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.

Sample documents (such as records, returns, and labels) are for illustrative purposes only and contain fictitious data.
COLAs Online, the TTB system for electronic submission of applications for certificates of label approval (COLAs), includes a new status, Conditionally Approved.

Under certain limited circumstances, TTB specialists reviewing applications in COLAs Online may propose changes to the information you entered in the application to make it match the label that was submitted along with the application. After the specialist proposes the changes, the application enters the Conditionally Approved status.

If you have an application in this status, you will be able to review and then either accept the changes, which will result in immediate approval of the application, or decline the changes, in which case you can make any necessary changes yourself and return the COLA application to TTB.

SUMMARY
Malt Bev/Distilled Spirits
- Brand Name
- Fanciful Name

Wine
- Brand Name
- Fanciful Name
- Grape Varietal(s)
- Appellation(s)

WHICH APPLICATION FIELDS ARE INVOLVED?
Proposed Changes Email

When the specialist puts an application into **Conditionally Approved** status, an email is generated detailing the following:

- **Take Action – 7 Days**
- **Application Submission Summary**
- **Link to log in to COLAs Online from the email**
- **Summary of options – Accept/Decline/No Action**
When you log in, you will see a list of applications that require action (both Conditionally Approved and Needs Correction).

The list is sorted first by the “Take Action By” date (in reverse chronological order so shortest response time appears at the top), then by “Status Date” (most recent to oldest).

You will have 7 days to accept or decline changes for Conditionally Approved applications; after 7 days the status automatically changes to Needs Correction.

NOTE:
Brand/Fanciful name columns show changes proposed by ALFD (not the original values you submitted).
Accept/Decline Proposed Changes

After selecting a **Conditionally Approved** application from the My eApplications Inbox, you can accept or decline the changes.

Screen shows the proposed changes.

**NOTE:**
Currently you must accept or decline ALL of the changes.
ACCEPT Proposed Changes

Upon clicking “ACCEPT changes” you see a validation message: “You have accepted TTB’s changes to your application; your labels are now approved.”

If “Cancel Acceptance” is selected, the pop up box disappears. No changes are made, and you can consider again whether to accept or decline.
If “OK” is selected (after ACCEPT changes):

Screen will refresh to Inbox; application is automatically marked “Approved”

You will receive a status change email indicating the application was approved
Status Change Email

If you **ACCEPT** TTB’s proposed changes the status of the application will immediately change to **approved**.
Decline Proposed Changes

If “DECLINE changes” is selected:

• All ALFD changes are removed and the application automatically reverts to the last submission values.

• The application enters Needs Correction status and opens to the Needs Correction page (using the return reasons pre-entered by the specialist).
Decline Proposed Changes (Cont’d)

If “DECLINE Changes” is selected:

• A red message will appear at the top of the screen informing you of the next steps.

• Click “make corrections” and follow the current process of correcting the application.

NOTE: Status Change Email will be initiated showing Needs Correction status.
When you decline the changes or do not respond with the seven (7) days the COLA reverts to Needs Correction status and you will receive a status change notification.
• You have seven (7) days to either ACCEPT or DECLINE TTB’s proposed changes or the application will revert to the **NEEDS CORRECTION** status.

• You will retain the current 30-day allowance for making corrections. It will begin from the time the application entered the **CONDITIONALLY APPROVED** status.

• At this time you must either accept or decline all the changes TTB has proposed. Future enhancements will allow you to select the proposed changes you want to accept or decline.

• TTB will only propose changes to the application if the rest of the application and the label can be approved. For example, if the brand name entered on the form contains a typo and the label does not include the Health Warning Statement, the specialist will return the application for correction rather than proposing changes to the brand name field and asking you to fix the label.

**KEEP IN MIND…..**
DID YOU KNOW?
COLAs ONLINE ENHANCED FEATURES

• TAKE ACTION BY COLUMN
• YELLOW FLAG INDICATOR
• FILTER
• EXPORT
• EXCEL/ COPY/PRINT
Take Action By Column

A new column - “Take Action By” - has been added to the My eApplications table. This column displays the deadline date for applications that require your attention.

The date is displayed in red, in the mm/dd/yyyy format, with the closest date on top, by default. The column will be empty for applications that require no action on your part.
Yellow Flag Indicator

Yellow flag is an indication that the approved application has qualifications that may require you to make some changes to the label prior to printing.
Filters

Filters the whole application list for specified values, in any column, as you type inside the filter box.

It will also display the number of matches for your filter on the top left side, above the table.
Export all Applications gives you a comprehensive list of all your applications in an Excel file.

**My eApplications**

This list is limited to your most recent 100 eApplications. Please use Search for eApplications link above to find applications not listed here.

- Approved with Qualifications. Qualifications may require you to modify the label(s) before printing; please review carefully.

Showing 1 to 3 of 3 entries

<table>
<thead>
<tr>
<th>TTB ID</th>
<th>Permit No.</th>
<th>Brand Name</th>
<th>Fanciful Name</th>
<th>Serial No.</th>
<th>Status Date</th>
<th>Status</th>
<th>Take Action By</th>
</tr>
</thead>
<tbody>
<tr>
<td>1515001000004</td>
<td>BR-SC-HGB-1</td>
<td>STEPH2</td>
<td>FANCIFUL</td>
<td>190802</td>
<td>05/03/2019</td>
<td>APPROVED</td>
<td></td>
</tr>
<tr>
<td>1515001000003</td>
<td>BR-SC-HGB-1</td>
<td>AU</td>
<td>Liquid Gold</td>
<td>190801</td>
<td>05/03/2019</td>
<td>APPROVED</td>
<td></td>
</tr>
<tr>
<td>1515001000005</td>
<td>BR-SC-HGB-1</td>
<td>STEP3</td>
<td>ALE</td>
<td>190803</td>
<td>05/31/2019</td>
<td>ASSIGNED</td>
<td></td>
</tr>
</tbody>
</table>

Showing 1 to 3 of 3 entries

Search by TTB ID: [ ] Search

Advanced Search
Excel/Copy/Print

**Excel** - Exports a list of applications to an Excel file.

**Copy** - Copies the list to a clipboard. You may then paste into a different program of your choice.

**Print** - Creates a printable version of your applications list.

**NOTE** - These options download the current list of applications displayed in the window.
QUESTIONS?
CUSTOMER SERVICE: 866-927-2533

ALFD Online Contact Form
(https://www.ttb.gov/contact-alfd)

CONTACT US