

Alcohol and Tobacco Tax and Trade Bureau
Advertising, Labeling and Formulation Division

1310 G Street, NW
Washington, DC 20220

Industry News

New cut-off date for use of previous COLA form version

October 16, 2006

The New Form

Issues Addressed:

1. New Form
2. Use of previous edition – extension
3. Labels being rejected for other reasons

In June 2006 a new **Application for Certification/Exemption of Label/Bottle Approval** (COLA), TTB F 5100.31, became effective and includes a new item that captures the source of the product. Please note this addition as a new ITEM 3 where you will indicate whether the product is domestic or imported. All other items on the form remain the same but have been renumbered to accommodate this additional required information.

This form can be accessed and printed from TTB's website at <http://www.ttb.gov/forms/5000.shtml#alcohol>. **Please make sure your print settings are correct in order to print the form as a legal size document.**

Effective Date for Mandatory use of the New Form

Effective date for mandatory use of TTB F 5100.31 (6-2006) is:

January 15, 2007.

On June 15, 2006 TTB issued an industry notice stating that the effective date for mandatory use of the new **Application for Certification/Exemption of Label/Bottle Approval** (COLA), TTB F 5100.31 form would be October 1, 2006 and that all previous editions of the form would be rejected. Due to the volume of previous editions still being received in our office we are extending the use of previous editions to:

January 15, 2007

Any applications received on or after that date will be rejected.

Use of Previous COLA versions noted on your rejection sheet

Effective immediately, if your labels are returned to you for other reasons, your rejection sheet will note that the form is outdated and effective January 15, 2007 will **no longer be accepted**.