



What to Do When You Have Unusual Products

SUSAN EVANS | DIRECTOR, OFFICE OF INDUSTRY AND STATE OUTREACH

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TTB Disclaimer

Notice:

- 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 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 regulations for the most current regulatory requirements



TTB and Innovative Products

- Is it an alcohol beverage?
- Is it a malt beverage, wine, or distilled spirit?





Does it Fit Into the Standards of Identity?





TTB Does Not Define Any of These Products

- Hard seltzer
- Hard coffee/hard tea
- Canned cocktails
- Ready to drink (RTD) beverages





TTB Considerations

- Permits
- Formulas
- Labeling
- COLAs
- Container sizes



Permits

- Obtain the appropriate permit or authorization
 - Winery
 - Brewery
 - Distilled Spirits Plant
- Apply through Permits Online
- Alternating premises
 - The premises is used by the same owner/same EIN to conduct more than one TTB-regulated business, such as a brewery and distilled spirits plant





Formulas



- Generally required when you are adding coloring or flavoring materials
 - Adding carbonation to any distilled spirit requires formula approval
- Obtain before you make the product
- Use this tool: [Which Alcohol Beverages Require Formula Approval?](#)
- Apply using [Formulas Online](#)



Label Requirements

- TTB regulations outline:
 - What must be on the label
 - What may be on the label if you follow certain rules
 - What may not be on the label
- Products that don't fit into the standards of identity must be labeled with a truthful and adequate statement of composition



Certificates of Label Approval

- Generally, if the product will travel in interstate commerce, the bottler must get a COLA
- Obtain before bottling/canning product
- Apply using [COLAs Online](#)
- There are many changes you may make to previously approved labels without getting a new COLA





Container Sizes

- Wine and distilled spirits may only be sold in the standards of fill (essentially the container sizes) listed in the regulations
- We may authorize an aggregate standard of fill based on the circumstances



Food Safety Issues

- U.S. Food and Drug Administration
 - Generally Recognized as Safe (GRAS)
- Limited Ingredients
- Intended Use
- Packaging





In Conclusion...

Contact TTB early if you are unsure of the classification of your product

- **Alcohol Labeling and Formulation Division**
 - 866-927-2533
- **Regulations and Rulings Division**
 - 202-453-2265
- **Scientific Services Division**
 - 240-264-1665

Janelle Christian

Acting Director, Office of Industry and State
Outreach

202-453-2153

Janelle.Christian@ttb.gov