



# Press Release

For Immediate Release  
Contact: Tom Hogue (202) 453-2180

January 20, 2016  
FY-16-07

## Proposed Establishment of the “Willcox” Viticultural Area

Washington, D.C. — The Alcohol and Tobacco Tax and Trade Bureau will publish a notice of proposed rulemaking in the Federal Register on Thursday, January 21, 2016, proposing to establish the approximately 526,000-acre “Willcox” American viticultural area in portions of Graham and Cochise Counties in Arizona. The proposed viticultural area is not located within any established viticultural area.

TTB is making this proposal in response to a petition filed by a local wine industry member on behalf of local vineyard and winery owners. TTB designates viticultural areas to allow vintners to better describe the origin of their wines and to allow consumers to better identify wines they may purchase.

You may submit comments on this proposal and view copies of the proposed rule, selected supporting materials, and any comments TTB receives about this proposal at the “Regulations.gov” website (<http://www.regulations.gov>) within Docket No. TTB-2016-0002. A link to that docket is posted on the TTB website at <http://www.ttb.gov/wine/wine-rulemaking.shtml> under Notice No. 157.

Alternatively, written comments may be submitted to one of these addresses:

- U.S. Mail: Director, Regulations and Rulings Division, Alcohol and Tobacco Tax and Trade Bureau, 1310 G Street NW., Box 12, Washington, DC 20005; or
- Hand delivery/courier in lieu of mail: Alcohol and Tobacco Tax and Trade Bureau, 1310 G Street, NW., Suite 400, Washington, DC 20005.

Comments on this proposal must be received on or before March 21, 2016.

#####