



Department of the Treasury

Alcohol and Tobacco Tax and Trade Bureau



# Press Release

For Immediate Release  
Contact: Tom Hogue (202) 453-2180

March 02, 2016  
FY-16-10

## **TTB Establishes the Loess Hills District 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 establishing the 12,897-square mile “Loess Hills District” American viticultural area (27 CFR 9.255), in western Iowa and northwestern Missouri. The Loess Hills District 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 Western Iowa Grape Growers Association and the Golden Hills Resource Conservation and Development organization. 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 Loess Hills District viticultural area on the “Regulations.gov” website (<http://www.regulations.gov>) within Docket No. TTB-2015-0009. 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>.

####