The Hard Stuff Now Includes Wine

By ERIC ASHBY

WEDNESDAY, APRIL 10, 2003

Alcohol in a few California wines reaches 17 percent.

But among California wine producers and those who follow wine closely, the wines have provoked predictable reactions. Some feel that the wines are a natural outgrowth of marketing tactics. Others decry them as a further step in the erosion of quality and integrity and the ability to evolve gracefully with age, so prized in traditional wines, that is complicated by winemakers’ place on the cutting edge of new technology, the pressures of the market, and the search for higher profit margins.

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