

UTAH DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

1625 S 900 W • PO Box 30408 • Salt Lake City, UT 84130-0408 • Phone (801) 977-6800 • Fax (801) 977-6888
website: www.abc.utah.gov

APPLICATION FOR LABEL AND PACKAGING APPROVAL

Effective October 1, 2008, any beer, heavy beer, and flavored malt beverage (FMB) may not be sold in Utah unless the label and packaging of the beverage have been first approved by the UDABC. In addition to federal label requirements, Utah law requires that the label and packaging clearly give notice to the public that the beverage is an alcoholic beverage. This may be satisfied by any of the following terms: beer, ale, porter, stout, lager, lager beer, or another class or type designation commonly applied to a malted beverage that conveys by a recognized term that the product contains alcohol.

FMB products that are labeled or packaged in a manner that is similar to a label or package used for a nonalcoholic beverage require the following additional label and packaging requirements:

(1) the statement "alcoholic beverage" or "contains alcohol" (which may be imprinted on the label and packaging or on a sticker firmly affixed to the label and packaging. The statement must appear in capital letters and bold type; in a solid contrasting background; on the front of the container and packaging; in a format that is readily legible; separate and apart from any descriptive or explanatory information; and in a type size no smaller than 3 millimeters wide and 3 millimeters high for containers and packaging); and

(2) the alcohol content stated as a percentage of alcohol by volume or by weight which may not be abbreviated and must appear in capital letters and bold type; in a solid contrasting background; on a format that is readily legible; and separate and apart from any descriptive or explanatory information.

Because heavy beer and FMB products may be sold only through the UDABC, label approval for these products need not be applied for until the UDABC has decided to list the product. Any listing will be contingent on label and packaging approval.

A separate application is required for each new brand, however, multiple container sizes may be listed on one application if the products are identical. A set of labels is required for each size.

Please send your completed application and required filing fee to the above address. If you have any questions or need assistance completing this application, please contact our Licensing and Compliance Division.

1. Brand Name of Malt Beverage: _____

2. Business Name of Manufacturer / Supplier: _____

3. Mailing Address: _____

Street / PO Box

City

State

Zip Code

4. E-Mail Address(s): _____

5. Business Phone(s): _____ Fax: _____

6. Contact Person: _____ Phone Number: _____

7. Local Representative (if any): _____ Phone Number: _____

8. Type of Application: New Label – **\$30.00 Filing Fee Required** (Payable to UDABC)
 Label Revision or New Size Container – **No Fee**
Previous Approval Date (required): _____

(Approval is required for any revision of a previously approved label, and for any revision to packaging that significantly modifies the notice that the product is an alcoholic beverage. Approval is not required for any revision to packaging that relates to subject matter other than the required notice that the product is an alcoholic beverage such as temporary seasonal or promotional themes.)

9. Type of product: **Beer (3.2 /wt, 4.0/vol)** **Heavy Beer (over 3.2/wt, 4.0/vol)** **FMB**

10. Alcohol Content: **by weight** _____% **and / or** **by volume** _____%

11. Class stated on label and packaging (beer, ale, porter, stout, lager, etc.) _____

12. Please attach the following:

- a) A copy of federal Certificate of Label Approval (COLA) from the Department of Treasury, Alcohol and Tobacco Tax and Trade Bureau (TTB Form 5100.31) for each brand and label.
- b) A complete set of original labels for each size container. *(If original labels cannot be obtained, attach color reproductions that are exact size or TTB Form 5100.31 with the exact size label if printed in color. Original containers will not be accepted. A complete set requires all band, strip, front and back labels appearing on any individual container.)*
- c) A description of the size of container on which the label will be placed.
- d) A description of any outer packaging (carton, case, or other wrapper that is displayed so as to be visible to the public.) Attach a visual reproduction of the outer packaging.

13. I verify and attest that the information contained herein and attached hereto is true and correct.

Date: _____

Authorized Signature

Name / Title *(please print)*