

DIVISION OF ALCOHOL AND TOBACCO CONTROL

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INDUSTRY CIRCULAR

Microbreweries and Brand Registration

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The Division has become aware that a large number of microbrewery licensees are not registering their beers with the Division of Alcohol and Tobacco Control (ATC). ATC has been making visits to microbreweries to determine where the problem lies and it appears these licensees are not aware that they must register their products with the Division, even if they are not required to register with Alcohol and Tobacco Tax and Trade Bureau (TTB).

Section 311.275, RSMo, requires a microbrewery licensee to register **all products** with the state of Missouri prior to offering them for sale in Missouri. A microbrewery may visit the Division's website under [Brand Label Registration](#) to determine the process necessary to register each product.

To electronically register products the following information may be required:

1. Approved TTB Certificate of Label Approval (COLA) – only required if selling to a wholesaler. If you are only selling your products on your own by the drink licensed premise, you are not required to provide a COLA from TTB.
2. Actual sample of the label corresponding with the TTB COLA. However, when TTB does not require a label approval upon an allowable TTB change in non-mandatory text, illustrations, graphics, etc., ATC will accept an actual sample of the revised label.
3. If selling off-premise a wholesaler appointment letter designating specific area in the geographical agreement that wholesaler applicant is authorized to sell such brand.
4. Notarized Lab Analysis if the alcohol content is not verified on the TTB Certificate of Label Approval (COLA).

If you have questions, please contact Debbie.Nichols@dps.mo.gov or call (573) 751-4073; email Ashley.Lentz@dps.mo.gov or call (573) 751-5450 for clarification.

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