

Ronald Reagan Presidential Library
Digital Library Collections

This is a PDF of a folder from our textual collections.

Collection: Deaver, Michael
**Folder Title: [Wines] General Correspondence-
Alphabetized (4)**
Box: 62

To see more digitized collections
visit: <https://reaganlibrary.gov/archives/digital-library>

To see all Ronald Reagan Presidential Library inventories visit:
<https://reaganlibrary.gov/document-collection>

Contact a reference archivist at: reagan.library@nara.gov

Citation Guidelines: <https://reaganlibrary.gov/citing>

National Archives Catalogue: <https://catalog.archives.gov/>

Hold

MITCHELL-MANNING ASSOCIATES

SUITE 302 • 1010 THIRD AVENUE • NEW YORK, NEW YORK 10021 • 759-7570

November 15, 1982

Mr. Michael Deaver
The White House
1600 Pennsylvania Avenue
Washington, D.C.

*Thank - Look
forward to tasting*

Dear Mr. Deaver:

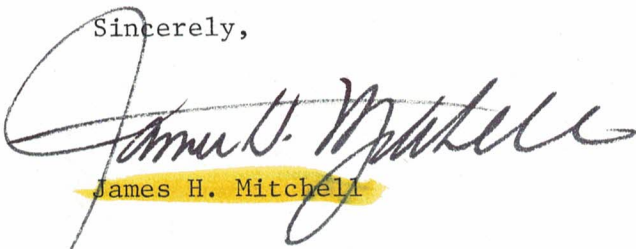
Last week I spoke with your assistant, Shirley Moore, and she told me that you are interested in tasting the new Piper-Sonoma.

I am enclosing herewith the material on the new wine, and Renfield Importers will be sending the Piper-Sonoma directly to you at the White House for you to taste.

Thank you for your interest and I would like to know what you think of the new wine.

All the best and I look forward to hearing from you soon.

Sincerely,


James H. Mitchell

THE WHITE HOUSE
WASHINGTON

May 12, 1983

Dear Mr. Powell:

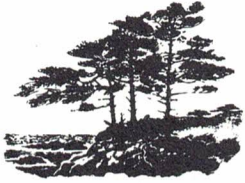
Thank you for taking the time to write me about your wines, and for your thoughtfulness in sending some to sample. I look forward to tasting the wines you have made available to me.

With best wishes.

Sincerely,

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

Mr. Brett E. Powell
Turgeon & Lohr Winery
1000 Lenzen Avenue
San Jose, CA 95126



Turgeon & Lohr Winery

WINERY LOCATION: 1000 Lenzen Avenue, San Jose, CA 95126
Telephone: (408) 288-5057

J. Lohr
WINES

May 9, 1983

Mr. Michael Deaver
The White House
1600 Pennsylvania Ave.
Washington D.C. 20006

Dear Mr. Deaver

Let me introduce myself, my name is Brett Powell and I am the tasting room manager at Turgeon and Lohr Winery in San Jose, California. We produce varietal wines under the name of J. Lohr. Our vineyards are in Monterey County and the Delta region near Sacramento. I have included a brochure for your reference.

Enclosed are a few of the varietals which I am particularly proud of. These are wines that consistently win awards for us in tastings and competitions all over the country.

All of these wines are available in Washington D.C. through Mar-Salle Distributing. Their address is 955 V St. NE and their phone number is (202) 526-4888.

I have enclosed two bottles of each wine so you may enjoy one now and put the other away for an occasion in the future. If you need any other information please drop me a line in care of the winery or give me a call at (408) 288-5057.

Thank you very much for your time.

Sincerely,

Brett E. Powell
Turgeon & Lohr Winery/Vineyards

Enclosures

Shirley Bill
Thank you

REQUEST FOR APPOINTMENTS.

To: Officer-in-charge
Appointments Center
Room 060, OEOB

Please admit the following appointments on May 10, 19 83

for MICHAEL K. DEEVER/Shirley Moore of White House/WW
(NAME OF PERSON TO BE VISITED) (AGENCY)

FYI(only) The Winery: They are associated with...

- BECKMAN, Jim ---- Guild
- CHAPPIE, Eugene(The Honorable) California Congressman
- CLIFF, Michael----Seagrams
- DAVIES, Jack
- DAVIES, John ---- Schramsberg Winery
- DAVIES, Jamie
- DE LUCCA, John----The President of the Wine Institute
- DE LUCCA, Josephine
- FRANZIE, Fred ---Bronco Winery
- HAMLER, Ed--- Taylor California
- HEALY, Margie---From the Wine Institute
- KATZ, Marlys --- Paul Masson
- MIRRASSOU, Jim -----Mirrassou Winery
- MIRRASSOU, Sharon
- MORRIS, Ann --From the Wine Institute
- RAMONA, Gary ---Robert Mondavi Winery
- SILVERMAN, Art -- From the Wine Institute
- ST. PIERRE, Brian -- From the Wine Institute
- WENTE, Carolyn---- Wente Winery

- BROTHER TIMOTHY -- Christian Brothers Winery

Sent the original minus the associations 5/9/83....

MEETING LOCATION

Building White House/West Wing Requested by Shirley Moore/ Gail Ledwig
 Room No. Roosevelt Room Room No. WW Telephone 6475
 Time of Meeting 11:00 Date of request 5/9/83

Additions and/or changes made by telephone should be limited to three (3) names or less.

APPOINTMENTS CENTER: SIG/OEOB - 395-6046 or WHITE HOUSE - 456-6742

THE WHITE HOUSE
WASHINGTON

July 28, 1981

Dear Ms. Prutting:

We have received the Sterling Vineyard wines. I am looking forward to sampling them.

Thank you very much for following up on the delivery.

Sincerely,

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

Ms. Janmarie C. Prutting
The Coca-Cola Company
1627 K Street, N.W.
Suite 800
Washington, D.C. 20006

The Coca-Cola Company

WASHINGTON, D. C.

ADDRESS REPLY TO
1627 K STREET, N. W.
SUITE 800
WASHINGTON, D. C. 20006
202-466-5310

July 27, 1981

Mr. Michael K. Deaver
The White House
Washington, D.C. 20500

Dear Mr. Deaver:

We have been asked by our Chairman, Roberto Goizueta, to please make sure you received these selections of wine from our Sterling Vineyards.

We hope you will enjoy the wine, and if there is ever anything our Washington office can assist you or your staff with, please do not hesitate to call on us.

Sincerely,

Janmarie Prutting

Janmarie C. Prutting
Special Assistant to the
Chairman of the Board

JCP/lad

cc: Mr. Roberto C. Goizueta

Sterling Vineyards

THE WHITE HOUSE

Ray

I thought you might enjoy
having some proof that your
wine was enjoyed at the
White House.

Sincerely,
Mike,

WHITE HOUSE

FROM
THE WHITE HOUSE
WASHINGTON, D.C.

Mr. Roy Raymond, Senior
President
Raymond Vineyard Cellars, Inc.
849 Zinfandel Lane
St. Helena, CA 94574

Enclosure:

Menu for April 19, 1983

VICHON

*Bill
alas - 2 gallons
will have
to.*

May 12, 1983

Mr. Michael Deaver
The White House
1600 Pennsylvania Ave.
Washington D.C.

Dear Mr. Deaver,

Now that several articles have appeared on your role in the White House, I can imagine that you are submerged by letters and requests from wineries. I was going to abstain, but cannot resist after this paragraph that was part of the article in The Napa Register:

"really more knowledgeable about French wines than California wines," Deaver said, because he started a wine cellar during his acting days when California wines did not have as much stature. And it's a Napa Valley wine with French traditions that is a Reagan favorite, Deaver said.

Vichon has the reputation, and deservedly so, of having the most "French-like" wines in California. Perhaps the best method of introduction to them and verification of this claim is the enclosed copy of my correspondence with Howard Kaplan and Robert Millman of New York City.

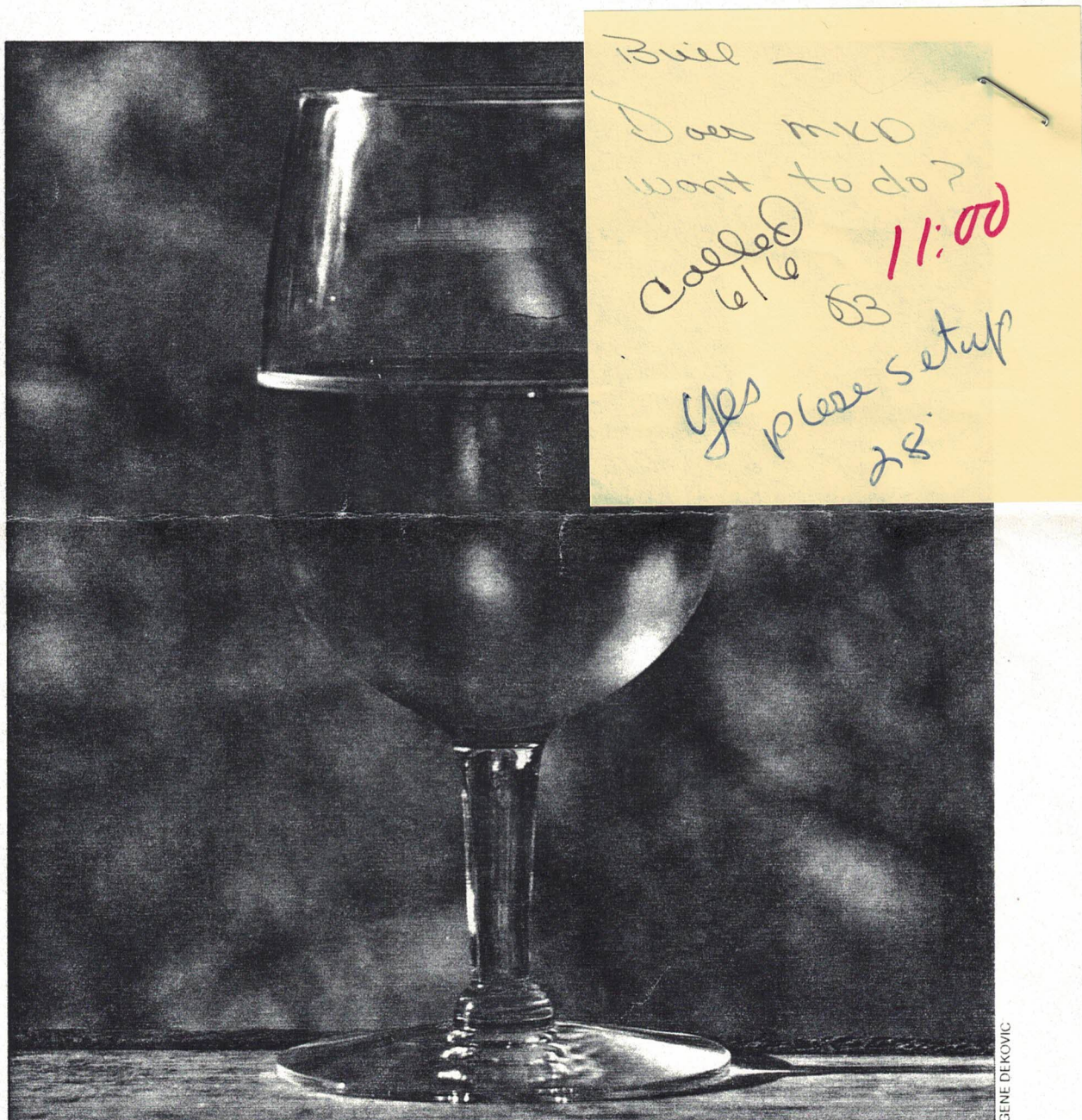
I know David Berkeley, and it was I that introduced the 1981 Girard Chenin Blanc and 1981 Stephens Sauvignon Blanc to him. In this case, I am writing you directly because I will be in Washington D.C. June 28 & 29. Is there any chance that I might meet with you or at the least leave you samples of the Vichon wines?

I will also call David Berkeley about the fortuitousness, or forthrightness, of my offer. I do hope to hear from you. Veuillez accepter mes respects les plus distingués....

Gwen Rigby
Gwen Rigby
Sales and Public
Relations

The California Palate Phenomenon

BY HOWARD KAPLAN AND ROBERT MILLMAN



August 1982

We recently conducted a tasting of ten state-of-the-art white Burgundies for a group of Wall Street executives. Four wines; the 1975 Meursault "Clos du Perrières" of Albert Grivault, 1978 Puligny Montrachet "Les Pucelles" of Domaine Leflaive, 1966 Puligny Montrachet of Pierre Bourée and

1978 Batard Montrachet of Pierre Morey rated highest among a group of outstanding wines that received nothing but plaudits from the tasters. Surprisingly, as the evening drew to a close, one of the participants approached us with a wry smile, half challenging, half defensive, and said, "The wines were impressive and I admired them very much, but for my money I'd rather drink a good California Chardonnay." While discussing his intriguing statement, we learned that he had practically been weaned on California wines. His palate had become so accustomed to the richness, fullness and butteriness of the big California Chardonnays that he found the more acidic, leaner style of the white Burgundies somewhat baffling and not to his liking.

This example of the California Palate—a term first coined by wine writer Robert Finigan in his *Private Guide to Wines*, Volume 4, Number 6—is not the only instance of this phenomenon we have encountered. Whereas people who have first learned to enjoy white Burgundies can often still appreciate the fuller, riper character of many California Chardonnays, those individuals initially exposed to white wines from California seem to become virtual prisoners of predilection—permanently linked to the California style. Like stereotypical Texas millionaires, they cling tenaciously to "bigness."

The California Palate phenomenon raises the issue of the stylistic differences between California and European wines. Simply stated, most California wines are alcohol/fruit-based while most European wines are acid-based. This difference in the fruit/alcohol-acid balance is critical since it is responsible for the different texture and taste of wines made from the same varietals grown in different parts of the world. We think it is the adaptation to higher fruit/alcohol and lower acidity levels which forms the foundation for the California Palate phenomenon.

Acidity is often referred to as "the backbone of wine," and its presence in proper amounts gives wine complexity and structure, balancing against the alcohol and fruit components. Most people whose initial exposure is to European wines adapt to the comparatively high acid levels of the wines and can then appreciate the subtle variety of flavors which merge from the acid background. As a rule, European wines also have lower alcohol levels, making them seem more delicate and less powerful than their California counterparts.

California wines, with their lower acidity and higher alcohol and fruit extracts, immediately impress the palate with their richness, warmth and abundant flavors.

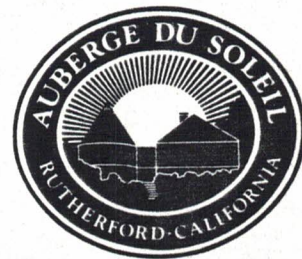
The "creamy" taste of many California Chardonnays, a desirable attribute to Chardonnay aficionados, is directly related to the higher-sugar/lower-acid levels. For those who regard these rich, heady wines as "the way wine should taste," the experience of the leaner, more subtle style of European wines can be puzzling or even unpleasant. Wine lovers like our friend from the white Burgundy tasting, whose palates have been stunned by the bigness of California wines, may develop a California Palate and automatically reject wines which differ in style from the ones they know.

Those individuals initially exposed to white wines from California seem to be virtual prisoners of predilection—permanently linked to a California style.

Is there any cure for the California Palate? Can those bred on rich, buttery California Chardonnays, for example, ever appreciate white Burgundies for what they are, instead of rejecting them for what they are not? Yes, they can.

For those afflicted with the malady, we suggest the following: experiment with wine and food pairing, tasting various foods and sauces with at least two wines made from the same varietal, e.g., California Chardonnay and white Burgundy. Don't be surprised if the wine with higher acidity seems preferable with food. The discovery of ideal food/wine combinations can help you to recognize and appreciate certain qualities that you may miss when tasting wines apart from food. Experience a full range of wines early in the exploratory process. Don't restrict yourself to any one style, whether it be California, French or any other, and try to understand the factors contributing to stylistic differences. In this way, your appreciation of fine wine will be significantly expanded.

Even someone with a California Palate can have his or her eyes—or should we say palates—opened.



AUBERGE DU SOLEIL

Wine Country
Restaurant
in
Rutherford, Napa Valley
California

OPEN DAILY
(Except on Wednesday)

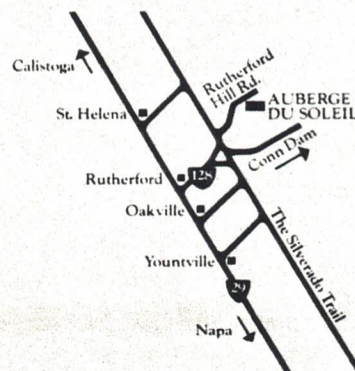
LUNCH
from
11:30AM - 2:00PM

DINNER
from
6:00PM - 10:00PM

Private Party
Rooms Available

Rutherford Hill Road

Telephone
(707) 963-1211



All major
credit cards accepted

V I C H O N

March 9, 1983

Howard Kaplan
Robert Millman
c/o Wine Country
4253 Park Rd.
Suite 4
Benecia, CA 94510

Dear Howard and Robert,

We read your article in Wine Country with interest and appreciation. It has been Vichon's goal to make wine in the European style, that is, wines that are lower in alcohol and higher in acid, wines that accompany foods. In fact, this was the reason for Vichon's inception.

I am forwarding some of our write-ups to you. They do not, however, delineate the viticultural and winemaking methods that are used to accomplish Vichon's goal. Briefly, the close association with growers allows Vichon to not only select the best grapes from the best sections in the vineyard, but also these growers cease sulfur treatment 6-7 weeks prior to harvest and pick to our specifications for pH and acid. Looking for the higher acids and lower alcohol levels, Vichon gets its grapes somewhat earlier than many California wineries. Full fruit maturity occurs best in cool seasons, of course. But for us complexity is not lost by picking early. It is Vichon's practice to leave the white wines on the primary fermentation lees for approximately 6 months in our puncheons. The autolysis of the yeast cells builds up the body and adds to the finish of the wine. (Now you see why the cessation of sulfuring in the vineyard is especially advantageous.) For the red wines, Vichon's departure from most California wineries - and its regard for Europe - is its practice of keeping the juice in contact with the skins an additional four weeks after fermentation is finished.

I suspect you are in New York. Vichon wines can now be found in New York, through Premier Imports. Do

VICHON WINERY

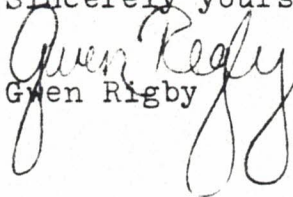
P. O. BOX 363 · 1595 OAKVILLE GRADE · OAKVILLE, CALIFORNIA 94562 · (707) 944-2811

try a bottle and let us know your opinion. George Vierra, our winemaker, will be in New York for the Barrel Tasting. If you have the occasion to see him there, or at the Wine & Food Society dinner two nights later, do introduce yourselves.

I couldn't agree with you more that the California palate is inbred. With the exception of a few conoscenti in San Francisco and fewer still in Los Angeles, most Californians prefer California wines because that has been their only experience. It should be remarked that most "winemakers" graduating from Davis and Fresno also have this experience only. I see this time and time again in comparative tastings: the oakiest French Chardonnay wins; the fruitiest French Cabernet wins. Luckily, at Vichon we have a long and wide background. It is from this reference point that Vichon was created.

Thank you for articulating what we feel. There is a learning and growing process occurring in California, and articles like this do benefit us in this process.

Sincerely yours,


Gwen Rigby

EXECUTIVE WINE SEMINARS

223 West 20th Street, New York, New York 10011 (212) 243-3551

ROBERT MILLMAN
Wine Consultant

HOWARD KAPLAN
Wine Consultant

April 4, 1983

Ms. Gwen Rigby
Vichon Winery
P.O. Box 363
1595 Oakville Grade
Oakville, California 94562

Dear Ms. Rigby:

Thank you very much for your gracious endorsement of our article entitled "The California Palate Phenomenon" which appeared in the March 1983 issue of Wine Country.

Introducing us to Vichon wines was unnecessary as we have, as disciples, been singing the praises of your wines ever since we first tasted them earlier this year. In fact, had we been aware of your achievements regarding the acid and alcohol levels in California wines, we most certainly would have included mention of them in the article, which regrettably was submitted in October of 1982.

We have however included the 1980 Chardonnay in various wine courses that we teach (see enclosed article about us), and our students are always tremendously impressed by its style - so perfect with food or by itself.

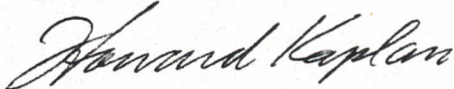
In a blind tasting we conducted last Wednesday evening for fifty-two devoted Chardonnay lovers, the 1980 Vichon finished first - by a considerable margin!

The results are detailed on the enclosed sheet. The outcome confirmed our belief that Vichon is truly breaking new ground in your viticultural quest to "...produce the best wines possible". We salute your efforts.

Wishing you and everyone connected with Vichon continued success in the future, and we can't wait to taste your Cabernet!

Very truly yours,

Executive Wine Seminars



Howard Kaplan

Enclosures

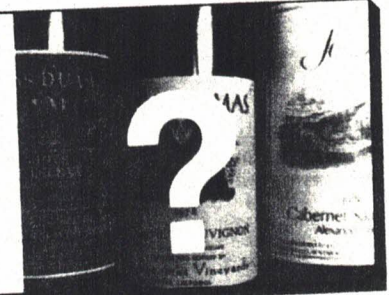
Groucho Marx's favorite wine?

See page 3.



Great '78 Cabs rated

See page 18.



THE WINE SPECTATOR



THIS ISSUE

NEW WRITER: One of the nation's leading wine journalists joins the nation's wine newspaper/page 6.

ITALIAN SCANDAL: Police nab producers who sugared 31 million gallons of wine/page 2.



BARREL DINNER:

Celebrities and wine trade members, such as writer James Beard, meet at New York City's Four Seasons for a California wine evening/page 22.

GASTRONOMIC BLOW-OUT: a San Francisco man purchases an incredible dinner for six during the KQED auction/page 11.

WINE BARON: 72-year-old vintner pioneers Italian Cabernet for U.S. market/page 30.

Value of the decade?

1980 classified Bordeaux arrive; tops for current drinking

by James Suckling
Wine Spectator associate editor

For close to a decade, prices for top-growth Bordeaux have never been so low—Margaux, \$26; Mouton, \$25; Pichon-Lalande, \$9.50, and Lynch Bages, \$9.

The traditional collector of fine Bordeaux may overlook the vintage of 1980; however, value-conscious wine buyers should do otherwise.

1980 Bordeaux are excellent, current drinking wines. The wines are selling at incredibly low prices, almost 50 percent less than 1979 Bordeaux.

Although maligned by many critics, 1980 Bordeaux should be evaluated in its proper context—value. Although the wines lack the character of their counterparts produced during better vintages, they are of a much better quality than the wines of such recent "off" vintages as 1973, '74 and '77.

"1980 is an underrated year," said renowned French enologist Emile Peynaud during a meeting last summer with New York wine merchants Sam and Michael Aaron.

"Actually, it's better than 1973 and 1974," he said. "The wines have beautiful color. They are soft, gentle and well-balanced. Cellar your

75s and '78s, but enjoy the 1980s right now, and for at least the next six years."

Master of Wine David Peppercorn evaluated the 1980 vintage in his book, *Bordeaux: Tastings* I made in July 1981 confirm the year's (1980) superiority over 1977, and in my opinion, over 1974, but I would prefer to reserve judgement as to whether it will be better than 1973, whose wines have, I believe, often been undervalued."

Of the dozen wine merchants interviewed, the Aarons of Sherry-Lehmann Inc. were among the first to selectively invest in 1980s Michael Aaron said that after meeting with Peynaud, he decided that the vintage was of high enough quality for investment, despite the many bad reports.

"The '80s are shooting stars," he said. "They don't have the staying power of the '79s and '81s, but look at the '73s. They are still good and many are getting better."

Zachy's Wine & Spirits Inc. in Scarsdale, N.Y., also invested in 1980 Bordeaux. Owner Don Zacharia said, "we are really selling the 1980 Bordeaux. They are selling across the board with no real standouts. They are fabulous values to the consumer."

Value is the main motive for Fred Greenfield's interest in '80
Continued on page 2

The men behind the Vichon connection

by James Laube
Wine Spectator senior editor

OAKVILLE, Calif.—The men who built Vichon into the forested hills overlooking the Napa Valley are true believers.

Marketing has been at the forefront of their game plan from day one and they've put together an all-star lineup.

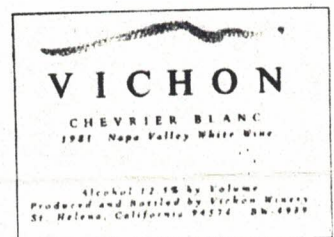
That roster includes a dozen of the nation's top restaurateurs as "silent" but enthusiastic partners in the venture.

Men like Paul Kovi and Tom Margittai, owners of the Four Seasons in New York City, Frank Alioto of Alioto's Restaurant, San Francisco, Sirio Maccione, owner of Le

special four-by-six card on the back of every menu that features the Vichon Chardonnay and Chevrier Blanc (a 50-50 blend of Semillon and Sauvignon Blanc). There's been an especially good reaction to the Chevrier.

All of which is music to the ears of the three principal founders of Vichon: George Vierra, Jr. (VI), Peter V. Brucher (CH) and Doug Watson (ON).

The trio had watched other wineries suc-
Continued on page 4





VICHON

OAK TREE VINEYARDS

Managing General Partner:
Peter V. Brucher

Limited Partners-Restaurateurs:

- | | | | |
|---|--|--|---|
| Frank Alioto
Alioto's Restaurant
San Francisco | Hernando Courtright
Beverly Wilshire Hotel
Beverly Hills, Calif. | Lee Comisar
La Maisonette
Cincinnati | Modesto Lanzone
Modesto's
San Francisco |
| Ted Balestreri
Sardine Factory
Monterey, Calif. | Roland and Victor Gotti
Ernie's
San Francisco | Sirio Maccione
La Cirque
New York | Al Scoma
Scoma's Restaurant
San Francisco |
| Jerry Berns
21 Club
New York City | Paul Kovi and Tom Margittai
Four Seasons
New York City | Bart Shea
Vanessi's
San Francisco | Romano Della Santina
Marin Joe's
Corte Madera, Calif. |

Swig, Weiler, Dinner Management Co.
Fairmont Hotels
San Francisco, Denver, New Orleans,
Dallas

ASSETS:

- Wine processing equipment
- Winery facilities
- Land

Oak Tree Vineyards makes its fixed assets available to Vichon Winery and also provides cash to the joint venture for working capital.

VWB WINERY CO.

Officers and Principal Shareholders:
Peter V. Brucher
Chairman of the Board and Secretary
owns 39% of stock

Douglas Watson
President
owns 19% of stock

George J. Vierra Jr.
Vice-president and Winemaker
owns 39% of stock

ASSETS:

Federal and State Liquor Licenses
and Certain Winery Contracts/Agreements

VWB Winery Co. provides personnel and management services to Vichon Winery and has contributed to federal and state liquor licenses for the winery's activities.

National Distribution:
A.L. Romano Co.

Marketing key to Vichon

Continued from page 1

ceed at making good wine, only to fail in the marketplace. They were not about to make the same mistake.

"We assured ourselves the wine could be marketed before we put a spade in the ground," said Watson, the silver-haired, 66-year-old president of Vichon, who claims to be "semi-retired" but puts in long hours anyway.

"Before we crushed our first grape we knew what kinds of wine we wanted to make and where we wanted to sell our wine," added Vierra, 37, the general manager.

That's not to suggest they've underplayed the importance of producing quality wine. "We know the quality has to be in the bottle," said Vierra, "and we think it is. We work hard to make the bottle and we have to work hard to make the customer pick the bottle up off the shelf."

Through his contacts and creativity, Vierra is one key link in the Vichon chain. He's responsible for ensuring Vichon gets the best grapes possible, choosing from more than a dozen select vineyards scattered about the valley.

Then, along with winemaker John McKay, a former winemaker at Charles Krug, he's in charge of making sure the wine reflects Vichon's style—high acidity, low alcohol, subtle wood nuances and complex flavors.

In a word, "food" wines.

So far he's done rather well judging by the wines on the market.

Later this year, the winery will release its first Cabernet Sauvignon bottlings, one from Nathan Fay's prized Stag's Leap vineyard and another from Volker Eisele's vines in Chile Valley.

The Cabernets are expected to retail for around \$15-a-bottle. The 1981 Chardonnay sells for \$15, while the Chevrier Blanc retails for \$9.60.

"George is a colossal guy," said Watson, in a tone of admiration. "He's been around the valley and knows the growers. They in



turn like and trust him. Without owning any vineyards ourselves, it's crucial that our growers work in harmony with the winery."

Watson and Vierra go back together to their days at Charles Krug winery.

Vierra, an energetic sort with dark brown eyes and a drooping moustache, began with Krug in 1971 as an assistant winemaker. He later became production manager and chief winemaker, during which time he established contacts with many of the Napa growers that now supply Vichon.

Watson, meanwhile, came to Krug under different circumstances.

A highly regarded management consultant with McKinsie & Co. Inc., San Francisco, Watson was appointed chairman of the board at Krug in 1977-78 when Peter and Robert Mondavi were ironing out their financial differences following a lengthy legal battle and Robert's departure.

During that time, the two discussed the concept of starting their own winery together.



Men of Vichon: left Peter Brucher; above, Doug Watson (left) and George Vierra, and below, Larry Romano.



"I was attracted to George and his ideas," Watson recalled, "because he convinced me that if we could put together a winery of reasonable size—not so big that we'd lose control—that we could make a go of it. We talked long and hard about the style of wine we wanted to make, how to make them, and George came up with the idea of Chevrier Blanc. We designed the wine before we built the winery."

For a marketing strategy, they turned to Larry Romano, president of the A.L. Romano Co., a San Francisco-based wine marketing, importing and distribution firm, to oversee that crucial phase of development.

"It's the first winery I know of that was conceived as a joint venture between production and marketing concerns," said Romano, a limited partner at Vichon.

Romano, in turn, knew Brucher, an attorney and oil investor, who was shopping around for a winery in the Napa Valley.

At one point in 1978, Brucher headed a

group of investors who tried to buy Cuvaison Winery, and Brucher had Watson, an acquaintance he'd met at the Bohemian Club, present his offer to the sellers.

When he couldn't buy Cuvaison, Brucher decided to build his own winery, and hooked up with Vierra and Watson.

A "dirt kicker" at heart, Brucher started growing grapes in the valley in the 1960s. Today he farms 28 acres of Chardonnay and Cabernet Sauvignon grapes in St. Helena, dividing his time between viticulture and investment concerns.

"It seemed to me that a lot of wineries weren't doing all that well, and the way I analyzed it there were three key aspects to running a successful winery," Brucher said from his office in downtown San Francisco.

"You need the grapes, a winery and marketing and you need to do it right from the beginning."

In 1980, before the harvest, Vierra, Brucher and Watson finalized their plans and came up with the name Vichon.

Their first crush took place at a century-old stone winery in St. Helena.

They've since move to their new home, a modern, state-of-the-art facility on the steep Oakville Grade, capable of producing 50,000 cases a year.

Simultaneously, Brucher, with many key investment contacts and vast financial resources, began raising money to finance Vichon.

THE WHITE HOUSE

WASHINGTON

September 24, 1982

Dear Mr. Sajbel:

Mr. Deaver has asked me to thank you very much for the Manitou Naturally Sparkling Mineral Water. We opened it in the Santa Barbara Biltmore staff office and enjoyed it the last week of our stay. Each and every person on the staff have asked me to add their thanks to that of Mr. Deaver.

Thanks again for your generosity and thoughtfulness.

Sincerely,

SHIRLEY MOORE
Staff Assistant to
Michael K. Deaver

Mr. Richard Sajbel
1488 San Mateo Avenue
South San Francisco, CA 94080

THE WHITE HOUSE

WASHINGTON

May 31, 1982

Dear Mr. Shaw:

Thank you so much for sending the three bottle assortment of your wine. I have not yet had an opportunity to taste them, but am assured by David Berkley that we should consider this wine for a future event, either here or in Santa Barbara.

Thanks again for your thoughtfulness.

Sincerely,

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

Charles Shaw Vineyard and Winery
1010 Big Tree Rd.
St. Helena, CA 94574

THE WHITE HOUSE

David,

Hope you enjoys this proof
that we enjoyed your wines
at the white House.

Cheers,

Mike

TE HOUSE

FROM
THE WHITE HOUSE
WASHINGTON, D.C.

Mr. David S. Stare
Dry Creek Vineyard, Inc.
Post Office Box T
Healdsburg, CA 95448

Enclosed
2 menus for Feb 24, 1981 Dinner

4/25



David Stare, Winemaker

DRY CREEK VINEYARD, INC.

Post Office Box T
Healdsburg, California 95448
Telephone (707) 433-1000
or 433-1004

April 19, 1983

Mr. Michael Deaver
Special Asst. to the President
The White House
Washington, D.C. 20515

Ret

Dear Mr. Deaver:

I want to tell you how much I enjoyed our brief visit at the White House several weeks ago when the Sonoma County Winegrowers were in Washington, D.C. The visit to the White House and the presentation of the wines to you was certainly one of the highlights of the Growers tour.

In the past I've heard rumors that Dry Creek Vineyard wines have been served at various White House functions and that Mrs. Reagan was particularly fond of our Chenin Blanc. Some of the wineries here in Sonoma County have White House menus listing their wines posted in the tasting room for winery visitors to see. Is there any way that, at the next White House function where Dry Creek Vineyard wines are served, that you could send me several of these so that I could also post them in our tasting room?

During the week beginning July 18 my twelve-year-old daughter and I will be spending a few days in Washington, D.C. as tourists. What is the feasibility of going on a White House tour during our visit? Both Romy and I would certainly enjoy it.

I look forward to hearing from you soon.

Sincerely yours,

David S. Stare

David S. Stare

DSS:lh

May 18, 1983

Dear Mr. Staten:

Thank you very much for the 1977 Cabernet which you gave to Michael Deaver for me on behalf of your late father-in-law, Wally Johnson. I certainly appreciate being remembered with a bottle of Field Stone Winery's award-winning wine. Please convey my gratitude also to Mrs. Johnson and her family for this thoughtful gesture of friendship.

Nancy joins me in sending all of you our best wishes.

Sincerely,

RONALD REAGAN

Mr. John C. Staten
Field Stone Winery
10075 State Highway 128
Healdsburg, California 95448

cc: Michael Deaver

RR:CMF:MP:RCH:rks

THE WHITE HOUSE

WASHINGTON

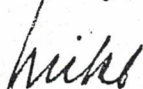
June 15, 1982

Dear John:

Thanks for your nice letter and the attached inventory of the California Club Wine. It's not only interesting, but impressive.

I enjoyed seeing you at the Los Angeles dinner last month. It was a great event.

Sincerely,



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

Mr. John A. Sturgeon
333 South Hope Street
48th Floor
Los Angeles, CA 90071

JOHN A. STURGEON

John A. Sturgeon

333 South Hope Street
48th Floor
Los Angeles, California 90071

June 7, 1982

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

Dear Mike:

After seeing you briefly at the dinner here in Los Angeles on May 20 I was surprised to pick up my copy of Wine magazine, which featured you and the White House cellar. Your selections sound good, and foreign dignitaries are being well cared for.

When I am not practicing law or representing the California Republican Party on its reapportionment matters I enjoy serving on the California Club's Wine and Food Advisory Committee. We are careful in our wine selection, which I hope is reflected in the enclosed cellar inventory. It might be of some use to you with all of the new wineries that have suddenly appeared on the scene.

Keep up the good work!

Cordially,

John A. Sturgeon

John A. Sturgeon

JAS:mlt
Enclosure

THE CALIFORNIA CLUB WINE CELLAR INVENTORY

Date:

in

Sale this Inventory Cost
month

		5th	10th	5th	10th	5th	10th
	RED BURGUNDIES						
70	Beaujolais Jadot House wine	6		60		3.55	
71	Beaujolais Brouilly 79			72		5.21	
72							
73	Moulin a Vent 76	2		37	18	4.90	2.06
74	Savigny les Beaune 72			21		2.63	
75	Pernand Vergelesses 72			86		5.47	
76	Chas. Montrachet Rouge 76	1		101		5.97	
77							
78	Volnay les Caillerets 70			6		5.63	
79	Corton Renardes 71	1		14		6.99	
80	Beaune Greves 72			6		5.94	
81	Charmes Chambertin 76			0		12.58	
82	Le Corton 71			78		11.66	
83	Clos de la Roche 76	1		10		12.99	
84	Clos Vougeot 76	1		45		17.12	
85	Clos de Beze Chamb. 76			30		29.70	
86							
87							
88							
89							
	DOMAINE DE LA ROMANE - CONTI						
90	Romanee Saint Vivant 74	1		89		20.83	
91	Grands Echezeaux 74			72		31.67	
92	Richebourg 74			69		31.67	
93	La Tache 74			88		32.92	
94	Richebourg 74			12		89.99	
95							
96							
97							
98							
99							
	WHITE BURGUNDIES						
100	Bourg. Blanc House wine	54		150		4.12	
101	Pouilly Vinzelles 77	1		37		5.70	
102	Pouilly Fuisse 79	5		105		8.59	
103	Chablis A. Geoffrey 78	1		92		5.00	
104	La Tour Blanc 78	1		21		6.11	
105	Chass. Montrachet Villamont 77	4		67		12.50	
106	Meurs. Bouches Cheres 78			0		12.57	
107	Corton Charlemagne 78	4		17		15.99	
108							
109	Pul. Montrachet L. Roi 78	4		164		13.40	
110	Meursault Chevalieres 76	4		41		10.22	
111	Chablis Reine Pedauque 77	1		55		4.99	
112							
113							
114							
115							
	LOIRE, TOURAINE, ITALY						
120	Pouilly Fume La Doucette 78			2		10.04	
121	Vouvray Chat. Montfort 78			24		3.57	
122							
123	Barolo 73			39		6.12	

THE CALIFORNIA CLUB WINE CELLAR INVENTORY

Date:

in		Sale this Inventory				Cost	
		month				5th	10th
		5th	10th	5th	10th	5th	10th
	CALIFORNIA WINES						
150	Eshcol white house wine	348		576		3.01	
151	Blanc de Blcs. Wente house wine	252		144		2.39	
152	Monterey Classic white 78	6		6		2.51	
153	Gewuerztraminer Hacienda 79	1		34		4.33	
154							
155							
156							
157	Johannisbg. Rieslg. Firest. 79/80	2		38		3.83	
158	White Rslg. Stony Hill 79	3		95		5.00	
159	White Rslg. Trefethen 78			118		4.00	
160	Rieslg. Sanford & Benedict 77			56		3.33	
161	Rslg. Santa Ynez Valley 80			54		3.27	
162	Chenin Blanc Krug	1		8		3.67	
163	Chenin Blanc Parducci 78	2		36		2.44	
164	Chenin Blanc McDowell 79	2		38		3.33	
165							
166							
167							
168							
169	Geyserspeak Chardonnay house w.	624		180		4.21	
170	Chard. Freemark Abbey 79	2		86		8.83	
171	Chard. Alex. Valley 78	41		16		5.92	
172	Chard. Beaulieu 80	3		39		6.53	
173	Chard. Lost Hills 77	71		277		3.00	
174	Chard. Trefethen 78	56		561		8.00	
175	Chard. Estrella 78			23		5.38	
176	Chard. Stony Hill 78	29		153		7.00	
177	Chard. Mill Creek 77	4		16		4.50	
178	Chard. Parducci 78			73		3.80	
179	Chard. Chat. St. Jean Sonoma 80	2		93		6.67	
180	Chard. Dehlinger 78			178		6.00	
181	Chard. Firestone 79			5			
182	Chard. Fisher 79	15		69		8.00	
183	Chard. Chat. St. Jean Hunter Ranch 80	5		115		9.33	
184	Chard. Lambert Bridge 79	2		14		7.17	
185	Chard. Zaca Mesa Select 79	7		30		6.60	
186	Chard. Fetzer Mendocino 80	1		209		3.60	
187	Chard. Beringer 79	1		288		4.65	
188	Chard. Santa Ynez V. 80	4		56		5.98	
189	Chard. Jekel 80	7		53		6.67	
190							
191							
192							
193							
194	Fume Blanc Chat. St. Jean 81	4		56		6.33	
195	Sauv. Blanc S. Ynez 80			28		5.00	
196	Sauv. Blanc Sterling 77			8		3.80	
197	Blanc de Cabernet S. Ynez 79	1		39		2.45	
198	Rose of Cabernet Simi 81	12		36		2.67	
199	Chat. St. Jean J'hannisb. Rieslg.				34		8.47

THE CALIFORNIA CLUB WINE CELLAR INVENTORY

Date:

in

Sale this Inventory
month

Cost

		5th	10th	5th	10th	5th	10th
	CALIFORNIA WINES						
	RED						
200	Pinot Noir Sanf. & Benedict 77			74		7.00	
201	Pinot Noir Trefethen 77			19		4.67	
202	Pinot Noir Beaulieu 76			24		2.94	
203	Pinot Noir Freemark Abbey 72	4		48		4.00	
204							
205							
206							
207							
208							
209							
210	Cab. Sauv. L. Martini 77		3	17	22	3.53	1.78
211	Cab. Sauv. Round Hills 75	1		7		2.55	
212	Cab. Sauv. Simi 77	3		117		4.18	
213	Cab. Sauv. Private Res. Beaul. 74		3		30		11.34
214	Cab. Sauv. Freemark Abbey 76			128		7.00	
215	Cab. Sauv. Lost Hills 75	4		54		2.83	
216	Cab. Sauv. Beaulieu 78			12		4.57	
217	Cab. Sauv. Mondavi 77			107		7.60	
218	Cab. Sauv. Trefethen 79	1		57		6.33	
219	Cab. Sauv. Alex. Valley 78	1		183		4.33	
220	Cab. Sauv. Burgess Cellar 75			0		6.67	
221	Cab. Sauv. Christ. Bros. 74			210		3.60	
222	Cab. Sauv. Jordan 76	1		79		8.00	
223	Cab. Sauv. Brother Timothy			63		3.59	
224	Cab. Sauv. Bosche Freemark A. 74			0		8.33	
225	Cab. Sauv. Ravenswood Olive H. 78	1		113		6.66	
226	Cab. Sauv. Jekel 77	6		51		5.83	
227	Cab. Sauv. Fetzer 78			343		3.60	
228	Cab. Sauv. Shafer 78			106		7.33	
229	Cab. Sauv. Diamond Creek 78	8		4		12.50	
230	Cab. Sauv. Chamisal 77	3		49		4.50	
231							
232							
233							
234	Zinfandel Kenwood 76			110		3.30	
235	Zinfandel Fetzer 76			110		3.17	
236	Petite Sirah Callaway 77			41		4.67	
237	Petite Syrah Stag's Leap 76			2		5.00	
238							
239							
240	Merlot R. Keenan 78			55		6.00	
241	Merlot Stag's Leap 78			50		6.67	
242	Merlot Duckhorn 79	1		28		8.33	
243							
244							
245							
246	Monterey Cl. Red house wine	84		168		2.27	

THE CALIFORNIA CLUB WINE CELLAR INVENTORY

Date: MAY 31, 1982

51,061.50

Sale this Inventory
month

Cost

Reserve Wines		5th	10th	5th	10th	5th	10th
21a	Chard. Stony Hill 79			480		8.00	
213	Cab. Sauv. Beaulieu Pr. Res. 74			62		10.00	
213a	Cab. Sauv. Beaulieu Pr. Res. 75			109		10.00	
	Cab. Sauv. R. Mondavi 74			8		5.07	
	Cab. Sauv. Trefethen 74			42		4.33	
	Cab. Sauv. Bosche Freemark A. 76			24		8.33	
	Cab. Sauv. Fetzer Estate 78			180		5.00	
	Cab. Sauv. Jordan 77			223		9.33	
	Cab. Sauv. Pine Ridge 78			60		4.87	
	White Rieslg. Stony Hill 80			360		5.00	
	Cab. Sauvignon Ridge York Creek 78			60		8.00	
	CAB. SAUV. BURGESS 78			120		6.00	
	CAB. SAUV. ALEX. VALLEY 79			120		4.92	
211							
212							
213							
214							
215							
216	Chat. La Lagune 76			120		10.50	
217	Chat. Pape Clement 76			60		16.63	
218	Chat. La Mission Ht. Brion 76			120		23.33	
219							
220							
221	Chat. Pöntet Canet 75			60		12.33	
222	Chat. Montrose 75			60		22.46	
223	Chat. Montröse 79			120		10.83	
224							
225							
226	Chat. Grand Puy Lacoste 76			47		11.41	
227	Chat. Ducru Beaucaillou 76			36		20.58	
228	Chat. La Tour Martillac 75			60		8.04	
229	Chat. Beychevelle 76			60		14.10	
230	Chat. Leoville Lascases 76			120		15.00	
231	Chat. Mout. Rothschild 75			114		13.20	
232							
233	Chat. Giscours 76			60		14.10	
234							
235	Chat. Talbot 75			72		7.99	
235a	Chat. Talbot 76			60		10.10	
236	Chat. Talbot 78			60		13.88	
237							
238	Chat. Lafite Rotschild 78			60		44.97	
239							
240	Chat. Montrose 78			120		13.67	
241	Chat. Lynch Bages 78			60		13.83	
242	Chat. Haut Brion 78			60		37.24	
243	Chat. La Lagune 78			132		13.25	
244	Chat. Margaux 78			60		34.79	
245	Chat. Gruaud Larose 78			60		14.88	
246	Chat. Leoville Las Cases 78			60		17.17	
247	Chat. Margaux 79			72		28.25	
248							
249							
250							
257	Bichebourg 76			48		52.50	

March 22, 1983

Dear Miss Sullivan:

Nancy and I want to thank you for your gracious note and generous remembrance which David Berkely presented when we were in California to welcome Their Majesties Queen Elizabeth II and Prince Philip. You were very thoughtful to provide the bottle of 1952 Georges de Latour Cabernet Sauvignon to help us celebrate our concurrent 31st wedding anniversary. Nineteen fifty-two indeed was "a very good year," and we truly appreciated this wonderful vintage created by your parents at "Beaulieu" in the beautiful Napa Valley. Again, thank you for sharing your friendship with us in such a special way.

Our best wishes for the years ahead.

Sincerely,

Miss Dagmar de Pins Sullivan
57 Post Street
San Francisco, California 94104

cc: Mr. David Berkely
2857 Fourth Avenue
Sacramento, California 95818

cc: Michael Deaver

RR:CMF:LAF:AVH:rks