

Interview with: Terry Lamborn
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Orinda, California
November 11, 2004
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Rosenthal-Kambic: Okay, this Leah Rosenthal-Kambic, interviewing Terry Lamborn of Lamborn Family Vineyards. Terry can you describe a little bit about your family history and maybe some childhood experiences that you feel shaped you?

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Lamborn: Shaped me towards the business, or just in general—okay. Well we're a very close-knit family. I grew up catholic so we had strong religious ties; I think that shaped me for sure. Our boys grew up the same and I—we're just very close family all the way around and my husband he had a close family and I think that's why we do so well together. That helps.

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Rosenthal-Kambic: When and where were you born?

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Lamborn: I was born in Oakland! In 1946.

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Rosenthal-Kambic: I should have said when if that was okay?

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Lamborn: [Laughs]

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Rosenthal-Kambic: And did you grow up in Oakland as well?

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Lamborn: I lived there for five years and then we moved to Orinda and basically I grew up in Orinda, except for my college years I went to Chico State College and came back and I worked in San Francisco for a while and then got married when I was twenty-one.

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Rosenthal-Kambic: What was your college major at Chico?

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Lamborn: I went through PE (Physical Education) for a while and then English for a while, and I did not graduate because Mike said to me, "If you want to be married you have to go to work." So, after two years at school I went to work, so I didn't graduate from college.

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Rosenthal-Kambic: What did you do for work?

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Lamborn: I worked for the phone company! And it was kind of a neat job because I worked in the office plus I learned how to drive a stick in the city, which was scary. And, so I worked in the office, but I also went to different companies throughout the three surrounding counties and we had to check the equipment there and all the different equipment rooms to see if they needed more or less equipment, then we'd take it back to the office and work up the statistics to see if they needed more or less. Now they've got little machines that do the same job. [Laughs]

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Rosenthal-Kambic: Back to your childhood. What were your interests as a child? What did you like to do?

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Lamborn: I played Lots of tennis. I started playing tennis when I was about eight and enjoyed that a lot, and I always liked outdoors kind of things. I was never a person who liked dolls. I always liked being outdoors and playing with the balls.

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Rosenthal-Kambic: Has that changed or do you still feel that way?

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Lamborn: Oh no, I've gotten soft in my old age. [Laughs] I like nice hotels, I don't go camping anymore. But I love sports. I love baseball. I follow the Oakland A's and that's huge for me.

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Rosenthal-Kambic: Oakland girl.

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Lamborn: Yeah.

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Rosenthal-Kambic: Can you recall your first glass of wine and how old were you and did you like it?

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Lamborn: Oh. My first glass of wine would have been in college. So I probably was about eighteen, and it was Boones Farm, and today I would think I would probably get really sick off Boones Farm. Actually, I did then too. But no, it was like Kool-Aid. So it was okay it went down easily I guess.

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Rosenthal-Kambic: So that might answer the next question. Was wine much of a part of your life growing up, did your parents have any interest in wine?

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Lamborn: They enjoyed cocktails more. They did drink some wine, but they usually bought inexpensive kind of wine. Nothing really nice.

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Rosenthal-Kambic: Let's see, since Lamborn is a family business do you expect your grandchildren and future generations to continue the tradition?

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Lamborn: That's hard to say. Our boys definitely, their girls maybe, that would be great, I hope. Heidi, our winemaker, when she saw that our younger daughter in law was pregnant and she said, "There's your substitute." But, we don't know, we'll see. That'd be great if they were, but you know were not holding them to it.

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Rosenthal-Kambic: As a child did you do much traveling? Was that a part of your life at all?

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Lamborn: Oh, my parents did a lot of traveling. We didn't do a lot. My dad was involved in business in Hawaii a lot, so, we spent a lot of time in Hawaii. Mexico, Canada. But that was about it.

1-00:05:07

Rosenthal-Kambic: In the future once the business has been completely passed down, what are your future plans?

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Lamborn: Traveling! [Laughs] Yes, we'd love to travel, that'd be great. I think that would be—we want to keep a hand in it as long as the boys allow us. And, we'll probably do most of the wine pouring, that kind of thing. Because that's time consuming, my husband is off to one now. We were just at one a couple of days ago. So, those are ongoing things and those are also important things for the business.

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VINEYARD

Rosenthal-Kambic: Speaking of the business, we'll get into a couple questions now about the vineyard itself and running it and that kind of thing. Let's see, when Mike first started taking over the vineyard from his father, were there any problems that you encountered that you can recall?

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Lamborn: No, Michael might be aware of them. But, no, I, I can't say no—it was a real easy transition, because he'd been doing it on the side for, you know, since when he bought the property and so it was a real easy transition. I can't think of any problems.

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Rosenthal-Kambic: That's nice. [Laughs] I didn't expect you to answer that way. [Laughs]

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Lamborn: Oh, I'm sorry.

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Rosenthal-Kambic: That's okay. Let's see, Lamborn has been known for its premium Zinfandel (Zin). Why plant Cabernet?

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Lamborn: Because we have a great Cabernet (Cab) winemaker. She's noted for her Cabs. She made the Zin for us—actually I don't know why she decided she'd make our Zin, but she did, because, as far as I know she only makes Zin for Paradigm and it's just a small amount. But when we added four acres of vineyard we thought why plant more Zin we might as well — plant the Cab because we have Heidi. Plus, Cabernet sells for more so we'll be making more money, which we need to do. Yeah so those are the two main reasons.

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Rosenthal-Kambic: Speaking of Heidi. Can you talk a little bit about her contributions to the vineyard and what she's brought to you?

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Lamborn: She really lets us take care of the vineyard. When we first asked her if she'd sign on with us she did come up to take a look at the vineyard to make sure we'd planted it well. She liked what she saw. She could tell that we really took care of it and knew what we were doing and she lets us take care of the vineyard. So, that's all in our hands and then making the wine is all in her hands.

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Rosenthal-Kambic: Lamborn is the only Zinfandel wine that she produces, Heidi. How does it compare in terms of quality and excellence to her other wines?

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Lamborn: Well, she does do a little bit of Zin for Paradigm, but I think it's only a couple hundred cases or something. So, how does it compare? That's a little difficult, because you're comparing Zinfandel to Cabernet and she has some Syrah, I think. They're just all well-balanced wines. No matter what kind of varieties she makes, she just makes a well-balanced wine.

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TAPE STOPPED IN ORDER TO ARRANGE QUESTIONS

Rosenthal-Kambic How are the newer vintages different from the early vintages that were produced in the earlier years of Lamborn?

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Lamborn: That's hard for me to say. I didn't really like—I mean Zinfandel was okay, it was just not my favorite. So it's hard for me to tell you how they differ because I didn't really drink them much. I do know that—I don't know how many different winemakers there had been before Heidi. And I think that each brought his own expertise to making the Zin. That's hard for me to answer. Sorry.

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Rosenthal-Kambic: That's okay. That's fine. Well this is sort of along the same lines, can you say what distinguishes Lamborn's Zinfandel from other Zinfandels?

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Lamborn: I can say that it's mountain fruit and mountain fruits tend to be more spicy and peppery. Valley fruit less so, maybe Valley fruit might be more tannic. I'm not sure about that. But our fruit just shows those peppery, spicy characteristics, berries. The Valley floor, I'm not sure about their characteristics. I try to go, there's a big wine pouring every year in January called ZAP, Zinfandel Advocates and Producers. And there are- I don't know how many hundreds of producers pouring just Zinfandel. I try to get around and just kind of taste, and see what the rest are pouring. I, in fact, last weekend was Family Winemakers, and I did taste a Brown Zinfandel and they make great Zin, but theirs is lot less spicy and peppery and theirs is made, I think they're around, gosh where is it, maybe Chiles Valley, in that area, and that's in the Valley floor so it's definitely different than ours, it's big full body flavorful wine. But that's one that just really hits me so I can remember that one.

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Rosenthal-Kambic: Each vintage is given a title with the explanation on the back label, summarizing an event or circumstance that encompassed that particular growing season and they all tell a story. Where did this idea come from?

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Lamborn: The very first label that was made that way was Mike's dad; he lost his home in the Oakland fire. And because of that it just, obviously affected him greatly and so he needed to write about it and he was a great writer. He used to write for, Reader's Digest and so forth. And so, he loved to write. So he decided he would write a label about—it was called the Phoenix vintage. It was Phoenix rising out of the ashes. So, it was pretty clever. And so we're in a rut now, so we do that every year. Some years are really hard to come up with a subject, others are easy.

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Rosenthal-Kambic: So, who writes them now?

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Lamborn: Now my husband does, although, because Mike's dad passed away this year, the boys wanted to do it. And so, one of our boys did this vintage. So he'll be doing his first label. So that's cool. They both have—they're all very creative writers so it works out well. I'm not, so I'm glad they're doing it.

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Rosenthal-Kambic: Who does the art on the labels?

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Lamborn: Mike's dad. He basically designed it. But it looks a lot like Grgich and Grgich hasn't said "BOO." So, that's good. We've been doing it for twenty some odd years now and so I think we're okay at this point.

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Rosenthal-Kambic: Who was first?

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Lamborn: Grgich was.

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Rosenthal-Kambic: How do you expect the new Cabernet to compare with the current Zinfandel in terms of quality?

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Lamborn: Well, we're hoping that it's going to be excellent quality, really great quality and we think it should be good. Zinfandel, like I'm sure you remember hearing up at the vineyard, it's really difficult to grow. Cab is a lot easier to grow, so we might, in the long run, have more luck with the Cab, just because it's not as difficult. But I think--we've been really very pleased with the Zinfandel—with what Heidi's been doing with it. So, I know she's going to be doing a great deal with the Cab too.

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Rosenthal-Kambic: And that's her specialty.

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Lamborn: That is.

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Rosenthal-Kambic: Your wines have been written about in several pieces. Have any particular wine writers helped you or hurt you along the way?

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Lamborn: We have none that have hurt us. We had some nice articles written by Alan Goldfarb in the St. Helena Star. But nobody's hurt us. What hurts us--actually it hurts our feelings that's what it does—is when they mention Heidi Barrett, they write an article about Heidi and they mention all the wineries that she makes for, except Lamborn. Now wait a minute, when do we get to be mentioned? But then we think, okay, maybe they're just writing about the

Cabs that she makes, not all the wines that she makes. I don't know. But we haven't been hurt by anyone. Not at all.

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Rosenthal-Kambic: Maybe in 2006 then you'll be included if they write about Cabs.

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Lamborn: I certainly hope so.

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Rosenthal-Kambic: Does Lamborn use natural corks in bottling their wines and what is the importance of this?

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Lamborn: Yes, we use natural corks. This last vintage is called "The Cork Report." Oh it was terrible, because we had a really nice restaurant call up and say, "I hate to tell you this, but we had a corked bottle of wine last night." Mike said, "Oh, I'm sorry, I hate that when that happens, it doesn't happen very often." And then the sommelier said, "And the bad thing about it is, it was on the Cork Report." I thought, oh heck because that's what the label's all about, was the difference between the natural corks and the synthetics and so forth and so that was bad. Anyway, what was the question? [Laughs]

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Rosenthal-Kambic: Do you use natural corks?

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Lamborn: Yeah, we use natural corks. It's amazing that you can have the corked problem with wine and it not be a problem from the cork, it would be--it can be picked up from wet cardboard as it goes through the bottling line, the people who bottled before you they could have had something corked and then that could be going into it. It's amazing that we don't get more corked bottles. I don't know if we're going to go to synthetic or not. I don't think synthetics been out long enough to prove that it's a better solution. Supposedly, it's better for white wines, because you don't lay those down as long as red. So, I think time will tell on that one.

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FAMILY

Rosenthal-Kambic: I'm going to ask you know some questions about the family and the family aspects of the business. How many family members are currently employed?

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Lamborn: Just my husband, myself and our younger son.

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Rosenthal-Kambic: What are each of their roles?

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Lamborn: Okay, well my husband does everything, I help where I'm needed, I work in the office and I work in the vineyard and I do wine pouring and I do anything I can, from suckering to doing e-mails and answering orders and so forth. Our younger son does all the sales all the California distribution for us.

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Rosenthal-Kambic: And it was your older son that would possibly—

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Lamborn: Yeah, he'd do the vineyard work. He's just has this new baby and he's making a move to Yountville from Martinez now. He would like to go out on his own and then he can give more time to the vineyard too.

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Rosenthal-Kambic: Speaking of babies, did Brian's wife have her baby yet?

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Lamborn: Not yet. No, any minute now. They have a date, next Thursday she's going to be induced if it hasn't come before then. Thanks.

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Rosenthal-Kambic: Okay, this isn't appropriate now, but are there any family feuds or has it always been smooth sailing?

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Lamborn: Are you talking family wise—not when the boys were growing up. [Laughs]. No, oh, there have been no feuds, but it's interesting because we're designing the label, we're going to have a completely different label for the Cab, and so we said, "Okay, all the family is going to be involved in designing this new label." They are too many people with too many ideas. So, I think the boys are letting us basically decide what the label is going to look like. Because they have completely different ideas than we do. So, since we're still basically in charge now, I guess we're going to go ahead and do it our way. But there are no feuds, it's just, different ideas.

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Rosenthal-Kambic: You talked about Mike doing a lot of labor intensive work. That's what the next question is about. Can you talk about the contract labor that is used for some of the work?

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Lamborn: Yeah. Mario Bazzan--we do, as much as we possibly can. Of course now that we have eight—when we had four acres it was really easy, now we have eight acres and eight acres isn't that much, but it is when there are just two of you doing it. So, Mario will just fill in the blanks. Basically I can get through the suckering, and the chute positioning, I think we bring them in after a while

because that gets tough, because there's a time when they'll just start going crazy and you just can't keep up with them. And then of course they come to the picking because there's no way we can pick as quickly as they do. And they will do the pruning.

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Rosenthal-Kambic: And general maintenance here and there, Mike is there half the week pretty much?

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Lamborn: Yeah, right. Yeah, and if we don't have time like to do the fertilizing they'll do it or add the potassium or whatever they'll do that. It's just that, they'll just go in wherever we can't.

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Rosenthal-Kambic: Have there been any major changes in production, output or demand since Mike, selling, or buying the other half of the vineyard from his father?

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Lamborn: Okay, he didn't buy any of his dad's. That was all completely sold to another family. We couldn't afford to have his vineyard too. So his dad had, I guess, I think it was fifteen acres. So now we're down to just four of Zin. So it's gone way down. And because it was going way down, that's why we got Heidi to make wine for us so we'd have a really good quality wine, so we can make the best we can for just four acres. So we're making a lot less than we used to and what other parts of the question were there?

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Rosenthal-Kambic: Production, output or demand? Demand would be the other part of the question.

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Lamborn: Yeah, demand, it's—his dad used to sell through distributors only. So they would sell to wherever they can just sell the wine. They would sell it to Beverages & More, to Cost Plus, I mean just anyplace. And so, because we have a higher, we think maybe a higher quality wine, we keep it at another level. Since we have Heidi, we don't think it would be fair to her to just dump it at Cost Plus or someplace. So we sell out every year, no problem, and we better with such a low production. Have I answered your question?

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Rosenthal-Kambic: Yeah. You're good. The first couple of years after Bob sold his shares—is that the right way to say it?

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Lamborn: Well he sold his vineyard.

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Rosenthal-Kambic: How important was it to have him on as a consultant?

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Lamborn: Well he was a real fun likeable, loveable person. He was a real character. I think people always associated Bob with Lamborn. He started it. So he would like to go schmoozing still, he'd like to go do some of the pouring. So it was important to keep him there. He needed it and we needed him and I think it was good for all the people who knew Lamborn and knew Bob. But, then he got tired of it. You can only do it for so long I think. He passed away when he was eighty. So he did it long enough.

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WINE INDUSTRY

Rosenthal-Kambic: Some questions now about the industry and marketing. How does Lamborn market their wine?

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Lamborn: Well, it's a lot of word of mouth. And we do a lot of the wine pouring, because then there is the exposure. We get a lot of people who—Las Vegas is a huge market. What's good about Las Vegas is that people from Southern California go into Vegas. So they have the wine, they'll go home and they'll say, "Oh [Inaudible] great wine, we'd like to order it". So that's a huge market for us. And people just seeing it on the Wine List. Like I said, it's word of mouth. We have people from Alaska. This one couple they've been buying our wine for years and years and they've put us on to so many Alaskans it's amazing. That's how it grows.

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Rosenthal-Kambic: Wow, who knew?

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Lamborn: Yeah, well that's all they have to do up there is party.

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Rosenthal-Kambic: They need to stay warm somehow.

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TAPE STOPPED SO TERRY COULD ANSWER PHONE. IT WAS BRIAN. NO BABY

YET.

Rosenthal-Kambic: Stopped the tape because the phone rang and we're back now. What major events, such as wine fairs, does Lamborn take advantage of to promote and sell the wine?

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Lamborn: Well, like I mentioned earlier, ZAP. That's huge. It's a zoo. It really is tiresome, but people would know if you weren't there. So, it's better to be there rather than say all right where's Lamborn, what's the deal? So anyway, ZAP is huge. And it's great because all the people that go to that obviously are there to taste Zinfandel. So that's a really important one. Family Winemakers is really good because it's not all small wineries, you know Family Winemakers makes it sound like it's small, but Sutter Home, that's family owned, so they're part of that. So that's important too. We do "A Taste of Howell Mountain." That's important because it's all the producers on Howell Mountain, people who really like Howell Mountain wines will come to that. Almost every tasting is pretty important. Sometimes it's disappointing because you don't get the amount of people there that you had hoped, but usually you do and it's good exposure.

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Rosenthal-Kambic: Marketing efforts can be a large financial investment. Does Lamborn take part of an association or a Co-Op in order to get more people interested in their wine?

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Lamborn: Well again, there's ZAP, Family Winemakers. Otherwise, no. We did the promotional CD, which you've seen. You just need little gimmicks I think nowadays, probably to get the name out. It does cost a lot of money to—you know luckily the CD was inexpensive for us because a friend helped us with it. Otherwise we would not have done that. That's been a good marketing tool. Not so much for the trade, the press and people like that, but for consumers in general they seem to really like that.

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Rosenthal-Kambic: Yeah, we really liked it.

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Lamborn: Oh good.

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Rosenthal-Kambic: We all thought it was so cute. Okay, in early 1999 the US Bureau of Alcohol Tobacco and Firearms permitted wine labels to carry a nonspecific reference to the health effects of wine consumption based on studies in recent years that suggest moderate drinking can lower the risk of coronary heart disease in some individuals. Would Lamborn consider putting such a reference on its label as a marketing technique?

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Lamborn:

I'm not so sure. I don't know. As you've seen on our Zinfandel label, it's a big enough label; it's got a lot to say on it already, I don't think we have room to put anything more. But it is helpful. Actually, I don't know how many people really read all that. I just don't know. Yeah, I know we wouldn't do it on the Cab because we're trying to make a real minimalist label out of that. So it won't be on the Cab. It might be on the Zin someday, I don't know. We won't rule that out.

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Rosenthal-Kambic:

You do not have a tasting room on site and are involved in an alternating proprietorship with Napa Wine Company. Can you please describe what that is and does it make a difference in your sales versus other boutique wineries that have their own tasting rooms?

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Lamborn:

Probably because it's like one stop shopping for people. They can go there and taste a lot of wines. So I think that is helpful, we have a lot of our winery members have come from there. So, I think that really is helpful. We are required by Napa Wine Company to be in their tasting room because we are like an individual winery within a winery. So, they want all those wineries to be in the tasting room. We have to be there, in there, but it is a good thing.

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Rosenthal-Kambic:

How does it affect your relationship with other vineyards and other wineries?

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Lamborn:

Not at all.

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Rosenthal-Kambic:

Just share the space?

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Lamborn:

Yeah. They don't pour each wine every day. They only pour our wine maybe two or three times a week, unless somebody asks for a bottle of Lamborn. I think, you know, maybe having, being in a tasting room like Napa Wine Company's good because we have more exposure than we would, certainly more than if we were up on the mountain and had a tasting room up there waiting for people to show up. [Laughs] They could get lost trying to find us.

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Rosenthal-Kambic:

As a small artisan vineyard do you feel threatened by the larger Napa Valley vineyards and wineries?

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Lamborn:

No. It's a different market. I think a lot of people seek out the small wineries. You know, once they've been tasting wine for a while, they've been to Napa a few times they've done all the big ones, and they're very impressive, but they want to seek out little different wines. We find that a lot.

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Rosenthal-Kambic: Where is your wine primarily bottled?

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Lamborn: It's bottled at the Napa Wine Company.

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Rosenthal-Kambic: I have some distribution questions.

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TAPE STOPPED SO TERRY COULD GET A DRINK OF WATER

DISTRIBUTION

Rosenthal-Kambic: Okay, tape started again. Distribution. How does the Lamborn vintage get from the tasting room to consumers, in other words, how does Lamborn distribute their wine?

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Lamborn: We do a lot of it over the Internet. We have our website on the bottle. Maybe it's on the cork, no I think it's on the bottle on the label, maybe it's both. So that's been a help too. We distribute that way; I mean that's how we get people to the website. And of course, Brian, doing all the marketing.

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Rosenthal-Kambic: What are some problems that Lamborn has encountered with its online sales and specifically with out of state purchases.

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Lamborn: Yeah, out of state purchases—they're people that we get a lot that want to order and can't because of the states they're in. So we try to help them figure out a way they can get it, whether they have the wine delivered to a family friend or member, family friend, or family member in California, and then they'll ship it to them. There are some wineries that'll do that, but we're not going to ship direct to a state that we shouldn't be doing that to. We're not going to take a chance, you know we don't—nope, we don't want to go there. Yeah, it's hard. We love it when somebody from Washington, or Nevada, or Oregon calls up and orders wine, we say "No problem". But it's hard when you get people from New York or someplace that, when they want it, can't do it.

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Rosenthal-Kambic: Lamborn wines are sold in six states outside California. Does any Lamborn make it across the Atlantic into Europe?

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Lamborn: I know it's happened, at least once maybe twice. We sold some to Switzerland. It was Mike's dad, he was having trouble getting through vintage and so he struck up a friendship with a guy over here who was friends with a distributor in Switzerland and so he was able to—had him buy a bunch of the wine. At a huge discount. As far as I know, that's the only time that it's been sold over there.

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Rosenthal-Kambic: Where is the packaging and labeling done?

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Lamborn: The labeling is done at Napa Wine Company. We've got a shipper that picks up the wine and then they'll put it in styros and so forth. So basically it's put in the boxes again Napa Wine Company as it goes through the bottling line. But then to ship it then they have to go to a re-packer and then they send it off.

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Rosenthal-Kambic: Customers can find Lamborn wine in their local boutique retailers and restaurants. How do you go about selecting the restaurants that should carry the Lamborn wines? Do the restaurants have to meet a certain criteria or standard?

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Lamborn: Again, that's up to Brian. We let him take care of it all. But he'll use things like—I think the Chronicle comes out with the top 100 restaurants a year. He'll use Zagat's. Look through the Wine Spectator to see—find out which ones get the Wine Spectator award. Any high end restaurant is where we want to be because those people we know could afford to buy Lamborn and eventually our Cab.

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Rosenthal-Kambic: The next section, group of questions are about problems in the wine industry.

1-00:33:58

PROBLEMS IN THE WINE INDUSTRY

Rosenthal-Kambic: We all had the pleasure of viewing your online business card. How does the use of multimedia and the Internet benefit the winery in its daily operation and the wine industry in general?

1-00:34:10

Lamborn: You have to be on the Internet because if you're not, I don't know how you're going to sell your wine. People just expect to buy over the Internet these days, so that's really important. Our little CD, people just get a kick out of having a little CD—we thought we were the only ones in the whole world who ever

thought about doing this for a winery, but apparently somebody else did it sometime, we didn't know that. Anyway, we weren't number one. But people are surprised to see it, they're pleased to see it. They really like that so I think that has helped

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Rosenthal-Kambic: How and what pesticides are used at the vineyards and how is government regulations or pesticides affecting the wine industry?

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Lamborn: I don't know the answer because that's my husband's territory. I think, at this point, the only thing we use is sulfur and sulfur's not a pesticide. I think that's all, but I'm not sure, I don't think we do.

1-00:35:11

Rosenthal-Kambic: Many wineries in the Valley have been scrutinized by environmentalists and other groups that care for the environment by claiming that wineries disrupt the environment and its ecosystem. Are smaller wineries, such as Lamborn, targeted by these groups as well or do they tend to target the major large wineries.

1-00:35:29

Lamborn: I think they go after the larger ones. They'll get more attention that way. I don't know what they could do because we—I guess they have to watch a runoff and so forth, and then there is a group below us, I don't know what their names are. But anyway, we had to join this group and because they're like a watchdog group. I think it has to do with runoff going into Putah Creek. So we have to put out hay, you know wherever we might have a little bit of sluffage or something so we put hay wherever that could possibly occur. We're just on top of it. Michael gets a little paranoid, he says, "Might be flying over head, trying to find something". So we do everything we possibly can to keep those people happy. And do the right thing, we don't want to upset the balance of nature.

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Rosenthal-Kambic: How has Neo-Prohibition affected Lamborn and how can wineries fight against it?

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Lamborn: Well it hasn't affected us that I know of, maybe the only reason why is because maybe—I can't see where it would have affected us. How does it affect the wine industry, you said?

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Rosenthal-Kambic: How can wineries fight against it?

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Lamborn: Oh, fight against it. You know, I don't know if you need to fight against it, because they have a right to not drink and try to encourage other people not to drink. I don't see any reason to fight against it. I think if we just train,

hopefully we can make sure everybody drinks moderately, sensibly. I don't think they should bother us or we should bother them.

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Rosenthal-Kambic: Fair enough. Do to the asset intensive nature, current estate tax laws are a real threat to family owned vineyards and wineries. Have such tax laws imposed a threat for Lamborn?

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Lamborn: My husband's in the process now of doing something about that, making the boys equal partners. Eventually, that will help us, because if that didn't happen we could lose the vineyard. If he and I were gone—it's just something you have to watch out for yourself. It's hard, just doesn't seem quite right. It's happening to old farmers throughout the country.

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Rosenthal-Kambic: The increase of competition from the global market has lead to Napa Wine Industry to reach its peak in 2000. How has foreign competition affected sales of the Lamborn vintage?

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Lamborn: I don't think it's affected us, I think it's affected maybe the wine industry in California as a whole, because they're coming in with some good wines at low prices. But again, we're so small I don't think we'll be affected. We just have this little niche, that we fit in and I don't think that will affect us.

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Rosenthal-Kambic: Harvard has just come out with a new food pyramid that lists that one should have between one and two glasses per day. How do you think this will affect the wine industry or more specifically, you?

1-00:39:14

Lamborn: Hopefully it'll be great. Especially red wine, that's what they say, it's the red wine. We had a group of doctors, they come up every two years, it's a heart health symposium or something, and it started in Texas. They meet in Napa every two years. We had a group of the doctors up to our place and I thought, "Oh my gosh, do I serve cheese with the wine or not" because you know they might be watching their cholesterol, I didn't know what to do. So I thought, "Oh well let's go for it" so I put a few cheeses out and some fruit, they went right through the cheese. So I finally asked a couple of these young doctors, I said, "You guys are eating all this cheese, aren't you worried about your heart". The old answer is moderation. Everything in moderation.

1-00:40:00

Rosenthal-Kambic: Mr. Franzia's purchase of Charles Shaw resulted in ten million cases of wine sold within the last two years. How does that affect your business if at all, and what is your opinion of "Two Buck Chuck"?

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Lamborn:

Well, I think maybe it's brought some new people into appreciate wine. Maybe they didn't know anything about wine beforehand so maybe now, they'll become buyers and eventually their palates will develop and so they'll buy better, nicer wines. Just by my last comment you can probably tell that I don't think it's all that great. But there are people that love it and that's good. I think that's it good for wine overall.

1-00:40:43

Lamborn:

Pierce's disease has been appearing in the Napa area and can be devastating. Has Pierce's disease ever been a problem for you and is there any concern that it may be heading your way?

1-00:40:55

Lamborn:

Hasn't been a problem, but there is some concern. You just have to be watchful. I think that because we're above the Valley floor we're less likely to be hampered by that, but we'll just [knocks on wooden table] hope for the best.

1-00:41:14

Rosenthal-Kambic:

Last few closing questions here. What are the current strengths and weaknesses of the wine industry and how does Lamborn adjust itself to stand out from the crowd?

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Lamborn:

We'd really like to know how to stand out from the crowd. That would be great. [Laugh] I think we can just—just stay on the path we're on now. Lots of people depend on the Wine Spectator, but we don't want to have to depend on them. You get good scores, you know that's one thing that bothers me is that people look at scores they don't look at what's the comments are by the scores. If they were to do that, they would know what kind of wine they were buying instead of scores. So what's the question, I'm off on the Wine Spectator.

1-00:42:10

Rosenthal-Kambic:

Current strengths and weaknesses of the wine industry.

1-00:42:14

Lamborn:

Okay, well that is sort of one, I think that's a weakness. Wine industry, it's just always going to be strong. It's probably not as strong in California as probably--not quite as strong as it had been, because it used to rule the world almost, except for France of course. You know, there are so many big players in it now from other countries; it's hard to say that we're as strong as we were. I don't know. As far as I can tell, from Lamborn point of view everything is going along so smoothly, we're just really lucky to be where we are. I think in the future if our boys wanted to—I don't think they could ever afford to buy anymore property to put grapes on, they'd have to buy grapes, and I don't know if they would want to do that, because you're playing in another field,

another level and I think where we are now, once we get the Cab out, we'll be able to be big players in our own niche.

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Rosenthal-Kambic: Well it leads right into the last question about the future. What does the future hold for Lamborn Family Vineyard? And what changes, if any, would you like to see in the industry that would benefit your family's vineyard?

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Lamborn: Well, big change I think is to allow all the states to be able to bring the wine in. That's huge for us anyway. So I'd like that change to be made. Changes in Lamborn, you know I don't know because you know we're going to keep it status quo now and then once the boys take over they may do their own thing. But you know, that's in the future.

1-00:44:11

Rosenthal-Kambic: The last thing we wanted to ask is, if you could leave us with a favorite memory or story about your experience with wine and in the vineyard?

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Lamborn: Oh boy. Favorite one, huh? How about the development of—is that okay?

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Rosenthal-Kambic: Sure.

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Lamborn: Okay. I'll never forget, my husband, he just loves the tractors he loves the boy—you know all those toys. And I remember we had this little trailer up there and I've got a boy who's three and boy who's one. We fenced in this one little area in the dirt for the boys to play in the dirt and for Michael to ride up and down the rows with his tractor, not the rows; there weren't any rows then, and just developing the soil. And he had the biggest smile on his face and his teeth were full of dirt, and he loved every bit of it. He was just beaming, and I'm sitting there thinking, "Oh, this is fun, huh?" But I'll never forget that, because it's such a guy thing. You know, it's just a fun memory, it just brings back how it all started. Right from the dirt. We've come so far, so I think that's a neat story.

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Rosenthal-Kambic: That's perfect. Perfect way to end. Thank you very much, we really appreciate your time.

1-00:45:42

Lamborn: Well you're welcome. Thank you. I hope I've been somewhat helpful.