



Mary-

Please include a copy of  
this letter in the Planning  
Commissioner's hearing  
packet as well as in  
our file.

Thanks,  
Courtney Dyer



February 14, 2012

Mary Doyle  
Napa County Conservation, Development & Planning  
1195 Third Street, Ste 201  
Napa, CA 94559

Dear Ms. Doyle:

Paraduxx Winery has now been in business for seven years, since 2005, and during that time the winery has enjoyed significant success. One of the aspects of the winery we are most proud of is a relationship with our neighbors that has been based on mutual respect and effective communications. Paraduxx Winery has always had the objective of being a good winery neighbor. So we are writing to you about an upcoming hearing on a modification to our winery use permit, reaching out to answer any questions you might have or to meet with you at your convenience. As neighbors within 300 feet of our property line, you will also receive a notice of hearing from Napa County. The hearing date will be Wednesday, March 7 before the Napa County Planning Commission.

The winery use permit mod does not involve any new winery structures, nor does it change the number of larger marketing events or the number of persons allowed at the very large events. The mod contains the following:

- (1) Request to increase the winery's production from the current 156,000 gallons per year to 200,000 gallons per year; or a 28 percent increase over current production;
- (2) A request to remodel the second floor of an existing winery structure to add winery administrative offices for our staff and to accommodate future needs; and
- (3) Revisions to the winery marketing plan, as follows.

The winery marketing plan is based on our philosophy of a focused wine tasting experience and the dynamics of smaller groups or events related to our wine club. Paraduxx Winery is not open to the public, but conducts winery tours/tastings by appointment only. That will not change. Nor will the numbers of very large auction-related events or the maximum number of persons who can attend the largest events. The request for revised marketing includes the following:

Private Tours & Tastings by Appointment: A maximum of 48 persons per day.  
Food & Wine Luncheons/Dinners: Up to 5 per week with a maximum of 24 persons each  
Cultural Events Wine Tasting: Up to 10 per year with a maximum of 24 persons average  
Wine Club Events/Release: Up to 5 per year with a maximum of 125 persons each  
Auction-related Events: Up to 2 per year with a maximum of 500 persons each

As stated, the larger events do not change from the current use permit as approved. The main revision to the winery marketing plan is the addition of more food and wine pairing events and the addition of cultural events with wine tasting. This is consistent with our goal of making the wine tasting experience a focused experience and one oriented to smaller groups because we feel this dynamic works best for us.

As conditioned in the winery's existing use permit, tastings and events will continue to be held between 10:00 AM and 5:00 PM, with evening events beginning at 6:00 PM and completed by 10:00 PM or earlier. Consistent with Napa County's policies, no outdoor amplified music is allowed except as might be expressly approved as part of a "special events" permit, which is separate from the winery use permit.

We would like to hear from you if there are any questions about the upcoming hearing and our use permit modification request. You may contact Courtney Dyar or Alex Ryan at the offices of Duckhorn Wine Company at (707) 967-2025. Alternatively, our planning consultant is available to answer your questions. The planning consultant is Donna Oldford of Plans4Wine in St. Helena and she can be reached in at (707) 963-5832.

Thank you for your support over these seven years that Paraduxx Winery has been in operation. We strive to be a good neighbor and a responsible steward of the land, as is our sister winery, Duckhorn Vineyards in St. Helena. We have every intention of continuing to be a good neighbor, as well as a successful Napa Valley winery.

Sincerely,

A handwritten signature in black ink that reads "Alex Ryan". The signature is fluid and cursive, with the first name "Alex" and last name "Ryan" clearly distinguishable.

Alex Ryan  
President