



Department of the Treasury

Alcohol and Tobacco Tax and Trade Bureau



Press Release

For Immediate Release
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TTB Establishes the “Tip of the Mitt” Viticultural Area

Washington, D.C. — On Thursday, July 21, 2016, the Alcohol and Tobacco Tax and Trade Bureau (TTB) will publish a final rule in Federal Register establishing the 2,760-square mile “Tip of the Mitt” American viticultural area (27 CFR 9.257) in the northern portion of Michigan’s Lower Peninsula. This new viticultural area is not located within any other viticultural area.

TTB is issuing this regulation in response to a petition submitted by the Straits Area Grape Growers Association on behalf of local winery and vineyard 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 August 22, 2016. The public may view the relevant rulemaking documents and the public comments received regarding the Tip of the Mitt viticultural area on the “Regulations.gov” website (<https://www.regulations.gov>) within Docket No. TTB-2015-0011. A link to this Regulations.gov docket may be found on the TTB website (<https://www.ttb.gov>).

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