



WINEBUSINESS MONTHLY

The Industry's Leading Publication for Wineries and Growers

[SUBSCRIBE/RENEW](#) | [ADVERTISE](#)



TRY OUR WINEMAKING CALCULATOR!

Volume conversions, SO2 additions & more



Sleeper Cabernet Sauvignon Beckstoffer To Kalon 2019

Press Release

Beckstoffer Vineyards Sues Last Bottle for Trademark Infringement

Feb 14, 2023

(Rutherford, Calif. – Beckstoffer Vineyards has [filed a lawsuit](#) in the Northern District Federal Court in San Francisco against Last Bottle and its affiliated company Sleeper Cellars for trademark infringement. The Complaint, filed on February 11, 2023, alleges that Blicher Pierce Wagner Wine Merchants, LLC and its affiliated companies, Sleeper Cellars and Last Bottle, willfully committed trademark infringement by placing the Beckstoffer trademark on the front label of a wine without authorization.

The wine, which was bottled or labeled by Sleeper Cellars, was sold on Last Bottle in early February, and used the name "Beckstoffer To Kalon" on the front label. Seemingly acknowledging that the conduct was unlawful, Last Bottle promoted the wine stating, "There's a lot more secret stuff we CAN'T tell you about...but really, we already let the cat out of the bag when we typed "Beckstoffer To Kalon"--no doubt our legal counsel is furious...not to mention the all-powerful To Kalon Illuminati."

The Complaint further names a party as DOE 1 and alleges that DOE 1 sold the wine to Sleeper Cellars in breach of its Grape Purchase Agreement with Beckstoffer Vineyards. Once that party is identified, it will be added to the lawsuit.

Beckstoffer Vineyards' wine business counsel Daniel Reidy states: "It is puzzling why these wine companies would place these valuable and well-known trademarks on a wine label without authorization. But then to brag about the unlawfulness via a marketing promotion boggles the mind." Reidy adds, "Typically, when we see wine label infringements it is because someone got too close to a mark or missed it in a search. In those cases, we try to find a solution short of legal action. This incident does not appear to be anything of the sort, and my client had little choice but to file this lawsuit to protect its winery licensees' rights."

Andy Beckstoffer, the owner of Beckstoffer Vineyards, states: "We have worked hard over the past 50 years to ensure truthfulness and integrity to all that we do and to protect our winery licensees' rights to the Beckstoffer marks and vineyard designates. It flies in the face of our winery licensees, who invest substantial resources to buy our grapes and sell their wine. We cannot allow an unlicensed party to flaunt the law and damage our winery licensees."

beckstoffervineyards.com

MOST POPULAR

Past Week

[Step inside Mondavi Winery's splashy new Napa home](#)

Jess Lander, San Francisco Chronicle - Paywall

["He Had Insane Trust": Paul Dolan's Celebration of Life Sendoff in Mendocino](#)

WineBusiness News

[The World's Most Expensive Sauvignon Blanc](#)

wine-searcher

[State of the Art in E-Commerce: How Experts Sell More Wine](#)

Wine Business News

[UC Powdery Mildew Fungicide Field Trial Results](#)

WineBusiness News

[Wine and the Curse of the Inverted Yield Curve](#)

Mike Veseth

WINEJOBS

Most Recent

[View all 1097 Jobs](#)

[Cellar Team, Raymond Vineyards](#)

6 hours ago | St. Helena, Ca

[Advanced Controls Technician, E &...](#)

7 hours ago | Modesto, Ca

[International Seasonal Intern - Cel...](#)

7 hours ago | Windsor, Ca

[Division Sales Manager - New Eng...](#)

7 hours ago | Boston, Ma

[Cellar Assistant, Bending Branch ...](#)

yesterday at 7:26pm | Comfort, Tx

[Winemaker, Smoke On The Water](#)

yesterday at 10:32am | Coleraine, Mn

[Electrician Iii, Ste. Michelle Wine E...](#)

yesterday at 9:58am | Paterson, Wa

[ALL LISTINGS](#)

[POST A JOB](#)

Beckstoffer Vineyards

ABOUT BECKSTOFFER VINEYARDS

Named "Napa's most powerful grape grower" by both the Wall Street Journal and Wine Spectator, Beckstoffer Vineyards was founded in 1970. Beckstoffer Vineyards is firmly rooted in the soil of Northern California's wine country, with Andy Beckstoffer playing an integral role in the evolution of the wine grape industry since 1970. Beckstoffer Vineyards' goal is to produce the highest quality grapes in Northern California that form the foundation of exceptional wines, as well as a passion for the preservation of the land and viticultural expertise.

Companies mentioned in this article:

Beckstoffer Vineyards

Rutherford, CA

beckstoffervineyards.com

More from Beckstoffer Vineyards

[Beckstoffer Vineyards promoted David J. Michul to President and Chief Operating Officer](#)

People News – Feb 22, 2021

[CAWG Honors Andy Beckstoffer as Grower of the Year](#)

People News – Jul 2, 2015

[Andy and Betty Beckstoffer Awarded 2014 Acre by Acre Award By Land Trust of Napa County](#)

People News – Jun 23, 2014

[Beckstoffer Vineyards Announces New Corporate Structure](#)

WineBusiness Daily News – Aug 2, 2023

[Famed Winemaker Tor Kenward Is Set For a Docuseries About His Life In Napa Valley](#)

WineBusiness Daily News – Jun 7, 2023

Blicker-Pierce-Wagner Wine Merchants (dba www.bpwine.com)

St. Helena, CA

bpwine.com

C Milan Communications

San Francisco, CA

cmilancomm.com

More from C Milan Communications

[Beckstoffer Vineyards Announces New Corporate Structure](#)

WineBusiness Daily News – Aug 2, 2023

[Signorello Estate Appoints Kimberli Rogers as National Sales Manager-West](#)

WineBusiness Daily News – Aug 2, 2023

[Trefethen Family Vineyards Launches Take Off With Trefethen, A New Tasting Experience For Newcomers to Wine](#)

WineBusiness Daily News – May 25, 2023

[Beckstoffer Vineyards Acquires Two Fischer Under-Vine Mowers](#)

WineBusiness Daily News – Apr 18, 2023

[The Iconic Bella Oaks Vineyard in Rutherford, Napa Valley Celebrates The 50th Anniversary Of Its Planting](#)

WineBusiness Daily News – Apr 18, 2023

Last Bottle Wines

Napa, CA

lastbottlewines.com

More from Last Bottle Wines

[World's Largest 2-Day Online Wine Sale Featuring Over 700 Wines -- Marathon Madness!](#)

Vendor News – Mar 30, 2020

[Bounty Hunter's Blake Van Treese Joins Last Bottle Wines](#)

People News – Aug 30, 2018

[Last Bubbles to Launch as the World's First All-Sparkling Daily Wine Deal Site](#)

WineBusiness Daily News – Oct 27, 2022

WINE BUSINESS

The Homepage for the Wine Industry

