



Department of the Treasury

Alcohol and Tobacco Tax and Trade Bureau

TTB

Press Release

For Immediate Release
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TTB Establishes the “Champlain Valley of New York” Viticultural Area

Washington, D.C. — On Monday, August 22, 2016, the Alcohol and Tobacco Tax and Trade Bureau (TTB) will publish a final rule in Federal Register establishing the 500-square mile “Champlain Valley of New York” American viticultural area (27 CFR 9.258) in Clinton and Essex Counties in upstate New York. This new viticultural area is not located within any other viticultural area.

TTB is issuing this regulation in response to a petition submitted on behalf of the Lake Champlain Grape Growers Association. 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 will be effective on September 21, 2016. The public may view the relevant rulemaking documents and the public comments received regarding the Champlain Valley of New York viticultural area on the “Regulations.gov” website (<https://www.regulations.gov>) within Docket No. TTB-2015-0010. A link to this Regulations.gov docket may be found on the TTB website (<https://www.ttb.gov>).

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