

ATHERTON'S ICONS

Celebrating Atherton's 100th Birthday

The Beltramo's



Giovanni (*John*) Beltramo's story is not one of a wealthy businessman from San Francisco with a "summer home" in Atherton... but a story of an immigrant from Italy who was only 20 years old when he came to work in the vineyards of John T. Doyle in Atherton. He knew no English, but encouraged by his cousin, he packed his clothes and cuttings of Italian vines like: Barbra, Bonardo, Freisa, Grignolino, and Nebbiola varieties, to plant, and settled in Atherton California.



He was a generous man and was known to welcome new Italian arrivals at his "boarding house" with plenty of good food and wine. However, as a father of 3 daughters, his strict code of ethical conduct demanded that anyone caught talking to one of his daughters would be removed from the house immediately! John went on to establish one of the most popular retail Wine and Spirits stores in the Bay Area in 1906. He carefully located it exactly 1 and 1/2 miles north of Stanford University's campus to be outside of Jane and Leland Stanfords' "dry zone" that they established for their students making it illegal to sell liquor near the University. "Beltramo's Fine Wines and Spirits" lasted 125 years!



Beltramo storefront, circa 1941. Photo courtesy Beltramo family to Palo Alto Online

Source: Under the Oaks by Pamela Gullard & Nancy Lund and the Atherton Heritage Association



Save the date! Atherton's Centennial Celebration will be on September 24, 2023 at Town Center.