

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. See our Industry Circular on [Primary American Source of Supply – Brand Label Registration Requirements](#) regarding label submission requirements.
2. Approved TTB Certificate of Label Approval (COLA) – only required if selling to a wholesaler or at off-premise catering events. If you are only selling your products at retail on your brewery/Retail By Drink licensed premise, you are not required to provide a COLA from TTB.
3. If selling off-premise, a wholesaler appointment letter designating a specific area in the geographical agreement where the wholesaler applicant is authorized to sell such brand.

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

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