



Press Release

For Immediate Release

January 16, 2013

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FY-13-02

Proposed Establishment of the Ballard Canyon Viticultural Area

Washington, D.C. — The Alcohol and Tobacco Tax and Trade Bureau published a notice of proposed rulemaking in the Federal Register on January 16, 2013, proposing to establish the 7,800-acre “Ballard Canyon” American viticultural area in Santa Barbara County, California. The proposed viticultural area lies entirely within the existing Santa Ynez Valley viticultural area and the multicounty Central Coast viticultural area. TTB is making this proposal in response to a petition filed on behalf of local vintners and grape growers. 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” (<http://www.regulations.gov>) within Docket No. TTB-2013-0001. A link to that docket is posted on the TTB website at <http://www.ttb.gov/wine/wine-rulemaking.shtml> under Notice No. 132.

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 March 18, 2013.

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