



For Immediate Release
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FY-13-16

Public Comment Sought on Proposed Establishment of Eleven Viticultural Areas within the Paso Robles 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, September 20, 2013, proposing to establish eleven new American viticultural areas within the existing 612,000-acre Paso Robles viticultural area in northern San Luis Obispo County, California. The eleven new viticultural areas would be named: Adelaida District, Creston District, El Pomar District, Paso Robles Estrella District, Paso Robles Geneseo District, Paso Robles Highlands District, Paso Robles Willow Creek District, San Juan Creek, San Miguel District, Santa Margarita Ranch, and Templeton Gap District.

TTB is issuing this proposal in response to 11 petitions submitted simultaneously by the Paso Robles American Viticultural Area Committee, a local wine industry group whose 59 members cumulatively own or manage over 10,000 acres of vineyards within the eleven proposed viticultural areas. 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.

Comments on the proposed viticultural areas may be submitted, and copies of the proposed rule, the petitions and other supporting materials, and any comments TTB receives about the proposal may be viewed, at the "Regulations.gov" website (<http://www.regulations.gov>) within Docket No. TTB-2013-0009. A link to that docket is posted on the TTB website at <http://www.ttb.gov/wine/wine-rulemaking.shtml> under Notice No. 140.

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 proposed rule must be received on or before January 21, 2014.

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