# Alta Loma Vineyard

# Alta Loma Vineyard

1990 Floyd Drive
Brownfield, Texas 79316
806-893-6240

**Partners:**
Ronnie & Bobbye Jo Floyd
Ronny & Gale Burran

October 27, 2020

Texas House Committee on Licensing & Administrative Procedures

Re: **Charge #4: Support Texas Wine Truth in Labeling**

Dear Honorable Chairman King and Committee Members:

Thank you for the opportunity to submit public comments regarding Charge 4 at this time.

Alta Loma is a young Texas High Plains vineyard established in 2016. Alta Loma is totally in support of Texas Wine Truth in Labeling for the simple reason of how much labor and expense it takes to produce a bottle of wine. Texas winegrowers take much pride in producing the best quality fruit possible. It seems misleading to label a bottle of wine as Texas wine when it is not made from 100% Texas fruit.

The Texas wine industry is a multi billion dollar industry and contributes greatly to the Texas economy.

Respectfully Submitted,

Alta Loma Vineyard