



Alcohol Beverage Advertising

How does TTB monitor advertisements in the marketplace?

TTB monitors the advertising of alcohol beverages through a combination of:

- (1) referrals and complaints about specific alcohol beverage advertisements,
- (2) industry member requests for advertising pre-clearance, and
- (3) internal selections of advertisements for review.

Advertising Authority

Under the authority of the Federal Alcohol Administration Act (FAA Act), TTB regulates the advertising of alcohol beverage products to prevent consumer deception; provide the consumer with adequate information as to the identity and quality of the product advertised; identify the person responsible for the advertisement; and, in the case of distilled spirits only, disclose the alcohol content; and, for certain distilled spirits, the use of neutral spirits. See 27 U.S.C. 205(f).

What is considered an advertisement?

The regulations define the term “advertisement” as any written or verbal statement, illustration, or depiction which is in, or calculated to induce sales in, interstate or foreign commerce, or is disseminated by mail. Some examples include ads in or on:

- Newspapers or magazines
- Trade booklets, or sales pamphlets
- Menus, or shelf talkers
- Leaflets, circulars, mailers, or catalogs
- Promotional materials
- Internet webpages, other electronic sites, or social networks
- Any written, printed, graphic, or other matter (such as hang tags) accompanying the container
- Representations made on shipping cases
- Billboards, signs, or other outdoor displays
- Other periodical literature or publications
- Radio or television broadcasts
- Any other media

Does TTB approve alcohol beverage advertisements?

Alcohol beverage advertisements do not require approval; however, TTB does offer a voluntary preclearance service to industry members. Preclearing advertisements may help you avoid additional expenditures that might otherwise be incurred by having to revise or withdraw a noncompliant advertisement.

Where can I voluntarily submit my advertising for review?

To request voluntary preclearance review, send images, audio, video of the advertisement, or links to the advertisement to TTB’s Market Compliance Office at: market.compliance@ttb.gov. To assist our review, please include any Certificate of Label Approval (COLA) ID numbers for the advertised products.

XYZ Vineyards

American Zinfandel

XYZ Vineyards | Acme, NY



Wine Requirements

- Responsible advertiser's name and address or name and contact information (27 CFR 4.62(a))
- Class, type, or other distinctive designation as it appears on the approved label of the advertised product (27 CFR 4.62(b))

XYZ Holiday Stout

Malt Beverage with Natural Flavor

XYZ Brewing Company | Acme, OH



Malt Beverage Requirements

- Responsible advertiser's name and address or name and contact information (27 CFR 7.233(a))
- Class, type, or other distinctive designation as it appears on the approved label of the advertised product (27 CFR 7.233(b))

How may I report a non-compliant advertisement?

If you have a complaint about an advertisement that you feel is in violation of the TTB regulations, you may send an email to: market.compliance@ttb.gov.

XYZ Vodka

40% alc/vol

Distilled from Grain

XYZ, Inc. | Acme, FL



Distilled Spirits Requirements

- Responsible advertiser's name and address or name and contact information (27 CFR 5.233(a))
- Class, type, or other distinctive designation as it appears on the approved label of the advertised product (27 CFR 5.233(b))
- Alcohol content as a percentage by volume as specified in 27 CFR 5.65 (27 CFR 5.233(c))
- Percentage of neutral spirits and name of commodity identical to that required on the label (27 CFR 5.233(d)) – Only required for certain products

Prohibited Practices

Some claims prohibited from appearing in advertisements include:

- General statements that are false, untrue, or misleading
- Statements that are inconsistent with approved product labels (i.e., label or statement depicted in advertisement inconsistent with the COLA)
- False or misleading statements that are disparaging of a competitor's product
- Health-related statements that are false or misleading
- Misleading material relating to analyses, standards, or tests
- Misleading guarantees (Money back guarantees are not prohibited)
- Misleading organic claims

For a complete listing of the prohibited practices, please review the following regulations:

Wine – 27 CFR 4.64

Distilled Spirits – 27 CFR 5.235

Malt Beverages – 27 CFR 7.235