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From: Steve Andrews [sandrewsinc@earthlink.net]

Sent: Wednesday, October 22, 2003 1:02 PM

To: nprm@ttb.gov

Subject: EVA Proposed Viticultural Appellation (2002R-216P)

I am writing concerning the proposed Viticultural Appellation in Polk and Yamhill counties in the State of Oregon by a competitor of Eola Hills Winery.

The naming of a region Eola Hills would no longer allow a winery that has been in business under this name for 18 years to use their name. This name (Eola Hills) is well known throughout Oregon and the US as a top producer of fine wines, but not as a region for growing grapes. I am opposed to this action from taking place since it can and will open up a can of worms all across the country from other business/landowners wanting to utilize a type of business practice that should not be tolerated. To place a burden of this sort on honest business owners in this country is a crime and should not be tolerated by any government agency or the public.

Also, other names could and should be used for this region. And any other name would not have an effect on a winery that the public has grown to know and support. My suggestion for this region would be "Eola Crest".

I am passionate about this issue since I believe Eola Hills to be the premiere winery in the State of Oregon. Any attempt to place this burden on them after 18 years of building brand recognition is an attempt by an individual with the intent of doing financial harm to an established business and should be viewed as such.

Sincerely

Steve Andrews
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