



Press Release

For Immediate Release
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FY-14-5

Proposed Expansion of the Fair Play 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 Tuesday, June 17, 2014, proposing to expand the existing “Fair Play” American viticultural area in El Dorado County, California, by approximately 1,200 acres. The existing Fair Play viticultural area and the proposed expansion are located within the El Dorado and Sierra Foothills viticultural areas. TTB is making this proposal in response to a petition filed by the owners of a local vineyard and winery. 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-2014-0005. A link to that docket is posted on the TTB website at <http://www.ttb.gov/wine/wine-rulemaking.shtml> under Notice No. 143.

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 August 18, 2014.

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