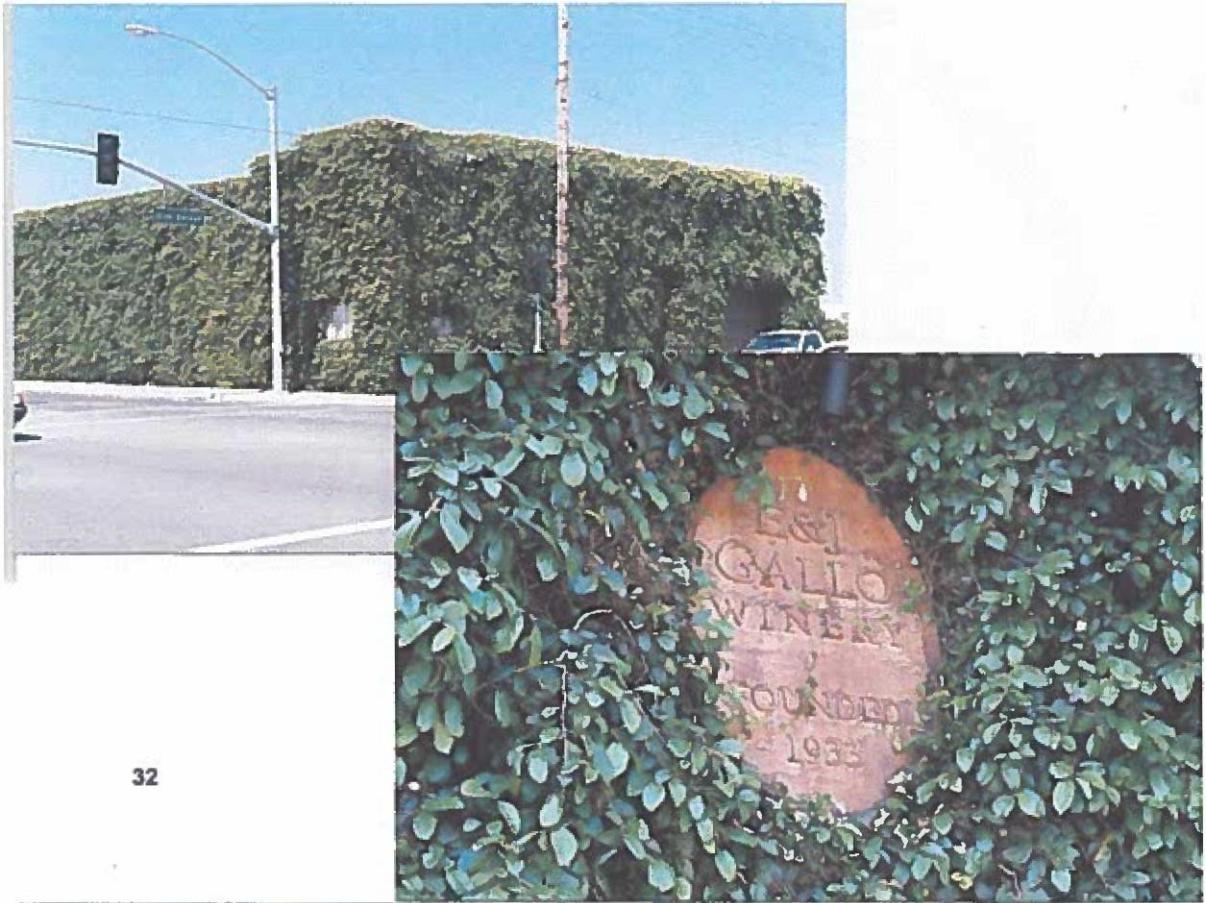


## 21. GALLO FOUNDERS BUILDING 401 11<sup>th</sup> Street (1928)



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**Landmark Preservation Commission Resolution:** November 15, 1993  
**Designated by City Council:** March 22, 1994

**Description:** This rectangular, flat-roofed warehouse building is completely covered with vines. The building is clad in stucco and steps up to its primary 11th Street facade. The facade features a large, rolling metal door as well as a metal-clad main door. Windows are non-original, metal sliders. A plaque reading "E & J Gallo Winery Founded 1933" hangs over the entry door.

**Historic Significance:** This warehouse is the original site of the E & J Gallo Winery. It was built by the Beard Land and Investment Company and was leased to the Gallo Brothers for \$60 in 1928. It was not until 1940 that the Gallo name appeared on a bottle of wine. However, once started, the winery grew with phenomenal speed. Julio Gallo took charge of production, while Ernest managed sales and marketing. "I'll sell all you can make," Ernest is quoted as saying to Julio, who replied, "I'll make all you can sell." This kind of family cooperation has continued through the years, making Gallo the largest winery in the world.