



For Immediate Release  
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## **Establishment of the Indiana Uplands Viticultural Area and Modification of the Ohio River Valley Viticultural Area**

Washington, D.C. — On February 5, 2013, the Alcohol and Tobacco Tax and Trade Bureau will publish a final rule in the Federal Register establishing the 4,800-square mile “Indiana Uplands” American viticultural area in all or portions of 19 counties in south-central Indiana. TTB is issuing this regulation in response to a petition filed on behalf of local vintners and grape growers; the regulation will be codified in title 27 of the Code of Federal Regulations at 27 CFR 9.228. 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 also modifies the boundary of the existing 26,000-square mile “Ohio River Valley” viticultural area (see 27 CFR 9.78) to eliminate any overlap with the Indiana Uplands viticultural area. The modification decreases the size of the Ohio River Valley viticultural area by approximately 1,530 square miles. For wines made from grapes grown within the new Indiana Uplands viticultural area and currently using Ohio River Valley as an appellation of origin, TTB is allowing a two year transition period for wineries to use up their existing label stock. TTB notes that wine eligible to use the Ohio River Valley viticultural area name under its new, modified boundary will not be affected by this final rule or the two-year labeling transition period.

This final rule is effective on March 7, 2013. Beginning on February 5, 2013, you may view the rulemaking record for this final rule on the “Regulations.gov” website (<http://www.regulations.gov>) within Docket No. TTB-2012-0004. Copies of the relevant regulatory documents and a link to the Regulations.gov docket also may be found on the TTB website (<http://www.ttb.gov>).

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