



Department of the Treasury

Alcohol and Tobacco Tax and Trade Bureau



Press Release

For Immediate Release
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TTB Establishes the “Appalachian High Country” Viticultural Area

Washington, D.C. — On Thursday, October 27, 2016, the Alcohol and Tobacco Tax and Trade Bureau (TTB) will publish a final rule in Federal Register establishing the approximately 2,400-square mile “Appalachian High Country” American viticultural area (27 CFR 9.260) in all or portions of Alleghany, Ashe, Avery, Mitchell, and Watauga Counties in North Carolina, Carter and Johnson Counties in Tennessee, and Grayson County in Virginia. This new viticultural area is not located within any other viticultural area.

TTB is issuing this regulation in response to a petition submitted by a local wine industry member 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 November 28, 2016. The public may view the relevant rulemaking documents and the public comments received regarding the Appalachian High Country viticultural area on the “Regulations.gov” website (<https://www.regulations.gov>) within [Docket No. TTB-2016-0003](#). A link to this Regulations.gov docket may be found on the TTB website (<https://www.ttb.gov>).

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