



TREASURY
WINE ESTATES

May 12, 2022

Neha Hoskins
Clerk of the Board
1195 Third St, Suite 301
Napa CA, 94559
Delivery via email to clerkoftheboard@countyofnapa.org

RE: Benjamin Ranch Winery Appeal – June 7, 2022

Dear Ms. Hoskins:

I am the Vice-President of Governmental & Industry Affairs for Treasury Americas, which acquired Frank Family Vineyards (FFV) in December last year. Accordingly, Treasury has stepped into the position of the Applicant in the Benjamin Ranch Winery appeal. The intent of this letter is to both introduce Treasury to this appeal process and to advise the Board of Supervisors of the Applicant’s requested amendment to the Benjamin Ranch project.

The Planning Commission approved Use Permit No. P13-00371-UP for the Benjamin Ranch winery with annual production of 475,000 gallons and tours and tastings for 150 guests (Monday through Wednesday) and for 300 guests Thursday through Sunday) for a maximum of 1,650 tours and tastings per week. The Planning Commission also approved a marketing plan nine events per year for 1,350 attendees. Treasury wishes to reduce the production, tastings, and marketing events as detailed in the table below.

	Planning Commission	Treasury Amendment	Reduction
Production (gal./year)	475,000	300,000	37%
Tastings	150/day (Mon–Wed); 300/day (Thurs–Sun) Max of 1,650/week	100/day Max of 700/week	60%
Marketing Events	Eight 150 person events per year (only 2/month) One 150 person wine auction event per year 1,350 annual attendees	Four 100 person events per year Four 50 person events per year 600 annual attendees	56%

Treasury is not proposing to change other limitations such as hours of operations for tastings or events.





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For future communications on this appeal, please contact me and Treasury's Legal counsel listed below:

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Since Treasury's acquisition of FFV, we have been in communication with Appellant Michael Honig and his counsel, PBES staff, and County Counsel. By copy of this letter, we are providing those persons with Treasury's proposed changes to the Benjamin Ranch project. We trust that you will provide this letter to the Board before the appeal hearing on June 7, 2022.

Thank you.

Respectfully,

Debra Dommen
VP Gov & Industry Affairs

cc: David Morrison
Brian Bordona
Charlene Gallina
Laura Anderson
Michael Honig

