Our Fettucine Prima-vera and Fettucine with Artichokes are just two of the zesty new dishes at Carlos Murphy's. There's also lasagne and two scrumptious pizzas. All with a taste straight from Italy. And priced so you won't have to fork out lots of dough.



244 Northwestern High Southfield, 352-6330 30140 Van Dyke Warren, 574-9440

Gallo guards its privacy

Regular readers of this column know that the Galto Empire holds a great fascination for me, as it does most people interested in wine. Its size, its consistent quality, its marketing strategies, its adnernore to technical details — but, above all, its size. A holding tank of 1.5—million gallons in Modesto.

And its secrecy.

As a private company, Galto records are not in the public domain. This is the world of successful entrepreneurs Ernest and Jullo, winemakers and winemarketers extraordinaire.

lio, whemakers and winemarketers extraordinaire.

As a winewriter I am "exempted" from visiting its home base Modesto. "Prohibited" is the better word. All wine writers are, as writers. The wine business is, after all, a highly competitive one.

A compromise of sorts was recently worked out to help me learn more about Gallo's operations by its communications director, Dan Solomon. He agreed to meet with me and spend a half day talking wine and visiting Gallo's huge installation in Sonoma County, the former Frel Brothers Winery.

HE WOULD BE able to tell me most of what I wanted to know — about the phase of the operation — and, to help further, he brought along Paul Osteraas who for 40 years has been chief viticulturalist for all of Gallo's grapes.

The former Frei Winery has had a working relationship with Gallo since the 1940s and has been owned by it since the mid-1970s. Here 7-million gallons are processed each year using Sonoma grapes. There is a smaller quality wine producer in Napa but Sonoma is the chief for Gallo's premium varietals.

varietals.

The whites are grown at Laguna Ranch west of Santa Rosa, the reds in the Dry Creek area. Of all the grapes grown in Sonoma 31 percent go to Gallo (20 percent of all

I may be to

Richard Watson

Napa grapes and 40 percent of all Monterey and San Luls Obispo grapes go to it as well). Its live processing centers (Sonoma, Napa, Livingston, Modesto and Lodl) do only that, press and ferment grape juice. From that point on, all while is shipped for aging, bottling and finishing to Modesto. (Gallo, of course, is its own bottle maker.) It is estimated by some wine people that Gallo's total annual production is in the range of 50-million cases a year. Others say it is even more.

of 50-million cases a year. Others say it is even more.
While at the Sonoma plant my focus centered on the two top varietals it has been producing for the last couple of years, cabernet Sauvignon and chardonnay. Both are made exclusively from North Coast grapes. The chardonnay is a blead of 66-percent Sonoma grapes, 20-percent from Napa, the rest from Mendocino. All see some oak, though the intent is to produce a fresh, crisp wine of only modest complexity, with the intent that it should be drunk now. Hence no vintage duting. vintage dating.

ONE CAN ONLY speculate about the dynamics involved when Gallo decided to vintage-date a cabernet release, the 1978. All the tradition, the marketing philosophy, its image — after all, what is Gallo?

The first issue of cabernet, non-vintaged, was sold out in three months, all 40,000 case of it. This was followed by the 1978, of which a like amount was made. Both are now essentially gone from local shelves. The first was made from Sonoma grapes

and had two years in oak. The vintage-dated issue was from Alexander Valley and Dry Creek grapes and had an additional year in

Creek grapes and had an additional year in Yugoslavium oak.

The third issue, the one we now have locally, is 80 percent from the 1978 vintage and 20 percent from 1981. To my palate it is quite different from its predecessors, but all have been sound.

an nave been sound.

Contrary to the practice of many of the best winemakers in California, none of Gales wines is permitted to undergo molecute fermentation, a kind of secondary fermentation that tends to soften and temper. Ernest and Julio don't like it," was the sim-

"Ernest and Julio don't like it, was useful, ple explanation given. Touring Paul's cabernet vineyards surjected he winery was a delight. No weeds, and beautifully cordon-pruned vines, it all had an air of a farmer's land turned into a sculptured jewel. Neither would any deer nor bird attack these grapes. E and J recolded tel them. wouldn't let them.

wouldn't let them.

Gallo is perhaps the ultimate in turning the mystique of winemaking into a business operation. Through long-term contracts with growers, through quality control on intense proportion and through fair pricing, the Gallos have helped the entire industry grow into what it is today. California winemaking owes them a lot for helping to bring us out of the dark ages when wined drinking was considered sinful. They have helped teach a nation what we should have known all along.

table talk

'Sugar Baby' star helping at Bake-off

Julie Miller, who is featured in the cast of "Sugar Bables" at the Masonic Temple, will join local personalities for a Celebrity "Bake-off" Saturday at Croissant Croissant Cafe and Bay of the Colorada of Croissant Cafe in the Colorada of Croissant Cafe in the Colorada of Croissant Cafe in the Colorada of Croissant Cafe and Bay on the Colorada of Croissants, with a portion of Take-off paging to the March of Dimes. Julie Miller, who was named 1983 Atlantic Gily Entertainer of the Year, has performed in major abovernoms around the world. Her interest in food includes perfecting her very own checolate chip cookie recipe called Julie's Jewels.

o SCALLOPS OPENING

A new restaurant, Scallops of Rochester, will open Wednesday at the
the old Mariner's Ark location at 1002.

N. Main. Restaurateur Bill Werth of
Scallops in Detroit said the Rochester
location "is not the same restaurant
but it will have the same presentation." Many of the dishes will be alike,
but in Rochester there will be charbrolling instead of mesquile-woodflavor cooking for certain meant
items. Werth said there will "still be
the same type of fish, such as saims
and swordfish. We'll use our fresh dill
butter. And we'll have our steak and Str. Str Gard River (3 Biks, W. of Telegraph)



Julie Miller will visit Croissant Croissant.

Crossant.

Chateaubrand.* He added, "There will be a little bit more of a two-tier type of menu," explaining he will be fer family-style, plus fine dining. Wood and canciles enhance the decor, which has nautical touches. We're also getting an extensive wine list." Werth said. "We're marketing prime rib (at a special prices of \$7.95) which we don't in Detroit. The suburbs seem to go more for it." The resultant will be open seven days a week and include a Sunday brunch served buffet style.

— Ethel Simmona

Chamber Winds planning concert

The Detroit Chamber Winds will give a concert at 8 p.m. Friday, May 10, at Smith Theatre, Oakland Community College, Orchard Ridge campus, Farmington Hills.

served at 6:30 p.m. Tickets for the dinner and concert, \$15 per person, are available at the theater box office, 471-7700 through Friday. Concert tickets only are available at the door.

The all-brass concert by the music

who are members of the Detroit Symphony Orchestra and the Michigan Opera Theatre Orchestra, will include selections by Brit-ten, Dahl, Boehme, Gervaise, Handel, Ga-

brieli and Friederich.

G AND ENTERTAINMENT GUIDE







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