

Grill Concepts, Inc.

The Grill on the Alley

Daily Grill

BOB SPIVAK
President
Chief Executive Officer

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 Viticulture Area

To Whom It May Concern:

I am writing to urge you to support the proposed AVA for Saddle Rock-Malibu. Saddle Rock-Malibu is the largest commercially producing vineyard in the Malibu area. In addition they are producing an outstanding product. In my opinion the quality of their product is due to the unique soil, elevation and coastal weather. This is unlike any other growing region in the area. It is very important, within the viticulture industry to display the geographical area to which their fruit is grown. My company owns 25 restaurants, all serving wine, therefore know the importance of fine wines grown from this region.

We are big supporters of these wines and would welcome discussing this matter further is necessary.

Sincerely,

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