

Name = Robert Pirie

COMMENT 9

*Name=Colligere Farm* Management

Address= 420 W. Pine Street #11

City = Lodi

State = CA

Zip Code = 95240

*Chief, Regulations and* Procedures Division

Alcohol and Tobacco Tax Trade Bureau

Attn: Notice No, 50

P O Box 14412

Washington, DC 20044-4412

Re: Notice No. 50 — Seven Proposed Lodi, California Viticultural Area

I am writing in support of Notice No. 50, the recently filed proposal to create seven unique viticultural areas in the Lodi, California region. Our company currently manages several thousand acres of winegrapes with several distinct grape varieties in many of the proposed AVA's. These new AVA's will further define the viticultural and enological differences that are commonly found in the larger Lodi AVA. With the increase of Lodi based wineries the seven unique appellations should have a positive effect on the wine industry in general.