

# The ABCs of AVAs

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License to Steal Conference  
March 11, 2020



# TTB Disclaimer

- This information is being presented to help the public to understand and comply with the laws and regulations that the Alcohol and Tobacco Tax and Trade Bureau (TTB) administers.
- It is not intended to establish any new, or change any existing, definitions, interpretations, standards, or procedures regarding those laws and regulations.
- In addition, this presentation may be made obsolete by changes in laws and regulations.
- Please consult the applicable laws and regulations for the most current requirements.



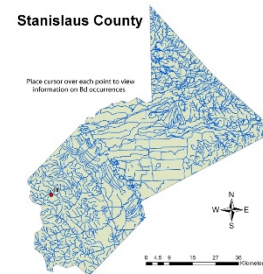
# What is an Appellation of Origin?

State



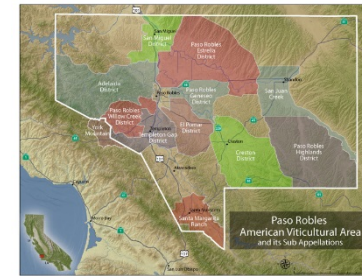
- 75% content
- Fully finished within the labeled state or an adjacent state
- All states are automatically eligible for use

County



- 75% content
- Fully finished within the state where the county is located
- All counties are automatically eligible for use

AVA



- 85% content
- Fully finished within the state where the AVA is located
- Required if also using “estate bottled”
- Must be established by TTB





# How is an AVA Created?





# What Goes into an AVA Petition?

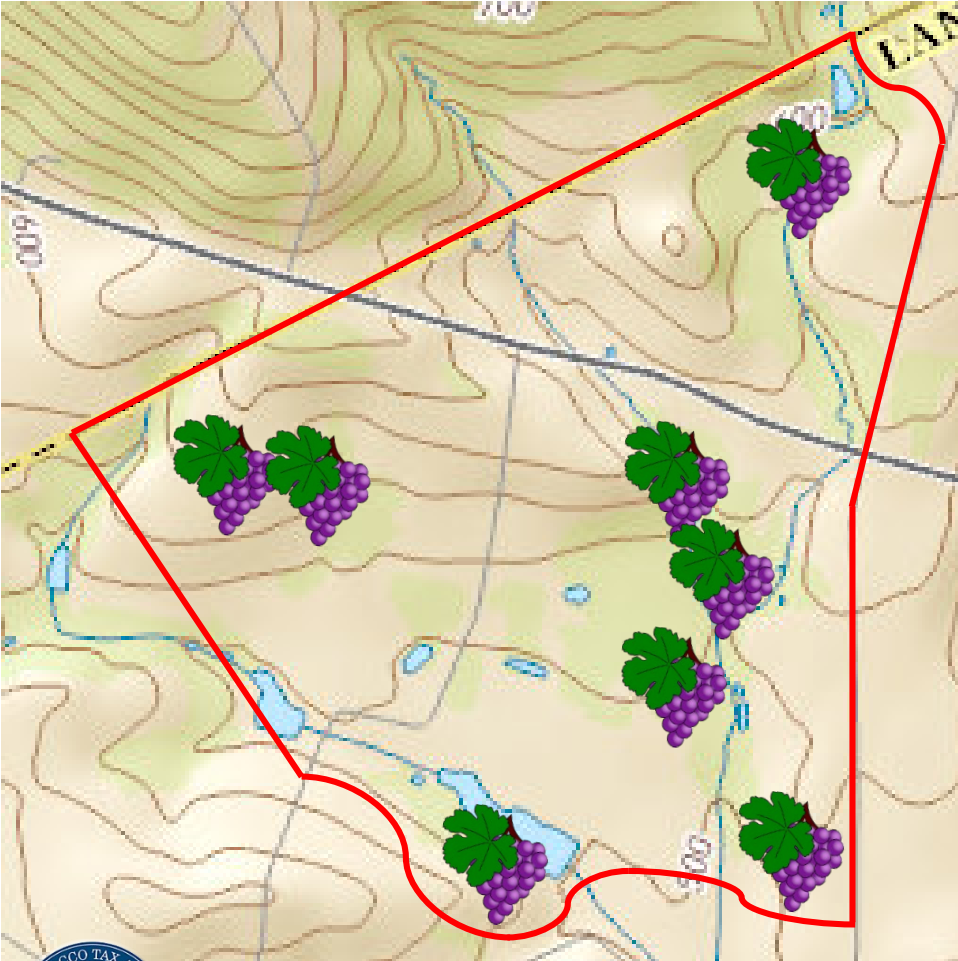
TTB regulations (27 CFR part 9) require an AVA petition to contain:

- Evidence of commercial viticulture in the proposed area
- A proposed name (and supporting evidence)
- A discussion of the distinguishing features of the proposed AVA (and supporting evidence)
- The proposed boundary drawn on USGS map(s); and
- A written description of the proposed boundary



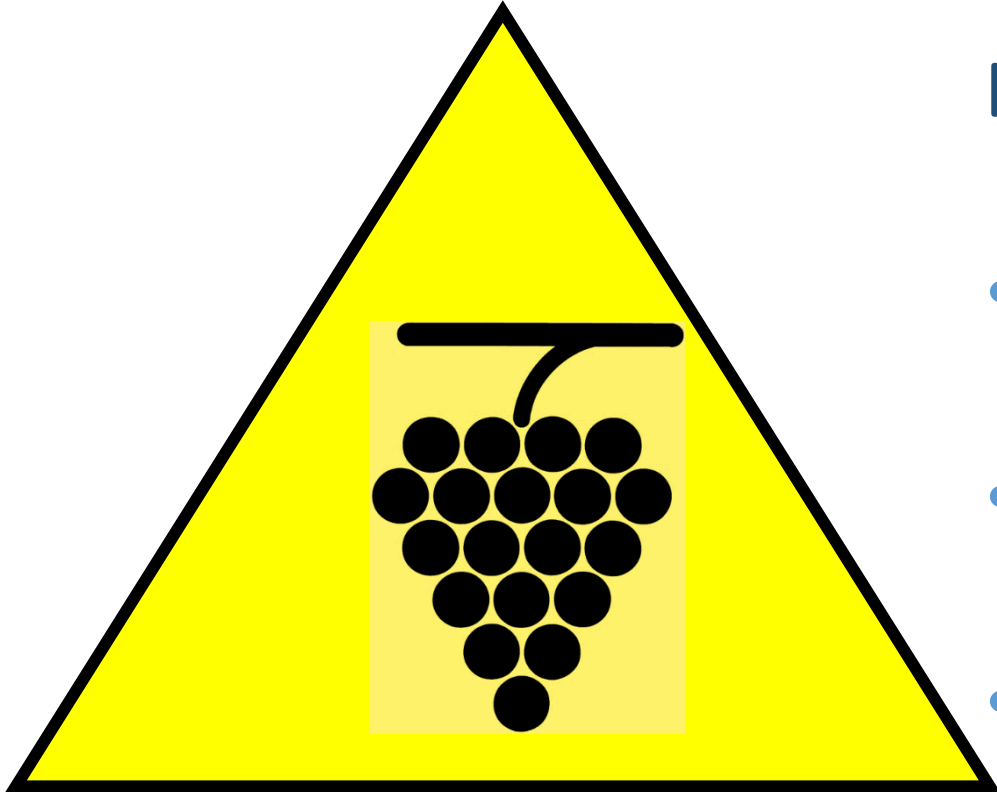
# 1. Evidence of Viticulture

- Only commercial wine grape vineyards are considered
- Provide total number of commercial wine grape vineyards and vineyard acreage
- Helpful to include a map showing the locations of the vineyards
- No regulation setting minimum number of vineyards or acres, but should be distributed sufficiently throughout



**Beware of:**

- **Lack of commercial viticulture**
- **Uneven distribution of vineyards; and**
- **Single-vineyard AVAs**



**CAUTION!  
VINEYARD TROUBLES  
AHEAD**



## 2. The Name



The proposed name must:

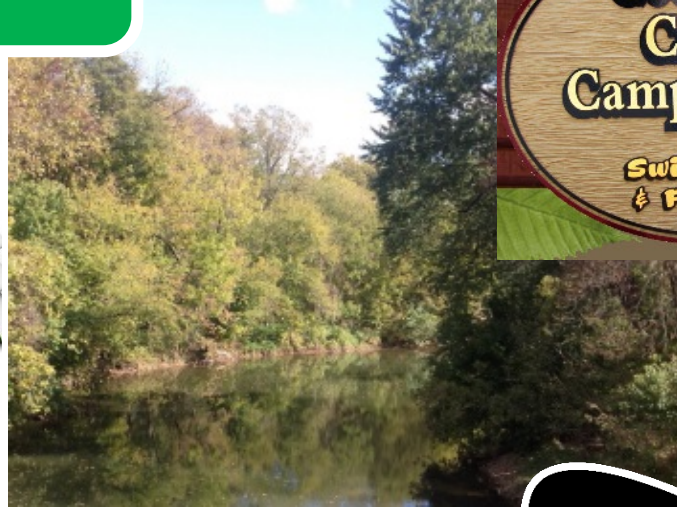
- Be currently used to describe the area
- Apply to the entire proposed AVA, but may also extend beyond; and
- Be supported by evidence





# 2. The Name

## COCALICO CREEK ROAD



- Geographical features within proposed AVA
- Roads within/passing through proposed AVA
- Names and advertising of businesses and organizations
- Recent articles
- Government entities within or serving the proposed AVA
- Tourism materials; and
- Real estate listings

Visit Lancaster County!

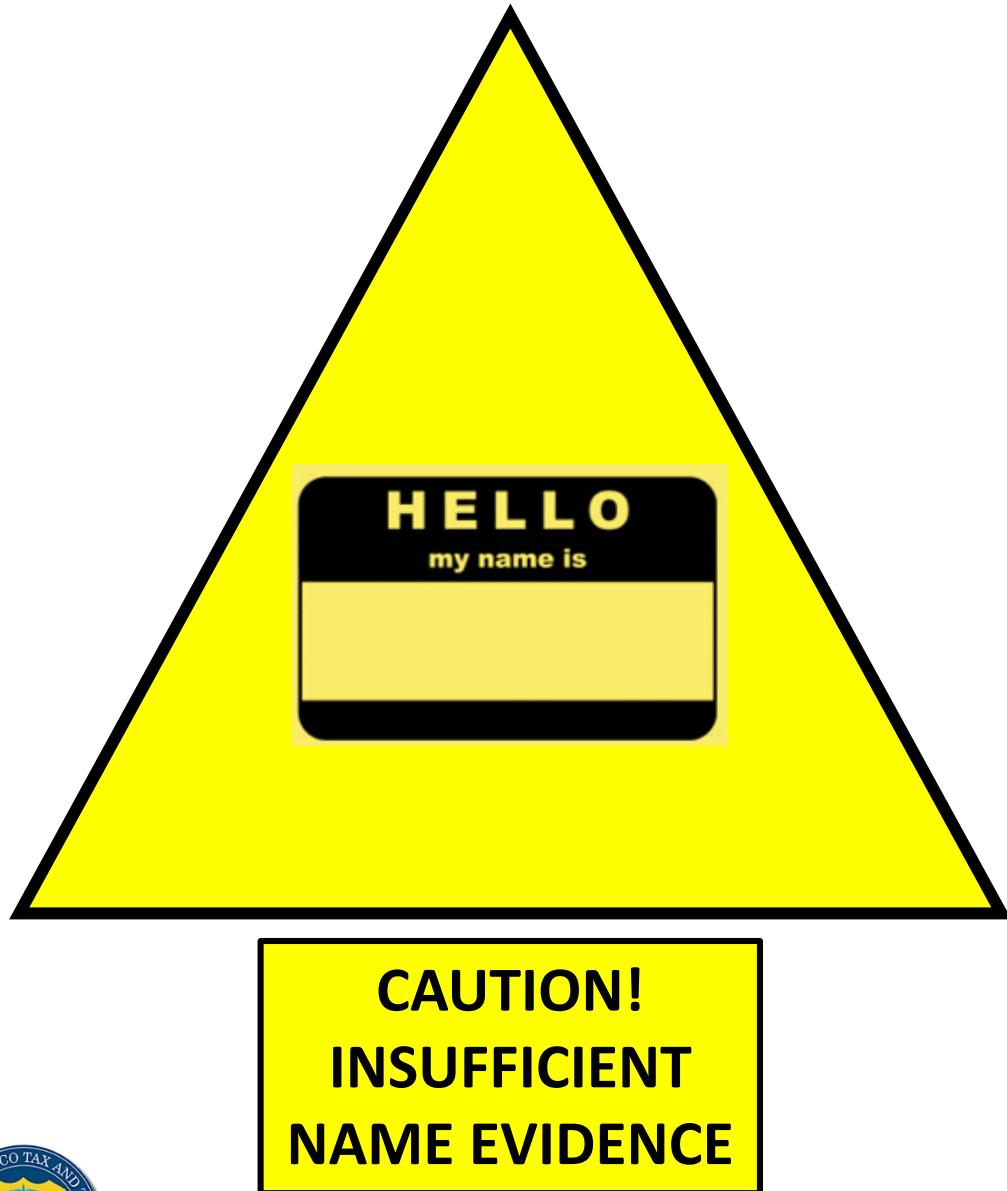
- Ephrata
- **Cocalico Creek Region**
- Adamstown

### THE COLBERT GROUP



Charming ranch house in the **Cocalico Creek** area! Newly renovated, 3 bed 2 bath w/deck.





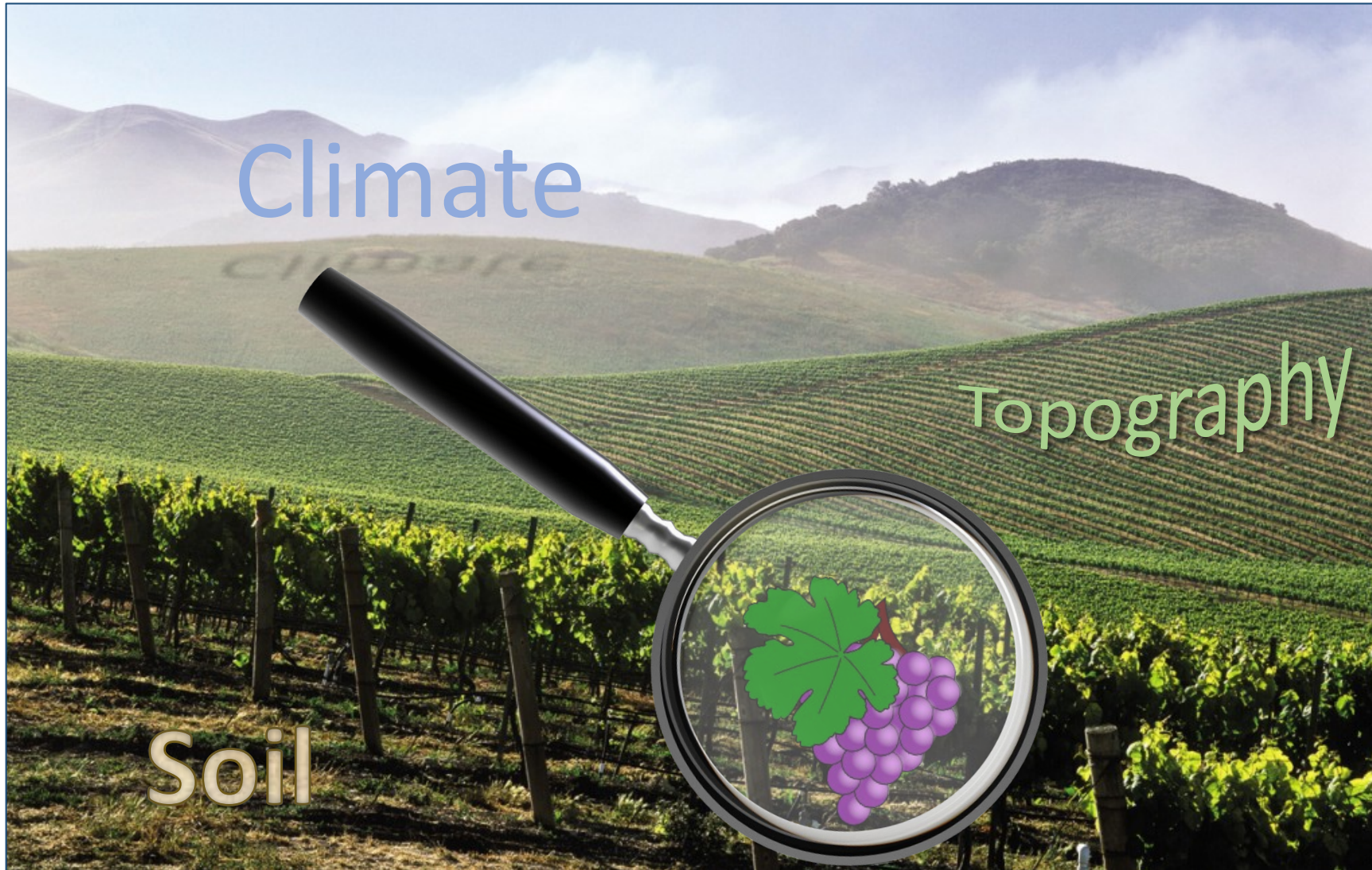
## Beware of:

- Other regions with the same name
- Evidence that is not independent of the petitioner
- Historical evidence/usage
- Anecdotal/testimonial evidence; and
- Geographical features

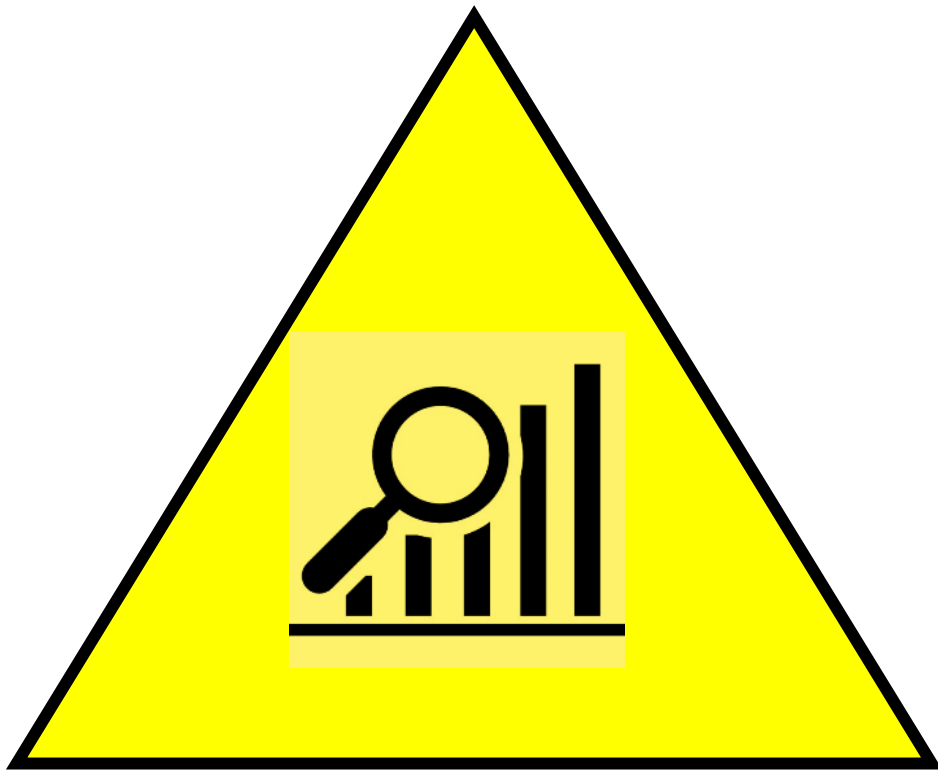




# 3. Distinguishing Features







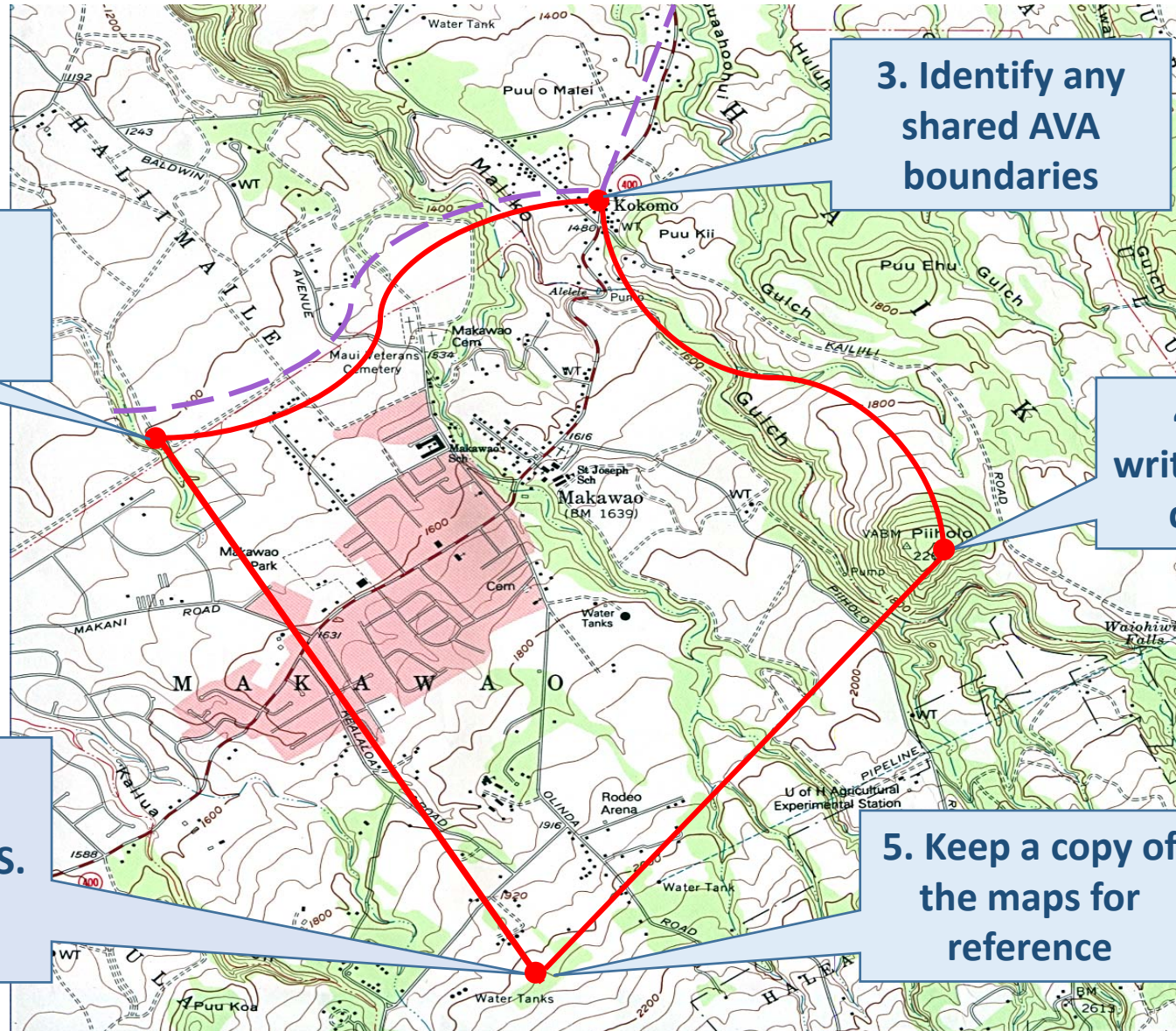
**WARNING!  
INSUFFICIENT  
DATA**

## Beware of:

- **Missing data from surrounding areas**
- **Missing data from within proposed AVA**
- **Lack of viticultural effects; and**
- **Short time periods for climate data**



# 4 & 5. Boundary Description and Maps



2. Mark your boundary

3. Identify any shared AVA boundaries

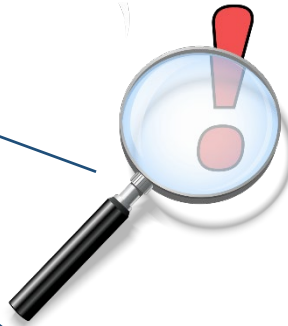
4. Create a written boundary description

1. Purchase the necessary U.S.G.S. maps

5. Keep a copy of the maps for reference

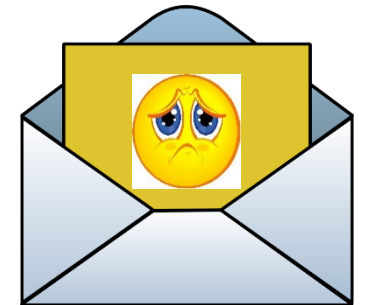
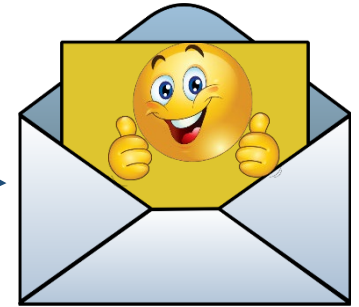


# What Happens Once a Petition is Sent to TTB?



**Accepted**

**REJECTED**





# When is the AVA Established?



# Where Can I Find Help With Drafting My AVA Petition?

- Look at previously-accepted petitions, NPRMs, and final rules on TTB's website or Regulations.gov
- Manual for AVA Petitioners
- Contact TTB! AVARegs@TTB.gov





# Questions?

