



# Announcement

**September 22, 2015**

## **New Certificate of Label Approval (COLA) Qualification**

The Alcohol and Tobacco Tax and Trade Bureau (TTB) is announcing an administrative change in the way that we review data on certificate of label approval (COLA) applications versus the information depicted on the labels themselves. In order to help compliant products get to market faster, we are expanding our use of the allowable revisions list on the COLA form to approve applications with minor discrepancies to the Data Collection section (Part 1) of the application as long as the information on the actual label is accurate and not misleading.

Under this simplified process, TTB will continue to receive and review label applications with the same scrutiny. However, if the information on the application (item 12, 13 and 15) does not match the information on label, TTB will approve the label, provided the label is compliant and the incorrect information is an allowable revision. When TTB approves a COLA with a minor discrepancy error in Part 1, we will add a qualification notifying you that we have approved the COLA in spite of the inconsistency.