



Department of the Treasury

Alcohol and Tobacco Tax and Trade Bureau



Press Release

For Immediate Release
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TTB Expands the Sta. Rita Hills Viticultural Area

Washington, D.C. — On Monday, August 22, 2016, the Alcohol and Tobacco Tax and Trade Bureau (TTB) will publish a final rule in Federal Register expanding the 33,380-acre “Sta. Rita Hills” American viticultural area (27 CFR 9.162) in Santa Barbara County, California, by approximately 2,296 acres. The established viticultural area and the expansion area are both located entirely within the established Santa Ynez Valley and Central Coast viticultural areas. The expansion adds three vineyards to the viticultural area, including two vineyards that were split by the original boundaries of the Sta. Rita Hills viticultural area.

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 September 21, 2016. The public may view the rulemaking record for the expansion of the Sta. Rita Hills viticultural area on the “Regulations.gov” website (<http://www.regulations.gov>) within Docket No. TTB-2014-0007. Copies of the relevant rulemaking documents and a link to the Regulations.gov docket may be found on the TTB website at <https://www.ttb.gov>.

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