Table of Contents

LOG IN: ................................................................................................................................................................. 3

ATTESTATION: ......................................................................................................................................................... 6

MALT DETAILS: ....................................................................................................................................................... 7

NO COLA – IRC DETAILS: ........................................................................................................................................ 8

NO COLA – ON PREMISE DETAILS: ............................................................................................................................ 9

WHOLESAVER APPOINTMENT: .................................................................................................................................. 10

UPLOAD DOCUMENTS: ............................................................................................................................................ 17

BRAND LABEL STATUS: ............................................................................................................................................. 21

PERMISSION TO SHIP LETTER: ................................................................................................................................. 22
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”.

To submit a new label, in “Brand Label” you will hover over “Register” and then click “New Malt Brand Label”.
NEW LABEL REGISTRATION – MALT USER MANUAL

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

Malt Brand Label Registration

Instructions
Product Registration Requirements

1. Lab Analysis Attestation if registering as “No COLA – IRC” or “No COLA – On Premises”.
2. Actual sample of the flat label if registering as “No COLA – IRC” or “No COLA – On Premises”.
3. Solicitor’s vendor number/Plant Registry/Brewery Permit/Winery 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 311.270(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 server, 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 malt in the State of Missouri.

Click the Next button to continue the registration process.
**MALT DETAILS:**

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

“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.

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 will require 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.
NO COLA – IRC DETAILS:

If you are registering a product classified as “beer” under the Internal Revenue Code, you will select the No COLA – IRC button.

You are required to enter the Origin (where product is produced), Brand Name and Alcohol Percent by Volume.

Go to Wholesaler Appointment on page 10.
NO COLA – ON PREMISE DETAILS:

If you are a Missouri manufacturer or microbrewery registering a malt product that a Federal TTB-COLA has not been obtained, you will select the “No COLA – On Premise” button.

You are required to enter the Origin (Missouri), Brand Name and Alcohol Percent by Volume.

Go to Wholesaler Appointment on page 10.
WHOLESALE APPOINTMENT:

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

**SELECT TEMPLATE:**
Under ‘Template Name’, click on the down arrow to select a template that you previously created.

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

If the wholesaler has multiple Missouri locations, click each location you are appointing.

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.

If you submit the wrong wholesaler, you will click on the “Remove” button on the left hand side.
Click on the wholesaler line you wish to add counties and territories.

Once you click on the wholesaler, the “Add County and Territories” bar will open.
Select the county and territory for each appointed wholesaler.

Once all of your appointed wholesalers have had a county and territory assigned, click on the “Next” button.
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.

Click Save, you will then be prompted to click OK to create a template.
Once the Template Name has been created, click Select to add the Missouri wholesalers.
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.

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 and added all counties and territories for each wholesaler for that template.

You have successfully established a template and can continue with the brand label registration.
WHOLESALER TEMPLATE MANAGEMENT:

At any time you can update the template by removing and/or adding additional wholesalers to the template. To terminate or add County/Territory information for a wholesaler, click on the **Select** button then click **Save**. 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”.

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.
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).
Document Type
Lab Analysis
Sample of Label - Original
Wholesaler Letter

Upload
Document Type:

Document Description:
Optional

File

Upload

Uploaded Documents

Document Type
Sample of Label - Original
Wholesaler Letter
Lab Analysis

Document Description

Created By
Kirsten Cole
Kirsten Cole
Kirsten Cole

Created Date
06/09/2021
06/09/2021
06/09/2021

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 and make any changes.

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

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.
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.

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.
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.

Debbie

Your Application for Primary American Source of Supply has been approved for  and attached you will find the permission to ship letter.

Please print the permission to ship letter for your files and provide a copy to your appointed Missouri wholesaler(s).

Questions? Please contact:
Missouri Division of Alcohol and Tobacco Control
573.751.4073
573.751.5450
573.751.7801