TTB Bootcamp for Distillers

2020 ADI Virtual Craft Spirits Conference
Labeling

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Alcohol Labeling and Formulation Division
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 (TTB) 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.

• The sample labels in this presentation are for purposes of illustration only and do not represent actual labels.

• Please consult the applicable laws and regulations for the most current requirements.
How to Apply for Label Approval

• The recommended method is submitting electronically using COLAs Online

• A paper alternative is also available
  – TTB Form 5100.31 mailed to TTB (use address on the form)
Overview

• Mandatory Information
• Organic Labeling
• Additional Information
• Q&A

27 CFR part 5
Mandatory Information

On Designated Brand Label

• Brand Name
• Class/Type
• Alcohol Content

On Front, Back or Side Label

• Bottler’s or Importer’s Name and Address
• Net Contents
• Health Warning Statement
• Country of Origin (imported)

27 CFR 5.32
Mandatory Information (if applicable)

The following may appear on the designated brand label or a back label if applicable:

- Sulfite Declaration
- Coloring or Flavoring Material
- FD&C Yellow #5
- Cochineal extract or carmine
- Treatment with Wood
- Percentage of Neutral Spirits
- Commodity Statement
- Statements of Age
- State of Distillation

27 CFR 5.32
Brand Name

• Name under which the product is sold
• May not create a misleading impression about the age, origin, identity, or other characteristics of the product
• Must appear on a designated brand label

27 CFR 5.32
Brand Name

**Captain John's Spiced Rum**

- Rum with natural flavors added
- 20% Alcohol by Volume (40 Proof)

Imported by XYZ Company
Pittsburgh, PA 15122
750 ml

PRODUCT OF THE DOMINICAN REPUBLIC

**GOVERNMENT WARNING:**

1. According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.
Class and Type

Twelve Standards of Identity:

1. Neutral Spirits (Vodka)
2. Whisky
3. Gin
4. Brandy
5. Blended Applejack
6. Rum
7. Agave Spirits (e.g., Tequila)
8. Cordials and Liqueurs
9. Flavored Brandy, Flavored Gin, Flavored Rum, Flavored Vodka, and Flavored Whisky
10. Imitations
11. Geographical Designations
12. Products without Geographical Designations but Distinctive of a Particular Place

27 CFR 5.35
• If product does not fall under one of the standards of identity, it must be designated with a **truthful and adequate statement of composition**, along with a **fanciful name or designation** in accordance with trade and consumer understanding.

• For recognized cocktails, a statement of added colors and the class/type of the spirits is sufficient:
  - e.g., Margarita made with tequila, triple sec liqueur, and FD&C Yellow #5

• Must appear on the designated brand label

27 CFR 5.35
Class and Type

Imported by XYZ Company
Pittsburgh, PA 15122
750 ml

PRODUCT OF THE DOMINICAN REPUBLIC

GOVERNMENT WARNING:
(1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.
Alcohol Content

• ___% Alcohol (ALC) by volume (VOL)

• Bottled at ___% Alcohol (ALC) by volume (VOL) (for products with significant amount of solid material)

• Proof (optional, additional statement)

• Tolerances

• Must appear on the designated brand label

27 CFR 5.37
Alcohol Content

**Captain John's Spiced Rum**

Rum with natural flavors added

**20% Alcohol by Volume (40 Proof)**

**Imported by XYZ Company**

Pittsburgh, PA 15122

750 ml

PRODUCT OF THE DOMINICAN REPUBLIC

**GOVERNMENT WARNING:**

(1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.
Bottler/Importer Name and Address

- Name or trade name of bottler/importer as listed on permit
- Address (City, State) of bottler/importer as listed on permit
- “Bottled by,” “Distilled by,” “Produced by,” etc. for domestic spirits
- “Imported by” or similar phrase for imported spirits
- May appear on any label

27 CFR 5.36
Captain John's Spiced Rum

Rum with natural flavors added
20% Alcohol by Volume (40 Proof)

Imported by XYZ Company
Pittsburgh, PA 15122
750 ml
PRODUCT OF THE DOMINICAN REPUBLIC

GOVERNMENT WARNING:
(1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.
Net Contents

• Metric standards of fill; authorized sizes per 27 CFR 5.47a
• May be on label or etched/blown into the container
• “ml” on containers of less than 1 liter; “1 L” or “1.75L” (or “Liter”) on containers of 1 liter or more
• May appear on any label

27 CFR 5.38, 5.47a
Captain John's Spiced Rum

Rum with natural flavors added
20% Alcohol by Volume (40 Proof)

Imported by XYZ Company
Pittsburgh, PA 15122

750 ml

PRODUCT OF THE DOMINICAN REPUBLIC

GOVERNMENT WARNING:
(1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.
Health Warning Statement

• May appear on brand, back or side label

**GOVERNMENT WARNING:** (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

27 CFR 16
Health Warning Statement (Continued)

• The words “GOVERNMENT WARNING” must be in capital letters and bold type
• The “S” in Surgeon and “G” in General must be capitalized
• Continuous statement (no intervening info)
• Legible on contrasting background
• Separate and apart

27 CFR 16
Heath Warning Statement

Imported by XYZ Company
Pittsburgh, PA 15122
750 ml
PRODUCT OF THE DOMINICAN REPUBLIC

GOVERNMENT WARNING:
(1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.
Country of Origin

- Imported distilled spirits labels must display the product’s country of origin in compliance with Customs Border Protection requirements set forth at 19 CFR 134.
Country of Origin

**Captain John's Spiced Rum**

Rum with natural flavors added
20% Alcohol by Volume (40 Proof)

**Imported by XYZ Company**

Pittsburgh, PA 15122

750 ml

**PRODUCT OF THE DOMINICAN REPUBLIC**

**GOVERNMENT WARNING:**

1. ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. 2. CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.
Coloring Materials

• Only allowed in certain products

• The coloring material must be stated on the label; for example:
  – Colored with Caramel
  – Certified Color Added
  – Artificially Colored

27 CFR 5.39
FD&C Yellow #5

• If FD&C Yellow #5 is added, the label must state:
  – Contains FD&C Yellow #5

27 CFR 5.32
Cochineal Extract and Carmine

• If a distilled spirits product removed on or after April 16, 2013, contains cochineal extract or carmine, the label must include a statement to that effect, such as:
  – “Contains Cochineal Extract,” or
  – “Contains Carmine,” or
  – “Contains Cochineal Extract and Carmine”
Commodity Statement

• For spirits produced by redistillation, blended whiskies, spirit whisky, and compounded gin:
  • _____% Neutral Spirits Distilled from _____
  • _____% _____ Neutral Spirits

• For spirits produced by original distillation:
  • Distilled from _____

27 CFR 5.39
Statements of Age

Required for:

• Whisky aged less than 4 years
• Grape lees brandy or grape pomace/grape marc brandy aged less than 2 years
• Distilled spirits labeled with a distillation date
• Allowed on all distilled spirits except neutral spirits (vodka)

27 CFR 5.40
Organic Labeling

• The National Organic Program (NOP) is administered by the U.S. Department of Agriculture (7 CFR part 205)
Organic Labeling (Continued)

• Must comply with USDA NOP standards
• For certain organic claims, must obtain USDA-accredited certifying agent’s (ACA) preview and approval of organic labels prior to submission to TTB
• For more information, visit our Web site at www.ttb.gov, click on the DISTILLED SPIRITS tab, then click on the LABELING tab under Quick Links, and go to “Labels With Organic Claims”.

27 CFR 5.71
Additional Information

• Must be truthful, accurate, and specific
• May not conflict with or qualify other mandatory information
• Must comply with the corresponding sections of the regulations

27 CFR 5.33(f)
What may I change on previously-approved labels?

- See the complete list of allowable revisions and specific guidelines on the COLA form or on [www.ttb.gov](http://www.ttb.gov)
- We have also created sample labels to demonstrate each allowable revision
IV. CONTACT INFORMATION

For Additional Information Contact:
Advertising, Labeling and Formulation Division (ALFD)
Alcohol and Tobacco Tax and Trade Bureau
1310 G. Street, N.W., Box 12
Washington, DC 20005
Phone (202) 453-2250
1-866-927-2533 (Toll Free)
E-mail address: alfd@ttb.gov

For A Supply Of This Form (TTB F 5100.31) Contact:
The form may be ordered electronically by accessing the TTB Web site at http://www.ttb.gov/forms/ordering_forms.shtml
The form may be electronically accessed at the TTB Web site at http://www.ttb.gov/forms/f510031.pdf

V. ALLOWABLE REVISIONS TO APPROVED LABELS

Once a label receives TTB approval, you are permitted to make certain changes to that label without submitting it to TTB. The label(s) identified on and affixed to this certificate may be revised without resubmission as follows:

NOTE: Any revision(s) you make to your approved label(s) must be in compliance with the applicable regulations in 27 CFR parts 4, 5, 7, and 16, and any other applicable provision of law or regulation, including, but not limited to, the conditions set forth in the “Comments” below.

<table>
<thead>
<tr>
<th>YOU MAY...</th>
<th>REVISION APPLIES TO</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WINE</td>
</tr>
<tr>
<td></td>
<td>DISTILLED SPIRITS</td>
</tr>
<tr>
<td></td>
<td>MALT BEVERAGE</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>COMMENTS</th>
</tr>
</thead>
</table>
You may...  | REVISION APPLIES TO
--- | ---
1. Delete any non-mandatory label information, including text, illustrations, graphics, etc. | YES | YES | YES

**Approved COLA**

Captains John's Spiced Rum

Rum with Natural Flavors

20% alc. by vol. (40 proof) 1 L

**Allowable revision**

Captains John’s Spiced Rum

Rum with Natural Flavors

20% alc. by vol. (40 proof) 1 L
### Approved COLA

<table>
<thead>
<tr>
<th>SUNNYSIDE Distillery</th>
<th>Springfield, Oregon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vodka</td>
<td>40% ALC/VOL 750ml</td>
</tr>
</tbody>
</table>

### Allowable revision

<table>
<thead>
<tr>
<th>Vodka</th>
<th>750ml</th>
</tr>
</thead>
<tbody>
<tr>
<td>40% ALC/VOL</td>
<td></td>
</tr>
</tbody>
</table>

#### REVISION APPLIES TO

<table>
<thead>
<tr>
<th>WINE</th>
<th>DISTILLED SPIRITS</th>
<th>MALT BEVERAGE</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>The repositioning must comply with any placement requirements applicable to mandatory information. For example, some types of mandatory information must appear on the brand label or must appear together with other label information.</td>
</tr>
</tbody>
</table>

#### YOU MAY...

2. Reposition any label information, including text, illustrations, graphics, etc.
YOU MAY...
3. Change the color(s) (background and text), shape and proportionate size of labels. Change the type size and font, and make appropriate changes to the spelling (including punctuation marks and abbreviations) of words, in compliance with the regulations. Change from an adhesive label to one where label information is etched, painted or printed directly on the container and vice versa.

<table>
<thead>
<tr>
<th>REVISION APPLIES TO</th>
<th>WINE</th>
<th>DISTILLED SPIRITS</th>
<th>MALT BEVERAGE</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td></td>
</tr>
</tbody>
</table>

Approved COLA

Chimes
RUM

Distillery
40% ALC./Vol.
750ml

Allowable revision

Chimes Distillery
Rum

Alcohol 40% by Volume
750ml
<table>
<thead>
<tr>
<th>YOU MAY...</th>
<th>REVISION APPLIES TO</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>10. Change the net contents statement.</td>
<td>YES</td>
<td>YES</td>
</tr>
</tbody>
</table>

**Approved COLA**

Dog House Vodka

40% Alc. Vol.

750 ml

**Allowable revision**

Dog House Vodka

40% Alc. Vol.

1.75L
### YOU MAY...

<table>
<thead>
<tr>
<th>REVISION APPLIES TO</th>
<th>WINE</th>
<th>DISTILLED SPIRITS</th>
<th>MALT BEVERAGE</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>11. Change the mandatory statement of alcohol content, where such change is not inconsistent with the labeled class and type designation, or with any other labeling statements.</td>
<td>YES</td>
<td>YES</td>
<td>YES (Flavored Malt Beverages Only)</td>
<td>The change must not result in a change to the labeled class or type designation of the product. For example, a label bearing a “table wine” designation may not be changed to state an alcohol content above 14 percent alcohol by volume, and a label bearing a “rum” designation may not be changed to state an alcohol content statement of less than 40 percent alcohol by volume. The change may not be inconsistent with any other mandatory or optional labeling statements.</td>
</tr>
</tbody>
</table>

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**Approved COLA**

- **Parker Mill Rum**
  - 40% alc. by vol. (80 Proof)
  - 750 ml

**Allowable revision**

- **Parker Mill Rum**
  - 45.5% alc. by vol. (91 Proof)
  - 750 ml
<table>
<thead>
<tr>
<th>YOU MAY…</th>
<th>REVISION APPLIES TO</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WINE</td>
<td>DISTILLED SPIRITS</td>
</tr>
<tr>
<td>13. Change the statement of percentage of neutral spirits and the name of the commodity from which a distilled spirit is produced.</td>
<td>N/A</td>
<td>YES</td>
</tr>
</tbody>
</table>

**Approved COLA**

Bottle by: Wicked, Atchison, KS

90% Neutral spirits distilled from grain

**Wicked Moonshine**
Handcrafted Spirit Whiskey

Alc. 40% by Vol. (80 proof)

**Allowable revision**

Bottle by: Wicked, Atchison, KS

80% Neutral spirits distilled from grain

**Wicked Moonshine**
Handcrafted Spirit Whiskey

Alc. 40% by Vol. (80 proof)
<table>
<thead>
<tr>
<th>YOU MAY...</th>
<th>REVISION APPLIES TO</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>14. Change the mandatory age statement, or delete or change an optional</td>
<td>WINE: N/A</td>
<td>These changes must not result in a change to the class or type designation. See 27 CFR 5.22 and 5.40 for further information about age statements and minimum aging requirements applicable to certain classes and types of spirits.</td>
</tr>
<tr>
<td>age statement for distilled spirits labels.</td>
<td>DISTILLED SPIRITS: YES</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MALT BEVERAGE: N/A</td>
<td></td>
</tr>
</tbody>
</table>

Approved COLA

![Woodstone Brandy 3 Years Old](image1)

Allowable revision

![Woodstone Brandy](image2)
Approved COLA

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

Bottled by: Jim’s, Chicago IL

CA REDEMPTION VALUE OR 5¢ IA 5¢ MI 10¢ REF

Allowable revision

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

Bottled by: Jim’s, Chicago IL
Bottled by: Our Distillery
Ft. Mill, SC

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.
<table>
<thead>
<tr>
<th>YOU MAY...</th>
<th>WINE</th>
<th>DISTILLED SPIRITS</th>
<th>MALT BEVERAGE</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>25. Add, delete, or change a lot or batch identification number or other serial numbers.</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td></td>
</tr>
</tbody>
</table>

**Approved COLA**

Bottled by: Greenfield Vodka Company, Pittsburgh, PA

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

BT 568799043

**Allowable revision**

Bottled by: Greenfield Vodka Company, Pittsburgh, PA

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

BT 7553025
Approved COLA

Bottled by: Christina’s Distillery
Portland, OR

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

Contains Sulfites

Allowable revision

Bottled by: Christina’s Distillery Company, Portland, OR

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

Contains Sulfites
27. Add, delete, or change optional information about awards or medals.

<table>
<thead>
<tr>
<th>YOU MAY...</th>
<th>WINE</th>
<th>DISTILLED SPIRITS</th>
<th>MALLET BEVERAGE</th>
<th>COMMENTS</th>
</tr>
</thead>
</table>

Approved COLA

**MARCELLA’S DISTILLERY**

Rum

Alc. 48% by Vol. 750ml

Allowable revision

**MARCELLA’S DISTILLERY**

Rum

Alc. 48% by Vol. 750ml

1st Place
DS Competition
<table>
<thead>
<tr>
<th>YOU MAY...</th>
<th>REVISION APPLIES TO</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>28. Add, delete, or change holiday- and/or seasonal-themed graphics,</td>
<td>WINE</td>
<td>Holiday/seasonal-themed information or graphics must not conflict with or qualify the</td>
</tr>
<tr>
<td>artwork and/or salutations.</td>
<td>DISTILLED</td>
<td>mandatory information and must comply with all applicable regulations, including the</td>
</tr>
<tr>
<td></td>
<td>SPIRITS</td>
<td>rules governing prohibited practices.</td>
</tr>
<tr>
<td></td>
<td>MALT</td>
<td></td>
</tr>
<tr>
<td></td>
<td>BEVERAGE</td>
<td></td>
</tr>
</tbody>
</table>

**Approved COLA**

- **Willow Grove Rum**
  - 42% alc./vol.
  - 750 ml
  - Happy Valentines Day

**Allowable revision**

- **Willow Grove Rum**
  - 42% alc./vol.
  - 750 ml
  - Happy Holidays
Examples of Changes that CANNOT be Made

A new COLA is required if:

- The class/type changes (all commodities)
- Adding graphic that is not holiday themed
- Adding additional wording that was not on the approved label
Contact Information

• Alcohol, Labeling and Formulation Division, Customer Service:
  – **Phone:** 1-866-927-2533 or 202-453-2250
    Option 2 – COLAs Online technical assistance
    Option 3 – COLAs Online registration
    Option 4 – Distilled Spirits Questions
  – **Online:** [https://www.ttb.gov/contact-alfd](https://www.ttb.gov/contact-alfd)
Distilled Spirits Resources
TTB Contacts

• **Permits, Taxes, Operations Reports, etc.** contact the National Revenue Center:
  – Phone: 877-882-3277

• **Distilled Spirits Labeling** contact the Alcohol Labeling and Formulation Division:
  – Phone: 866-927-2533 (option 4)

• **Formulas** contact the Alcohol Labeling and Formulation Division:
  – Phone: 866-927-2533 (option 7)
TTB Contacts

• **Importation/Exportation** contact the International Affairs Division:
  – Phone: 202-453-2260

• **Trade Practices** contact the Market Compliance Office:
  – Phone: 202-453-2251 (option 2)

• **Regulations and Rulings Division**
  – Phone: 202-453-2265
Internet Resources

Websites

- www.ttb.gov
- www.fda.gov
- www.ecfr.gov
  - 27 CFR parts 1, 5, 16, 19
- Distilled Spirits Beverage Alcohol Manual

Key Words

- TTB
- BAM
- Beverage Alcohol Manual
- Distilled Spirits Rulings
- eCFR
- COLA
Resources on TTB.gov

• Alcohol Beverage Formula Approval Home Page

• Subscribe to automatically receive the weekly TTB Newsletter
  https://public.govdelivery.com/accounts/USTTB/subscriber/new

• Permits Online Help Center
  https://www.ttb.gov/ponl/permits-online-help.shtml
Resources on TTB.gov