

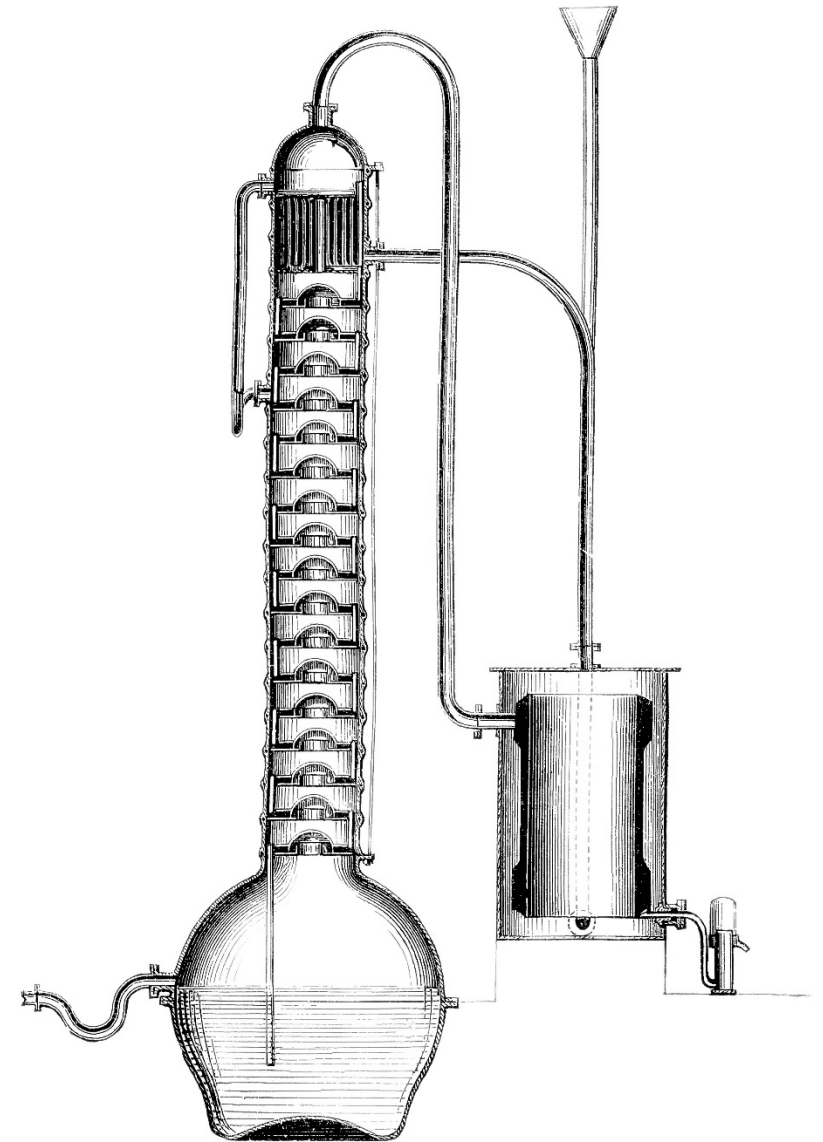


# TTB Boot Camp Webinar Series for Distillers

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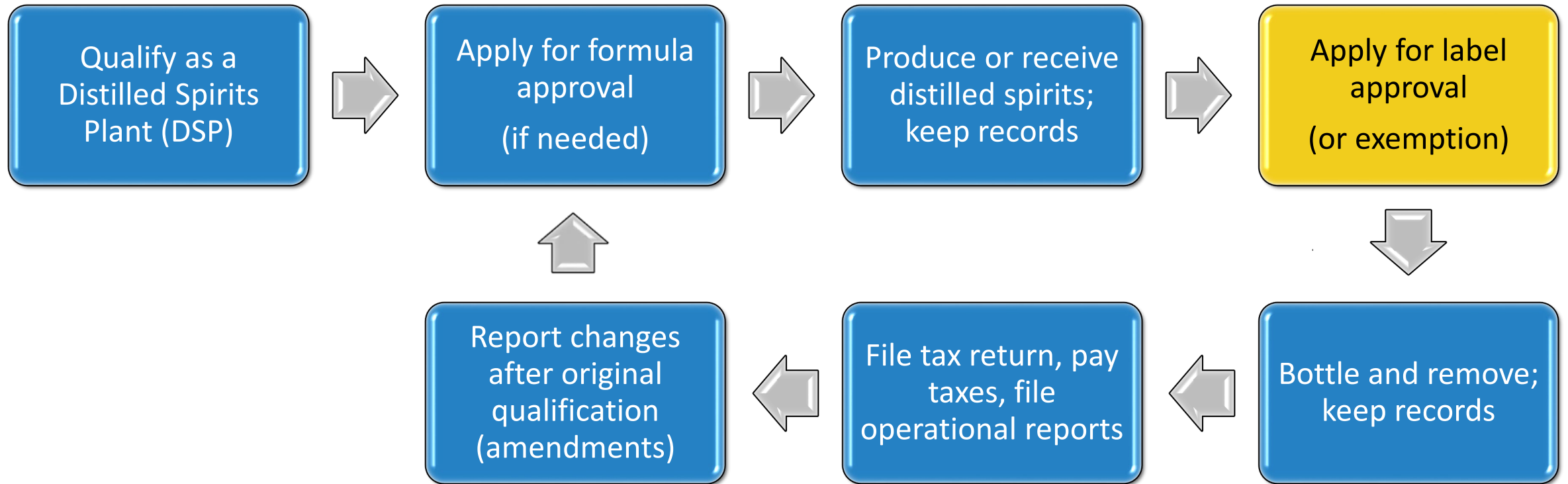
LABELING

# Labeling





# Typical TTB Touchpoints for Beverage Distilled Spirits Industry Members





# Mandatory Information

## In the Same Field of Vision

- Brand Name
- Class/Type
- Alcohol Content

## Anywhere on the Label

- Bottler's or Importer's Name and Address
- Net Contents
- Health Warning Statement
- Country of Origin (if imported)

27 CFR 5.63



# Mandatory Information (if applicable)

## May appear anywhere on the label:

- 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

27 CFR 5.63



# 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

27 CFR 5.64

# 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

**There are 12 standards of identity:**

1. Neutral Spirits (Vodka)
2. Whisky
3. Gin
4. Brandy
5. Blended Applejack
6. Rum
7. Agave Spirits (e.g., Tequila)
8. Cordials and Liqueurs
9. Flavored Spirits
10. Imitations
11. Geographical Designations
12. Distilled Spirits Specialty Products

27 CFR 5.141





# Class and Type (Continued)

- If product does not fall under one of the other standards of identity, it is a distilled spirits specialty product and must be designated in accordance with trade and consumer understanding, or, if no such understanding exists, with a distinctive or fanciful name appearing in the same field of vision as the statement of composition.
- For 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

27 CFR 5.156

# Class and Type



Imported by XYZ Company

Pittsburgh, PA 15122

750 ml

**PRODUCT OF THE DOMINICAN REPUBLIC**



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# 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

27 CFR 5.65

# Alcohol Content



Imported by XYZ Company

Pittsburgh, PA 15122

750 ml

**PRODUCT OF THE DOMINICAN REPUBLIC**



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# 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 5.66-5.67



# Name and Address



Imported by XYZ Company

Pittsburgh, PA 15122

750 ml

**PRODUCT OF THE DOMINICAN REPUBLIC**



### **GOVERNMENT WARNING:**

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# Net Contents

- You must use the standards of fill (essentially the container sizes) authorized in 27 CFR 5.203
- May be on label or etched/blown into the container
- You may use the following abbreviations
  - Containers of less than 1 liter: ml for milliliters
  - Containers of 1 liter or more: L for liters

27 CFR 5.61, 5.70, 5.203



# Standards of Fill

## For containers other than cans:

- 1.8 Liters
- 1.75 Liters
- 1 Liter
- 900 mL
- 750 mL
- 720 mL
- 700 mL
- 375 mL
- 200 mL
- 100 mL
- 50 mL

27 CFR 5.203





# Standards of Fill (Cont.)

For metal containers which have the general shape and design of a can, which have a closure which is an integral part of the container, and which cannot be readily reclosed after opening:

- 355 mL
- 200 mL
- 100 mL
- 50 mL

27 CFR 5.203

# 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:**

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# Health Warning Statement

May appear on any 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 16.21, 27 CFR 16.22

# Heath Warning Statement



Imported by XYZ Company

Pittsburgh, PA 15122

750 ml

**PRODUCT OF THE DOMINICAN REPUBLIC**



**GOVERNMENT WARNING:**

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# Country of Origin

Imported distilled spirits labels **must** display the product's country of origin

- See U.S. Customs and Border Protection requirements (19 CFR 134)



# 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.



# 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 5.72





# Coloring Materials

If FD&C Yellow #5 is added, the label must state:

- **Contains FD&C Yellow #5**

If cochineal extract or carmine is added, the label must include a statement to that effect, such as:

- **Contains Cochineal Extract or**
- **Contains Carmine or**
- **Contains Cochineal Extract and Carmine**

27 CFR 5.72, 27 CFR 5.63



# Commodity Statement

For spirits manufactured by blending or other processing, if neutral spirits were used in the production of spirits:

- \_\_\_\_\_% Neutral Spirits Distilled from \_\_\_\_\_
- \_\_\_\_\_% Neutral Spirits

For gin manufactured by a process of continuous distillation or in the case of neutral:

- Distilled from \_\_\_\_\_

27 CFR 5.71, 27 CFR 5.63



# Statements of Age

## Required for:

- Whisky aged less than 4 years
- Certain brandies not stored in oak barrels for a period of at least two years
- Distilled spirits labeled with a distillation date
- Allowed on all distilled spirits except neutral spirits (vodka)

27 CFR 5.74



# Organic Labeling

- Must comply with U.S. Department of Agriculture National Organic Program (NOP) rules (7 CFR part 205)
- For certain organic claims, must obtain USDA-accredited certifying agent's (ACA) preview and approval of organic labels prior to submission to TTB
- [TTBGov - Alcohol Beverages Labeled with Organic Claims](#)

27 CFR 5.84



# Additional Information

## **The label may contain information other than the mandatory information**

- Must be truthful, accurate, and specific
- May not conflict with or qualify mandatory information
- Must comply with the corresponding sections of the regulations

27 CFR 5.56



# Label Approval – What is a COLA?

A **C**ertificate **o**f **L**abel **A**pproval signifies that a product label that was submitted to TTB complies with the applicable labeling requirements found in TTB regulations and policy

A COLA is required for each product sold in interstate commerce (product = distinct brand/distinct product designation/distinct label)

COLAs must be obtained by:

- importers of bottled products, i.e., products imported in consumer containers
- U.S. bottlers of domestic products and products imported in bulk and bottled in the U.S.



# At What Stage do I Apply for Label Approval?

**Domestically bottled** – COLA must be obtained prior to bottling/canning the distilled spirit

**Imported in bottles** – COLA must be obtained prior to removal from Customs custody



# Is a COLA Always Required?

- COLAs are required for each product that will be sold or otherwise introduced into interstate commerce, or that is imported in bottles
- If a distilled spirit product will only be sold in the state where it is bottled, the bottler may instead obtain a Certificate of Exemption from Label Approval
- Label must include statement, **For sale in [name of state where bottled] only**

27 CFR 5.23





# How Do I Apply for Label Approval?

## COLAs Online

- Step-by-step guidance
- Validation checks along the way
- Application status updates via email



## [COLAs Online Customer Page](#)

See webinar presentation for information on how to register for an account: [COLAs Online Workshop](#)



# Tips for Speedy Label Approval

- Know when you need to obtain formula approval, which is required prior to submitting your labels (see [Which Alcohol Beverages Require Formula Approval?](#))
- Be sure to accurately enter the brand name or fanciful name just as it appears on label
- Don't enter anything in the brand name or fanciful name fields except the brand name or fanciful name (e.g., do not enter the class/type designation in either of those fields)
- Take a look at your labels after you upload the files – if they are skewed or distorted remove them and upload images that accurately depict the real label



# COLAs Online

## Conditionally Approved Status

- Under limited circumstances, TTB may propose changes to the information you entered in the application to make it match the label you submitted
- After the specialist proposes the changes, the status is **Conditionally Approved**



# COLAs Online

## Conditionally Approved Status (Cont.)

You must review proposed changes, and then either—

- Accept for immediate approval of COLA **or**
- Decline and make necessary changes before returning

Which application fields are involved?

- Brand name
- Fanciful name



# Can I Change My Approved Label Without Getting a New COLA?

Review [List of Allowable COLA Revisions](#)

- Once a label receives TTB approval, you can make certain changes to that label without obtaining a new COLA
- Any revisions you make to your approved labels must be in compliance with the applicable regulations

You must be able to identify the COLA you are relying on to bottle a distilled spirit in the event that TTB asks you to provide evidence that the label is covered by a COLA

YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
1. Delete any non-mandatory label information, including text, illustrations, graphics, etc.	YES	YES	YES	

### Approved COLA



### Allowable revision



YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
2. Reposition any label information, including text, illustrations, graphics, etc.	YES	YES	YES	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.

**Approved COLA**



**Allowable revision**

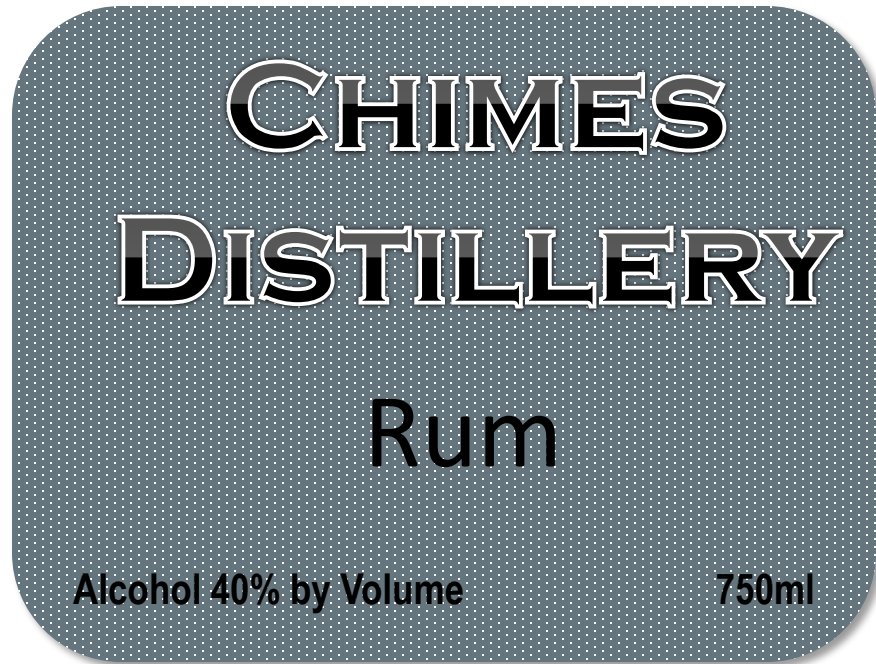


YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
3. Change the color(s) (background and text), shape and proportionate size of labels. Change the type size and font, and make appropriate changes to the spelling (including punctuation marks and abbreviations) of words, 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.	YES	YES	YES	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.

**Approved COLA**



**Allowable revision**





YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
10. Change the net contents statement.	YES	YES	YES	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.

### Approved COLA

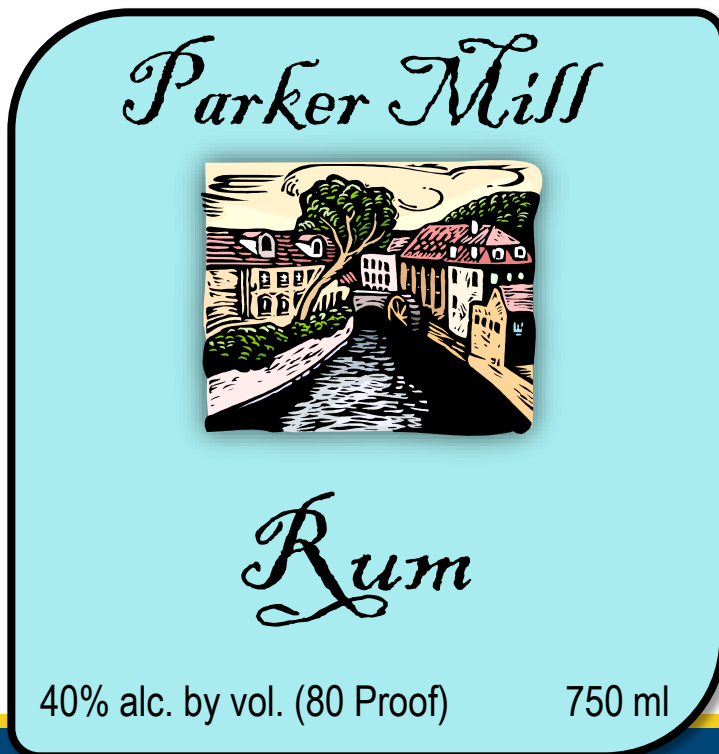


### Allowable revision

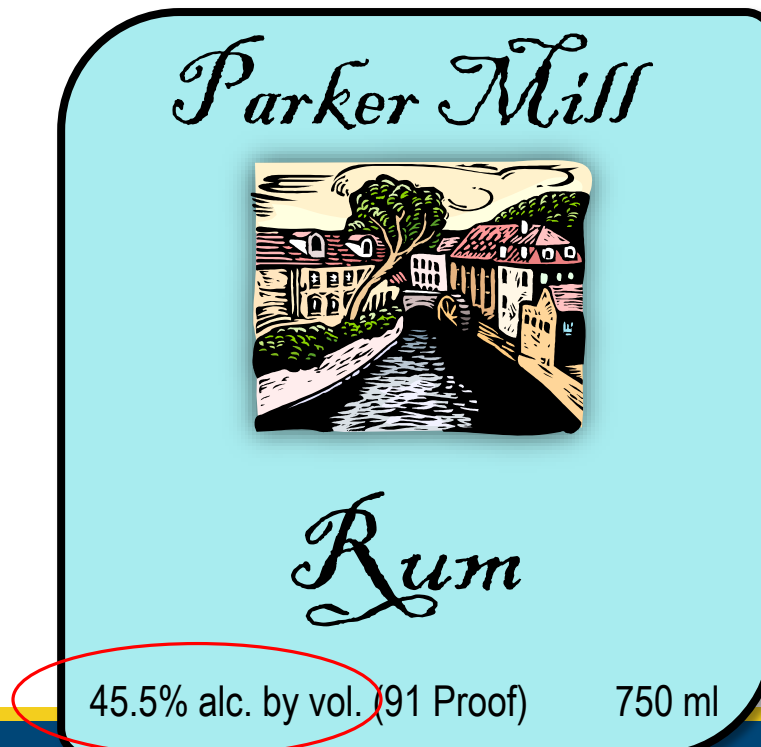


YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
11. Change the mandatory statement of alcohol content, where such change is not inconsistent with the labeled class and type designation, or with any other labeling statements.	YES	YES	YES (Flavored Malt Beverages Only)	The change must not result in a change to the labeled class or type designation of the product. For example, a label bearing a "table wine" designation may not be changed to state an alcohol content above 14 percent alcohol by volume, and a label bearing a "rum" designation may not be changed to state an alcohol content statement of less than 40 percent alcohol by volume. The change may not be inconsistent with any other mandatory or optional labeling statements.

### Approved COLA



### Allowable revision



YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
13. Change the statement of percentage of neutral spirits and the name of the commodity from which a distilled spirit is produced.	N/A	YES	N/A	These changes must not result in a change to the class or type designation of the distilled spirits product.

### Approved COLA

Bottle by: Wicked, Atchison, KS  
90% Neutral spirits distilled from grain

**Wicked**  
Moonshine  
Handcrafted Spirit Whiskey

Alc. 40% by Vol. (80 proof)

### Allowable revision

Bottle by: Wicked, Atchison, KS  
80% Neutral spirits distilled from grain

**Wicked**  
Moonshine  
Handcrafted Spirit Whiskey

Alc. 40% by Vol. (80 proof)

YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
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



### Allowable revision



YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
22. Add, delete, or change bottle deposit information.	YES	YES	YES	

### 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.

Bottled by:  
Jim’s, Chicago IL

### 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.

**CA REDEMPTION VALUE  
OR 5¢ IA 5¢ MI 10¢ REF**

Bottled by:  
Jim’s, Chicago IL


YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
23. Add, delete, or change UPC barcodes and/or 2D mobile barcodes, e.g., QR codes or Microsoft Tags.	YES	YES	YES	Addition or change of UPC Code must be in compliance with Industry Circular 77-23. Any information retrieved from 2D barcodes must be in compliance with all applicable advertising regulations.

### Approved COLA

### Allowable revision

Bottled by: Our Distillery  
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.



Bottled by: Our Distillery  
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.




YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
25. Add, delete, or change a lot or batch identification number or other serial numbers.	YES	YES	YES	

### Approved COLA

**Greenfield Vodka**

**Bottled by: Greenfield Vodka 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

**Greenfield Vodka**

**Bottled by: Greenfield Vodka 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 7553025



YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
26. Add, delete, or change trademark, copyright symbols (e.g., TM, ©, ®), kosher symbols, company logos, and/or social media icons.	YES	YES	YES	Symbols, logos and icons may not violate TTB regulations. Advertisements on social media sites must be in compliance with all applicable advertising regulations.

### Approved COLA




### Allowable revision



YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
27. Add, delete, or change optional information about awards or medals.	YES	YES	YES	

**Approved COLA**

**MARCELLA'S DISTILLERY**




Rum

Alc. 48% by Vol. 750ml

**Allowable revision**

**MARCELLA'S DISTILLERY**



Rum

Alc. 48% by Vol. 750ml



YOU MAY...	REVISION APPLIES TO			COMMENTS
	WINE	DISTILLED SPIRITS	MALT BEVERAGE	
28. Add, delete, or change holiday- and/or seasonal-themed graphics, artwork and/or salutations.	YES	YES	YES	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.

### Approved COLA



### Allowable revision





# Examples of Changes that CANNOT be Made

## **A new COLA is required if you:**

- Change the class/type(all commodities)
- Change the brand name
- Add any graphics that are not specifically authorized
- Add or change wording that is not specifically authorized



# 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
- Online: <https://www.ttb.gov/contact-afd>



# New Distilled Spirits Labeling Pages

TTB.gov distilled spirits labeling pages updated July 2021

New [distilled spirits labeling homepage](#) makes it easy to find and access distilled spirits labeling information

We also created handy reference materials, including a [Mandatory Information Checklist](#) and the [Anatomy of a Distilled Spirits Label](#) interactive tool

# Mandatory Information Checklist

## CHECKLIST OF MANDATORY LABEL INFORMATION | DISTILLED SPIRITS

This guidance lists the mandatory information that TTB reviews on every distilled spirits label and certificate of label approval application and includes a checklist to help prevent common errors. This document does not provide comprehensive labeling guidance. Distilled spirits for which a certificate of label approval is required must be labeled in compliance with **all** applicable requirements in 27 CFR part 5 and 27 CFR part 16.

### Mandatory Information that Must Appear on the Brand Label

*The brand label is the label or labels bearing the brand name, alcohol content, and class/type designation in the same field of vision. The same field of vision means a single side of a container (bottle) where all of the pieces of information can be viewed simultaneously without the need to turn the container (for a cylindrical container, a side is 40 percent of the circumference). (See full definition in 27 CFR 5.11.)*

Mandatory Item and Description	Regulatory Citation	Checklist
<p><b>Brand Name</b> Name under which the product will be sold.</p>	<p><a href="#">27 CFR 5.34</a></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Does the brand name appear on the brand label?</li> <li><input type="checkbox"/> Does it match the entry in the "Brand Name" field on the application?</li> </ul>





# Anatomy of a Distilled Spirits Label Tool

## Anatomy of a Distilled Spirits Label Tool

The **Anatomy of a Distilled spirits Label** tool is an interactive tool that can help you learn more about how to create a distilled spirits label.



Brand Label



Other Label



### BRAND NAME

Mandatory?	Placement Requirement?
Yes	Required to appear on the BRAND LABEL

### Description

The brand name is the name under which a distilled spirits product or line of distilled spirits products are marketed.

See [Brand Name](#) for complete requirements.

### TIPS

- The brand name must appear on the brand label.
- The brand name may not mislead the consumer about the age, origin, identity, or other characteristics of the product.
- The class/type designation (e.g., "Rum", "Bourbon" "Spiced Rum, Rum with natural flavors"), standing alone, may not be used as the brand name. However, if no other brand name appears on the label, the name of the bottler, packer, or importer will be treated as the brand name.



Please take a few minutes to provide feedback on this session:

<https://www.ttb.gov/survey>

