



AMERICAN WINES

A fine wine distributor

SOUTHERN CALIFORNIA

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Director, Regulations and Rulings Division
Alcohol and Tobacco Tax and Trade Bureau
ATTN: Notice No. 55
P.O. Box 14412
Washington D.C. 20044-44125

REF: TTB Notice No. 55- Proposed Saddle Rock-Malibu Viticultural Area

To Whom It May Concern:

I am writing this letter in response to the proposed Saddle Rock Malibu viticultural area. As Director of Sales Administration for American Wines, I know how important it is for a winery to be able to distinguish their wines from others. This also enables the consumer to better make informed decisions regarding the style and quality of the wines they purchase. I believe that the wines from the Saddle-Rock Malibu area show a uniqueness that helps set them apart from other quality wine producing areas. I think that the area definitely warrants its own AVA.

Thank you.

Sincerely,

Ben Swenson
Director of Sales Administration
American Wines