



Department of the Treasury

Alcohol and Tobacco Tax and Trade Bureau



Press Release

For Immediate Release
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TTB Establishes “The Rocks District of Milton–Freewater” Viticultural Area

Washington, D.C. — On February 9, 2015, the Alcohol and Tobacco Tax and Trade Bureau (TTB) will publish a final rule in Federal Register establishing the 3,770-acre “The Rocks District of Milton–Freewater” American viticultural area (27 CFR 9.249). Located in Umatilla County, Oregon, The Rocks District of Milton–Freewater viticultural area is entirely within the Walla Walla Valley viticultural area (27 CFR 9.91), which, in turn, is within the Columbia Valley viticultural area (27 CFR 9.74).

TTB is issuing this regulation in response to a petition filed on behalf of local vineyard and winery owners. 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 March 11, 2015. The public may view the rulemaking record for The Rocks District of Milton–Freewater viticultural area on the “Regulations.gov” website (<http://www.regulations.gov>) within Docket No. TTB-2014-0003. 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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