



For Immediate Release
Contact: Tom Hogue (202) 453-2134

April 3, 2013
FY-13-07

TTB Proposes Establishment of Two New Viticultural Areas in Lake County, California

Washington, D.C. — The Alcohol and Tobacco Tax and Trade Bureau will publish a notice of proposed rulemaking in the Federal Register on Friday, April 5, 2013 proposing to establish the 11,000-acre “Big Valley District–Lake County” and the 9,100-acre “Kelsey Bench–Lake County” American viticultural areas, both in Lake County, California. Additionally, the notice proposes to modify the boundary of the established 31,250-acre “Red Hills Lake County” viticultural area, increasing its size by 7 acres, in order to align its border with that of the proposed Kelsey Bench–Lake County viticultural area. The two proposed viticultural areas and the one established viticultural area are entirely within the existing Clear Lake viticultural area, which, in turn, is within the larger, multicounty North Coast viticultural area. TTB is making this proposal in response to petitions filed on behalf of local vintners and grape growers. 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.

You may submit comments on this proposal and view copies of the proposed rule, selected supporting materials, and any comments TTB receives about this proposal at the “Regulations.gov” website (<http://www.regulations.gov>) within Docket No. TTB–2013–0003. A link to that docket is posted on the TTB website at <http://www.ttb.gov/wine/wine-rulemaking.shtml> under Notice No. 134.

Alternatively, written comments may be submitted to one of these addresses:

- U.S. Mail: Director, Regulations and Rulings Division, Alcohol and Tobacco Tax and Trade Bureau, 1310 G Street NW., Box 12, Washington, DC 20005; or
- Hand delivery/courier in lieu of mail: Alcohol and Tobacco Tax and Trade Bureau, 1310 G Street, NW., Suite 200–E, Washington, DC 20005.

Comments on this proposal must be received on or before June 4, 2013.

####