



Department of the Treasury

Alcohol and Tobacco Tax and Trade Bureau



Press Release

For Immediate Release  
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November 16, 2016  
FY-17-04

## **TTB Issues Proposed Rule Regarding Addition of New Grape Variety Names for American Wines**

Washington, D.C. —On November 17, 2016, the Alcohol and Tobacco Tax and Trade Bureau (TTB) published a notice of proposed rulemaking (Notice No. 165) in the Federal Register to amend its wine labeling regulations by adding a number of new names to the list of grape variety names approved for use in designating American wines. TTB also proposes to remove one existing entry and replace it with a slightly different name, and to correct the spelling of another existing entry.

Grape varietal names are regulated to protect consumers from deceptive labeling. The proposed amendments will allow wine bottlers greater flexibility and provide consumers with more information while still protecting them from deception.

After the publication of Notice No. 165, you may submit comments on the proposal, and view copies of the proposed rule and any comments TTB receives about it, online at the "Regulations.gov" website (<http://www.regulations.gov>) within Docket No. TTB-2016-0011. A link to that docket will be posted on the TTB website at <https://www.ttb.gov/wine/wine-rulemaking.shtml> under Notice No. 165. Please see Notice No. 165 for information on alternative methods for submitting comments.

Comments on this proposal must be received on or before January 17, 2017.

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