



Department of the Treasury

Alcohol and Tobacco Tax and Trade Bureau



Press Release

For Immediate Release  
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October 8, 2009  
FY-10-1

## **TTB ANNOUNCES ESTABLISHMENT OF HAPPY CANYON OF SANTA BARBARA VITICULTURAL AREA**

Washington, D.C. – The Alcohol and Tobacco Tax and Trade Bureau (TTB) published a final rule in the Federal Register establishing the 23,941-acre "Happy Canyon of Santa Barbara" American viticultural area in Santa Barbara County, California. This viticultural area lies within the larger Santa Ynez Valley viticultural area and the multicounty Central Coast viticultural area. 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 November 9, 2009.

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