

**THE WINE SPECTATOR
CALIFORNIA WINEMEN ORAL
HISTORY SERIES. SIX DECADES OF
MAKING WINE IN MENDOCINO
COUNTY, CALIFORNIA**

Published @ 2017 Trieste Publishing Pty Ltd

ISBN 9780649046959

The Wine Spectator California Winemen Oral History Series. Six Decades of Making Wine in Mendocino County, California by John A. Parducci & John J. Golden

Except for use in any review, the reproduction or utilisation of this work in whole or in part in any form by any electronic, mechanical or other means, now known or hereafter invented, including xerography, photocopying and recording, or in any information storage or retrieval system, is forbidden without the permission of the publisher, Trieste Publishing Pty Ltd, PO Box 1576 Collingwood, Victoria 3066 Australia.

All rights reserved.

Edited by Trieste Publishing Pty Ltd.
Cover @ 2017

This book is sold subject to the condition that it shall not, by way of trade or otherwise, be lent, re-sold, hired out, or otherwise circulated without the publisher's prior consent in any form or binding or cover other than that in which it is published and without a similar condition including this condition being imposed on the subsequent purchaser.

www.triestepublishing.com

JOHN A. PARDUCCI & JOHN J. GOLDEN

**THE WINE SPECTATOR
CALIFORNIA WINEMEN ORAL
HISTORY SERIES. SIX DECADES OF
MAKING WINE IN MENDOCINO
COUNTY, CALIFORNIA**

Regional Oral History Office
The Bancroft Library

University of California
Berkeley, California

The Wine Spectator California Winemen Oral History Series

John A. Parducci

SIX DECADES OF MAKING WINE IN MENDOCINO COUNTY, CALIFORNIA

With an Introduction by
John J. Golden

Interviews Conducted by
Carole Hicke
in 1990

Copyright © 1992 by The Regents of the University of California

Since 1954 the Regional Oral History Office has been interviewing leading participants in or well-placed witnesses to major events in the development of Northern California, the West, and the Nation. Oral history is a modern research technique involving an interviewee and an informed interviewer in spontaneous conversation. The taped record is transcribed, lightly edited for continuity and clarity, and reviewed by the interviewee. The resulting manuscript is typed in final form, indexed, bound with photographs and illustrative materials, and placed in The Bancroft Library at the University of California, Berkeley, and other research collections for scholarly use. Because it is primary material, oral history is not intended to present the final, verified, or complete narrative of events. It is a spoken account, offered by the interviewee in response to questioning, and as such it is reflective, partisan, deeply involved, and irreplaceable.

All uses of this manuscript are covered by a legal agreement between The Regents of the University of California and John A. Parducci dated April 4, 1992. The manuscript is thereby made available for research purposes. All literary rights in the manuscript, including the right to publish, are reserved to The Bancroft Library of the University of California, Berkeley. No part of the manuscript may be quoted for publication without the written permission of the Director of The Bancroft Library of the University of California, Berkeley.

Requests for permission to quote for publication should be addressed to the Regional Oral History Office, 486 Library, University of California, Berkeley 94720, and should include identification of the specific passages to be quoted, anticipated use of the passages, and identification of the user. The legal agreement with John A. Parducci requires that he be notified of the request and allowed thirty days in which to respond.

It is recommended that this oral history be cited as follows:

John A. Parducci, "Six Decades of Making Wine in Mendocino County, California," an oral history conducted in 1990 by Carole Hicke, Regional Oral History Office, The Bancroft Library, University of California, Berkeley, 1992.

Copy no. 1



John A. Parducci, circa 1991

Cataloging Information

PARDUCCI, John A. (b. 1918)

Winemaker, winery executive

Six Decades of Making Wine in Mendocino County, California, 1992, xiii,
108 pp.

Family of winemakers; winery founded by father and uncle; learning to make wine in the 1930s; assuming responsibilities as winemaker; styles of making wine; emphasizing varietals; expansion of winery; acquiring vineyards; purchase of winery by Teachers Management & Investment Corp.; experimenting with French-American blends; marketing.

Introduction by Judge John J. Golden.

Interviewed in 1990 by Carole Hicke for the Wine Spectator California Winemen Oral History Series, The Regional Oral History Office, The Bancroft Library, University of California, Berkeley.

TABLE OF CONTENTS--John A. Parducci

PREFACE	i
INTRODUCTION	vi
INTERVIEW HISTORY	vii
BRIEF BIOGRAPHY	viii
I BACKGROUND	1
Early Life in Cloverdale	1
Adolph Parducci	3
Adolph Begins Making Wine, 1918	9
Establishing the Vineyard in Mendocino County, 1928	8
John Goes to New Jersey in 1924 to Sell Grapes	9
Family Traditions	12
II MAKING WINE IN THE 1930s	15
The Wine Industry After Prohibition	15
Parducci Winery in the Thirties	16
More About Selling Grapes in New Jersey	18
School and Work in the Winery: 1930s	20
Working with Dr. Edmond H. Twight	23
Winemaking Then and Now	25
More on the 1930s	25
Parducci Tasting Room	27
Gift Shop in the Tasting Room	28
Bottles, Corks, and Labels	30
Growth of the Business	34
Marketing in the Early Days	36
III JOHN PARDUCCI AS WINEMAKER: THE 1940s AND 1950s	38
Appointment as Official Winemaker: 1944	38
New Equipment	39
Grape Varieties and Wine Varieties	42
Distribution	44
IV NEW DIRECTIONS AND GROWTH	47
John and George Assume Ownership of the Business: 1964	47
Role of Banks in the Wine Industry	49
Planting Premium Varieties	51
Grape Growing in Mendocino County	53
State Legislation	56
Educating the Consumer	57