



Department of the Treasury

Alcohol and Tobacco Tax and Trade Bureau



Press Release

For Immediate Release
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TTB ANNOUNCES ESTABLISHMENT OF UPPER MISSISSIPPI 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 Upper Mississippi River Valley viticultural area. This viticultural area consists of 29,914-square miles in portions of southeast Minnesota, southwest Wisconsin, northwest Illinois, and northeast Iowa. We designate 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 July 22, 2009.

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