



Press Release

For Immediate Release
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TTB Solicits Public Comment on Proposed Changes to Regulations Affecting the Use of American Viticultural Area Names as Appellations of Origin on Wine Labels

Washington, D.C. — On February 9, 2015, the Alcohol and Tobacco Tax and Trade Bureau (TTB) will publish a proposed rule in Federal Register that would allow wines labeled with an American Viticultural Area (AVA) name as an appellation of origin to be fully finished in any State adjacent to the State in which the AVA is located. Current TTB regulations require a wine labeled with an AVA name as an appellation of origin to be fully finished within the State in which the labeled AVA is located.

The proposal would provide greater flexibility in wine production and labeling while still ensuring that consumers are provided with adequate information as to the identity of the wines they purchase. TTB permits the use of viticultural area names as appellations of origin on wine labels so that vintners may better describe the origin of their wines and consumers may better identify the wines they may purchase.

TTB is issuing this proposed regulation in response to requests from wine industry members with operations in northeastern Oregon and southeastern Washington.

You may view the proposed rule and any comments TTB receives, as well as submit comments, at the "Regulations.gov" website (<http://www.regulations.gov>) within Docket TTB-2015-0003. A link to that docket is posted on the TTB website at <http://www.ttb.gov/wine/wine-rulemaking/shtml> under Notice No. 147. Please see Notice No. 147 for information on alternative methods for submitting comments.

Comments on this proposal must be received on or before April 10, 2015.

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