Alcohol and Tobacco Tax and Trade Bureau
Advertising, Labeling and Formulation Division

COLAs Online eNews   February 2011

Greetings!

We are back! Happy New Year and welcome to the February 2011 edition of the COLAs Online eNewsletter. We are now publishing this Newsletter twice a year to provide instructions, tips, and answers to frequently asked questions that will make COLAs Online a pleasant experience for industry members. We value your comments, questions, and ideas, so feel free to send your messages to us at COLAsONLINEeNews@ttb.gov.

You Aren't the Only One Who Asked Us...

Good news- now you can! COLAs Online users may now set their authentication questions and answers, as well as modify their user registration, through the **My Profile** page. These authentication questions allow COLAs Online users to reset their own passwords, even if they have forgotten them, without contacting the TTB Help Desk for assistance.

The **My Profile** page allows users to view and edit some user profile information submitted during the registration process. This page also allows the user to change his/her system password.

Follow these steps to view and/or edit your user profile information:

1. Select the **My Profile** link from the menu box on any page.
2. Answer the authentication questions and answers.
3. Save the changes to your profile.

If you have forgotten your password, select the "**new or forgotten password**" link next to the sign-in section on the main page. You will be prompted to correctly answer your authentication questions, and then you will be able to change your password yourself.

What Does it Mean?

Fanciful Name. Have you ever wondered what information should be entered into the "fanciful name" field on the COLA application? A fanciful name is a term used in addition to the brand name for the purposes of further identifying a product. A fanciful name is mandatory for any malt beverage product that is not known to the trade under a particular designation (27 CFR 7.24(a)) or distilled spirits products that do not meet the standards of identity or does not conform to trade and consumer understanding (27 CFR 5.34(a)). The use of a fanciful name on a flavored wine product or any wine product that meets a standard of identity is not required. Please note that if a fanciful name is used on a flavored wine product, it must appear in direct conjunction with a truthful and adequate statement of composition. (27 CFR 4.34(a))

Want **BIG** Text?

Tip of the Month

Modifying your COLAs Online user account

You may now register for COLAs Online system access electronically by submitting a new user registration request. Current users may also change an existing registration to revise company access (e.g. add companies, modify roles for employees, or de-activate access to company data). Users who wish to add a permit to their profile may do so by accessing "user information" under "**My Profile**" and selecting the "modify registration" option. This will prompt the user to answer the authentication questions before adding or modifying the user authority. Next, simply proceed to the "company" tab, and select the access authority level needed. Some additional information may be required depending on whether you are the owner, or have signing authority, or if you have a Power of Attorney. Note that you must scan and include the proper documentation necessary for final approval. TTB has provided a step by step screen shot of this process at: http://www.ttb.gov/pdf/cola/modify-user-registration.pdf

How Do I?

Correct an application that has been returned for corrections?

Once you receive an email notice that your e-app needs correction, you will log into your COLAs account and select [click on] the application requiring changes. You will get a screen view of all the corrections needed for approval. Proceed to the upper right hand corner of this screen, and select "make corrections." As a reminder, you have 15 days to make those changes before the application automatically changes to a rejection. The corrections may be made without creating a new application. Remember that corrections have first priority when returned for review.
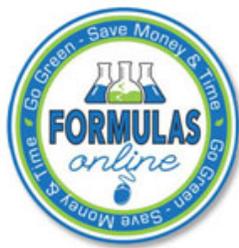
Just a quick reminder

You can check the status of your label application simply by logging into your COLAs Online account. Once you access your account, find the particular application you are interested in and the status will appear under the **Status** section. This is a quick and easy way to determine the status of an application without calling our Customer Service line.

Announcements

The New Year Ushers in New Technology! On January 10, 2011, TTB launched the much anticipated Formulas Online electronic filing system. This secure web-based application allows industry members to **draft**, **submit**, and **track** TTB's processing of regulatory compliance formula submissions with associated samples for domestic and imported alcohol beverage products. The first release of Formulas Online allows system registered importers, domestic producers, and consultants to submit formulas for alcohol beverage products electronically. The benefits of using our new formula approval process include:

- An **efficient** and **secure** method for submitting formula applications
- "Built in" step-by-step system guidance
- **Single** User ID access for **Formulas and COLAs Online**
- A more accurate application, thanks to included data validation checks along the way
- Application status updates via e-mail
- Formulas Online is available 24 hours a day, 7 days a week

Formulas Online will revolutionize the way in which you receive formula approval. You may verify the status of your formula beginning with receipt of the application. With the click of a button, formula applications will be transmitted and routed directly to the TTB formulation specialist or chemist. Plus, Formulas Online provides real time information about the status of your formula application which may assist with delivering your product to the market more quickly. A future release of Formulas Online will include formula approvals for non-beverage alcohol products, as well. An update regarding this enhancement will follow when available.

Learn more about Formulas Online through our Web site and upcoming Webinars. Information on the Webinars will be available soon so please stay tuned! You may view download-able help documents and user guides to assist with user registration and formula submissions.

Please note: Formulas Online registration is required for new users of Formulas and COLAs Online. Additionally, current users of COLAs Online who wish to use Formulas Online must also submit a registration.

Once the Formulas Online registration process has been completed, existing COLAs Online Users will be able to access Formulas Online and COLAs Online utilizing one user ID and password.

Questions regarding Formulas Online may be sent to formulasonline@ttb.gov.

TTB is proud to announce the release of **Permits Online** coming in February 2011. Permits Online, an easy to navigate web-based system, is TTB's new method for receiving and processing original and amended permit applications.

Here are just a few features of Permits Online:

- Self-registration. Register to use Permits Online any time 24 hours a day, 7 days a week.
- Instant Status Checks. Check the status of your application online 24 hours a day, 7 days a week.
- Simplified application. Enter your information once and Permits Online will populate all the necessary forms automatically.
- Save and Continue. If you need to stop in the middle of completing your application, just save your work and return to it later.
- Stay organized. See a list of all your applications filed at any time.

Permits Online will be released in waves. The first wave, coming in February 2011, offers filing of original applications for wineries (bonded wineries, bonded wine cellars and tax paid wine bottling houses) and alcohol wholesalers and importers. The second, third and fourth waves incorporates original application filings for the remaining permit types and finally amendments for all permit types. We'll provide additional information about future releases soon.

TTB will offer online tutorials, webinars, and workshops on using Permits Online. Continue to watch TTB.gov or sign up for email updates to register for these learning opportunities.

If you have comments or questions about **Permits Online**, submit them to permits.online@ttb.gov or call us at **1-855-882-7665 (1-855-TTB-PONL).**

This information is being issued 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.

View past editions

Comments or suggestions? E-mail us at COLAsONLINEeNews@ttb.gov

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