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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.
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.

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”.

Click on the View Approved Brand Labels

<table>
<thead>
<tr>
<th>Brand Number</th>
<th>Referred Brand Name</th>
<th>Product Type</th>
<th>Class Type</th>
<th>Origin</th>
<th>ABW</th>
<th>Proof</th>
<th>Effective Date - Termination Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>WA00005</td>
<td>SHOW ME WINE</td>
<td>Ale</td>
<td>86 - DESSERT (PORT/SHERRY/COOKING) WINE</td>
<td>CA</td>
<td></td>
<td></td>
<td>12/16/2016</td>
<td>Active</td>
</tr>
<tr>
<td>WA00006</td>
<td>RIVER RUNS THROUGH IT</td>
<td>Ale</td>
<td>80 - TRUE RED WINE</td>
<td>AZ</td>
<td></td>
<td></td>
<td>5/29/2009</td>
<td>Active</td>
</tr>
<tr>
<td>L008888</td>
<td>FOUNDERS BATCH</td>
<td>Ale</td>
<td>521 - BRANDY-APRICOT FLAVORED</td>
<td>MO</td>
<td></td>
<td></td>
<td>5/29/2009</td>
<td>Active</td>
</tr>
<tr>
<td>L321658</td>
<td>CAPITAL CONCOTION</td>
<td>Ale</td>
<td>513 - CURAÇAO</td>
<td>AZ</td>
<td></td>
<td></td>
<td>6/30/2006</td>
<td>Active</td>
</tr>
<tr>
<td>N000008</td>
<td>SUNRISE WHEAT</td>
<td>Ale</td>
<td>902 - ALE</td>
<td>AZ</td>
<td></td>
<td></td>
<td>6/30/2012</td>
<td>Active</td>
</tr>
<tr>
<td>N0123212</td>
<td>ARCHFVUNBRE</td>
<td>Ale</td>
<td>505 - MALT BEVERAGE SPECIALTIES - FLAVORED</td>
<td>NV</td>
<td></td>
<td></td>
<td>7/28/2011</td>
<td>Active</td>
</tr>
<tr>
<td>N026598</td>
<td>SOURY MARY</td>
<td>Ale</td>
<td>503 - MALT</td>
<td>AZ</td>
<td></td>
<td></td>
<td>3/30/2007</td>
<td>Active</td>
</tr>
</tbody>
</table>
A listing of your approved brand labels will display below. Filter or Search as necessary to locate the item you are submitting for revision.

Once you locate the product, click the Select button, a box with a drop down arrow will appear. Select Label Revision option and click the Go button.
UPLOAD DOCUMENTS

In the Label Revision bar, documents required for your submission will be listed under “Required Documents.” You will be required to enter a Comment to describe what changed on the brand label.
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 to the right under “Uploaded Documents”

Click “Next” to continue.

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

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

You will notice “Save successful” on your screen.
BRAND LABEL STATUS:

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

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.
Once your registration has been reviewed and approved by the Division, you will receive notification via email.

Debbie

A recent action submitted to ATC for review has been approved on the Brand Name listed below. Please log into the ATC Online System to view the brand label.

Questions? Please contact:
Missouri Division of Alcohol and Tobacco Control
573.751.4073
573.751.7891

License #
Brand Number: L10003144
Brand Name: WINTER BOURBON