

## **CHAPTER 4 GEOGRAPHIC BRAND NAMES**

### **1. GENERAL RULES**

- BRAND NAME OF VITICULTURAL SIGNIFICANCE (27 CFR 4.39(i))
  - A brand name of viticultural significance may not be used unless the wine meets the appellation of origin requirements for the geographic area named or unless the brand name is “grandfathered” and meets the requirements described below.
- “GRANDFATHERED” BRAND NAME OF VITICULTURAL SIGNIFICANCE
  - A brand name of viticultural significance is “grandfathered” if it was used on a certificate of label approval (COLA) issued prior to July 7, 1986.
- VITICULTURAL SIGNIFICANCE

A brand name has viticultural significance if the brand name includes the name of:

- A U.S. State or foreign equivalent;
- A U.S. county or foreign equivalent;
- An approved American or foreign viticultural area; or
- A geographic area that is found to have viticultural significance by the appropriate TTB Officer, including terms of viticultural significance as set forth in 27 CFR part 9.

### **2. REQUIREMENTS FOR USE OF A BRAND NAME OF VITICULTURAL SIGNIFICANCE THAT IS NOT “GRANDFATHERED”**

- A brand name of viticultural significance that is not subject to the grandfather clause may be used ONLY if the wine meets the appellation of origin requirements for the geographic area named in the brand name. See 27 CFR 4.25 for appellation of origin requirements. See 27 CFR part 9 for American Viticultural Areas.

- EXAMPLES OF BRAND NAMES THAT ARE NOT “GRANDFATHERED” CHART
  - The chart below provides examples of brand names of viticultural significance that are not “grandfathered,” and the requirements for their use.

<b>BRAND NAME &amp; CLASS AND TYPE DESIGNATION</b>	<b>BRAND NAME ACCEPTABLE IF</b>
Washington Cellars Apple Wine	1) Not less than 75 percent of the volume of the wine is derived from apples grown in Washington State AND 2) The wine was fully finished (except for cellar treatment under 27 CFR 4.22(c) and blending that does not result in an alteration of class and type) in Washington State or an adjacent State AND 3) The wine conforms to the laws and regulations of Washington State governing the composition, method of manufacture, and designation of wines made in that State.
Quebec Grande Sparkling Wine	1) Not less than 75 percent of the volume of the wine is derived from grapes grown in the province of Quebec AND 2) The wine conforms to the laws and regulations of Canada governing the composition, method of production, and designation of wines available for consumption within Canada.
Sonoma Coast Royale Table Wine	1) Not less than 85 percent of the volume of the wine is derived from grapes grown in the Sonoma Coast viticultural area AND 2) The wine was fully finished (except for cellar treatment under 27 CFR 4.22(c) and blending that does not result in an alteration of class and type) in California.
Muchacha de Rioja Red Wine	1) Not less than 85 percent of the volume of the wine is derived from grapes grown in the Rioja viticultural area AND 2) The wine conforms to the laws and regulations of Spain governing the composition, method of production, and designation of wines available for consumption within Spain.

**3. REQUIREMENTS FOR USE OF A “GRANDFATHERED” BRAND NAME OF VITICULTURAL SIGNIFICANCE**

- A “Grandfathered” brand name of viticultural significance may be used PROVIDED:

- The wine meets the appellation of origin requirements for the geographic area named in the brand name;

**OR**

- The wine is LABELED WITH an appellation of origin, in direct conjunction with the class and type designation, as outlined in the APPELLATIONS FOR “GRANDFATHERED” GEOGRAPHIC BRAND NAMES chart below;

**OR**

- The wine is labeled with a statement found by the appropriate TTB officer to be sufficient to dispel the impression that the geographic area suggested by the brand name is indicative of the origin of the wine.

- APPELLATIONS FOR “GRANDFATHERED” GEOGRAPHIC BRAND NAMES CHART

- The chart below identifies the specific type of appellation of origin required for a “grandfathered” geographic brand name based on the type of appellation of origin included in the brand name.

**APPELLATIONS FOR “GRANDFATHERED” GEOGRAPHIC BRAND NAMES**

<b>IF THE BRAND NAME INCLUDES THE NAME OF...</b>	<b>THE WINE MUST BE LABELED WITH AN APPELLATION OF ORIGIN OF...</b>
A U.S. State or a foreign equivalent of a U.S. State	A U.S. State or foreign equivalent of a U.S. State; <b>OR</b> A U.S. county or foreign equivalent of a U.S. county; <b>OR</b> An approved American or foreign viticultural area.
A U.S. county or a foreign equivalent of a U.S. county	A U.S. county or foreign equivalent of a U.S. county; <b>OR</b> An approved American or foreign viticultural area.
An approved American or foreign viticultural area	A U.S. county or foreign equivalent of a U.S. county; <b>OR</b> An approved American or foreign viticultural area.
A geographic area found by the appropriate TTB officer to have viticultural significance	A U.S. county or foreign equivalent of a U.S. county; <b>OR</b> An approved American or foreign viticultural area.