



The di Rosa site has a long history, but was it once the **first** post-prohibition winery in the Carneros?



**OUR SITE WAS THE FIRST POST-  
PROHIBITION WINERY?**

**(A)** True

**(B)** False



**Answer:**  
**False**



Grapes played a prominent role in Carneros agriculture and noted wine historian William Heintz of Sonoma contends that Carneros may in fact be the second oldest vineyard area in northern California. In the late 1830s Jacob Leese planted a small vineyard on the Huichica grant. In the mid-1850s William H. Winter of Indiana purchased 1,200 acres of the Huichica Rancho from Leese and by the early 1870s, had not only one of the largest vineyard holdings in the area, but had also built the first winery in Carneros, Winter Winery.

-Carneros Wine Alliance



**Professor George Husmann (right) at Talcoa Vineyards (formerly Winter Winery) in an undated photograph. George Simonton brought Husmann to California in 1879 to manage his vineyards and battle phylloxera.**

Photo from the California Historical Society Digital Library.

The wine industry in Carneros came to a grinding halt by the turn of the century. The combination of phylloxera in the late 1870s and 1880s and Prohibition (1919-1933) virtually destroyed the fledgling industry.

In 1935, following the repeal of Prohibition, John Garetto established the **first** post-Prohibition winery in Carneros (the present site of Bouchaine Vineyards). Shortly thereafter, Andre Tchelistcheff and Louis M. Martini pioneered the rebirth of Carneros by establishing it as a cool climate viticultural region.

-Carneros Wine Alliance

The 1960s heralded a new wave of vineyard development begun by Beaulieu Vineyards and growers **Rene di Rosa** of Winery Lake Vineyard, Ira Lee, and the Sangiacomo family.

The ground breaking for Carneros Creek Winery in 1972 signaled a new era of winery development in Carneros that continues today. The '80s were marked by skyrocketing development as hundreds of acres of land were planted to vineyard.

-Carneros Wine Alliance



**“Photograph of di Rosa home, formerly the site of Talcoa Vineyard in Carneros. The castle was built in 1885 by Michael Debret and Pierre Priet. It became the residence of Rene di Rosa in 1960. Taken by Charles M. Loring in May 1968.”**

**- Napa County Historical Society**



Today di Rosa Center for Contemporary Art is surrounded by vineyards, but we do not own or operate any of them.

So your next guided tour will probably not include a wine tasting!