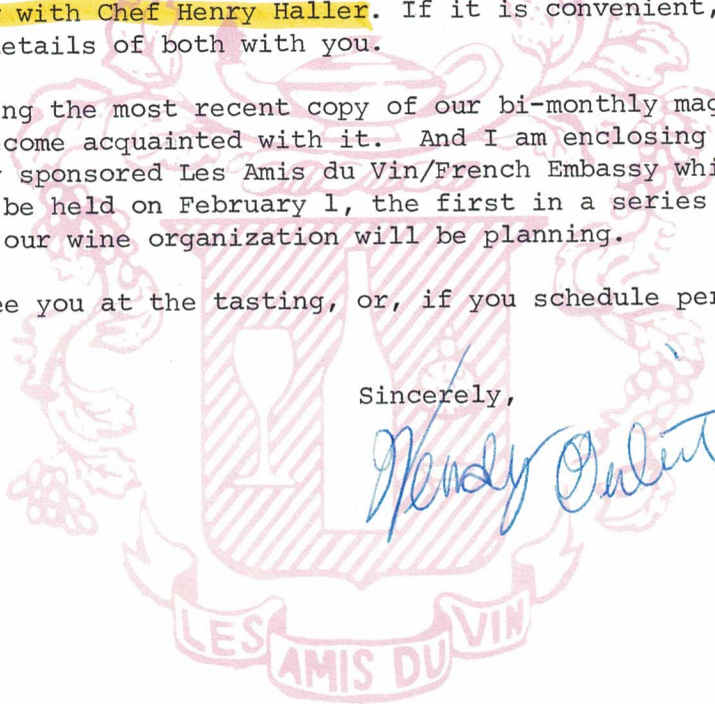
The main feature article for the friends of WINE's May/June magazine will be a greatly expanded version of Bob Thompson's White House wine cellar piece that recently appeared in the Washington Post. We are seeking to supplement his fine work with some color photography and an interview with Chef Henry Haller. If it is convenient, I would love to discuss details of both with you.

I am enclosing the most recent copy of our bi-monthly magazine so that you might become acquainted with it. And I am enclosing an invitation to a jointly sponsored Les Amis du Vin/French Embassy white wine seminar, to be held on February 1, the first in a series of educational events that our wine organization will be planning.

I hope to see you at the tasting, or, if you schedule permits, to hear from you.

Sincerely,

Wendy Dubit



Called  
1-29-82  
said OK  
Wm

WENDY DUBIT

Assistant Editor



September 26, 1983

PERSONAL

To the Messrs. Gallo

Nancy and I send our warm congratulations on this special tribute. The "Distinguished Service Award" is well-deserved recognition for your lifelong contributions to the California wine industry.

We note that 1983 marks the 50th anniversary of the Ernest and Julio Gallo Winery. Faith in an idea, hard work and dedication are qualities that contribute to our nation's progress and prosperity. You can be proud to be part of an American tradition.

Again, congratulations and Happy Anniversary.

Sincerely,

RONALD REAGAN

Mr. Ernest Gallo  
and Mr. Julio Gallo  
E. & J. Gallo Winery  
Modesto, California

RR:AVH:PAG:pps

Mail Express: Mr. Marvin R. Shanken, Pres., M. Shanken Communicatio  
Inc., 400 East 51st St., NY, NY 10022.

bcc: Michael Deaver



THE WHITE HOUSE  
WASHINGTON

July 27, 1981

Dear Roberto:

I am delighted to learn that you are sending on some Sterling Vineyard wine. We are having a lot of fun introducing the very best California wines at the White House.

I look forward to sampling some of your special selections.

Many thanks, and I hope I will see you again soon.

Warm regards,

MICHAEL K. DEEVER  
Assistant to the President  
Deputy Chief of Staff

Mr. Roberto C. Goizueta  
The Coca-Cola Company  
P.O. Drawer 1734  
Atlanta, GA 30301



*The Coca-Cola Company*

ATLANTA, GEORGIA

ROBERTO C. GOIZUETA  
CHAIRMAN OF THE BOARD  
AND  
CHIEF EXECUTIVE OFFICER

July 14, 1981

ADDRESS REPLY TO  
P. O. DRAWER 1734  
ATLANTA, GA. 30301  
404 898-2121

Mr. Michael Deaver  
The White House  
Washington, D.C. 20050

Dear Mike:

I have been remiss in writing you to say how much Olguita and I enjoyed meeting you at the dinner party given in your honor by John Coleman. It was a wonderful evening at The Fairfax Hotel and we certainly appreciated having the opportunity of becoming acquainted with you.

Knowing that you are from California, and since my Company is now a major factor in the growing U.S. wine business, I thought you might enjoy tasting some of our best California wines.

Accordingly, we are sending you, via our Washington staff, wines from our Sterling Vineyards in Napa Valley. We are very proud of our vintaged, estate bottled, premium varietals table wines from our Sterling Vineyards. We have selected three of our varietal wines for your enjoyment: Chardonnay, Cabernet Sauvignon, and Sauvignon Blanc.

To whet your appetite, I am enclosing a copy of our latest brochure about Sterling. I hope that you will enjoy each bottle of our wine as an added delight to any occasion.

Again, let me say we enjoyed meeting you at The Fairfax Hotel. I was even fortunate to sit at your table. Let us hope that our paths will cross again in the not too distant future.

Best personal regards.

Sincerely,



Roberto C. Goizueta

RCG:kma  
Enclosure





FAITH GREAVES  
DIRECTOR OF PUBLIC RELATIONS

May 5, 1983

*File*

Michael Deaver  
Assistant to the President  
and Deputy Chief of Staff  
White House  
Washington, D.C. 20500

Dear Mr. Deaver:

Thank you so much for your kind letter of April 20 regarding Almadén wines served in the White House.

I can tell you that the news thrilled us here at Almadén. We feel a great deal of pride in being served at the nation's number one address, and particularly during an Administration that is so supportive of California wines.

Please be assured that we will use the utmost discretion regarding the information you provided. Again, thank you for taking the time to write me. If ever the White House is in need of wine, please let me know.

Sincerely,

*Faith*

Faith Greaves

bk



THE WHITE HOUSE

WASHINGTON

April 25, 1983

Dear Miss Greaves:

Michael Deaver has advised me of your thoughtfulness in forwarding various Almaden wines for tasting by him, and has shared with me his recent letter to you describing how Almaden Vineyards has been represented in the White House in this Administration.

I join Mike in thanking you for your kindness and courtesy. I also want to make sure, however, that you were aware of the longstanding White House policy, followed in this and previous Administrations, prohibiting any advertising or promotional use whatever of the fact that a particular product has been used in the White House. I am sure Almaden had no intention of engaging in promotional activities of this sort; however, for reasons I know you can appreciate, we have found it best to err on the safe side in this area to avoid potential misunderstandings.

Again, please accept my thanks both for your generosity and your understanding of the policy set forth in this letter. With best regards,

Sincerely,

Orig. signed by FFF

Fred F. Fielding  
Counsel to the President

Miss Faith Greaves  
Director of Public Relations  
Almaden Vineyards  
1530 Blossom Hill Road  
San Jose, California 95118

bcc: Michael K. Deaver ←



THE WHITE HOUSE

WASHINGTON

April 20, 1983

Dear Miss Greaves:

I'm sorry it has taken me so long to acknowledge the wines you sent for tasting. I apologize and thank you for your thoughtfulness.

Almaden Vineyards has been represented in the White House starting in 1978 when Charles LeFranc Pinot St. George was served, in 1979 Charles LeFranc Cabernet Sauvignon and Almaden Pinot Noir were served, in 1980 when Almaden Sauvignon Blanc and Almaden Johannisberg Riesling were served, and in 1981 when Almaden Gamay Rose was served.

Best regards,

Sincerely,

MICHAEL K. DEEVER  
Assistant to the President  
Deputy Chief of Staff

Miss Faith Greaves  
Director of Public Relations  
Almaden Vineyards  
1530 Blossom Hill Road  
San Jose, California 95118



ALMADEN  
VINEYARDS

FAITH GREAVES  
DIRECTOR OF PUBLIC RELATIONS

January 26, 1983

Michael Deaver  
Assistant to the President  
and Deputy Chief of Staff  
White House  
Washington, D.C. 20500

Dear Mr. Deaver:

I prevailed on my long-time friend Ed Allison of Senator Laxalt's office for advice regarding how Almaden Vineyards might possibly be represented in the wine cellar of the White House.

Ed, who apparently discussed this with you or a member of your staff, suggested that we send some wine directly to you. That makes a great deal of sense. Your reputation as a connoisseur of fine wines is widely established, and we at Almaden would be honored to have you review our wines.

Accordingly, I have arranged for delivery to you of an assorted case of Almaden and also Charles LeFranc Founder's Wines. The latter brand is made with the choicest grapes, all from our own vineyards, is aged extensively in French oak and is extremely limited in production. Our answer to "boutiques," as it were.

I hope you enjoy the wine and consider it appropriate for the wine cellar in the White House. That would recall our immense pride when Almaden Blanc de Blancs Champagne (1,200 cases of it) was donated to be served as the official champagne on President Reagan's Inauguration.

I hope to hear from you, or through Ed, about any one or several of our wines being sent to you. Meanwhile, thank you very much for providing Almaden this opportunity.

Sincerely,

Faith Greaves

Faith Greaves

bk



WINE LIST

Charles LeFranc Cabernet Sauvignon	1979
Charles LeFranc Pinot St. George	1978
Almaden Sauvignon Blanc	1980
Almaden Johannisberg Riesling	1980
Almaden Pinot Noir	1979
Almaden Gamay Rosé	1981



THE WHITE HOUSE  
WASHINGTON  
March 15, 1983

*file here*

MEMORANDUM FOR MICHAEL K. DEEVER  
ASSISTANT TO THE PRESIDENT AND  
DEPUTY CHIEF OF STAFF

FROM: FRED F. FIELDING  
COUNSEL TO THE PRESIDENT

SUBJECT: offer by Almaden Vineyards to Provide  
Wines for White House Wine Cellar

You have advised that you received a case of assorted Almaden and Charles Lefranc Founder's wines. The accompanying letter from Almaden (Tab A), indicates that they have forwarded this case of assorted wine for your tasting and, based on your preferences, are interested in donating a significant quantity of one or more of the wines for the White House wine cellar.

Attached for your use is a proposed letter of response to Almaden (Tab B). With regard to the case of assorted wine, as you have previously discussed with David Waller, we recommend, in view of the limited quantity involved and the expense which would be associated with returning it, that you simply forward it to the White House wine cellar. Additionally, it would be permissible, if you wish, to sample one or more of the wines for possible use at a White House function. The purchase of quantities of any wines you decide upon, however, should be made with White House or State Department funds. (A possible alternative would be for the donor to explore giving the wine to the State Department -- which has gift receipt authority for certain purposes -- not to the White House. This, however, is not a practice we want to encourage.)

In any event, since at most you would be "tasting" one or more of the assorted wines in your official capacity as the individual who determines the appropriate wines for White House functions, there will be no gift reporting consequences for you.



THE WHITE HOUSE

WASHINGTON

April 20, 1983

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Best regards,

Sincerely,

MICHAEL K. DEEVER  
Assistant to the President  
Deputy Chief of Staff

Miss Faith Greaves  
Director of Public Relations  
Almaden Vineyards  
1530 Blossom Hill Road  
San Jose, California 95118

cc: J. Hilding  
Ray Scanton



United States Senate

MEMORANDUM

April 8, 1983

*Pat*  
*what is this?*

TO: Shirley Moore  
FROM: Ed Allison  
RE: Alamaden Vineyards

-----  
Per our conversation,  
Faith has yet to receive a response  
to her letter.

Many thanks.



*Rex Scouter*



WINE LIST

Charles LeFranc Cabernet Sauvignon	1979
Charles LeFranc Pinot St. George	1978
Almaden Sauvignon Blanc	1980
Almaden Johannisberg Riesling	1980
Almaden Pinot Noir	1979
Almaden Gamay Rosé	1981



ALMADEN  
VINEYARDS

TO  
FAITH GREAVES  
DIRECTOR OF PUBLIC RELATIONS

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Assistant to the President  
and Deputy Chief of Staff  
White House  
Washington, D.C. 20500

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Sincerely,

Faith Greaves

Faith Greaves

bk

bcc: Ed Allison  
Tom Gaskin, Almaden Representative



THE WHITE HOUSE

WASHINGTON

March 15, 1983

*file here*

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