

Monterey County Vintners and Growers Association Historical TimeLine

- 1770 Spanish Padres plant grapes at San Antonio Mission in Monterey
- 1790 Grapes planted at the Soledad Mission near what is now Smith & Hook Winery/Hahn Estates.
- 1852 Winery Founded by Etienne Thee, which eventually became Paul Masson
- 1853 Pierre Pellier establishes vineyards in the Evergreen area of San Jose
- 1857 Charles LeFranc succeeds his father-in-law, Etienne Thee at Paul Masson
- 1880 At 21, Paul Masson, a native of Burgundy, works for Charles LeFranc.
- 1881 Pierre Pellier's daughter, Henrietta, marries Pierre Mirassou. The father and son-in law for a winery.
- 1883 Wente plants a vineyard and builds a winery in the Livermore Valley.
- 1884 Masson marries Louise LeFranc, Charles' daughter, and bottles his first champagne
- 1887 After Charles LeFranc's death. Paul Masson merges the LeFranc and Masson properties to form Paul Masson Vineyards.
- 1900 J.F. Davendorf, great-grandfather of Jack Galante (Galante Vineyards), founds the town of Carmel
- 1905 Paul Masson builds a massive stone winery
- 1906 Mirassou brothers build a new 500,000 gallon winery after damage from floods and earthquake
- San Martin winery founded
- 1919 Chenin Blanc and Chardonnay (still in production) were planted at Chalone by Curtis Tamm
- 1935 University of California at Davis professors Winkler and Amerine classify grape growing districts by climate. Monterey classified into Regions I and II, similar to that of Bordeaux and Burgundy).
- 1936 Paul Masson retires but continues to make wine for himself until his death four years later.
- 1937 Mirassou brothers build new winery and implement first sprinkler irrigation system in Salinas Valley vineyards.
- 1941 Martin Ray finds it difficult to keep Paul Masson in business after a disastrous winery fire.
- 1943 Martin Ray sells Paul Masson to Joseph E. Seagrams & Sons, Inc.
- 1946 Will Silvear plants Pinot Noir, Chardonnay and Pinot Blanc at Chalone
- 1958 Paul Masson begins a series of summer concerts at their mountain winery.
- 1960 In *California Agriculture*, Professor A.J. Winkler publishes his report of the newest and preferred grape growing regions in the state, including Monterey.
- First wines under Chalone label produced by Phillip Togui
- 1962 Mirassou plants 1,000 acres of vineyards for Paul Masson, names the Pinnacles Vineyard. Paul Masson holdings later increase to 4,400 acres
Talbot family purchases 75-acre cattle ranch in Carmel Valley (future Diamond T).

- 1963 Karl Wente was one of the pioneers (Mirassou and Mason) to plant vineyards in Monterey and created a nursery to supply other vintners with wine and vine cuttings and rootstock. Today over 50% of Chardonnay and Sauvignon Blanc planted in California are planted to on of the Wente Clones
- 1964 Mirassou Vineyards plants 300 acres in Monterey County. Mirassou currently has 1,125 acres of vineyards.
- 1965 Paul Masson builds a winery in Soledad adjoining its Pinnacles Vineyards. Wente Brothers plants 300 acres in the Arroyo Seco region of Monterey County.
Wente released first Monterey grown wine under the Wente Family label (White Riesling).
- 1967 Durney Vineyards plants 60 acres of Cabernet Sauvignon in Carmel Valley.
- 1968 Dick Graff takes over Chalone Vineyards.
- 1969 Peter Mirassou devises the grape filed crusher-stemmer for use with mechanical harvester.
Galante family purchases 700-acre cattle ranch in Carmel Valley
Karl Wente produced the first naturally botrytised late harvest wine in California, a Riesling labeled “Spatlese, ‘72”, “Auslesse, ‘73” and “Spatlese, ‘74”.
- 1970 Almaden Vineyards purchases and plants 811 acres south of King City and 1,293 acres in San Lucas
Arroyo Seco Vineyards begins planting 360 acres in Greenfield
Wente Brothers purchases and plants additional 175 acres.
Chalone expands Chardonnay and Pinot Noir plantings.
- 1971 Jekel Vineyards purchases and plants 811 acres south of King City and 1,293 acres in San Lucas
Dick Graff makes cover of Grape Grower Magazine with a photo of his water truck and 1919 planting of Chardonnay
Scheid Vineyards, formerly Monterey Farming Corporation, founded and signs 30-year grape purchase contract with Almaden Vineyards. Begins planting vineyards. Al Scheid of Scheid Vineyards co-founds California Association of Wine grape Growers (CAWG).
- 1972 San Bernarbe Vineyards plants 6,000 acres south of King City.
International Vineyards plants 900 acres in Chualar
Greenfield Vineyards plants 280 acres in Greenfield
Jekel Vineyard plants 140 acres in Greenfield
McFarland Company plants 9,600 acres
DMT Farms founded, now has 855 acres planted in Gonzales, Soledad and King City
Jerry Lohr plants 280 acres in Greenfield
December Pacific acquires approximately 2,500 acres on the Arroyo Seco River and plants 300 acres.
Vinco Vineyard plants 68 acres in Gonzales

- 1973 La Estancia Vineyard plants 100 acres near Gonzales. Acreage has been increased to 220
 Monterey Grape Growers Association founded and elects Peter Mirassou as first president.
 December Pacific plants approximately 2,200 acres on the Arroyo Seco River, including those now know as Zabala Vineyards (823) acres, St. Phillipe (265 acres), Ventana Vineyards (300 acres), College Properties (now Kendall-Jackson)
 Chalone builds modern winery.
 Scheid Vineyards completes planting of 2,100 acres in Greenfield and King City area.
- 1974 The Monterey Winegrowers Council, now Monterey County Vintners and Growers Association formed as non-profit corporation.
 The Monterey Vineyard is built in Gonzales
 Turgeon & Lohr Winery completed in San Jose to handle grapes from Greenfield Vineyards.
 Dr. Roy Thomas and Deryck Nuckton established Monterey Peninsula Winery in Monterey.
 Smith & Hook Vineyards plants 250 acres in Soledad above Foothill Road.
- 1975 December Pacific defunct: Properties divided
 Ventana Vineyards established as sole proprietorship and begins close vine “VSP” vineyard design.
- 1976 San Saba Vineyard plants 70 acres of Cabernet Sauvignon and Merlot in the foothills of the Santa Lucia Mountains.
 Zabala Vineyards formed
 First Grape Crush Report printed
 Chalone’s 1974 Chardonnay wines “Best of Show” at the French/American Steven Spurrier Tasting.
 Ventana Vineyards plants Monterey’s first Syrah grapevines
- 1977 Cocas-Cola Company of Atlanta purchases the Monterey Vineyard
- 1978 Jekel Vineyard builds a winery in Greenfield.
 Durney Vineyard remodels an existing building for its Winery
 Ventana Vineyards Winery established: they complete their first crush, install “vertical” and “split canopy” test vineyards and plant first “test” block of Syrah/Shiraz clone
 California State Fair awarded on gold medal for a Monterey County 1977 Riesling (Doug Meador of Ventana Vineyards).
 Ventana makes first Sauvignon Musque wine
 Ventana plants Cabernet Franc and Merlot
- 1979 J. Lohr’s Greenfield vineyard grafts Cabernet Sauvignon to Chardonnay
 Scheid Vineyards sings long term grape purchase contract with The Monterey Vineyard and plants 700 acres of vineyards near San Lucas
- 1980 Mountain View Vintners founded
 Smith & Hook Winery bonded in a converted building, surrounded by its 250 acres of vineyards

- Ground broken for the first phase of construction of Taylor California Cellars Winery in Gonzales
- Wente Brothers acquires 100 acres in the Arroyo Seco riverbed
- Wente began sparkling wine production (method champenoise) from their Arroyo Seco Chardonnay, Pinot Noir and Pinot Blanc. Released in 1983
- Ventana identifies Musque as a Sauvignon Blanc clone.
- 1982 San Lucas Vineyard plants an additional 1,300 acres.
- Morgan Winery is established by Dan and Donna Lee and their first Varietal is crushed: Chardonnay
- Chateau Julien Wine Estate in Carmel Valley is founded by Bob and Patty Brower and begins producing wines.
- The Wine Trust is created by Jerry Lohr and Bill Leigon to represent J. Lohr Winery nationally with Bill Leigon as managing partner.
- Talbott plants Diamond T Vineyard at Robb and Cynthia's home ranch in Carmel Valley.
- Ventana Vineyards installs large acreage close vine vertical system "test" vineyard with multiple varieties.
- Joullian Vineyards founded in November
- Chalone Wine Group goes public and is incorporated.
- 1983 Taylor California Cellars completes final phase of winery (17,000,000 gallons)
- Seagram purchases the Wine Spectrum from Coca-Cola (Atlanta), including Taylor California Cellars and The Monterey Vineyard.
- Talbott builds first winery located in upper Carmel Valley; produces and bottles their first vintage of Chardonnay.
- Galante plants 50 acres of vineyards in upper Carmel Valley.
- Chateau Julien releases first vintage of Sauvignon Blanc, Chardonnay and Merlot
- Wente's champagne is released.
- 1984 La Reina Winery founded by Charles and Sandra Chrietzberg
- Jekel Vineyards begins planting its second 190 acre vineyard in the Arroyo Seco River Bottom
- Morgan winery vinifies first vintage of Sauvignon Blanc.
- Construction of Chateau Julien is completed and officially opens to the public.
- Joullian Vineyards plants 40 acres in Carmel Valley appellation
- Caves are dynamited at Chalone
- Wente Arroyo Seco Estate Reserve Chardonnay received 90 points in the Wine Spectator
- 1985 Paul Masson moves to a larger, more modern facility in Gonzales
- Richard Boyer Wine is founded by Rick and Patty Boyer, first harvest of Chardonnay.
- 1986 J. Lohr field presses its Monterey Chardonnay, no skin contact and lots held separately.
- Morgan Winery releases first vintage of Pinot Noir.

- Galante begins growing garden roses on property, later to become one of the largest garden rose growers in California
- Joullian Vineyards vinifies first vintage.
- Richard Boyer Wines first release of Chardonnay
- Power, telephone and adequate water now available at Chalone
- Wente's Arroyo Seco Vineyard was named one of the top ten in California by the Wine Spectator.
- 1987 Crystal Creek Vineyard introduces its vintages.
- Azbala Vineyard completes their equipment repair and storage facility and a nursery capable of producing 70,000 bench-grafted vines per year is made operable.
- 1988 Chateau Christina planted "Russell Vineyard" Cabernet in Carmel Valley.
- Cloninger Cellars founded and produces Cabernet Sauvignon and Chardonnay.
- Paul Masson opens museum and tasting room on historic cannery row.
- Monterey Wine Country Associates video debuts
- Monterey Wine Country Associates and the California Office of Tourism sponsor a reception on Capitol Hill in the Caucus Room of the Cannon House in Washington D.C.
- Delicato Vineyards (Cypress Ridge Label) establishes and 18,000-ton crushing facility at the San Bernarbe Vineyard, "The largest premium wine grape vineyard in the free world."
- Ventana Vineyards begins conversion of entire vineyard to new close vine vertical growing system.
- Scheid family buys out other stockholders and becomes sole owner of Monterey Farming and changes name to Scheid Vineyards.
- Wente Arroyo Seco Estate Reserve Chardonnay receives 90 points in the Wine Spectator
- Hames Valley Vineyards formed by Bob and Shelley Denney
- 1989 Talbott purchases a 125 acre ranch in Santa Lucia Highlands on River Road, site of current winery facility and River Road vineyards (28,000 sq. ft. winery building, 110 acres Chardonnay vines).
- Lockwood Vineyards is established.
- 1989/1990 Talbott sells Carmel Valley winery to Ben Pon of Bernardus Winery (after purchasing River Road land).
- 1991 Kendall-Jackson acquires 1,260 acres in the Arroyo Seco region.
- Chateau Christina planted "Michael's Vineyard" Merlot in Carmel Valley.
- Wente Riva Ranch Chardonnay receives its first 91 from the Wine Spectator
- 1991 Monterey Pacific, Inc. established to develop and manage area wine group.
- Cloninger plants first 10 acres of Chardonnay in Santa Lucia Highlands on River Road, growing to 30 acres by 1994; also, produces first Pinot Noir.
- 1994 Talbott purchases renowned Sleepy Hollow Vineyards, over 500 acres.
- Canandaigua purchases Vintners International in Gonzales.

- Morgan Winery crushes Syrah and Viognier
Galante Vineyards completes winery construction and crushes grapes for first commercial vintage.
Rich Smith, Butch Lindley and John Handel pitch an idea to Monterey Wine Country Associates to create a Regional Wine Showcase at the old location of Paul Masson Museum on Cannery Row.
A Taste of Monterey, wine visitor's center, officially opens to the public
A Taste of Monterey obtains proper licensing to showcase all Monterey County wineries who are members of the Monterey County Vintners and Growers Association.
Durney Vineyards is purchased by a European group of investors.
Hames Valley AVA approved
- 1995
Pavona Wines established by Richard Kanakaris
Morgan Winery crushes first vintage of Marsanne and Malvasia Bianca Kendall-Jackson packages and sells first Monterey wine, bottled as Arroyo Seco label.
- 1996
Canandaigua plants first of 1,500 acres in Monterey County
Morgan Winery purchases 67 acres along River Road south of Salinas.
Scheid Vineyards expands its San Lucas Vineyard and begins development of an additional 500 acres.
Galante releases first wines and begins its annual summer concert series
Cloninger opens tasting room and builds a small winery on River Road, on the sight of an old dairy when Loren Cloninger's grandmother was born.
Durney Vineyards grapes are certified 100% organically grown.
Ventana plants Sangiovese
Chateau Christina became a bonded winery
- 1997
Talbot purchases Del Mar Vineyard, 224 acres of Chardonnay in Salinas Valley foothills, northwest of Gonzales, bringing a total of approximately 800 acres of vineyards owned by Robert Talbot.
Morgan Winery plants first 25 acres of vineyards: Pinot Noir and Chardonnay
Golden State Vintners purchases original Paul Masson Winery in Soledad. upgrades winemaking equipment and plants vineyard.
Chalone plants additional Pinot Noir and Chardonnay
Scheid Vineyards does a \$23 million initial public offering, becomes the only publically held wine grape grower. Scheid plants 650 acres in Hames Valley in southern Monterey County and purchase 370 acres Riverview Vineyard in Soledad.
Wine grapes become the third largest agricultural product in Monterey County bring in over \$200 million.
Chateau Julien Wine Estates begins construction of the Chai
Monterey Wine Country Associates changes its name to Monterey County Vintner's and Growers Association (MCVGA)
Wine Spectator publishes a feature article on Monterey County
Wine Enthusiast publishes a feature article on Monterey County

An exhibit is displayed at the Monterey Peninsula Airport featuring Monterey County Wine Country.

A Taste of Monterey creates the first regional (Monterey County) wine club.

Villa Mt. Eden Winery acquires 196 acres of vineyards (primarily planted to Chardonnay, Pinot Noir, and Pinot Blanc) in the Santa Lucia Highlands – one mile north of the Arroyo Seco River gorge, along the Santa Lucia Highlands Bench. First crush – Fall 1999

Cloninger resumes Pinot Noir production; begins producing wines at their River Road facility.

1998 Morgan Winery plants 12.5 acres of Chardonnay and Pinot Noir.

Canandaigua Wine Company introduces Riverland Vineyards, a division in Monterey County, focused on producing premium wine from California and Monterey County. Riverland Vineyards introduces its first wine brand, Mystic Cliffs Wine Cellars.

Lockwood Vineyard doubles production capacity to 250,000 cases.

Chalone plants more Pinot Noir and adds first Syrah plantings, bringing total acreage to 269.

Scheid Vineyards expands its Hames Valley vineyard development and plants an additional 320 acres, bringing the total to 3,400 acres planted in Greenfield, King City and San Lucas.

Wine & Vines publishes a feature article on Monterey County

Quarterly Review of Wines publishes feature article on Monterey County

New York Times publishes feature article on Monterey County

Patterson's Beverage Journal publishes feature article on Monterey County

Cloninger plants 10 acres of Pinot Noir and 10 more acres of Chardonnay along River Road.

Heller Estate/Durney Vineyards opens a new tasting room in Carmel Valley Village.

Boyer Wines harvest first Syrah and Pinot Noir

Kendall-Jackson opens a 24,000 ton winery in Soledad. This is Kendall-Jackson's largest crushing and processing winery in the system

1999 MCVGA celebrates 25 years

Groundbreaking of new Morgan Winery facility at 1520 River Road, Salinas

Monterey County is recognized as the most consistent region for outstanding quality and picked as the "Hot" area internationally.

Scheid Vineyards plants Mesa Del Rio Vineyards in Greenfield, 750 acres consisting of Chardonnay, Pinot Noir and Syrah.

Talbott opens tasting room in Carmel Valley Village

New Monterey Wine Country video produced

Chateau Christina, Chalk Knoll Vineyard, Baywood Cellars, Massa Vineyards join MCVGA

MCVGA's first "trade tasting" held in Monterey

- New Monterey Wine Tasting Map and Guide created featuring accommodations, restaurants, attractions, etc.
 American Viticultural area map created for Monterey County
 Ventana plants Portuguese and Spanish varieties
 Pessagno Winery was established
- 2000 Joulilian opens tasting room in Carmel Valley Village
 The Vintners and Growers Associations merged into The Monterey County Vintners and Growers Association.
 Riverland Vineyards opens tasting room in Gonzales
 Boyer Wines releases first red varieties; Syrah and Pinot Noir
 First release of Chateau Julien Estate Vineyard wines; Chardonnay, Cabernet Sauvignon and Merlot. With their release, Chateau Julien now oversees 240+ acres of grapes for virtually all Chateau Julien wines.
 Wente received I.P.M. Innovations Award from the Department of Pesticide Regulation for utilizing an Integrated Pest Management systems to achieve sustainable agriculture.
 McIntyre Vineyards releases first wines.
- 2001 Chateau Julien's Garland Ranch label moves to Monterey Appellation
 Chardonnay, Cabernet Sauvignon and Merlot
 Eight new members joined MCVGA
 The Monterey County Vintners and Growers Foundation was established.
 Finalized economic impact report with Gomberg, Fredrikson & Associates
 Installation of first phase of directional signage in Salinas Valley
- 2002 Tudor wines among the prolific form of artisan Pinot Noir producers
 Five new members joined MCVGA
 MCVGA produced the American Viticultural Areas map (AVA map)
 Chateau Christina moved from Carmel Valley to Salinas
 Pavona Wines breaks ground on new winery and tasting room in the Salinas Valley
 Pavona announces association with Sir Paul McCartney endorsed charity; The Garland Appeal.
 Chateau Julien Celebrates 20 years
 Morgan Winery's Double L Vineyard accredited Organic status by MCCO under the new NOP guidelines.
 Paraiso Springs Vineyards changed name to Paraiso Vineyards
 Paraiso Vineyards has new package design and release of Reserve wines Chardonnay and Syrah
 The Monterey Wine Company is formed in King City
 San Saba Vineyards opens a tasting room in Carmel Valley
 Hames Valley Vineyards first release of a 2000 Syrah and a 2000 Cabernet Sauvignon
 MCVGA launched the first Passport Weekend, February 15,16,& 17th
- 2003 San Saba breaks ground on new winery
 Ten new members joined MCVGA
 River Road Vineyard's new vineyard located at 1000 River Road. The first harvest in 2003 is a Pinot Noir clone.

MCVGA conducted a Spring Media Tour in Atlanta and Chicago. 15
Monterey County Brands were represented.
MCVGA participated in its first international event – Vinexpo in
Bordeaux, France. 20 Monterey County brands were represented.
MCVGA conducted a Media Shipment Series of Chardonnays from
Monterey County AVAs to the top 30 wine writers in the country
Mirassou changed its name to La Rochelle
MCVGA expands Associate Member Program to 150 members
J. Lohr Winery releases Crosspoint Brand.