

Paul Nelson  
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April 24, 2007

Mr. Frank Foote, Director  
Regulations and Ruling Division  
Alcohol and Tobacco Tax and Trade Bureau  
Attention: Notice #71 Establishment of Paso Robles Westside Viticultural Area  
P.O. Box 14412  
Washington, D.C. 20044-4412

202-927-8525 (facsimile).

As a wine consumer who enjoys Paso Robles wines and frequently visits the Paso Robles area, I oppose the request to establish a Paso Robles Westside Viticultural Area, as discussed in TTB Notice No. 71. The wine from Paso Robles certainly has a different style from other parts of California and there may be differences in temperature, soil, or rainfall in the Paso Robles area. However, as a consumer, I do not see a label of Westside or Eastside Paso Robles helping me chose a wine I enjoy. More important in developing a wine I enjoy is the effort and style of the winemaker, rather than if the grapes came from the west or east of Paso Robles. Separating the Paso Robles AVA into smaller sections would create more confusion to the customer in selecting a wine. Therefore, I oppose the establishment of a Paso Robles Westside Viticultural Area.

Sincerely



Paul Nelson