



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Stag's Leap Wine Cellars Documentation Project

NMAH.AC.0816

Cindy Ott

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Stag's Leap Wine Cellars Documentation Project
Identifier:	NMAH.AC.0816
Date:	1960-2006
Creator:	National Museum of American History (U.S.) (Collector) Stag's Leap Wine Cellars (Napa, California) (Collector)
Extent:	3 Cubic feet (11 boxes)
Language:	Collection is in English. Some materials in Spanish.
Summary:	The collections documents the growth and development of the American wine industry, 1996-2002, using the Stag's Leap Wine Cellars as a case study. Materials include oral and video histories, photographs, business records, and printed materials.

Administrative Information

Separated Materials

The Division of Work and Industry holds many artifacts from SLWC, including a wine barrel, grape picking knives, shovels, and other vineyard tools; lab equipment used in winemaking; wine bottles, labels, glasses, and other consumer products; and a bottle of the award winning 1973 Cabernet Sauvignon. See accessions: 1998.0181 and 1998.3058.

Related Materials

Materials in the Archives Center

American Wine History Documentation Project Records, 1976-2002, Archives Center collection # 817, has recorded interviews, photographs, and other documentary materials created and collected by the American Food and Wine History team.

Available Formats

Reference copy cassettes of oral history interviews and reference copy VHS are available for researcher use.

Processing Information

Collection processed by Cindy Ott, 2002.

Preferred Citation

Stag's Leap Wine Cellars Documentation Project, 1960-2002, Archives Center, National Museum of American History, Smithsonian Institution.

Restrictions

Collection is open for research. Only reference copies of audiovisual materials may be used.

Biographical / Historical

The history of Stag's Leap Wine Cellars is a family history. It is also a story, in microcosm, of the development of Napa Valley, California as an international wine region and of the rising global acclaim for California wines. Building on the skills and knowledge of earlier Napa winemakers, Warren Winiarski became one of the most influential vintners in the region and his premium wines some of the most prized.

Winiarski arrived in Napa Valley in 1964 with his wife, Barbara, and their children. Like many Napa winemakers of this era, he left behind another career, in his case, an academic position at the University of Chicago to create a family business in a rural setting. At the time, Napa was just beginning to rebuild its reputation after Prohibition, a devastating vine disease, and the widespread production of cheap wines had soured the image of California wines. After apprenticing with several local winemakers, including Lee Stewart and Robert Mondavi, he purchased the land and winery that would become Stag's Leap Wine Cellars (SLWC) in 1972. Winiarski's choice of land was based, in part, Nathan Fay's success in growing Cabernet Sauvignon grapes in an adjoining vineyard; Winiarski later added Fay's property to SLWC.

To commemorate the American bicentennial in 1976, a blind wine tasting at L'Academie du Vin in Paris pitted the best of America's new wines against French classics. Stunning the international wine community, many American wines outscored their French counterparts, with SLWC's 1973 Cabernet Sauvignon taking first place in its division. The accomplishment brought SLWC and Napa Valley worldwide recognition. It excited a great demand for California wines and a new appreciation for American winemaking techniques, which combined new scientific methods with Old World traditions.

The Paris Tasting added momentum to changes already underway in the cultural, financial, and physical landscape of the Napa Valley. It spurred the development of many new wineries, the expansion of acreage under grape cultivation, and the growth of the region's tourism industry. Stag's Leap Wine Cellars was an integral part of these transformations. It continues to play a vital role in the region and the wine industry.

Scope and Contents

The Stag's Leap Wine Cellars (SLWC) Documentation Project was conducted by an inter-disciplinary team at the National Museum of American History. It is a part of a larger effort by the Museum's American Food and Wine team to document and interpret the changing ways in which Americans have produced, prepared, and consumed their food and drink, especially in the years after World War II. Team members are Nanci Edwards (Office of Project Management and former Collections Manager of the Museum's Agriculture Collection), John Fleckner (Senior Archivist, Archives Center), Rayna Green (Curator, Division of Home and Community Life), and Paula Johnson (Curator, Division of Work and Industry). Jeff Tinsley of the Smithsonian's Office of Photographic Services accompanied the team and shot many of the slides and color photographs.

This collection chronicles the growth and development of American viticulture and viniculture from its revival in the 1960s to the present. It offers a case study in the art and business of making fine wine from the bud to the bottle. Warren Winiarski, founder of SLWC in California's Napa Valley, is deeply interested in the legacy of American winemaking and his winery's place within its broader history. The Winiarski family has generously participated and financially supported the creation of this collection.

The documentation touches on all aspects of the wine business, including picking grapes in the vineyards, making wine in the cellar, marketing it from the business office, and promoting its sales in the tasting room and around the globe. SLWC employees describe the land, the work, the tools, the technical processes, the passions, and the motivations that create SLWC's world famous wines. The collection also provides insights into wider patterns of American immigration history, agricultural and environmental history, ethnic community development, land use in the West, product marketing, and consumerism.

The archival collection is mainly comprised of recorded oral history interviews, documentary photographs, and video footage created by the documentation team in 1997. It also includes company newsletters,

vineyard and winery production data sheets, wine labels, and related printed materials collected in 1997 with additional materials added occasionally.

It is divided into seven series, including interviews and abstracts, audiotapes, photographs and slides, videotapes, business records, and printed materials.

Arrangement

Series 1: Interview Transcripts and Abstracts, 1997, 2003

Series 2: Oral History Interview Sound and Video Recordings, 1996-1997

Subseries 2.1: Sound Recordings, 1997

Subseries 2.2: Video Tapes, 1996-1997

Series 3: Photographs, circa 1960-2000

Series 4: Video Tapes, undated

Subseries 3.1: Family Photographs: circa 1960-1980

Subseries 3.2: Smithsonian Documentary Photographs: 1997, 2000

Series 5: Business Records, 1974-1998

Series 6: Printed Materials, 1994-2005

Series 7: Stag's Leap Wine Cellars Thirtieth Anniversary, 2003

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Wine and wine making
- Wine industry

Types of Materials:

- Audiotapes -- 1990-2000
- Business records -- 20th century
- Clippings -- 1950-2000
- Interviews -- 2000-2010
- Newsletters -- 20th century
- Oral history -- 1990-2000
- Photographs -- 20th century
- Videotapes -- 1990-2000

Container Listing

Series 1: Interview Transcripts and Abstracts, 2003 - 2003, 1997 - 1997

Scope and Contents: The interviews record both the technical and personal aspects of a family run wine business from multiple perspectives, including those of the sales director and business manager, the cellar manager, vineyard workers, and members of the Winiarski family. This series consists of interview transcripts and abstracts. Most of the transcripts are not verbatim but include highlights from the interview; approximately ninety-percent of the dialogue was transcribed. There are fifteen interviews in all. The audiotapes made for each interview are noted on each transcript and in series 2.

Box 1, Folder 2	Diane Cline, national and international sales director, 1997 February 13
Box 1, Folder 3	Nathan and Mary Jane Fay, 1997 September 8
Box 1, Folder 4	Dan McPherson, office, 1997 February 13 Notes: Incomplete
Box 1, Folder 5	Benjamin Ochoa-Ayala, cellar foreman, 1997 February 13
Box 1, Folder 6	Randy Pace, business manager, 1997 February 13
Box 1, Folder 7	Brooks Painter, assistant winemaker/grower relations, 1997 February 14
Box 1, Folder 8	Terri Shapleigh, public relations, and Dan McPherson,, 1997 February 13
Box 1, Folder 9	Michael Silacci, associate winemaker, 1997 February 14
Box 1, Folder 10	Winiarski family, 1997 June 4
Box 1, Folder 11	Barbara Winiarski, 1997 September 11
Box 1, Folder 12	Julia Winiarski, 1997 February 13
Box 1, Folder 13	Kasia Winiarski Amparano, 1997 February 13
Box 1, Folder 14	Stephen Winiarski, 1997 June 4
Box 1, Folder 15	Warren Winiarski, 1997 February 13
Box 1, Folder 16	Warren Winiarski, 1997 February 13

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Series 2: Oral History Interview Sound and Video Recordings, 1997, 2003

Scope and Contents: This series contains original DAT tape field recordings, master reel-to-reel tapes, and reference cassette copies, many recorded simultaneously with the DAT recording. Subseries 2.1 contains DATs, Subseries 2.2 contains masters, and Subseries 2.3 contains the reference cassette copies. Some of the original DAT tapes were poor recordings, as indicated on the individual tapes. Not all interviews have all three audio formats. The type of audiotapes created for each interview is noted in the contents table below. The audio tape versions of Kasia Winiarski's interview are closed.

Subseries 2.1: Original Sound Recordings

16 Sound cassettes (DAT)

Box 2, Cassette AC0816-OT0001	Mario Bazan, 1997 February 12 1 Sound cassette Notes: Reference audio cassette, Box 5
Box 2, Cassette AC0816-OT0002	Diane Cline, 1997 February 13 1 Sound cassettes (DAT) Notes: Master tape, Box 3 Reference cassette, Box 5
Box 2, Cassette AC0816-OT0003	Nathan Fay, 1997 September 8 1 Sound cassette Notes: Reference cassette, Box 5
Box 2, Cassette AC0816-OT0004	Dan McPherson, 1997 February 13 Notes: Master, Box 3 Reference cassette, Box 5
Box 2, Cassette AC0816-OT 0005	Benjamin Ochoa-Ayala, 1997 February 13 1 Sound cassettes (DAT) Notes: Master, Box 3 Reference cassette, Box 5
Box 2, Cassette AC0816-OT 0006	Randy Pace, 1997 February 13 1 Sound cassettes (DAT) Notes: Master, Box 3 Reference cassette, Box 5
Box 2, Cassette AC0816-OT0007	Brooks Painter, 1997 February 14 Notes: Master, Box 3 Reference cassette, Box 5
Box 2, Cassette AC0816-OT0008	Terri Shapleigh and Dan McPherson, 1997 February 12 1 Sound cassettes (DAT) Notes: Master, Box 3 Reference cassette, Box 6

Box 2, Cassette AC0816-OT0009	Michael Silacci, 1997 February 14 Notes: Reference cassette, Box 6
Box 2, Cassette AC0816-OT0010	Winiarski family, 1997 June 4 1 Sound cassettes (DAT) Notes: Reference cassette, Box 6
Box 2, Cassette AC0816-OT0011	Barbara Winiarski, 1997 September 11 1 Sound cassette Notes: Reference cassette, Box 6
Box 2, Folder OT (DAT)816.12; Box 2, Cassette AC0816-OT0012	Julia Winiarski, 1997 February 13 1 Sound cassettes (DAT) Notes: Master, Box 3 Reference cassette, Box 6
Box 2, Cassette AC0816-OT0013	Kasia Winiarski, RESTRICTED, 1997 February 13 1 Sound cassettes (DAT) Notes: Master, Box 3 Reference cassette, Box 7
Box 2, Cassette AC0816-OT0014; Box 2, Folder OT (DAT)816.14	Stephen Winiarski, 1997 June 4 1 Sound cassettes (DAT) Notes: Reference cassette, Box 7
Box 2, Cassette AC0816- OT0015-1,2; Box 2, Folder OT (DAT)816.15	Warren Winiarski, 1997 February 13 and 1997 February 14, 35474 2 Sound cassettes (DAT) Notes: Master, Box 3 and 4 Reference cassettes, Box 8 and 9

Subseries 2.2: Video Tapes, 1996 October 5-1997 September 10

14 Videocassettes (DVCPPro)

Box 15

Scope and Contents: For information about specific content see filming logs in Box 18.
Betacam SP masters, Box 16
Reference VHS, Box 17

Box 18	Filming Logs
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Series 3: Photographs, 1960s-2000

Scope and Contents: Hundreds of photographs, some dating from the 1960s, document the Winiarski family and the changing landscape and activities at the winery through the seasons of the year. Some depict the Smithsonian staff at work in the documentation project. Subseries 3.1 consists largely of copyprints, with some originals, of Winiarski family photographs and works of children's art. There is a list of brief captions for these photographs. Subseries 3.2 contains slides and 4' x 6" color photographic prints and negatives taken by the Smithsonian documentation team. They document a wide range of activities in the Stag's Leap Wine Cellars vineyards and winery.

Subseries 3.1: Family Photographs, about 1960-1980

Box 9, Folder 1	Family photo album, (part 1 of 2), circa 1960-1980
Box 9, Folder 2	Family photo album, (part 2 of 2), circa 1960-1980
Box 3	List of photographs in Winiarski family album and photocopies
Box 13, Folder 1	Oversized photographs: SLWC winery, landscape, and family members
Box 2	Copyprints of two drawings by Winiarski children

Subseries 3.2: Smithsonian Documentary Photographs, 1997, 2000

Box 13, Folder 3	Black and white contact sheets of photographs by Jeffrey Tinsley, September, 1997
Box 10, Folder 1	Slides taken by Rayna Green, May, 2000: SLWC grounds, cave
Box 10, Folder 2	Slides taken by Rayna Green, May, 2000: Gallo Sonoma, SLWC vineyards
Box 10, Folder 3	Slides taken by Rayna Green, May, 2000
Box 14, Folder 1	Slides: Rolls 1-8: vineyards, bottling, interviewing, winery
Box 14, Folder 2	Slides: Rolls 9-20: pruning, workers, winery, Warren Winiarski
Box 14, Folder 3	Slides: Rolls 21-29: harvest, budding
Box 14, Folder 4	Slides: Rolls 30-39: harvest, crushing, laboratory, barrel rooms, cave
Box 10, Folder 4	Color prints and negatives
Box 10, Folder 5	Color prints and negatives
Box 10, Folder 6	Color prints and negatives

Box 10, Folder 7	Color prints and negatives
Box 10, Folder 8	Color prints and negatives
Box 10, Folder 9	Color prints and negatives
Box 10, Folder 10	Color prints and negatives
Box 10, Folder 11	Color prints and negatives
Box 10, Folder 12	Color prints and negatives
Box 10, Folder 3	Color prints and negatives
Box 11, Folder 1	Color prints
Box 11, Folder 2	Color prints
Box 11, Folder 3	Color prints
Box 11, Folder 4	Color prints
Box 11, Folder 5	Color prints and negatives
Box 11, Folder 6	Color prints and negatives
Box 11, Folder 7	Color prints and negatives
Box 11, Folder 8	Color prints and negatives
Box 11, Folder 9	Color prints and negatives

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Series 4: Video Tapes

Scope and Contents: This series contains eleven hours of video taken by the SI staff during their visits to SLWC. They record the landscape, interviews with Warren Winiarski and other family and staff members as well as many aspects of the agricultural and wine production processes. (Not currently available.)

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Series 5: Business Records, 1974-1998

Scope and Contents: This series mostly consists of photocopies of various in-house work order forms and tracking sheets essential for the wine-making process. There are also issues of the *Stag's Leap Wine Cellars News* (1988-2006), wine release forms, wine labels, and the results of the 1976 Paris Tasting, including scores given by each judge to the competing wines.

Box 1, Folder 17	Stag's Leap Wine Cellars News, 1988-2006
Box 1, Folder 18	Auction Catalog, 1994
Box 1, Folder 19	Press Packet, 1995
Box 1, Folder 20	Paris Tasting Competition results, 1976
Box 1, Folder 21	Paris Tasting Publicity, 1976-2005
Box 1, Folder 22	Wine release form for Cask 23, 1995, and ad and wine release forms for Hawk Crest varietals, 1997
Box 1, Folder 23	SLWC wine labels (enlarged photocopies), 1974

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Series 6: Printed Materials, 1994-2005

Scope and Contents: The series mostly includes clippings regarding SLWC, undated & 1970-2001. There is a folder of clippings about Nathan Fay (the previous owner of much of the Stags' Leap Wine Cellars property). There is also a color print of a hand-drawn bird's eye view of Stag's Leap Vineyards and Fay Vineyards, undated.

Box 1, Folder 25	Computer-generated color-coded vineyard block diagrams, 35582
Box 1, Folder 26	Bird's eye view of SLWC Stag's Leap Vineyards and Fay Vineyards color print, undated)
Box 12, Folder 1	SLV 4C Tracking Sheets, 1994-1998
Box 12, Folder 2	Work orders from winemaker to cellar crew, Jun 1997-Jan 1998 (mostly Jul-Aug 1997)
Box 12, Folder 3	Grape and wine processing records, 1997
Box 12, Folder 4	The Little Ghost Winery at Stag's Leap, 1996
Box 12, Folder 5	Bank of American, California Wine Outlook, 1970, 1973
Box 12, Folder 6	Reflections on the California Wine Industry, 1977
Box 12, Folder 7	"Winery of the Year", 1976
Box 12, Folder 8	Reference materials, 1980-2005
Box 1, Folder 27	Reference materials – Nathan Fay, 1977, 1984, 2000
Box 1, Folder 28	Reference materials, undated
Box 1, Folder 24	Miscellaneous Printed Materials, 1970-2001

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Series 7: Stag's Leap Wine Cellars Thirtieth Anniversary, 2003

Scope and Contents: This series consists of three audio tape cassette recordings and field notes taken by Paula Johnson of a thirtieth anniversary event at SLWC entitled "Hands of Time." Among the attendees at the anniversary were friends, neighbors, supporters of the winery, and former employees. These included Winiarski family members, Mary Jane Fay, Rolando and Ricardo Herrero, Brooks Painter, Paul Hobbs, Michael Silacci, John Williams, Bob Sessions, Jack Cole, Kim Nichols, Peggy Ryan, Janet Meyers, John Kongsgaard, John Gibson, and Dick Ward. Participants introduced themselves briefly and told a story or two about the history of Stags Leap Wine Cellars.

Box 7, Folder OT(TC) 816.17-1-3	"Hands of Time" , 2003 February 10 3 Cassette tapes
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Box 1, Folder 29	Paula Johnson, Field Notes, Thirtieth Anniversary Event, 2003 February 10
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