



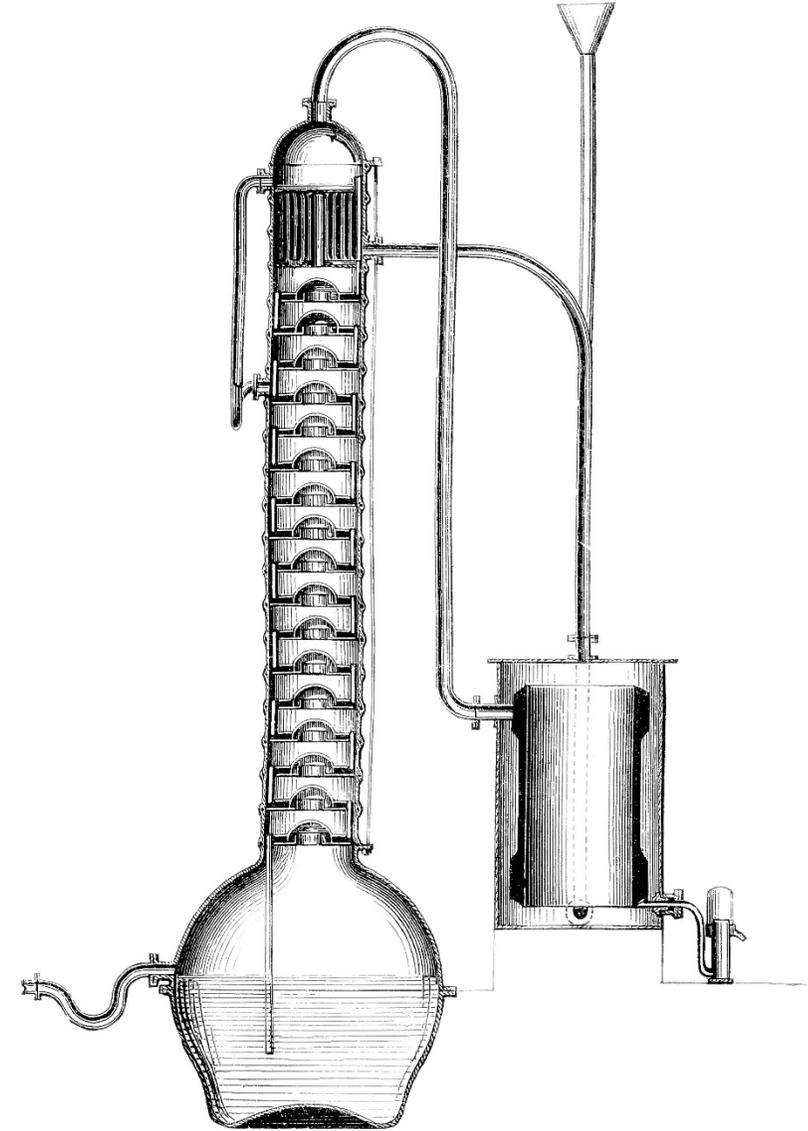
TTB Bootcamp for Distillers

2020 ADI Virtual Craft Spirits Conference

Labeling

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Labeling Specialist

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



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



Class and Type (Continued)

- 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

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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



Imported by XYZ Company

Pittsburgh, PA 15122

750 ml

PRODUCT OF THE DOMINICAN REPUBLIC



GOVERNMENT WARNING:

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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

Name and Address



Imported by XYZ Company

Pittsburgh, PA 15122

750 ml

PRODUCT OF THE DOMINICAN REPUBLIC



GOVERNMENT WARNING:

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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

Net Contents

**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:

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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:

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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



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
- We have also created sample labels to demonstrate each allowable revision



TTB Form 5100.31 pp. 3 & 4

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.

YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	

YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
1. Delete any non-mandatory label information, including text, illustrations, graphics, etc.	YES	YES	YES	

Approved COLA



Allowable revision



YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
2. Reposition any label information, including text, illustrations, graphics, etc.	YES	YES	YES	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.

Approved COLA

SUNNYSIDE Distillery
Springfield, Oregon

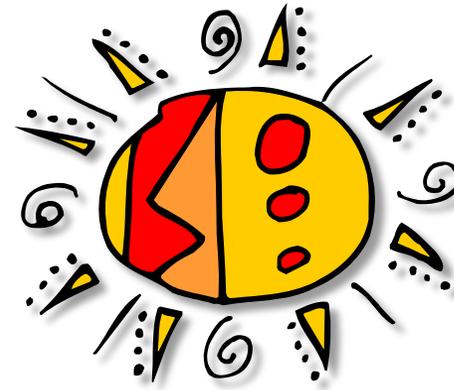


Vodka

40% Alc/Vol 750ml

Allowable revision

Vodka

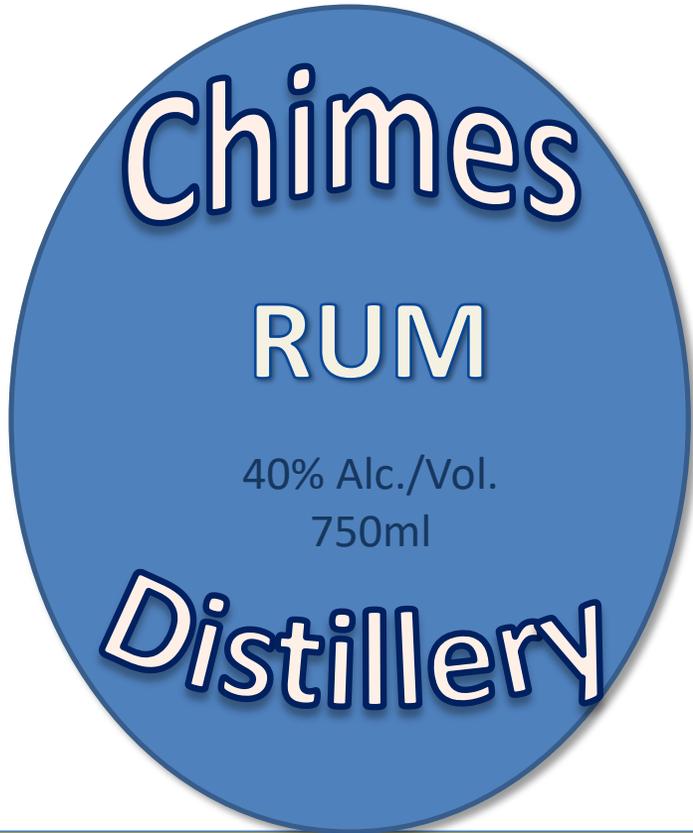


SUNNYSIDE Distillery
Springfield, Oregon

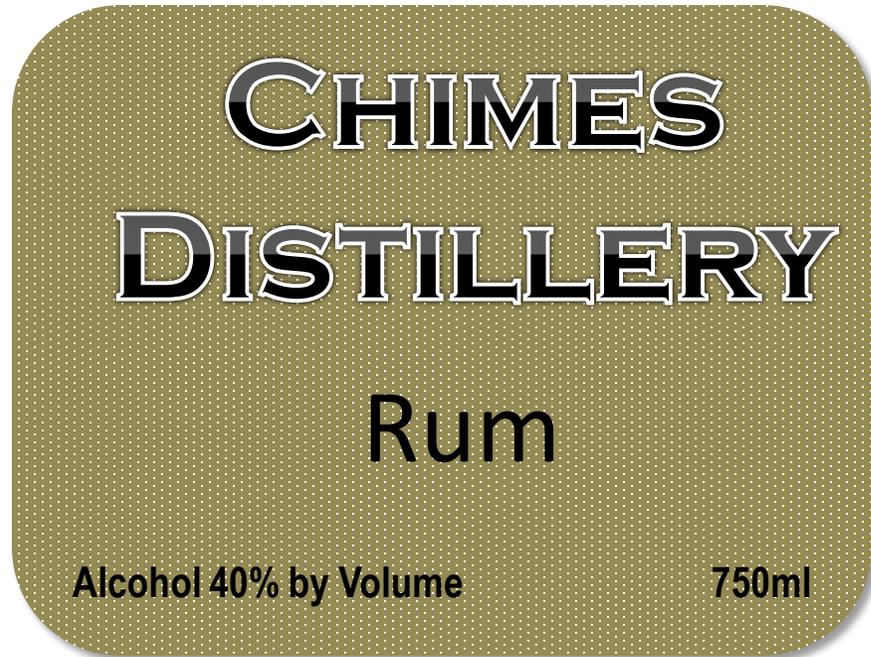
40% Alc/Vol 750ml

YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
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.	YES	YES	YES	All mandatory information must be readily legible and appear on a contrasting background. If you received approval for a single label then you may not divide the label into multiple labels without re-approval. All changes must comply with applicable regulations, and changes in spelling must not change the meaning of the previously approved information.

Approved COLA



Allowable revision



YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
10. Change the net contents statement.	YES	YES	YES	Revisions must comply with all applicable regulations governing net content statements and standards of fill. Please ensure that all applicable type size requirements are met for each container size.

Approved COLA

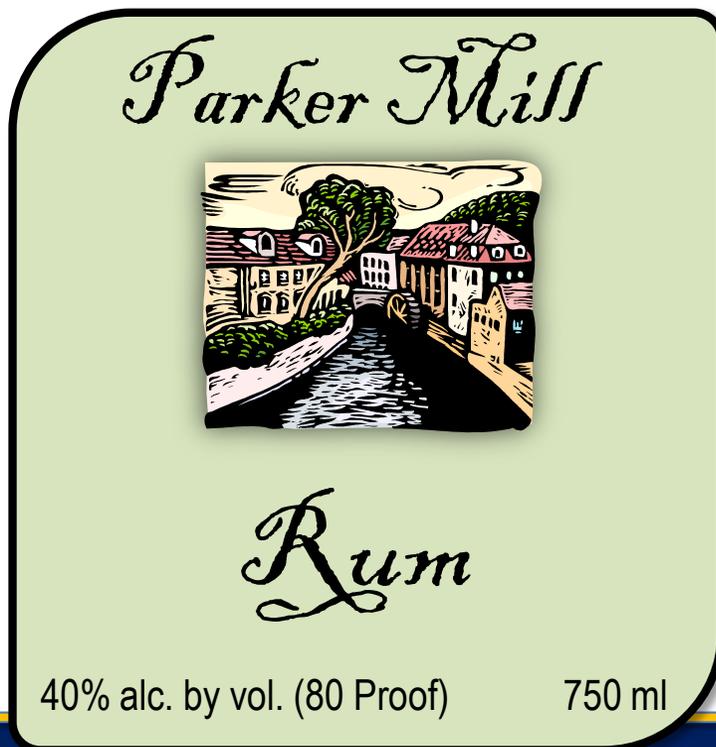


Allowable revision

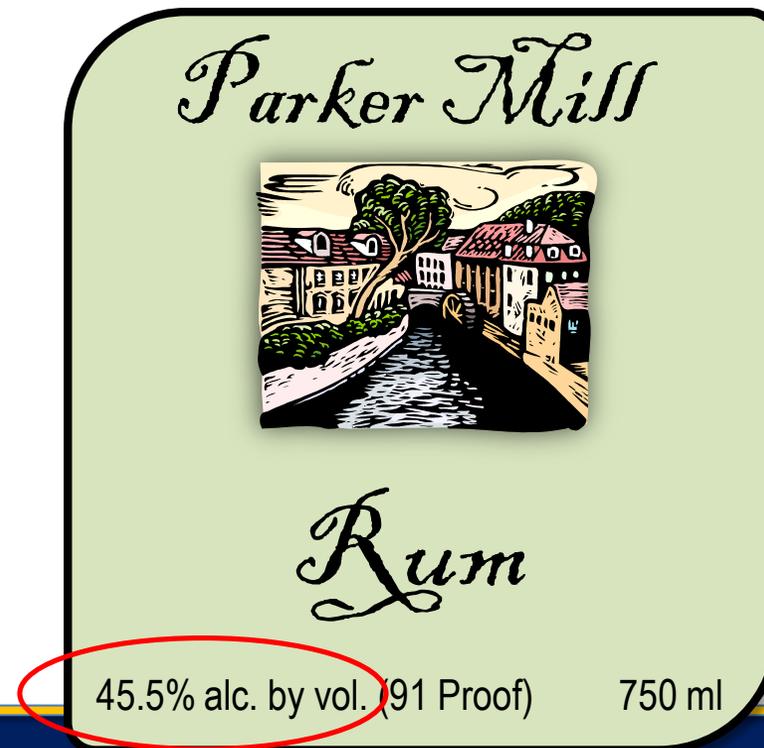


YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
11. Change the mandatory statement of alcohol content, where such change is not inconsistent with the labeled class and type designation, or with any other labeling statements.	YES	YES	YES (Flavored Malt Beverages Only)	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.

Approved COLA



Allowable revision



YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
13. Change the statement of percentage of neutral spirits and the name of the commodity from which a distilled spirit is produced.	N/A	YES	N/A	These changes must not result in a change to the class or type designation of the distilled spirits product.

Approved COLA

Bottle by: Wicked, Atchison, KS
90% Neutral spirits distilled from grain

Wicked
Moonshine
Handcrafted Spirit Whiskey
Alc. 40% by Vol. (80 proof)

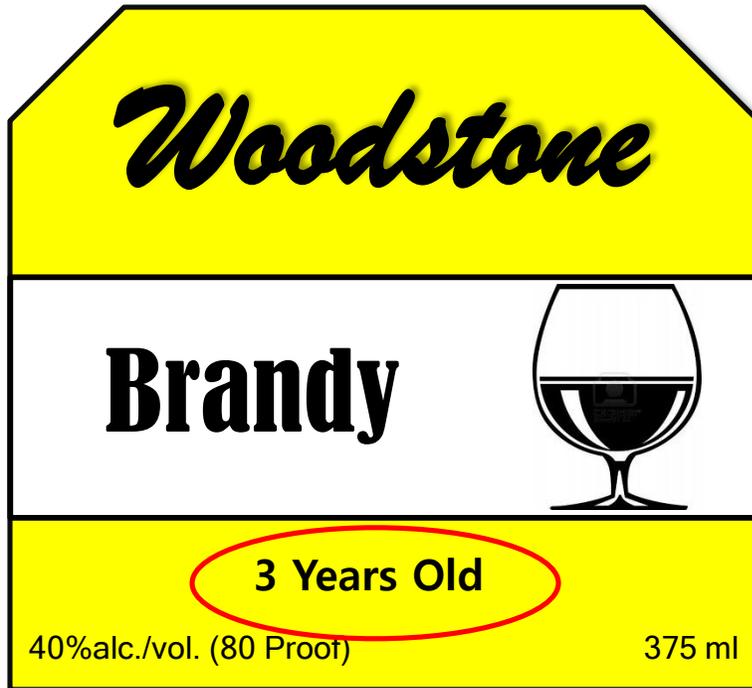
Allowable revision

Bottle by: Wicked, Atchison, KS
80% Neutral spirits distilled from grain

Wicked
Moonshine
Handcrafted Spirit Whiskey
Alc. 40% by Vol. (80 proof)

YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
14. Change the mandatory age statement, or delete or change an optional age statement for distilled spirits labels.	N/A	YES	N/A	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.

Approved COLA



Allowable revision



YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
22. Add, delete, or change bottle deposit information.	YES	YES	YES	

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

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.

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

Bottled by:
Jim's, Chicago IL

YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
23. Add, delete, or change UPC barcodes and/or 2D mobile barcodes, e.g., QR codes or Microsoft Tags.	YES	YES	YES	Addition or change of UPC Code must be in compliance with Industry Circular 77-23. Any information retrieved from 2D barcodes must be in compliance with all applicable advertising regulations.

Approved COLA

Allowable revision

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.



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.




YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
25. Add, delete, or change a lot or batch identification number or other serial numbers.	YES	YES	YES	

Approved COLA

Greenfield Vodka

**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

Greenfield Vodka

**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.

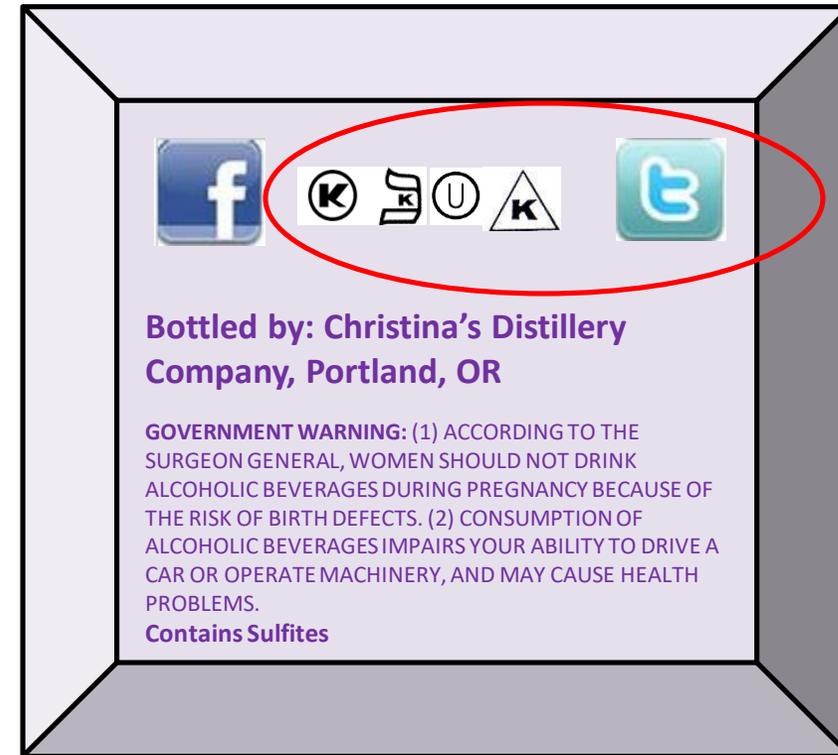
BT 7553025

YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
26. Add, delete, or change trademark, copyright symbols (e.g., TM, ©, ®), kosher symbols, company logos, and/or social media icons.	YES	YES	YES	Symbols, logos and icons may not violate TTB regulations. Advertisements on social media sites must be in compliance with all applicable advertising regulations.

Approved COLA



Allowable revision



YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
27. Add, delete, or change optional information about awards or medals.	YES	YES	YES	

Approved COLA

MARCELLA'S DISTILLERY



Rum

Alc. 48% by Vol. 750ml

Allowable revision

MARCELLA'S DISTILLERY



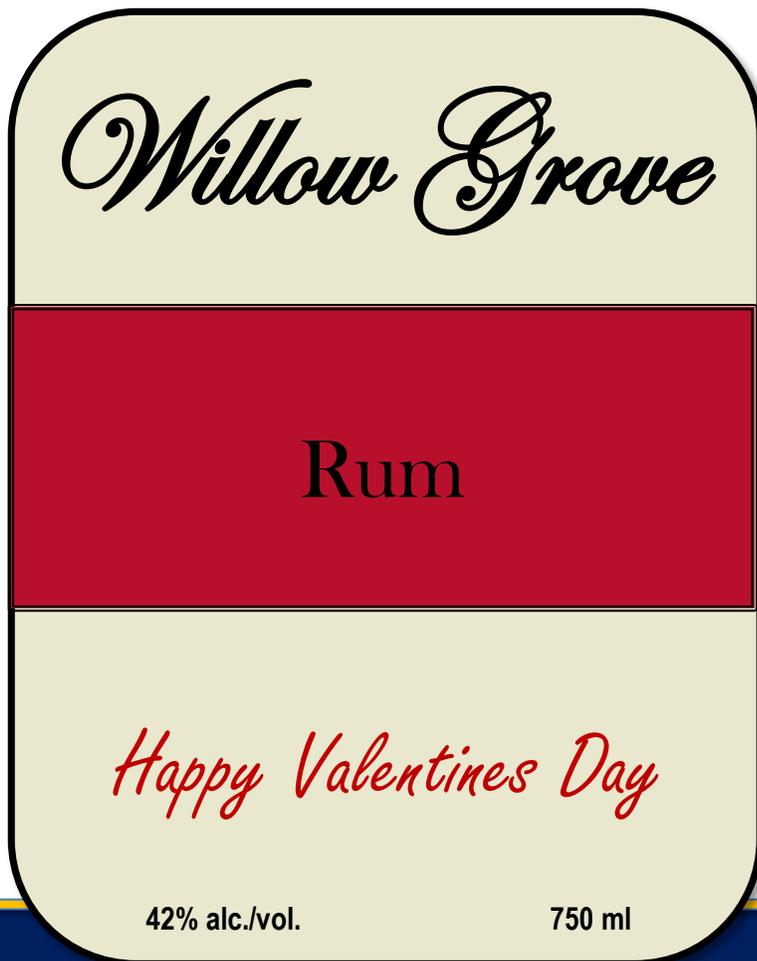
Rum

Alc. 48% by Vol. 750ml



YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
28. Add, delete, or change holiday- and/or seasonal-themed graphics, artwork and/or salutations.	YES	YES	YES	Holiday/seasonal-themed information or graphics must not conflict with or qualify the mandatory information and must comply with all applicable regulations, including the rules governing prohibited practices.

Approved COLA



Allowable revision





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>

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**
<https://www.ttb.gov/formulation/index.shtml>
- **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

- **Distilled Spirits Laws, Regulations, and Public Guidance:**
<https://www.ttb.gov/distilled-spirits/laws-regulations-and-public-guidance>
- **CBMTRA page:** <https://www.ttb.gov/alcohol/craft-beverage-modernization-and-tax-reform-cbmtra>
- **TTB Federal Register Publications:**
<https://www.ttb.gov/what-we-do/regs-guidance/federal-register-publications>