

The background of the cover is a photograph of a vineyard with rows of grapevines in the foreground, leading to a wooden barn and trees in the middle ground, and a range of blue mountains in the distance under a clear sky. The title 'THE ARBOR' is written in large, stylized letters across the top, where the letters are filled with a waving American flag pattern.

THE ARBOR

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Napa & Sonoma: A Brief History

By Nan McCreary

Compared to thousands of years of Old World wine dominance, the celebrated appellations of Napa and Sonoma have vaulted into prominence practically overnight. And rather than being operated by monks, dukes or wealthy merchants, they were founded by immigrants, pioneers, entrepreneurs and remarkable visionaries who overcame seemingly insurmountable obstacles to make California Wine Country what it is today.

The first winegrowing pioneer in the region was General Mariano Guadalupe Vallejo of the **Mission San Francisco Solano** in Sonoma. As head of military of the mission operations along Mexico's northern borders, he was sent to the Mission in Sonoma in 1834, where he oversaw its vineyards. The General, who founded the town of Sonoma, dominated the viticulture scene there for many years, and was the first to grow grapes commercially in California.

The birth of Napa Valley vineyards can be traced back to an adventurous frontiersman and fur trapper named George Yount, who planted the first vines on a 12,000-acre Mexican land grant in the late 1830s. The property was called Rancho Caymus, a name chosen for a subgroup of Mishewal-Wappo Indians, and that encompassed all of what is now known as Yountville, Oakville and Rutherford. Yount grew a variety called "Mission Grapes," acquired from General Mariano Guadalupe Vallejo of the Mission in Sonoma. Yount grew grapes for personal consumption.

In the 1850s, spurred by the California Gold Rush (1848-1855) and the completion of the transcontinental railroad, planting and wine production expanded in both Napa and Sonoma. In 1857, a Hungarian soldier, merchant and promoter named **Agoston Haraszthy** founded Buena Vista ("beautiful view") Winery in

Sonoma. With his enthusiasm and passionate conviction to grape growing, Haraszthy is often called the "father of California winemaking." He introduced the first European vines to California, plus he dug extensive caves for cellaring, promoted hillside planting, and produced barrels from redwood to age his wine when oak was hard to find. Also, following the European custom, he did not irrigate. Today, Buena Vista is recognized as California's first premier winery, and is owned by the family of the Brotherhood of the Knights of the Vine Supreme Knight Jean-Charles Boisset.



In 1857, on the heels of Buena Vista in Sonoma, Bavarian-born **Jacob Gundlach** purchased 400 acres in Sonoma and named it Rhinefarm. Later joined by Charles Bundschu from Mannheim Germany, J. Gundlach & Co. grew significantly during the next 30 years, distributing wines from its San Francisco headquarters that spanned two city blocks. Today, the winery, known as Gundlach Bundschu, is California's oldest continuously family-owned winery.

John Patchett, an immigrant and brew master from England, is credited with starting the first commercial vineyard and winery in the Napa Valley in 1857. Patchett hired a Prussian-born visionary and revolutionary, Charles Krug, as his winemaker. Krug used a cider press to crush grapes rather than the Spanish method, where grapes were crushed by stomping on them in a wooden trough. Both Patchett and Krug were knowledgeable vintners, as both had worked for Agoston Haraszthy at Buena Vista.

In 1861, **Charles Krug** established his own winery near St. Helena. Krug brought innovation to the young California wine industry. Not only did he introduce the cider press, he carefully selected rootstocks, varietals and vineyard sites, all new concepts at the time. In 1868, he started planting European grapes, and was one of the first to label wines by varietal. In 1880 he expanded the winery to a capacity of 700,000 gallons to earn recognition as one of the grandest wineries of the time.

Krug's success inspired other growers to cultivate wines. By the late 1800s, there were nearly 150 vintners in Napa Valley and 120 wineries in Sonoma. Many still exist today, including Krug, Beringer, Schramsberg, Chateau Montelena, Far Niente and Inglenook in Napa as well as Buena Vista, Gundlach Bundschu, Korbel, and Simi in Sonoma.

This tremendous expansion, however, soon came to an abrupt halt. In the late 1880s and 1890s, phylloxera ravaged the vineyards. The disease destroyed more than 80 percent of Napa Valley's vines, and all but the largest corporate producers in Sonoma. Undaunted, vintners began replanting around the turn of the century.

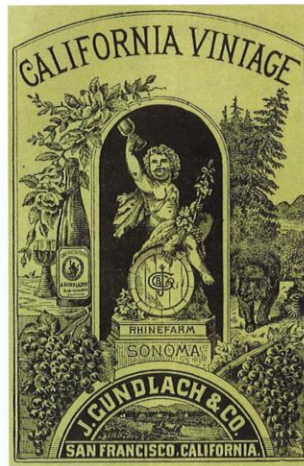
The start of the 20th century was a time of growth in Napa and Sonoma. In 1904, young French native Georges de Latour — who would later become recognized as one of the true pioneers in the evolution of California wine — founded Beaulieu Vineyards, the longest, continually operating winery in Napa Valley. Latour was well-known for selling phylloxera-resistant rootstocks to growers in California, and started his winery with a vision of creating world-class Cabernet Sauvignon from the exceptional terroir of Rutherford.

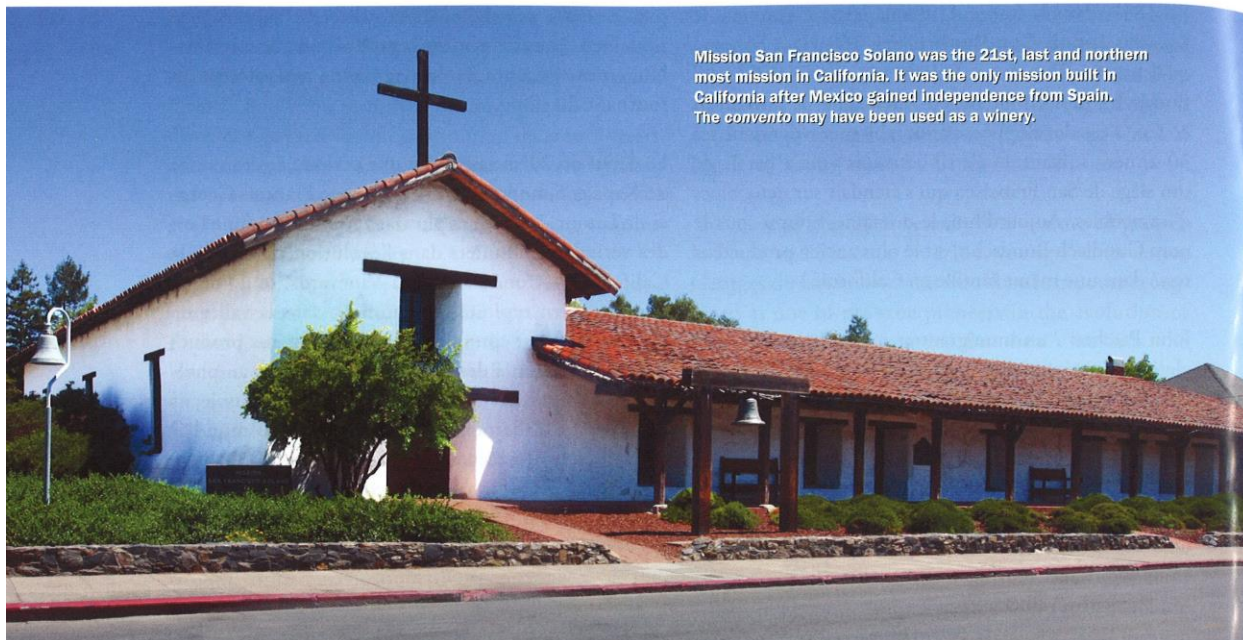
At the same time, the number of wineries in Napa and Sonoma continued to grow; in Sonoma, for example, by 1920 there were 256 wineries, with 22,000 acres of vineyards in production.

The optimism that emerged after the phylloxera decimation was once again short-lived. The Volstead Act (Prohibition) was passed in 1920, banning the manufacture, sale or transportation of alcoholic beverages. This effectively killed

the wine industry in America. Only a few wineries continued to operate by producing sacramental wine; Beaulieu Vineyards in Napa Valley was one of them.

With the repeal of Prohibition in 1933, Napa and Sonoma began their slow recovery. This recovery was stymied by the Great Depression of 1929-1939 and the outbreak of World War II. Many wineries had been abandoned after prohibition, and others had replanted vineyards with fruit and nut trees. In fact, only a handful of new wineries opened their doors between the end of Prohibition and the 1960s.





Mission San Francisco Solano was the 21st, last and northern most mission in California. It was the only mission built in California after Mexico gained independence from Spain. The convento may have been used as a winery.

During this time, however, some new pioneers emerged who would help propel Napa and Sonoma into the forefront of the industry as we know it today. Louis Martini, an Italian immigrant, was the first to open a winery in Napa Valley after Prohibition in 1933, and his innovations in grape growing and winemaking have been a trademark ever since. In 1938, Georges de Latour hired Russian émigré André Tchelistcheff, who is often credited for originating the modern era of winemaking in California. Tchelistcheff introduced several new techniques and procedures, such as aging wine in small French oak barrels, cold fermentation, vineyard frost prevention and malolactic fermentation. In 1939, John Daniel Jr. resurrected Inglenook and by the 1940s Inglenook's wines were considered by many to be the best in the Valley.

Perhaps the greatest pioneer of this era was Robert Mondavi. In 1943, Robert's father, Italian immigrant Cesare Mondavi, bought the Charles Krug Winery and enlisted his sons — Robert, Peter and Timothy — to help with the operation. In 1966, Robert left to start his own winery in Oakville with a vision to create Napa Valley wines that would rival the world's finest. A great

strategist and marketer, Mondavi was the first to aggressively promote wines varietally rather than generically, and he worked tirelessly to bring innovation and international recognition to the area.

At the same time, Sonoma was undergoing a revolution of its own. In 1953, Captain of Industry James Zellerbach founded Hanzell Vineyards, and began planting Chardonnay and Pinot Noir. At the time, the entire state of California had fewer than 200 acres planted to Chardonnay. In 1967, Joseph Swan bought a 13-acre farm in the Russian River and, at the urging of legendary enologist André Tchelistcheff, planted Pinot Noir and Chardonnay vines on his property. Swan was the first Pinot Noir producer in Sonoma to popularize making wine using Burgundian methods, including whole-cluster fermentation, manual punch downs and aging in French oak barrels. Today, Sonoma is known worldwide for its cool climate grapes like Chardonnay and Pinot Noir.

In the 1960s, a wine boom hit America, as people nationwide began discovering and appreciating wine. Between 1966 and 1972, U.S. wine consumption doubled, and

tourism in Napa Valley and Sonoma spiked. By the mid-1970s, there were again more than 50 wineries in operation in Napa Valley. Quality-conscious producers like Caymus, Diamond Creek, Joseph Phelps, Shafer and Stag's Leap started vineyards, all planting Cabernet Sauvignons. In Sonoma, some of today's top producers had put down roots too, including the Dutton family, Sterling family and Rodney Strong (Iron Horse).

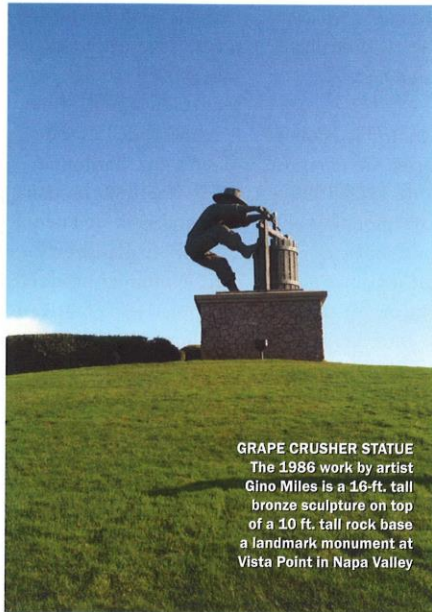
By all accounts, it was the Paris Tasting of 1976 that truly put California wines on the map. In a competition that paired the best Chardonnays and Cabernet Sauvignons of California against the best wines of Bordeaux and Burgundy, top honors went to Napa's Chateau Montelena Chardonnay and Stag's Leap Cellars Cabernet Sauvignon. This single event triggered unprecedented growth in the area, as the world took notice that California could produce world-class wines.

Between 1980 and 1990 the number of California wineries tripled to about 900, as a new generation of entrepreneurs bought land and planted vineyards. In 1981 Napa was named as California's first American Viticultural Area (AVA). This period also brought technological advances to the area, including stainless-steel fermenters and crusher-destemmers to automate and improve production. During the mid-1990s, trellising systems became more complex, and grape growers developed more sensitivity to terroir and planted accordingly. With improvements in viticulture and winemaking, "Cult Cabernets" emerged from Napa producers like Harlan Estate, Screaming Eagle and the Bryant Family, commanding sky-high prices at auctions and restaurants.

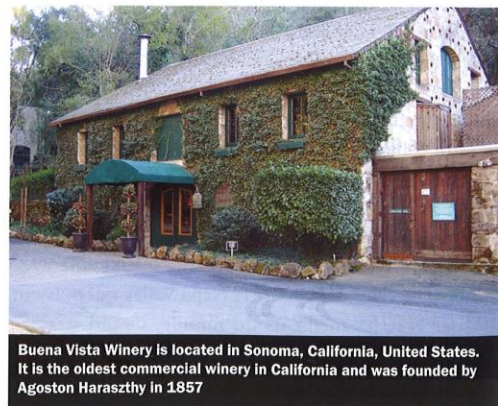
By the time Napa and Sonoma moved into the 21st century, these wine-producing regions had clearly established a place for themselves on the world wine stage. With diverse soils, climate and topography — along with innovative and talented winemakers — it's no wonder that these two areas have risen to prominence and international acclaim. In 2015, the Napa Valley Vintners listed over 525 wineries and 15 AVAs. Sonoma is home to more than 400 wineries and 17 AVAs. Growers today are optimistic, and have reason to be; many are experimenting with new grapes varieties, as well as innovative viticultural and wine-making practices. A top priority is sustainability, with many wineries committed to conserving resources and adopting energy-efficient operations in both the vineyard and the winery.

Napa and Sonoma, with more than 150 years of winemaking tradition and innovation, may seem

like spring chickens in the international world of wine-making. Yes, they arrived late to the party, but they made a big impression. And that impression is still a "work in progress." Stay tuned as there is much more to be added to this "history" as the years unfold.



GRAPE CRUSHER STATUE
The 1986 work by artist Gino Milles is a 16-ft. tall bronze sculpture on top of a 10 ft. tall rock base a landmark monument at Vista Point in Napa Valley



Buena Vista Winery is located in Sonoma, California, United States. It is the oldest commercial winery in California and was founded by Agoston Haraszthy in 1857