



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

July 11, 2013
FY-13-15

TTB To Propose Establishment of the Upper Hiwassee Highlands Viticultural Area

Washington, D.C. — The Alcohol and Tobacco Tax and Trade Bureau (TTB) will publish a notice of proposed rulemaking in the Federal Register on Friday, July 12, 2013 proposing to establish the approximately 692-square mile “Upper Hiwassee Highlands” viticultural area in Cherokee and Clay Counties, North Carolina, and Towns, Union and Fannin Counties, Georgia. The proposed viticultural area is not within, nor does it contain, any existing viticultural area. TTB is making this proposal in response to a petition filed on behalf of local wine industry members. 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-2013-0008. A link to that docket is posted on the TTB website at <http://www.ttb.gov/wine/wine-rulemaking.shtml> under Notice No. 139.

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 September 10, 2013.

####