



For Immediate Release  
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FY-17-02

## Proposed Establishment of the “Petaluma Gap” 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 Friday, October 28, 2016, proposing to establish the approximately 202,476-acre “Petaluma Gap” American viticultural area in Sonoma and Marin Counties in California. TTB is also proposing to expand the boundary of the approximately 3 million-acre established North Coast viticultural area by 28,077 acres to eliminate what would otherwise be a partial overlap with the proposed Petaluma Gap viticultural area. The Sonoma County portion of the proposed viticultural area is located within the established Sonoma Coast viticultural area, but TTB is not proposing to expand the established viticultural area to include the Marin County portion of the proposed viticultural area.

TTB is making this proposal in response to a petition filed by the Petaluma Gap Winegrowers Alliance 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.

After the proposed rule is published, 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 (<https://www.regulations.gov>) within Docket No. TTB-2016-0009. A link to that docket is posted on the TTB website at <https://www.ttb.gov/wine/wine-rulemaking.shtml> under Notice No. 163.

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 400, Washington, DC 20005.

Comments on this proposal must be received on or before December 27, 2016.

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