



Department of the Treasury

Alcohol and Tobacco Tax and Trade Bureau



Press Release

For Immediate Release
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TTB ANNOUNCES ESTABLISHMENT OF SNAKE RIVER VALLEY VITICULTURAL AREA

Washington, D.C. – The Alcohol and Tobacco Tax and Trade Bureau (TTB) published a final rule in the Federal Register establishing the Snake River Valley viticultural area. This viticultural area consists of 8,263-square miles in southwestern Idaho and southeastern Oregon. 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 becomes effective April 9, 2007.

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