

# **NEW LABEL REGISTRATION ATC ONLINE SYSTEM WINE USER MANUAL**

Division of Alcohol and Tobacco Control  
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P.O. Box 837  
Jefferson City, MO 65101  
<https://atc.dps.mo.gov>

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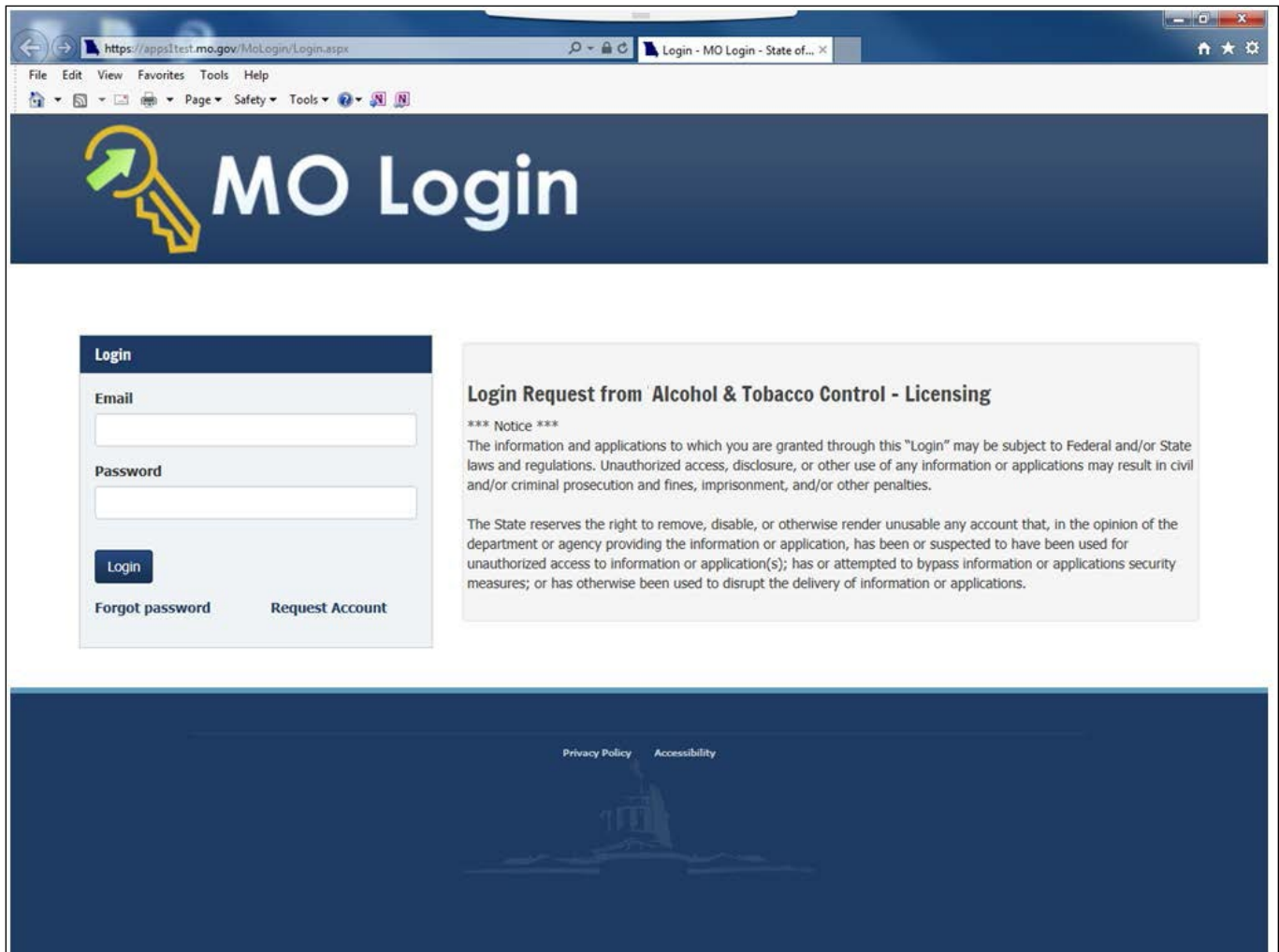
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## Starting ATC Online Brand Label Registration

Website address: <https://apps1.mo.gov/atclicense/>

### LOG IN:

Enter email address and password and click the Login button.



The screenshot shows a web browser window with the address bar displaying <https://apps1test.mo.gov/MoLogin/Login.aspx>. The page features a dark blue header with the "MO Login" logo, which includes a yellow key icon with a green arrow pointing upwards. Below the header, there is a login form on the left and a notice box on the right. The login form has fields for "Email" and "Password", a "Login" button, and links for "Forgot password" and "Request Account". The notice box is titled "Login Request from Alcohol & Tobacco Control - Licensing" and contains a "Notice" section with text regarding the use of the system and the state's right to remove accounts. At the bottom of the page, there are links for "Privacy Policy" and "Accessibility" above a faint image of the Missouri State Capitol building.

**Login**

Email

Password

Login

[Forgot password](#) [Request Account](#)

**Login Request from Alcohol & Tobacco Control - Licensing**


\*\*\* Notice \*\*\*

The information and applications to which you are granted through this "Login" may be subject to Federal and/or State laws and regulations. Unauthorized access, disclosure, or other use of any information or applications may result in civil and/or criminal prosecution and fines, imprisonment, and/or other penalties.

The State reserves the right to remove, disable, or otherwise render unusable any account that, in the opinion of the department or agency providing the information or application, has been or suspected to have been used for unauthorized access to information or application(s); has or attempted to bypass information or applications security measures; or has otherwise been used to disrupt the delivery of information or applications.

[Privacy Policy](#) [Accessibility](#)

After you log in you will see this screen. If you have more than one license associated with, your log in you will select the license by clicking on the license number in the Search Results grid.


**Missouri Department of Public Safety**  
**Alcohol & Tobacco Control**

[Search](#)
[Claim License](#)
[Logout](#)

### Search License

**License Number:**

Please enter your search criteria below. If the exact information is not known, a 'wildcard' search can be performed. To perform a wildcard search on Licensee, DBA, Address Line 1 or City enter a "%" at the beginning and/or end of the search criteria value. For example, on Address 1 enter Kemp% to search on all the street names that begin with the letters Kemp. Enter %kemp% to search all the street names that have kemp in the middle. Alternatively, enter %kemp to find all addresses that end with kemp - use this if you know the street name but not the number.

**Licensee:**   
**DBA:**   
**Address Line 1:**   
**City:**   
**State:**   
**County:**

[Search](#)
[List All](#)

**Search Results (2)** Page Size:  [Export](#)

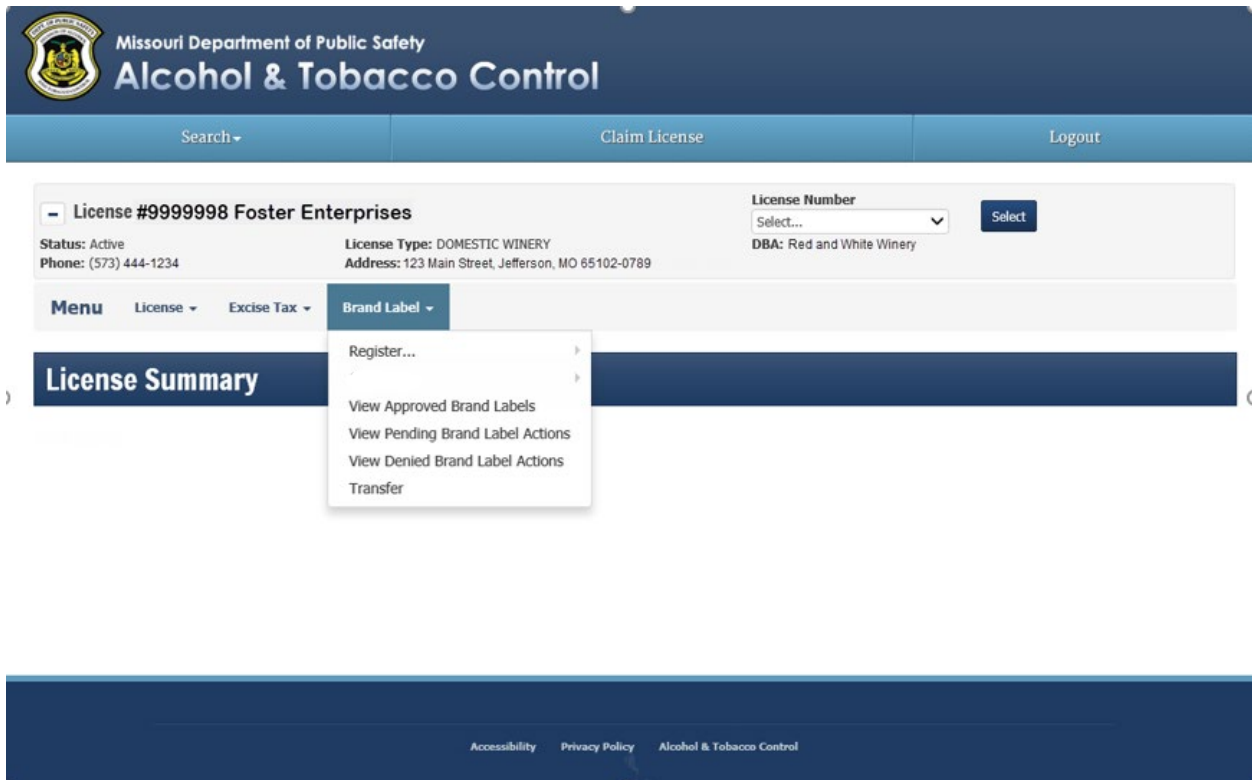
License Number	Type	Licensee	DBA	Address Line 1	City	State	County	Status
9999998	DOMESTIC WINERY	Foster Enterprises	Red and White Winery	123 Main Street	Anytown	MO	GASCONADE	Active
9999996	Liquor Wholesale Solicitor	Foster Enterprises	Foster's Distributing	456 Hickory Street	Anytown	MO	GASCONADE	Active

« < Page 1 of 1 > »

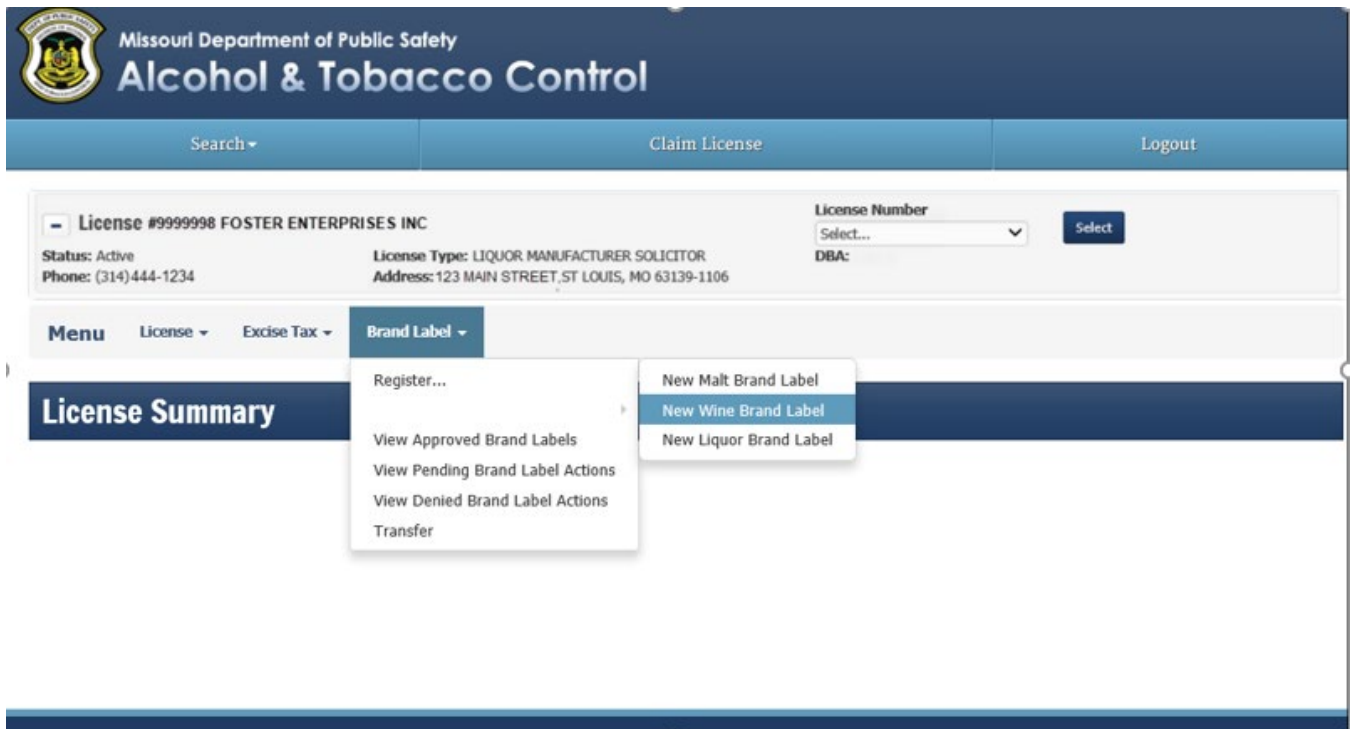
[Accessibility](#)
[Privacy Policy](#)
[Alcohol & Tobacco Control](#)

After you have selected your license, the system will take you to the License Summary page.

You will see a Menu Bar located below the license detail. Hover over “Brand Label”.



To submit a new label, in “Brand Label” you will hover over “Register” and then click “New Wine Brand Label”.



## ATTESTATION:

After reading this information, you will attest to this submission by clicking “Next”.

**Menu**   License ▾   Excise Tax ▾   Brand Label ▾

### Wine Brand Label Registration

#### Instructions

**Product Registration Requirements**

1. Lab Analysis Attestation if registering as 'No COLA – Cider' or 'No COLA – Low'.
2. Actual sample of the flat label if registering as 'No COLA – Cider' or 'No COLA – Low'.
3. Solicitor's vendor number/Plant Registry/Basic Permit/Brewers No. must appear on the TTB approval. The Department of the Treasury Alcohol and Tobacco Tax and Trade Bureau issues these numbers.

**Primary American Source of Supply Requirements**

1. Valid appointment letter from owner of product must be supplied, or certification of ownership of product must be attached. Section 311.275(3) RSMo, provides, "The term "primary American source of supply" as used herein shall mean the distiller, producer, the owner of the commodity at the time it became a marketable product, the bottler, or the exclusive agent of any such distiller, producer, bottler or owner, the basic requirements being that the nonresident seller be the first source closest to the manufacturer in the channel of commerce from whom the product can be secured by American wholesalers."

The foregoing applicant entity hereby applies for registration approval pursuant to Section 311.275, RSMo. and hereby agrees to comply with the provisions of the Missouri Liquor Laws and the Rules and Regulations promulgated by the Supervisor of Alcohol and Tobacco Control under the authority of the law.

This registration approval is requested for the purpose of selling brands and labels of wine in the State of Missouri.

Click the **Next** button to continue the registration process.

Back Next

## WINE DETAILS:

Enter the brand label details from information found on your approved Federal TTB COLA. Required fields are Class/Type (CT), Origin (OR) and Brand Name.

FOR TTB USE ONLY		
TTB ID		
1. REP. ID. NO. (If any)	CT	OR
2. PLANT REGISTRY/BASIC	3. SOURCE OF PRODUCT	

“Does the License Name \_\_\_\_ match the applicant name on the COLA issued by TTB?”

By clicking “Yes”, you will be directed to the next page.

By clicking “No”, you will enter the name of the applicant on the COLA.

### Brand Label Registration Details

**Type of Product**  
Wine

**Class/Type (CT)**  
81  
TABLE WHITE WINE

**Origin (OR)**  
01  
CALIFORNIA

**Brand Name**  
SUPREME WINE

**Grape Varietal(s)**  
Search by varietal name; if found, click **Add**. Repeat if multiple varieties.  
CHAR × **Add**  
Charbono  
Chardonnay  
Chardonnay  
Remove

**Wine Appellation**  
Optional; supply if one is used on label

**Does the License Name** \_\_\_\_\_ **match the applicant name on the COLA issued by TTB?**  
☐ Yes ☒ No

**Name of applicant as shown on COLA**  
XYZ  
Invalid or missing name of applicant? **Contact ATC**

**Fanciful Name**  
Optional; supply if one is used on label

Back Save Next

If the name of the Primary Source is invalid or missing, click on the “Contact ATC” link. This link will send ATC an email that requires you to attach the Federal TTB-COLA and Primary Source letter. You will not be able to move forward with this registration until ATC notifies you via email that the Primary Source has been added.

Go to Wholesaler Appointment on page 10

**CIDER DETAILS:**

If you are registering a cider product, you will select the No COLA – Cider button. Required fields are Origin (where product is produced), Brand Name and Alcohol Percent by Volume.

**Brand Label Registration Details**

**Type of Product**

**Class/Type (CT)**

**Origin (OR)**

**Brand Name**

**Alcohol Percent by Volume**  
 %

**Grape Varietal(s)**  
Search by varietal name; if found, click **Add**. Repeat if multiple varieties.  
 **Add**

Remove

**Wine Appellation**

**Fanciful Name**

☒ No COLA - Cider
 ☐ No COLA - Low Alcohol

Go to Wholesaler Appointment on page 10



## LOW ALCOHOL DETAILS:

If you are registering a low alcohol product, you will select the No COLA – Low Alcohol button. Required fields are Origin (where product is produced), Brand Name and Alcohol Percent by Volume.

**Brand Label Registration Details**

**Type of Product**  
Wine

**Class/Type (CT)**

**Origin (OR)**  
NEW YORK

**Brand Name**  
Required

**Alcohol Percent by Volume**  
Required %  %

**Grape Varietal(s)**  
Search by varietal name; if found, click **Add**. Repeat if multiple varieties.  
Optional  **Add**

**Remove**

**Wine Appellation**  
Optional; supply if one is used on label

**Fanciful Name**  
Optional; supply if one is used on label

☐ No COLA - Cider ☒ No COLA - Low Alcohol

**Back** **Save** **Next**

Go to Wholesaler Appointment on page 10

## WHOLESALE APPOINTMENT:

This screen will prompt you to enter the Missouri wholesaler information.

**Brand Label - Add Wholesalers**

Brand Number: 9999994    Referred Brand Name: Foster Enterprises inc. Irish red    Brand Name: Foster Enterprises inc. Irish red  
 Type of Product: Liquor    Status: Not Submitted

**Instructions:** Add Wholesalers by following the instructions below to **Search for Wholesalers**.  
 Use the **Remove** button in the **Proposed Wholesalers** list to remove a Wholesaler has been added.  
 Use the **Save** button at the bottom of the page to update **Effective Date for Proposed Wholesaler(s)**.

**Search for Wholesalers**

**Instruction:** Please remove all records from "Selected Wholesalers" to Add a template. Only one template can be added per brandlabel.  
**Note:** To Create/Update Template, Please go to Wholesaler Management section under Brand Label.

Template Name

**Add Template**

To appoint Missouri wholesaler(s) to handle the product you are registering, search by Name, License Number, and/or City and click the **Add** button next to the Wholesaler.

Wholesaler Name     Wholesaler License Number     Address Line 1     City

**Search**    **Clear**    **On Premise - Add Self**

You have the option of selecting a template that you created, selecting individual wholesaler(s) or adding a new template for your brand label registration.

## SELECT TEMPLATE:

Under 'Template Name', click on the down arrow to select a template that you previously created.

## SELECT INDIVIDUAL WHOLESALE(S):

In the "Wholesaler Name" box, type the name of the Missouri wholesaler you are appointing and click the "Search" button.

OR

If you know the license number of the wholesaler, in the "Wholesaler License Number" box, type the license number you are appointing and click the "Search" button.

**Menu**    License    Excise Tax    Brand Label

**Brand Label Registration Wholesaler Appointment**

Brand Name: WINTER NEW MALT    Type of Product: Malt    Status: Not Submitted

**Search for Wholesalers**

**Instruction:** To appoint Missouri wholesaler(s) to handle the product you are registering, search by Name, License Number, and/or City.  
**Note:** If the solicitor is a certain license type, the System has entered the solicitor as a pre-selected Wholesaler automatically. Continue with searching and selecting/removing as needed.

Wholesaler Name     Wholesaler License Number     Address Line 1     City

**Search**    **Clear**    **On Premise - Add Self**

**Search Results: 1**    Page Size: 5

Select	Whi#	Whi Lic Type	Wholesaler Name	DBA	Address Line 1	City
<input type="checkbox"/>	9999990	22WS	URIAH DISTRIBUTING LLC.	URIAH BEVERAGE DISTRIBUTING	456 W MAIN STREET	JEFFERSON CITY

Page 1 of 1

**Selected Wholesalers**

No wholesalers selected. Search and select wholesalers above.

**Back**    **Save**    **Next**

Click "Select" button shown on the left hand side.

If you are appointing your own Missouri wholesaler license, you will need to search for your wholesaler license by entering your licensee name or your Missouri wholesaler number.

If you are selling on premise only, select the “On Premise – Add Self” button.

If you are a Domestic Winery, the system will automatically appoint your license number as a wholesaler.

Continue with the steps above to add additional wholesalers.

Click “Next” button once you have completed adding your wholesalers.

### Brand Label Registration Wholesaler Appointment

Brand Name: WINTER NEW MALT

Type of Product: Malt

Status: Not Submitted

Search for Wholesalers

**Instruction:** To appoint Missouri wholesaler(s) to handle the product you are registering, search by Name, License Number, and/or City.

**Note:** If the solicitor is a certain license type, the System has entered the solicitor as a pre-selected Wholesaler automatically. Continue with searching and selecting/removing as needed.

Wholesaler Name

Wholesaler License Number

Address Line 1

City

HOLL

Search

Clear

On Premise - Add Self

Search Results: 1

Page Size: 5

	Whl#	Whl Lic Type	Wholesaler Name	DBA	Address Line 1	City
Select	9999993	22WS	HOLIDAY BEVERAGE & SALES INC.	HOLIDAY BEVERAGE & SALES	RR 123 BOX 890	CASSVILLE

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Page 1 of 1

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Selected Wholesalers

Page Size: 10

	Whl#	Whl Lic Type	Wholesaler Name	DBA	Address Line 1	City
Remove	9999990	22WS	URIAH DISTRIBUTING LLC.	URIAH BEVERAGE DISTRIBUTING	456 W MAIN STREET	JEFFERSON CITY
Remove	9999992	22WS	FOSTER ENTERPRISES INC.	FOSTER ENTERPRISES	789 E MILLER AVENUE	LAKE OZARK
Remove	9999993	22WS	HOLIDAY BEVERAGE & SALES INC.	HOLIDAY BEVERAGE & SALES	RR 123 BOX 890	CASSVILLE

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Back

Save

Next

If you submit the wrong wholesaler you will click on the “Remove” button on the left hand side.

**ESTABLISH WHOLESALER TEMPLATE:**

\*\*\*Only **ONE** template can be selected when registering a product. \*\*\*

Under the Brand Label tab, select Wholesaler Management.

Click on 'Add New Template' box. Assign a Template Name and select Alcohol Type by clicking the down arrow.

License #99999992 Foster Enterprises Inc. [Return to License](#)

Status: Active Phone: (314) 451-5556 License Type: LIQUOR MANUFACTURER SOLICITOR Address: 123 Testing Road, St. Louis, MO 63026-4522 DBA: Foster Enterprises

Menu License Excise Tax **Brand Label**

**Brand Label - Wholesaler**

Brand Label - Wholesaler Templates

No Templates found for the Current User

Add New Template

Instruction: Select either Malt or Liquor/Wine template formats. Malt template require additional territory information.

Template Name

Alcohol Type

[Save](#) [Clear](#)

Click Save, you will then be prompted to click OK to create a template.

**Save**

Click OK to create a template.

[OK](#) [Cancel](#)

malt or Liquor/Wine template formats. Malt template require additional territory information.

CEDAR HILL LINE

Liquor/Wine

[Save](#) [Clear](#)

Once the Template Name has been created, click Select to add the Missouri wholesaler(s).

In the “Wholesaler Name” box, type the name of the Missouri wholesaler you are appointing and click the “Search” button.

OR

If you know the license number of the wholesaler, in the “Wholesaler License Number” box, type the license number you are appointing and click the “Search” button.

**Brand Label - Wholesaler Management**

Brand Label - Wholesaler Templates

Search Results (2)
Page Size: 10 ▼

	Template Name	Type
Select	Foster enterprises inc.	Wine/Liquor
Select	Holiday beverage and sales	Malt

« < Page 1 of 1 > »

Add New Template

Wholesalers

+ Search for Wholesalers

**Instruction:** To appoint Missouri wholesaler(s) to handle the product you are registering, search by Name, License Number, and/or City.

**Note:** If the solicitor is a certain license type, the System has entered the solicitor as a pre-selected Wholesaler automatically. Continue with searching and selecting/removing as needed.

Wholesaler Name

Wholesaler License Number

Address Line 1

City

Search
Clear

Search Results (6)
Page Size: 10 ▼

	Whl#	Whl Lic Type	Wholesaler Name	DBA	Address Line 1	City
Select	9999992	22WS	Foster enterprises inc.	Foster enterprises	789 E Miller Ave.	Jefferson City
Select	9999992	22WS	Foster enterprises inc.	Foster enterprises	789 E Miller Ave.	Jefferson City
Select	9999992	22WS	Foster enterprises inc.	Foster enterprises	789 E Miller Ave.	Jefferson City
Select	9999992	22WS	Foster enterprises inc.	Foster enterprises	789 E Miller Ave.	Jefferson City
Select	9999992	22WS	Foster enterprises inc.	Foster enterprises	789 E Miller Ave.	Jefferson City
Select	9999992	22WS	Foster enterprises inc.	Foster enterprises	789 E Miller Ave.	Jefferson City

« < Page 1 of 1 > »

Click “Select” button shown on the left hand side.

If the wholesaler has multiple Missouri locations, click each location you are appointing. Continue adding wholesalers until you have selected all wholesalers for that template.

You have successfully established a template and can continue with the brand label registration.

## WHOLESALE TEMPLATE MANAGEMENT:

At any time you can update the template by removing and/or adding additional wholesalers to the template. However, any updates to the template **DO NOT** automatically update the wholesalers originally appointed in that template to a specific product previously registered. A wholesaler change will be required to be submitted to the Division for review and approval.

You can establish as many different Template Names as needed.

\*\*\*Only **ONE** template can be selected when registering a product. \*\*\*

## UPLOAD DOCUMENTS:

Documents required to be uploaded that correspond to your submission will be listed under “Required Documents”.

**Brand Label Registration Upload Documents**

Brand Name: SUPREME WINE      Grape Varietal(s):      Type of Product: Wine      Status: Not Submitted

Wine Appellation:

**Instruction:** The system has identified required documents that are necessary for a successful application submission. Before you begin the Upload process, review the list of Required Documents. You will not be able to submit this registration until you upload **all** required documents for **this** product. Your scanned document(s) must be in TIF or PDF format. The dimensions must be smaller than 1600 by 1600 pixels and the file size should be 5MB or less.

1. Select the required document from the Document Type drop down list.
2. Click **Browse** to browse your computer for the required document. Once found, click the **Open** button to choose the file to upload.
3. Click the **Upload** button.

Do **not** mail or fax a copy of the required documents that you have uploaded.

**Required Documents**

Document Type
Lab Analysis
Sample of Label - Original
Wholesaler Letter

**Upload**

Document Type  

Document Type

▼

Document Description  
Optional

File  

Browse...

**Uploaded Documents**

No records found.

If Lab Analysis is required, upon selection you will be prompted to use the Lab Analysis Attestation form. This form is the only acceptable form for Lab Analysis.

**Required Documents**

Document Type
Lab Analysis
Sample of Label - Original
Wholesaler Letter

**Upload**

Document Type  

Document Type

▼

Document Description  
Optional

File  

Browse...

**Uploaded Documents**

No records found.

**Required Documents**

Document Type
Lab Analysis
Sample of Label - Original
Wholesaler Letter

**Upload**

Document Type  

Document Type

▼

Document Description  
Optional

File  

Browse...

**Uploaded Documents**

No records found.

**Required Documents**

Document Type
Lab Analysis
Sample of Label - Original
Wholesaler Letter

**Upload**

Document Type  

Document Type

▼

Document Description  
Optional

File  

Browse...

**Uploaded Documents**

No records found.

**Required Documents**

Document Type
Lab Analysis
Sample of Label - Original
Wholesaler Letter

**Upload**

Document Type  

Document Type

▼

Document Description  
Optional

File  

Browse...

**Uploaded Documents**

No records found.

**Required Documents**

Document Type
Lab Analysis
Sample of Label - Original
Wholesaler Letter

**Upload**

Document Type  

Document Type

▼

Document Description  
Optional

File  

Browse...

**Uploaded Documents**

No records found.

**Required Documents**

Document Type
Lab Analysis
Sample of Label - Original
Wholesaler Letter

**Upload**

Document Type  

Document Type

▼

Document Description  
Optional

File  

Browse...

**Uploaded Documents**

No records found.

**Required Documents**

Document Type
Lab Analysis
Sample of Label - Original
Wholesaler Letter

**Upload**

Document Type  

Document Type

▼

Document Description  
Optional

File  

Browse...

**Uploaded Documents**

No records found.

**Required Documents**

Document Type
Lab Analysis
Sample of Label - Original
Wholesaler Letter

**Upload**

Document Type  

Document Type

▼

Document Description  
Optional

File  

Browse...

**Uploaded Documents**

No records found.

**Required Documents**

Document Type
Lab Analysis
Sample of Label - Original
Wholesaler Letter

**Upload**

Document Type  

Document Type

▼

Document Description  
Optional

File  

Browse...

**Uploaded Documents**

No records found.

**Required Documents**

Document Type
Lab Analysis
Sample of Label - Original
Wholesaler Letter

**Upload**

Document Type  

Document Type

▼

Document Description  
Optional

File  

Browse...

**Uploaded Documents**

No records found.

**Required Documents**

Document Type
Lab Analysis
Sample of Label - Original
Wholesaler Letter

**Upload**

Document Type  

Document Type

▼

Document Description  
Optional

File  

Browse...

**Uploaded Documents**

No records found.

**Required Documents**

Document Type
Lab Analysis
Sample of Label - Original
Wholesaler Letter

**Upload**

Document Type  

Document Type

▼

Document Description  
Optional

File  

Browse...

**Uploaded Documents**

No records found.

**Required Documents**

Document Type
Lab Analysis
Sample of Label - Original
Wholesaler Letter

**Upload**

Document Type  

Document Type

▼

Document Description  
Optional

File  

Browse...

**Uploaded Documents**

No records found.

**Required Documents**

Document Type
Lab Analysis
Sample of Label - Original
Wholesaler Letter

**Upload**

Document Type  

Document Type

▼

Document Description  
Optional

File  

Browse...

**Uploaded Documents**

No records found.

**Required Documents**

Document Type
Lab Analysis
Sample of Label - Original
Wholesaler Letter

**Upload**

Document Type  

Document Type

▼

Document Description  
Optional

File  

Browse...

**Uploaded Documents**

No records found.

**Required Documents**

Document Type
Lab Analysis
Sample of Label - Original
Wholesaler Letter

**Upload**

Document Type  

Document Type

▼

Document Description  
Optional

File  

Browse...

**Uploaded Documents**

No records found.

**Required Documents**

Document Type
Lab Analysis
Sample of Label - Original
Wholesaler Letter

**Upload**

Document Type  

Document Type

▼

Document Description  
Optional

File  

Browse...

**Uploaded Documents**

No records found.

**Required Documents**

Document Type
Lab Analysis
Sample of Label - Original
Wholesaler Letter

**Upload**

Document Type  

Document Type

▼

Document Description  
Optional

File  

Browse...

**Uploaded Documents**

No records found.

**Required Documents**

Document Type
Lab Analysis
Sample of Label - Original
Wholesaler Letter

**Upload**

Document Type  

Document Type

▼

Document Description  
Optional

File  

Browse...

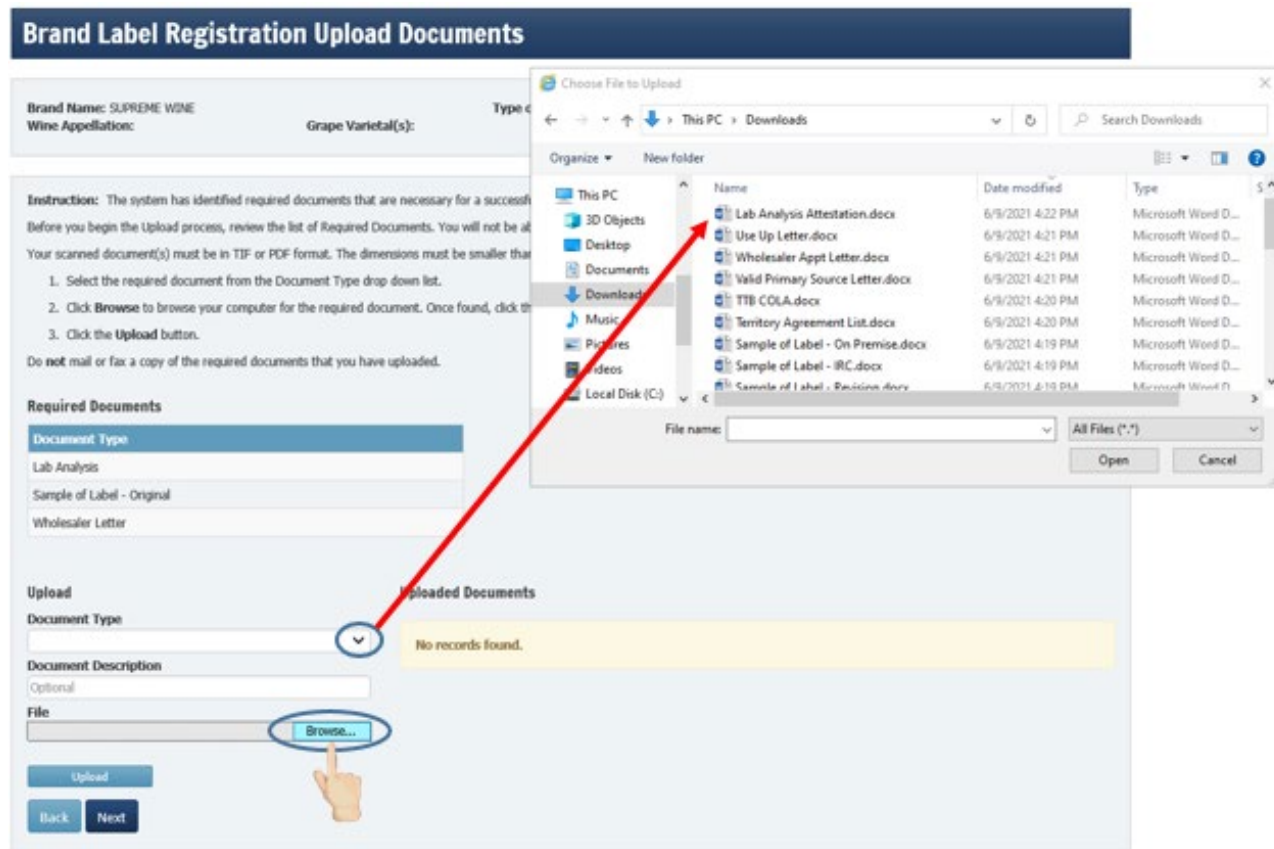
**Uploaded Documents**

Step 1 – Click on the “Document Type” drop down and click on the document you will be uploading first.

Step 2 – Click “Browse” to search for that document in your computer files.

Step 3 – Click “Upload”.

If you have a document that you want to upload and it is not a required document, you will select “Miscellaneous – Brand Label” in the drop down and in “Document Description” name the item you are uploading (ex. Use up letter).





Once the document is uploaded, you will see it listed under “Uploaded Documents”.

**Instruction:** The system has identified required documents that are necessary for a successful application submission.

Before you begin the Upload process, review the list of Required Documents. You will not be able to submit this registration until you upload **all** required documents for **this** product.

Your scanned document(s) must be in TIF or PDF format. The dimensions must be smaller than 1600 by 1600 pixels and the file size should be 5MB or less.

1. Select the required document from the Document Type drop down list.
2. Click **Browse** to browse your computer for the required document. Once found, click the **Open** button to choose the file to upload.
3. Click the **Upload** button.

Do **not** mail or fax a copy of the required documents that you have uploaded.

**Required Documents**

Document Type
Lab Analysis
Sample of Label - Original
Wholesaler Letter

Save successful.

**Upload**

**Document Type**

**Document Description**

**File**

**Uploaded Documents**

	Document Type	Document Description	Created By	Created Date	
<input type="button" value="Open"/>	Lab Analysis		Kristen Cole	06/09/2021	<input type="button" value="Delete"/>
<input type="button" value="Open"/>	Sample of Label - Original		Kristen Cole	06/09/2021	<input type="button" value="Delete"/>
<input type="button" value="Open"/>	Wholesaler Letter		Kristen Cole	06/09/2021	<input type="button" value="Delete"/>

Click “Next” to continue.

Once you have entered all of the information and uploaded all of the required documents, click the “Submit” button or use the “Back” button to go back to review previous screens and make any changes.

Clicking “Submit” will send your submission to ATC for review.

## Brand Label Registration Submit

Brand Name: SUPREME WINE  
Wine Appellation:

Grape Varietal(s):

Type of Product: Wine

Status: Not Submitted

Click the **Back** button to review your registration.

Click the **Submit** button to send your brand label registration to ATC.

Back

Submit

After the submit takes place, the Success page provides a link called “View Pending Brand Label Actions” which will navigate you to the list of pending brand label actions.

**Missouri Department of Public Safety  
Alcohol & Tobacco Control**

Search ▾ Claim License Logout

**License #9999998 FOSTER ENTERPRISES INC**

Status: Active License Type: LIQUOR MANUFACTURER SOLICITOR  
Phone: (314)444-1234 Address: 123 MAIN STREET, ST LOUIS, MO 63139-1106

License Number: Select... Select

DBA:

**Menu** License ▾ Excise Tax ▾ Brand Label ▾

## Brand Label Registration Success

Brand label registration successfully submitted to ATC. Go to [View Pending Brand Label Actions](#) to monitor.

**BRAND LABEL STATUS:**

At any time you can view the status of your submission by clicking on “View Pending Brand Label Actions” listed under the Brand Label tab.

Missouri Department of Public Safety  
**Alcohol & Tobacco Control**

Search ▾ Claim License Logout

License #91919191 SHOW ME MOUNTAIN INC. [Return to License](#)

Status: Active License Type: LIQUOR MANUFACTURER SOLICITOR DBA: SHOW ME MOUNTAIN  
Phone: (314) 422-0101 Address: 123 MAIN STREET, ST LOUIS, MO 63139-1106

Menu License ▾ Excise Tax ▾ **Brand Label ▾**

**Brand Label - Pending**

View Approved Brand Labels View Pending Brand Label Actions View Denied Brand Label Actions Transfer

**Action Status:**

Not Submitted - Licensee has saved registration without submitting it.

Submitted - Licensee has submitted registration to ATC.

In Initial Review – ATC has claimed the submission and is performing an initial review.

Action Required – Submission was sent back to licensee for correction.

Ready for Final Review – ATC has completed the initial review.

In Final Review – ATC is performing the final review.

Missouri Department of Public Safety  
**Alcohol & Tobacco Control**

Search ▾ Work Queue ▾ Admin ▾ Maint ▾ Reports Logout

License #9999998 FOSTER ENTERPRISES INC. License Number  Find

Status: Active License Type: LIQUOR SOLICITOR DBA: FOSTER ENTERPRISES  
Phone: (847) 987-6543 Address: 321 West Wells Avenue, CHICAGO, IL 60654-1103

Menu License ▾ Excise Tax ▾ **Brand Label ▾**

**Brand Label - Pending Actions**

View Approved Brand Labels View Pending Brand Label Actions View Denied Brand Label Actions

Filter Your Pending Actions

Brand Name  % Wildcard Search

Product Type ☒ All ☐ Liquor ☐ Malt ☐ Wine

Search Clear

Process Status  
Not Submitted  
Submitted  
In Initial Review  
Action Required  
Ready for Final Review  
In Final Review

Your Pending Actions

Search Results: 5 Page Size: 10 ▾

		Referred Brand Name	Brand Name	Fanciful Name	Process Status	Process Type	Product Owner	Class Type	Origin	ABW	Proof
Edit	Delete		SHOW ME TABLE RED WINE		Action Required	Register Brand Label		80A - ROSE WINE	29 - MISSOURI		
Edit	Delete	SUMMER SIPPIN		SUMMER SIPPIN	Not Submitted	Wholesaler Changes		669 - OTHER HERB & SEED CORDIALS/LIQUEURS	81 - MEXICO		80.0
View	Delete	FOSTER MAGIC POTION			Submitted	Label Revision		699 - OTHER SPECIALTIES & PROPRIETARIES	81 - MEXICO		80.0

## PERMISSION TO SHIP LETTER:

Once your registration has been approved by the Division, you will receive an email with the permission to ship letter as an attachment.

