



Department of the Treasury

Alcohol and Tobacco Tax and Trade Bureau



Press Release

For Immediate Release
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TTB Expands the Willamette Valley Viticultural Area

Washington, D.C. — On Thursday, March 3, 2016, the Alcohol and Tobacco Tax and Trade Bureau (TTB) will publish a final rule in Federal Register expanding the 5,360-square mile “Willamette Valley” American viticultural area (27 CFR 9.90) in northwestern Oregon by approximately 29 square miles. The expansion adds two vineyards totaling 508 acres to the viticultural area.

TTB is issuing this regulation in response to a petition submitted by a local wine industry member. 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.

This final rule is effective on April 4, 2016. The public may view the rulemaking record for the expansion of the Willamette Valley viticultural area on the “Regulations.gov” website (<http://www.regulations.gov>) within Docket No. TTB-2015-0008. Copies of the relevant rulemaking documents and a link to the Regulations.gov docket may be found on the TTB website at <http://www.ttb.gov>.

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