Distilled Spirits Mandatory Labeling Webinar

2018
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.
TTB Mission

TTB’s statutory mandate is to prevent consumer deception and ensure that alcohol beverage labels provide consumers with adequate information as to the identity and quality of the product.
Overview

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

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<td>Name and Address</td>
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<td>Alcohol Content</td>
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27 CFR 5.32
Mandatory Information (Continued)

Subject to certain exceptions, the following may appear on the brand label or a back label, if required:
- 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

*Must appear on the brand label

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 the Front (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

<table>
<thead>
<tr>
<th>Class</th>
<th>Standards of Identity</th>
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</thead>
<tbody>
<tr>
<td>Neutral Spirits (Vodka)</td>
<td>Flavored Brandy, Flavored Gin, Flavored Rum, Flavored Vodka, and Flavored Whisky</td>
</tr>
<tr>
<td>Whisky</td>
<td>Imitations</td>
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<tr>
<td>Gin</td>
<td>Geographical Designations</td>
</tr>
<tr>
<td>Brandy</td>
<td>Products without geographical designations but distinctive of a particular place</td>
</tr>
<tr>
<td>Blended Applejack</td>
<td></td>
</tr>
<tr>
<td>Rum</td>
<td></td>
</tr>
<tr>
<td>Tequila</td>
<td></td>
</tr>
<tr>
<td>Cordials and Liqueurs</td>
<td></td>
</tr>
</tbody>
</table>

27 CFR 5.22
Class and Type (Continued)

“Vodka,” “Chocolate Flavored Brandy,” “Imitation Liqueur”

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

If the product does not fall under one of the standards of identity, the product 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,

Must appear on the brand/front label

27 CFR 5.35
Class and Type

**Captain John's Spiced Rum**

*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 front 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
Name and Address

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.

Rum with natural flavors added
20% Alcohol by Volume (40 Proof)
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:
(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
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.
Country of Origin

Acceptable Formats:
- Product of Italy
- Produced in Japan
- Produced by XYZ, Bordeaux, France
- Jamaican Rum

Must be in English
May appear on any label

27 CFR 5.36
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.

Captain John's Spiced Rum
Rum with natural flavors added
20% Alcohol by Volume (40 Proof)
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
Cochineal Extract/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 brandy aged less than 2 years
Distilled spirits labeled with a distillation date

Not allowed on all distilled spirits labels

27 CFR 5.40
Organic Labeling

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

Effective October 21, 2002, added Subpart I to Part 5 to cross-reference USDA’s NOP rules
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)
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
Thank you for attending