



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

July 8, 2013
FY-13-14

Proposed Establishment of the Malibu Coast Viticultural Area

Washington, D.C. — On July 8, 2013, the Alcohol and Tobacco Tax and Trade Bureau published a notice of proposed rulemaking in the Federal Register proposing to establish the “Malibu Coast” American viticultural area in portions of Los Angeles and Ventura Counties in southern California. The proposed viticultural area, if established, would include the existing Malibu–Newton Canyon (27 CFR 9.152) and Saddle Rock–Malibu (27 CFR 9.203) viticultural areas. TTB is making this proposal in response to a petition 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–2013–0007. A link to that docket is posted on the TTB website at <http://www.ttb.gov/wine/wine-rulemaking.shtml> under [Notice No. 138](#).

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 6, 2013.

####