



Department of the Treasury

Alcohol and Tobacco Tax and Trade Bureau



# Press Release

For Immediate Release  
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## **TTB Establishes the Lamorinda Viticultural Area**

Washington, D.C. — On Wednesday, February 24, 2016, the Alcohol and Tobacco Tax and Trade Bureau (TTB) will publish a final rule in Federal Register establishing the 29,369-acre “Lamorinda” American viticultural area (27 CFR 9.254), in Contra Costa County, California. The Lamorinda viticultural area is also located entirely within the established San Francisco Bay and Central Coast viticultural areas.

TTB is issuing this regulation in response to a petition submitted on behalf of local wine industry members. 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 25, 2016. The public may view the rulemaking record for the Lamorinda viticultural area on the “Regulations.gov” website (<http://www.regulations.gov>) within Docket No. TTB-2015-0007. 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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