What changes can be made to labels without submitting a new application?
• TTB published a revised version of TTB Form 5100.31 in July 2012 and updated in October 2012

• Most significant changes—
  • Clarified the instructions
  • Eliminated submitting photos of bottles and info appearing on caps or capsules
  • Expanded the list of allowable revisions without requiring new TTB approval

• Previous versions obsolete as of Jan. 2013
May I make these changes to labels that were approved on previous versions of the COLA?

- Yes
- All changes are subject to the conditions shown on the revised form and all applicable regulations
What are the new items I may 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
### 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>REVISION APPLIES TO</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WINE</td>
<td></td>
</tr>
<tr>
<td>DISTILLED SPIRITS</td>
<td></td>
</tr>
<tr>
<td>MALT BEVERAGE</td>
<td></td>
</tr>
</tbody>
</table>

**YOU MAY...**
Approved COLA

Captain John’s Spiced Rum

Rum with Natural Flavors
20% alc. by vol. (40 proof) 1 L

Allowable revision

Captain John’s Spiced Rum

Rum with Natural Flavors
20% alc. by vol. (40 proof) 1 L
Approved COLA

SUNNYSIDE BREWERY
Springfield, Oregon

Belgian-Style Ale

ALE BREWED WITH SPICES
(CORIANDER, LEMON PEEL, ORANGE PEEL)

12 FL. OZ.

Allowable revision

12 FL. OZ.

Belgian-Style Ale

ALE BREWED WITH SPICES
(CORIANDER, LEMON PEEL, ORANGE PEEL)

SUNNYSIDE BREWERY
Springfield, Oregon

REVISION APPLIES TO

<table>
<thead>
<tr>
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<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></td>
</tr>
</tbody>
</table>

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.

2. Reposition any label information, including text, illustrations, graphics, etc.
Approved COLA

Chimes vineyard
Washington Chardonnay
12.5% Alc./Vol. 750ml

Allowable revision

Chimes Vineyard
Washington Chardonnay
Alcohol 12.5% by Volume 750ml

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>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.</td>
</tr>
</tbody>
</table>

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.
YOU MAY...

4. Change the stated percentages for blends of grape varieties and appellations of origin for wine labels.

<p>| REVISION APPLIES TO |</p>
<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>N/A</td>
<td>N/A</td>
<td>When used for any of these items, the total percentages for each element must equal 100%. You may not change the name of the stated varieties or appellations without submitting a new application.</td>
</tr>
</tbody>
</table>

**Approved COLA**

**PaPa’s Winery**

50% Merlot
50% Shiraz
Table wine

60% Napa County & 40% Sonoma County

**Allowable revision**

**PaPa’s Winery**

60% Merlot
40% Shiraz
Table Wine

50% Napa County & 50% Sonoma County
5. Add, change or delete a vintage date for wine labels.

<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>YES</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

If the vintage date is deleted, no reference to "Vintage" may be made on any label or other materials (e.g., caps, capsules, corks, etc.) affixed to the bottle. When adding a new vintage date, you must comply with all applicable regulations, including the requirements regarding appellations of origin.

**Approved COLA**

REMIL
Merlot
Napa Valley

**Allowable revision**

REMIL
Merlot
Napa Valley
2012
**Approved COLA**

Produced and Bottled by:  
Our Winery  
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.

Contains Sulfites

**Allowable revision**

Vinted and Bottled by:  
Our Winery  
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.

Contains Sulfites
Approved COLA

Bottled by:
Lost Wines Yakima, WA

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

TA 0.58 g/100ml pH 3.4

Allowable revision

Bottled by:
Lost Wines Yakima, WA

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

TA 1.10 g/100ml pH 2.91
8. Change the stated amounts of sugar at harvest and/or residual sugar for wine labels.

<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>8. Change the stated amounts of sugar at harvest and/or residual sugar for wine labels.</td>
<td>YES</td>
<td>N/A</td>
<td>N/A</td>
<td>See ATF Ruling 82.4 for policy regarding use of sugar content statements and when such statements are required.</td>
</tr>
</tbody>
</table>

**Approved COLA**

- **Mia Ranch**
  - Late Harvest
  - White Wine
  - Sugar at Harvest: 34% by weight
  - Residual Sugar: 35° Brix
  - 750 ml

**Allowable revision**

- **Mia Ranch**
  - Late Harvest
  - White Wine
  - Sugar at Harvest: 20% by weight
  - Residual Sugar: 27° Brix
  - 750 ml
<table>
<thead>
<tr>
<th>YOU MAY...</th>
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<th>DISTILLED SPIRITS</th>
<th>MALT BEVERAGE</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>9. Add or delete bonded winery or taxpaid wine bottling house number for wine labels.</td>
<td>YES</td>
<td>N/A</td>
<td>N/A</td>
<td>If used, a bonded winery number must appear in direct conjunction with the bottler's name and address.</td>
</tr>
</tbody>
</table>

**Approved COLA**

**NAPA VALLEY WHITE WINE**

Bottled by: 4 Points Napa, CA 14% alc./vol.

**Allowable revision**

**NAPA VALLEY WHITE WINE**

Bottled by: 4 Points Napa, CA 14% alc./vol.

BW-CA-0000
<table>
<thead>
<tr>
<th>YOU MAY...</th>
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</tr>
</thead>
<tbody>
<tr>
<td>10. Change the net contents statement.</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>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.</td>
</tr>
</tbody>
</table>

**Approved COLA**

- **Table Wine**
- **Dog House Red Wine**
- **750 ml**

**Allowable revision**

- **Table Wine**
- **Dog House Red Wine**
- **3 L**
<table>
<thead>
<tr>
<th>YOU MAY...</th>
<th>REVISION APPLIES TO</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>11. Change the mandatory statement of alcohol content, as long as the change is consistent with the labeled class and type designation, and all other labeling statements.</td>
<td>WINE</td>
<td>YES</td>
</tr>
</tbody>
</table>

**Approved COLA**

**Allowable revision**

- **Whistlin' Jack's**
  - Texas Chardonnay
  - 12% Alc./Vol. 750ml
  - 15% Alc./Vol. 750ml

For example, you may change the alcohol content of a grape wine labeled with a varietal designation from 13 percent to 15 percent alcohol by volume, even though it results in a change to the product’s tax classification. However, if the product was designated and labeled as a “table wine,” an alcohol content of 15 percent alcohol by volume would be inconsistent with the rules for use of that designation, so this change would not be permitted.

Similarly, a label bearing a “rum” designation may not be changed to state an alcohol content of less than 40 percent alcohol by volume. The revised alcohol content statement must be consistent with all other mandatory or optional labeling statements.
### YOU MAY...

11. Change the mandatory statement of alcohol content, as long as the change is consistent with the labeled class and type designation, and all other labeling statements.

<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>(Flavored Malt Beverages Only)</td>
</tr>
</tbody>
</table>

- **Approved COLA**

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

- **Allowable revision**

  **Parker Mill Rum**
  - 75.5% alc. by vol. (151 Proof)
  - 750 ml

For example, you may change the alcohol content of a grape wine labeled with a varietal designation from 13 percent to 15 percent alcohol by volume, even though it results in a change to the product's tax classification. However, if the product was designated and labeled as a "table wine," an alcohol content of 15 percent alcohol by volume would be inconsistent with the rules for use of that designation, so this change would not be permitted.

Similarly, a label bearing a "rum" designation may not be changed to state an alcohol content of less than 40 percent alcohol by volume. The revised alcohol content statement must be consistent with all other mandatory or optional labeling statements.
<table>
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<tr>
<th>YOU MAY...</th>
<th>REVISION APPLIES TO</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>12. Add, delete, or change an optional statement of alcohol content for malt beverage labels.</td>
<td>WINE</td>
<td>DISTILLED SPIRITS</td>
</tr>
<tr>
<td></td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Approved COLA**

**Stout**

Bottled by: Firehouse Brewery Chicago, IL

**Allowable revision**

**Stout**

Bottled by: Firehouse Brewery Chicago, IL
<table>
<thead>
<tr>
<th>YOU MAY...</th>
<th></th>
<th>REVISION APPLIES TO</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<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></td>
<td>N/A</td>
<td>YES</td>
</tr>
</tbody>
</table>
You may... | Wine | Distilled Spirits | Malt Beverage | Comments
---|---|---|---|---
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

Woodson Brandy 3 Years Old 40% alc./vol. (80 Proof) 375 ml

Allowable revision

Woodson Brandy 40% alc./vol. (80 Proof) 375 ml
Approved COLA

Bailey’s Best

BOURBON BARREL STOUT

Stout Aged in Bourbon Barrels

Aged 12 months

12 fl. Oz.

Allowable revision

Bailey’s Best

BOURBON BARREL STOUT

Stout Aged in Bourbon Barrels

Aged 18 months

12 fl. Oz.
16. Add, delete, or change statements or information in order to comply with the requirements of the State in which the malt beverage is to be sold.

<table>
<thead>
<tr>
<th>REVISION APPLIES TO</th>
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</tr>
</thead>
<tbody>
<tr>
<td>WINE</td>
<td>DISTILLED SPIRITS</td>
</tr>
<tr>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**Approved COLA**

```
MOUNTAIN BEER

4% ALC./VOL.
10 FL. OZ.
BREWED BY: MOUNTAIN BREWERY
ASPEN, CO
```

**Allowable revision**

```
MOUNTAIN BEER

3.2% ALC BY WEIGHT
10 FL. OZ.
BREWED BY: MOUNTAIN BREWERY
ASPEN, CO
```
17. Change the numerical values for calories, carbohydrates, protein, and fat contained in a statement of average analysis.

<table>
<thead>
<tr>
<th>You May...</th>
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<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></td>
<td>Changes must be in compliance with TTB Ruling 2004-1.</td>
</tr>
</tbody>
</table>

Approved COLA

Red Lightning

Lite Beer

Brewed and Bottled by Red Lightning Brewhouse Kenmore, NY

12 fl. oz.

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.

Per 12 fl. oz. Average Analysis: calories 110, carbohydrates 6.6g, protein 0.9g, fat 0.0g.

Allowable revision

Red Lightning

Lite Beer

Brewed and Bottled by Red Lightning Brewhouse Kenmore, NY

12 fl. oz.

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.

Per 12 fl. oz. Average Analysis: calories 130, carbohydrates 6g, protein 1.2g, fat 0.0g.
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>18. Add, delete, or change stated bottling date, production date (day, month, and/or year) or freshness information including bottling, production or expiration dates or codes.</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>Bottling dates added to wine labels must comply with 27 CFR 4.39(c).</td>
</tr>
</tbody>
</table>

**Approved COLA**

**Big Black Cat**

India Pale Ale

Brewed by: WTC Brewery, Alexandria, VA

**Allowable revision**

**Big Black Cat**

India Pale Ale

**Red circle**

Best by July 2013

Brewed by: WTC Brewery, Alexandria, VA
19. Change the name or trade name to reflect a different name already approved for use by the responsible bonded wine cellar, taxpaid wine bottling house, distilled spirits plant, brewery, or importer. Change the address where it is within the same State.

**Approved COLA**

Imported by: TTB Imports, Buffalo, NY

- 2011 Niagara Peninsula Red Wine

**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 • Alc. 13.5% by Vol. • 750 ML • Product of Canada

**Allowable revision**

Imported by: TTB Imports, Batavia, NY

- 2011 Niagara Peninsula Red Wine

**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 • Alc. 13.5% by Vol. • 750 ML • Product of Canada
<table>
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</tr>
</thead>
<tbody>
<tr>
<td>20. Add, delete, or change the name and/or address of the foreign producer, bottler, or shipper.</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>The producer, bottler, or shipper must be located in the same country originally shown.</td>
</tr>
</tbody>
</table>

**Approved COLA**

**CHATEAU MONTAINIA**

BORDEAUX

Produced by LF Climete Rafel
Shipped by AC France Shipping

**Allowable revision**

**CHATEAU MONTAINIA**

BORDEAUX

Produced by Chateau Montainia
Shipped by Wright Brothers, France
Approved COLA

<table>
<thead>
<tr>
<th>YOU MAY...</th>
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<th>DISTILLED SPIRITS</th>
<th>MALTED BEVERAGE</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>21. Add, delete, or change the name, address, and/or trademark of the</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td></td>
</tr>
<tr>
<td>wholesaler, retailer, or persons for whom the product is imported or</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>bottled.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Tori’s Point**
  - Australian Red Wine
  - Imported by: OZ Select Wines, Whitsett, PA
  - Distributed by: PZ Wholesalers, Waldorf, MD

**Allowable revision**

- **Tori’s Point**
  - Australian Red Wine
  - Imported by: OZ Select Wines, Whitsett, PA
  - Distributed by: Dietz Wholesalers, Waldorf, MD
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.

Imported by: JRN, LLC, Chicago, IL
Contains Sulfites • Alc. 13.5% by Vol. • 750 ML • Product of Argentina

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.

Imported by: JRN, LLC, Chicago, IL
Contains Sulfites • Alc. 13.5% by Vol. • 750 ML • Product of Argentina

ME-VT-CT-MA-NY-OR-IA-5¢ MI-10¢ CA CRV
Approved COLA

Produced and Bottled by:
Our Winery 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.

Contains Sulfites

Allowable revision

Produced and Bottled by:
Our Winery 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.

Contains Sulfites

[QR Code]
<table>
<thead>
<tr>
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<th>DISTILLED SPIRITS</th>
<th>MALT BEVERAGE</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>24. Add, delete, or change a Web site address, phone number, fax number, or zip code.</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td></td>
</tr>
</tbody>
</table>

**Approved COLA**

- Nicole
- Red Table Wine
- 13% Alc./vol.
- 750 ml

**Allowable revision**

- Nicole
- Red Table Wine
- 13% Alc./vol.
- 750 ml
- www.NicoleWines.com
- (360) 425-5078
Approved COLA

37 Tulane Vodka

Bottled by: 37 Tulane Spirits 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

37 Tulane Vodka

Bottled by: 37 Tulane Spirits 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 99999799043
Approved COLA

Bottled by: Christina’s Wine 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

Allowable revision

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**Marcella Winery**

**New York**

Sparkling White Wine

Alc. 8% by Vol. 750ml

### Allowable revision

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**New York**

Sparkling White Wine

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- [Image of a gold medal with a blue ribbon labeled: 1st Place NY Wine Fest]
<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>28. Add, delete, or change holiday- and/or seasonal-themed graphics, artwork and/or salutations.</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>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.</td>
</tr>
</tbody>
</table>

**Approved COLA**

- **Willow Grove**
- **Washington Merlot**
- **Happy Valentines Day**
- 12% alc./vol. 750 ml

**Allowable revision**

- **Willow Grove**
- **Washington Merlot**
- **Happy Holidays**
- 12% alc./vol. 750 ml
May I still submit a previous version of the COLA form?

- No
- Effective January 1, 2013, we only accept the most recent versions of Form 5100.31 (7/2012) or (10/2013)
- All previous versions are obsolete and will not be processed
A new COLA is required if:

• The class/type changes (all commodities)
• The appellation changes on wine label.
• Adding graphic that are not holiday themed
• Adding additional wording that was not on the approved label
Whom do I contact for more information?

- Advertising, Labeling and Formulation Division:
  - 202–453–2250 or
  - toll free at 866–927–2533
    - option 4: Distilled Spirits and Malt Beverage Labeling
    - option 6: Wine labeling
  - By email at alfd@ttb.gov
Thank you for your time