



Department of the Treasury

Alcohol and Tobacco Tax and Trade Bureau



Press Release

For Immediate Release
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TTB Expands the Fair Play Viticultural Area

Washington, D.C. — On Tuesday, January 6, 2015, the Alcohol and Tobacco Tax and Trade Bureau (TTB) will publish a final rule in Federal Register expanding the existing 33-square mile “Fair Play” American viticultural area (27 CFR 9.168), located in El Dorado County, California, by approximately 2 square miles. The expanded Fair Play viticultural area is located entirely within the El Dorado viticultural area (27 CFR 9.61), which, in turn, is within the multi-county Sierra Foothills viticultural area (27 CFR 9.120).

TTB is issuing this regulation in response to a petition from a local vineyard owner. 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 February 5, 2015. The public may view the rulemaking record for the Fair Play viticultural area expansion on the “Regulations.gov” website (<http://www.regulations.gov>) within [Docket No. TTB-2014-0005](#). 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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