



Department of the Treasury

Alcohol and Tobacco Tax and Trade Bureau



Press Release

For Immediate Release
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TTB Establishes the Los Olivos District Viticultural Area

Washington, D.C. — On Thursday, January 21, 2016, the Alcohol and Tobacco Tax and Trade Bureau (TTB) will publish a final rule in Federal Register establishing the 22,820-acre “Los Olivos District” American viticultural area (27 CFR 9.253), located in Santa Barbara County, California. The Los Olivos District viticultural area is also located entirely within the established Santa Ynez Valley and Central Coast viticultural areas.

TTB is issuing this regulation in response to a petition submitted by a local vintner. 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 22, 2016. The public may view the rulemaking record for the Los Olivos District viticultural area on the “Regulations.gov” website (<http://www.regulations.gov>) within Docket No. TTB-2015-0004. 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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