

The use of "Temecula" as an approved viticultural area on domestic wine labels will soon expire.

On April 19, 2004, the Final Rule renaming the approved domestic "Temecula" viticultural area to "Temecula Valley" viticultural area was published in the Federal Register. The effective date for the name change was June 18, 2004.

Approved Certificates of Label Approval (COLAs) using the formerly approved AVA name "Temecula" as an appellation on the labels could continue until June 19, 2006.

Reminder: Effective June 19, 2006, all COLAs using "Temecula" as the appellation of origin will be revoked by operation of regulation (See 27 CFR 9.50(d)).

Our policy for processing Wine Label Applications for "Temecula."

The Wine Labeling Office will continue to process and approve COLAs with the appellation of origin name "Temecula" until June 18, 2006.

Effective June 19, 2006, the Wine Labeling Office will no longer approve this name as an appellation on domestic wine labels.

Reminder: The issuances of COLAs for domestic products are needed for BOTTLING and REMOVAL of the wine.

For more information, please contact our Customer Service Team at 202-927-8140 Option 6

ISSUES

ADDRESSED

- 1 "Temecula" viticultural area name expires.
- 2 Label Impact

COLAs are required to bottle and remove from bond.
