



Department of the Treasury

Alcohol and Tobacco Tax and Trade Bureau



Press Release

For Immediate Release
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July 31, 2014
FY-14-8

TTB Establishes the Manton Valley Viticultural Area

Washington, D.C. — On Friday, August 1, 2014, the Alcohol and Tobacco Tax and Trade Bureau (TTB) will publish a final rule in Federal Register establishing the approximately 11,178-acre “Manton Valley” American viticultural area in portions of Shasta and Tehama Counties in northern California. The Manton Valley viticultural area does not contain or overlap any existing viticultural area.

TTB is issuing this regulation in response to a petition 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.

This final rule is effective on September 2, 2014. The public may view the rulemaking record for the Manton Valley viticultural area on the “Regulations.gov” website (<http://www.regulations.gov>) within [Docket No. TTB-2014-0001](#). Copies of the relevant rulemaking documents and a link to the Regulations.gov docket may be found on the TTB website at <http://www.ttb.gov>.

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