



For Immediate Release  
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FY-16-22

## Proposed Establishment of the “Cape May Peninsula” Viticultural Area

Washington, D.C. — The Alcohol and Tobacco Tax and Trade Bureau published a notice of proposed rulemaking in the Federal Register on Thursday, September 8, 2016, proposing to establish the approximately 126,635-acre “Cape May Peninsula” American viticultural area in Cape May and Cumberland Counties in New Jersey. The proposed viticultural area is located entirely within the established Outer Coastal Plain 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-2016-0007](#). A link to that docket is posted on the TTB website at <https://www.ttb.gov/wine/wine-rulemaking.shtml> under Notice No. 161.

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 November 7, 2016.

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