



August 3, 2021

Director, Regulations and Rulings Division
Alcohol and Tobacco Tax and Trade Bureau
1310 G ST, NW, Box 12
Washington, DC 20005

RE: Docket number TTB-2021-0007, Notice No. 204

Submitted electronically via Regulations.gov

Wine Institute, the public policy advocacy association representing over a thousand California wineries and affiliated businesses responsible for more than 80 percent of the nation's wine production, respectfully requests an extension of the comment period in Notice No. 204, the request for information on Promoting Competition in the Beer, Wine and Spirits Markets. The comment period is currently scheduled to end on August 18, 2021, just 21 days after it began. Wine Institute requests that the current comment period be extended to a 60-day comment period ending on or about September 27, 2021.

The request for information in Notice No. 204 covers a diverse array of complex issues relevant for wine producers of all sizes. The current 21-day comment period is not adequate for Wine Institute to fully consult with our membership and properly address the topics covered by the request for comment. Additionally, the comment period comes as wineries across California have either already or are about to begin their annual grape harvest and crush in the coming weeks. This has left little time for them to review and provide thoughtful input on the issues raised.

We believe that extending the comment period to a full 60-day period is appropriate and necessary and would be pleased to respond to any questions that you might have concerning this request. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "R. Koch", written in a cursive style.

Robert P. Koch
President and CEO