

CHECKLIST OF MANDATORY LABEL INFORMATION | MALT BEVERAGE

This guidance lists the mandatory information that TTB reviews on every malt beverage certificate of label approval (COLA) application and includes a checklist to help prevent common errors.

This document does not provide comprehensive labeling guidance.

Malt beverages for which a COLA is required must be labeled in compliance with **all** applicable requirements in [27 CFR part 7](#), [27 CFR part 16](#), and [27 CFR part 25](#).

Malt Beverage Containers Must Bear Labeling that Contains the Following Mandatory Information		
See 27 CFR part 7, subpart E		
Mandatory Item and Description	Regulatory Citation	Checklist
<p>Brand Name Name under which the product is sold.</p>	27 CFR 7.64	<input type="checkbox"/> Does the brand name appear on a label? <input type="checkbox"/> Does it match the entry in the “Brand Name” field on the COLA application?
<p>Designation <u>Class/Type</u> Examples: “Malt Beverage,” “Stout,” “Ale,” “India Pale Ale,” “Russian Imperial Stout,” “Honey Ale,” or “Raspberry Ale.”</p> <p><u>OR Other Designation</u> A distinctive or fanciful name, together with an adequate and truthful statement of the composition of the product. For example, a distinctive or fanciful name could be “Spicy Nut Ale,” and a truthful statement of composition could be “Ale with walnuts and other natural flavors.”</p>	27 CFR 7.63 and 27 CFR part 7, subpart I	<input type="checkbox"/> Does the designation appear on the label? <input type="checkbox"/> If the designation is a class or type, is it consistent with a class and type listed in the regulations or TTB guidance? <input type="checkbox"/> Is the designation separate and apart from all other information, as required under 27 CFR 7.52(b) ? <input type="checkbox"/> Is it spelled correctly? <input type="checkbox"/> Is it a malt beverage that requires a formula? (Check malt beverage formula requirements here .) If yes, has a formula been approved? <input type="checkbox"/> If yes, is the statement of composition either the same as (or more specific than) the suggested general statement on the approved formula (under Determination and Labeling Instructions)? <input type="checkbox"/> Does a distinctive or fanciful name together with an adequate and truthful statement of composition appear on the label? <input type="checkbox"/> Has the approved formula number been selected on the COLA application? <input type="checkbox"/> Does the distinctive or fanciful name on the label match the entry in the “Fanciful Name” field on the application?
<p>Name and Address (products wholly fermented in the United States only) The bottler’s name and address (city and State) as listed on your brewer’s notice.</p>	27 CFR 7.66	<input type="checkbox"/> Is the bottler’s name and address on the label, or blown, embossed, or molded into the container? <input type="checkbox"/> Does the name or DBA/trade name on the label match what is shown on the brewer’s notice and on your COLA application? <input type="checkbox"/> Does the address (city and State) match the address on your COLA application? <input type="checkbox"/> Does the name and address include no intervening text? <input type="checkbox"/> Is the principal place of business shown in lieu of the place where the malt beverage was bottled? See 27 CFR 7.66(e) . <input type="checkbox"/> If yes, does such listing avoid creating a false or misleading impression as to the geographic origin of the malt beverage? <input type="checkbox"/> If yes, will the bottler indicate the actual place of bottling via printing, coding, or other markings, and has the bottler notified the National Revenue Center of the coding system to be used? See 27 CFR 25.141 and 25.142 . <input type="checkbox"/> Are multiple breweries under the same ownership? See 27 CFR 7.66(f) .

		<p><input type="checkbox"/> If yes, is the place where the malt beverage is bottled shown as the only location on the label?</p> <p style="text-align: center;">OR</p> <p><input type="checkbox"/> If yes, does the place where the malt beverage is bottled appear in a listing of the locations of breweries owned by that person, and the actual place of bottling not given less emphasis than any of the other locations?</p> <p>Note: If the location of two or more breweries is shown in lieu of the actual place of production, the actual location (address) where the malt beverage was produced must indicate the actual place of bottling via printing, coding, or other markings, and the bottler must notify the National Revenue Center of the coding system to be used. See 27 CFR 25.141 and 25.142.</p> <p>(Additional requirements if bottled for another entity)</p> <p><input type="checkbox"/> If bottling for another brewer and the name and address of the producing brewer is also displayed, is it immediately preceded by the words “Bottled for,” “Distributed by,” or other similar appropriate phrase followed by the name and address of the bottler?</p> <p><input type="checkbox"/> If the same brand of malt beverage is brewed and bottled by two or more breweries not under the same ownership, the label may set forth all of the locations where bottling takes place. If this option is chosen, are the actual locations listed (not principal place of business) and is the nature of the arrangement clearly set forth? See 27 CFR 7.66(g).</p>
<p>Net Contents</p>	<p>27 CFR 7.70</p>	<p><input type="checkbox"/> Is the net contents statement present on the label, or blown, embossed, or molded into the container?</p> <p><input type="checkbox"/> Is the statement in U.S. customary units of measure (e.g., fluid ounces, pints, quarts, or gallons)?</p> <p><input type="checkbox"/> Are the format and abbreviations acceptable (e.g. fl. oz.), including using the correct units based on the volume of liquid?</p>
<p>Alcohol Content Example: Alcohol ___ % by volume.</p> <p>Alcohol by Weight Example: Alcohol ___ % by weight.</p>	<p>27 CFR 7.65</p>	<p>Mandatory ONLY if the product contains alcohol derived from flavors or other added non-beverage ingredients containing alcohol (excluding hop extract) OR if required by one or more States.</p> <p><input type="checkbox"/> Is the alcohol content stated on one of the container’s labels?</p> <p><input type="checkbox"/> Are the format and abbreviations acceptable? You may use: “Alc.,” “Alc.,” “%,” “Vol.,” or “Vol.”</p> <p><input type="checkbox"/> Is the alcohol by weight stated on one of the container’s labels? If yes, does it appear together with, and as part of, a statement of alcohol content as a percentage of alcohol by volume?</p> <p><input type="checkbox"/> Is the alcohol by weight accurately converted to its alcohol by volume equivalent?</p> <p><input type="checkbox"/> Are the format and abbreviations acceptable? You may use: “Alc.,” “Alc.,” “%,” “Wt.,” or “Wt.”</p>
<p>Health Warning Statement Statement must appear exactly as prescribed in the regulations.</p>	<p>27 CFR part 16</p>	<p><input type="checkbox"/> Is the statement on the label?</p> <p><input type="checkbox"/> Does it match the exact wording and punctuation?</p> <p><input type="checkbox"/> Are the words “GOVERNMENT WARNING” in capital letters and bold type?</p>

		<input type="checkbox"/> Are the “S” in Surgeon and “G” in General capitalized? <input type="checkbox"/> Does it appear as one statement? <input type="checkbox"/> Is it separate and apart from other information on the label?
Country of Origin Imported malt beverages only. Required by U.S. Customs and Border Protection (CBP).	27 CFR 7.69 (citing 19 CFR parts 102 and 134)	<input type="checkbox"/> If the product is imported, is the country of origin statement on one of the container’s labels? <input type="checkbox"/> Does the country of origin statement comply with CBP requirements ?
Name and Address (imported products only) The importer’s company name and address (city and state), as listed on your permit.	27 CFR 7.67–7.68	<input type="checkbox"/> Is the name and address of the importer on one of the container’s labels? <input type="checkbox"/> Does the importer’s name on the label match what is shown on the importer’s permit and on the COLA application? <input type="checkbox"/> If not, is the DBA/trade name on the label shown on both the COLA application and the importer’s permit? <input type="checkbox"/> Does the address (city and State) for the importer match what is shown on the importer’s permit and on your COLA application? <input type="checkbox"/> Does the importer’s name and address immediately follow the phrase “Imported by” or similar appropriate phrase, with no intervening text? <input type="checkbox"/> If bottled after importation, were the products subject to blending or other production activities after importation? See 27 CFR 7.67 . <input type="checkbox"/> If yes, are the containers labeled in accordance with the requirements for domestically bottled malt beverages? See 27 CFR 7.66 . <input type="checkbox"/> If not, are the containers labeled in accordance with the requirements for imported products, including separate “bottled by” and “imported statements,” or other appropriate description? See 27 CFR 7.67–7.68 .
FD&C Yellow #5 Example: “Contains FD&C Yellow #5.”	27 CFR 7.63(b)(1)	Mandatory ONLY if FD&C Yellow #5 is used in the malt beverage. <input type="checkbox"/> Is the statement on the label?
Cochineal Extract or Carmine Example: “Contains Carmine.”	27 CFR 7.63(b)(2)	Mandatory ONLY if used cochineal extract or carmine in the malt beverage. <input type="checkbox"/> Is the statement on the label?
Sulfite Declaration Example: “Contains Sulfites.”	27 CFR 7.63(b)(3)	Must appear if the product has 10 ppm or more (total) sulfur dioxide. <input type="checkbox"/> Is the sulfite declaration on the label?
Aspartame Declaration Example: “PHENYLKETONURICS: CONTAINS PHENYLALANINE.”	27 CFR 7.63(b)(4)	Mandatory ONLY if aspartame is used in the malt beverage. <input type="checkbox"/> Is the statement on the label? <input type="checkbox"/> Is the statement in capital letters, separate and apart from all other information?