



Department of the Treasury

Alcohol and Tobacco Tax and Trade Bureau



Press Release

For Immediate Release
Contact: Tom Hogue (202) 453-2180

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TTB Establishes the “Willcox” Viticultural Area

Washington, D.C. — On September 12, 2016, the Alcohol and Tobacco Tax and Trade Bureau (TTB) published a [final rule](#) in Federal Register establishing the 526,000-acre “Willcox” American viticultural area (27 CFR 9.259) in Graham and Cochise Counties in southeastern Arizona. This new viticultural area is not located within any other viticultural area.

TTB is issuing this regulation in response to a petition submitted 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.

This final rule will be effective on October 12, 2016. The public may view the relevant rulemaking documents and the public comments received regarding the Willcox viticultural area on the “Regulations.gov” website (<https://www.regulations.gov>) within Docket No. TTB-2016-0002. A link to this Regulations.gov docket may be found on the TTB website (<https://www.ttb.gov>).

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