

## PREFACE AND ACKNOWLEDGMENTS

This book is a continuation of my *History of Wine in America: From the Beginnings to Prohibition*, published by the University of California Press in 1989. Although the two books are connected, they have had to take very different forms. The task of the first volume was mainly to recover the story of repeated efforts to establish a wine industry that repeatedly failed and then, because they had failed, had been forgotten. In many places the surviving record was vestigial or almost nonexistent. It was possible, then, to think of writing a survey that would cover more than three hundred years of history and yet keep it within the confines of one substantial—though not, I hope, overlong—volume.

For the period covered by this second book, the task has been just the opposite: so much has been done and so much is known that it is impossible to pack it all into the space of a single volume. In the first book I could be reasonably comprehensive; in this volume I have had to be severely selective. No historian can know what questions will interest future generations; but in making my selection of what to include I have tried to choose what seems important from the vantage point of the beginning of the twenty-first century.

Only after I had finished writing the book and was thinking about prefatory statements did it occur to me that there is another, enormous omission: Why have I said nothing to explain why the subject of wine deserves to be written about at such length? To one who knows nothing about wine, the question will no doubt be very real; but for those who take an interest in the subject—and they are my audience—no explanation will be required. They will know already that the subject of wine is, from every point of view, infinitely var-

ied and interesting. I will therefore leave the philosophical defense of wine as a valid subject to others and take for granted here that the enterprise needs no apology.

Having said so much in defense of my omissions, I may now make a modest claim to have provided a good deal of information that is not generally known. The fate of American wine under Prohibition; the conditions of renewal after Repeal; the various measures of the New Deal affecting wine; the early markets and methods; the effects of the war, of varietal labeling, and of postwar adjustments; the breakthrough in the 1960s; and the spread of winegrowing to almost every state: these and a good many other things in the story I tell here have not yet been narrated at length in a connected way. Just for that reason, much that I have written will certainly need to be corrected or adjusted. As I wrote in the preface to my earlier volume, "There is a history of winegrowing to be written for almost every state in the nation. . . . For the most part, the work remains undone. I have therefore had to depend all too frequently on my own resources. I sincerely hope that one effect of this book—perhaps the most important one that it can have—is to stimulate others to take up the historical inquiry" (p. xvi).

The volume of writing about wine in this country has increased mightily in the years since those words were written, but as far as the work of serious historical writing is concerned, they still apply to a large extent. Leon Adams had already published his invaluable book *The Wines of America* (1973; 4th ed. 1990), but that is mostly concerned with the present scene. The Napa Valley has been excellently served by two authoritative works, Charles Sullivan's *Napa Wine* (1994), a historical account from the beginning, and James Lapsley's *Bottled Poetry* (1996), an analysis of the rise of Napa to a position of leadership since Repeal. An older California has been authoritatively documented in Ernest Peninou, *History of the Sonoma Viticultural District* (1998), and Ernest Peninou and Gail Unzelman, *The California Wine Association* (2000). Ronald Irvine's *The Wine Project* (1997) is a thorough survey of its subject, winegrowing in Washington State, as is *Indiana Wine* (2001), by James L. Butler and John J. Butler. Most of the rest of the considerable current literature takes the form of guidebooks that do not derive from any original historical inquiry.

For a very incomplete account of my dependence on the work of others and on library materials, see "Sources and Works Cited" at the end of the volume. I would like to make special acknowledgment to Axel Borg, wine bibliographer at the Shields Library of the University of California, Davis, and to John Skarstad in Special Collections there.