



Department of the Treasury

Alcohol and Tobacco Tax and Trade Bureau



Press Release

For Immediate Release

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TTB ANNOUNCES ESTABLISHMENT OF SIERRA PELONA 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 9.7-square mile “Sierra Pelona Valley” American viticultural area in southern California. 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.

The final rule becomes effective August 23, 2010.

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