



Press Release

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

August 6, 2014
FY-14-9

Proposed Expansion of the Sta. Rita Hills Viticultural Area

Washington, D.C. — The Alcohol and Tobacco Tax and Trade Bureau will publish a notice of proposed rulemaking in the Federal Register on Thursday, August 7, 2014, proposing to expand the existing 33,380-acre “Sta. Rita Hills” American viticultural area in Santa Barbara County, California, by approximately 2,296 acres. The existing Sta. Rita Hills viticultural area and the proposed expansion are located entirely within the established Santa Ynez Valley and Central Coast viticultural areas. TTB is making this proposal in response to a petition filed on behalf of several 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-2014-0007. A link to that docket is posted on the TTB website at <http://www.ttb.gov/wine/wine-rulemaking.shtml> under Notice No. 145.

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 October 6, 2014.

UPDATE: [Notice No. 145A](#) has extended the comment period for this proposal for an additional 60 days. Comments on the proposed expansion of the Sta. Rita Hills viticultural area are now due by December 5, 2014.

#####