



# Press Release

For Immediate Release  
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May 2, 2016  
FY-16-13

## **Proposed Establishment of the “Appalachian High Country” 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 Tuesday, May 3, 2016, proposing to establish the approximately 2,400-square mile “Appalachian High Country” American viticultural area in all or portions of Alleghany, Ashe, Avery, Mitchell, and Watauga Counties in North Carolina, Carter and Johnson Counties in Tennessee, and Grayson County in Virginia. 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 a local association of 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 (<https://www.regulations.gov>) within Docket No. TTB-2016-0003. A link to that docket is posted on the TTB website at <https://www.ttb.gov/wine/wine-rulemaking.shtml> under Notice No. 158.

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 July 5, 2016.

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