Bob Morris'
Paradise Cove
BEACH CAFE
Malibu

February 9 2006

Director, Regulations and Rulings Division Alcohol and
Tobacco Tax and Trade Bureau
ATTN: Notice No. 55
P.O. Box 14412
Washington D.C.

Subject: TTB Notice No. 55 – Proposed SaddleRock-Malibu Viticultural Area

TO WHOM IT MAY CONCERN:

Please let this letter serve as my support for the proposed SaddleRock – Malibu Viticultural Area. I have been in the restaurant business for over thirty years and am currently the owner/operator of the Paradise Cove Beach Café in Malibu, California.

We sell wine at our restaurant that is grown in the proposed Viticultural area mentioned above and based on my experience as a restaurateur and long time Malibu business owner it is my belief that these wines are distinctive and merit their own AVA.

I applaud the TTB for finally recognizing the area.

Thank you for your attention to this matter.

Sincerely,

Robert J. Morris

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