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UP AND DOWN THE WINE ROADS With George Starke

Thursday, June 25, 2009

THE WINE INSTITUTE IS CELEBRATING 75 YEARS: On June 8, members and guests assembled in a meeting room at the Silverado Resort where they heard introductory remarks by the Wine Institute's prez and CEO, Bobby Koch.

This was followed by presentations from Jon Fredrikson, of Gomberg, Fredrikson & Associates, consultants to the wine industry, and Evan Goldstein, Master Sommelier, wine educator, and well-known personality on the Northern California food and wine scene, on "Milestones in California Wine."

Their remarks were built around time lines that listed important events in the history of the wine industry since the end of Prohibition, and the contributions by the Wine Institute since its beginning in 1934.

At that time, per capita consumption of wine in America was 0.3 gallons. Since then, the state's wine industry has sustained consistent growth. In 2008, the per capita consumption of California wines had risen to 2.5 gallons, the state's wines were exported to 122 countries and the export revenues surpassed \$1 billion for the first time.

Certainly, the Wine Institute deserves credit for the key role it has played in the industry's success. Fredrikson's and Goldstein's fascinating speeches have been posted on the Wine Institute's Web site — great bedtime reading, if you take your laptop to bed with you.



[StarChefs.com](#), the online "magazine for culinary insiders," presented its "Rising Stars Revue" on Wednesday, June 17 at Charles Krug Winery (a beautiful venue on the grounds and in the recently renovated Carriage House) with a walk-around tasting that featured the Napa-Sonoma culinary rising stars and their signature dishes, paired with wines from Napa, Sonoma, France and Italy. About 250 guests enjoyed the culinary wizardry of Napa chefs: Jeremy Fox and Deanie Hickox-Fox (Ubuntu); Christopher Kostow (Meadowood); Nick Ritchie (Bottega); Matt Spector (JoLe); Philip Tessier (Bouchon); Duncan Gott (Taylor's Refresher); and John Stewart and Duskie Estes (Bovolo and Zazu).

The Wine Business Monthly reported that, in a telephone interview, Francis Ford Coppola stated, "Everyone who buys a bottle of my wine is a participating producer of my movie(s). I would not be able to make and finance personal and independent films without having a very successful business behind it." So, that's a good reason to buy FFC's wine; besides, he's a nice neighbor, and you can tell your friends that you are a producer of FFC's films.

RECESSION NEWS: Several months ago, Foster's (the Australian beer giant that owns Beringer, St. Clement, and Stags' Leap Winery) announced that it would be cutting staff in their North American operations. Last week, pink slips were given as forecasted.

CABOOSE ITEM: Recession news continued: After 20 years of writing a weekly column, I will be writing a column every other week due to limited space in the St. Helena Star.

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