



Press Release

For Immediate Release
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TTB Establishes Four New Viticultural Areas in California

Washington, D.C. — On Wednesday, October 2, 2013, the Alcohol and Tobacco Tax and Trade Bureau will publish three final rules in Federal Register establishing four new American viticultural areas and modifying one existing viticultural area in California. TTB is issuing these regulations in response to petitions from 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.

The three final rules and the viticultural areas they concern are:

- T.D. TTB-116, Establishment of the Ballard Canyon Viticultural Area. This final rule establishes the 7,800-acre “Ballard Canyon” viticultural area in Santa Barbara County, California. This new viticultural area, codified at 27 CFR 9.230, is entirely within the existing Santa Ynez Valley and Central Coast viticultural areas.
- T.D. TTB-117, Establishment of the Moon Mountain District Sonoma County Viticultural Area. This final rule establishes the 17,633-acre “Moon Mountain District Sonoma County” viticultural area. Codified at 27 CFR 9.231, this new Sonoma County, California viticultural area is entirely within the existing Sonoma Valley and North Coast viticultural areas.
- T.D. TTB-118, Establishment of the Big Valley District-Lake County and the Kelsey Bench-Lake County Viticultural Areas and the Modification of the Red Hills Lake County Viticultural Area. This final rule establishes the 11,000-acre “Big Valley District-Lake County” and the 9,100-acre “Kelsey Bench-Lake County” viticultural areas, which are codified, respectively, at 27 CFR 9.232 and 9.233. This final rule also makes a minor boundary change to the existing Red Hills Lake County viticultural area. All three of these Lake County, California viticultural areas are within the Clear Lake and North Coast viticultural areas.

All three of these final rules are effective on November 1, 2013. The public may view the rulemaking record for these three regulations on the “Regulations.gov” website at <http://www.regulations.gov>. Copies of the relevant regulatory documents and a link to each final rule’s Regulations.gov rulemaking docket may be found on the TTB website at <http://www.ttb.gov>.

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