

NEW LABEL REGISTRATION ATC ONLINE SYSTEM MALT USER MANUAL

Division of Alcohol and Tobacco Control
1738 E. Elm Street, Lower Level
P.O. Box 837
Jefferson City, MO 65101
<https://atc.dps.mo.gov>

Table of Contents

LOG IN:..... 3

ATTESTATION:..... 6

MALT DETAILS:..... 7

NO COLA – IRC DETAILS:..... 8

NO COLA – ON PREMISE DETAILS:..... 9

WHOLESALE APPOINTMENT:..... 10

UPLOAD DOCUMENTS:..... 17

BRAND LABEL STATUS:..... 21

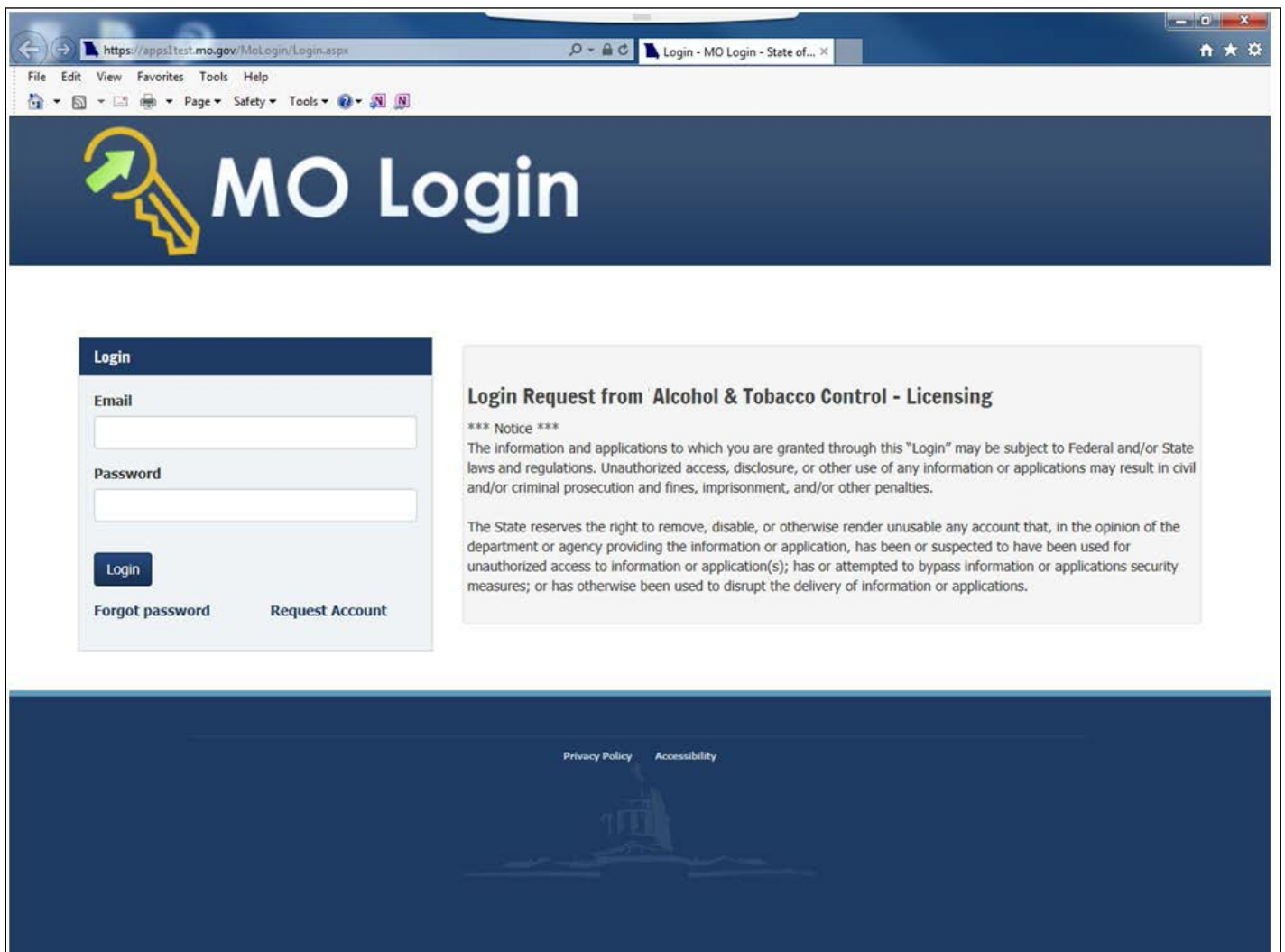
PERMISSION TO SHIP LETTER:..... 22

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.



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 a yellow key icon and the text "MO Login". Below the header, there is a login form on the left and a notice box on the right. The login form includes fields for "Email" and "Password", a "Login" button, and links for "Forgot password" and "Request Account". The notice box contains a "Login Request from Alcohol & Tobacco Control - Licensing" section with a "Notice" and a disclaimer. At the bottom of the page, there are links for "Privacy Policy" and "Accessibility" above a faint image of the Missouri State Capitol building.

MO Login

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 Results (2)
Page Size: 10
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”.

Missouri Department of Public Safety
Alcohol & Tobacco Control

Search ▾ Claim License Logout

License #9999998 Foster Enterprises

Status: Active License Type: DOMESTIC WINERY
Phone: (573) 444-1234 Address: 123 Main Street, Jefferson, MO 65102-0789

License Number: Select... **Select**
DBA: Red and White Winery

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

License Summary

- Register...
- View Approved Brand Labels
- View Pending Brand Label Actions
- View Denied Brand Label Actions
- Transfer

Accessibility Privacy Policy Alcohol & Tobacco Control

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

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 ▾**

License Summary

- Register...
 - New Malt Brand Label
 - New Wine Brand Label
 - New Liquor Brand Label
- View Approved Brand Labels
- View Pending Brand Label Actions
- View Denied Brand Label Actions
- Transfer

ATTESTATION:

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

Menu License ▾ Excise Tax ▾ Brand Label ▾

Malt Brand Label Registration

Instructions

Product Registration Requirements

1. Lab Analysis Attestation if registering as 'No COLA – IRC' or 'No COLA – On Premise'.
2. Actual sample of the flat label if registering as 'No COLA – IRC' or 'No COLA – On Premise'.
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 malt in the State of Missouri.

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

BackNext

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.

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
Malt

Class/Type (CT)
902
ALE

Origin (OR)
29
MISSOURI

Brand Name
WINTER NEW MALT

Alcohol Percent by Volume
5.00 %

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 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.

The screenshot shows a web application interface for "Brand Label Registration Details". At the top, there is a navigation bar with "Menu", "License", "Excise Tax", and "Brand Label" (with a dropdown arrow). Below this is a dark blue header with the title "Brand Label Registration Details". The main form area is light blue and contains several input fields and buttons. On the left, there are four stacked input fields: "Type of Product" (with "Malt" selected), "Class/Type (CT)", "Origin (OR)" (marked as "Required"), and "Brand Name" (marked as "Required"). Below these is an "Alcohol Percent by Volume" field (marked as "Required %") with a percentage sign button. To the right of the "Class/Type (CT)" field, there is an "Or" label and two radio button options: "No COLA - IRC" (which is selected) and "No COLA - On Premise". Further right, there is a "Fanciful Name" field (marked as "Optional; supply if one is used on label"). At the bottom left of the form, there are three buttons: "Back", "Save", and "Next".

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.

The screenshot shows a web application interface for "Brand Label Registration Details". At the top, there is a navigation bar with "Menu", "License", "Excise Tax", and "Brand Label" (selected). Below this is a dark blue header with the title "Brand Label Registration Details". The main form area is light blue and contains several input fields and radio buttons. On the left, there are three stacked input fields: "Type of Product" (with "Malt" selected), "Class/Type (CT)", and "Origin (OR)" (with "MISSOURI" selected). To the right of these is a radio button group with two options: "No COLA - IRC" (unselected) and "No COLA - On Premise" (selected). Below the "Origin (OR)" field is a "Brand Name" field with a "Required" label. To the right of this is a "Fanciful Name" field with a label "Optional; supply if one is used on label". Below the "Brand Name" field is an "Alcohol Percent by Volume" field with a "Required %" label and a percentage sign. At the bottom left, there are three buttons: "Back", "Save", and "Next".

Menu License ▾ Excise Tax ▾ Brand Label ▾	
Brand Label Registration Details	
Type of Product Malt	Or <input type="radio"/> No COLA - IRC <input checked="" type="radio"/> No COLA - On Premise
Class/Type (CT)	
Origin (OR) MISSOURI	
Brand Name Required	Fanciful Name Optional; supply if one is used on label
Alcohol Percent by Volume Required %	%
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 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	Whol#	Whl 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 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.

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

<<

<

Page 1 of 1

>

>>

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

<<

<

Page 1 of 1

>

>>

Back

Save

Next

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

11

Click on the wholesaler line you wish to add counties and territories.

Menu
License
Excise Tax
Brand Label

Brand Label Registration Wholesaler Territories

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

Selected Wholesalers

Instruction: To add County/Territory information, click on the Wholesaler row to open up the **Add County & Territory** section.

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

Page Size: 5

« < Page 1 of 1 > »

Back Save Next

Once you click on the wholesaler, the “Add County and Territories” bar will open.

Brand Label Registration Wholesaler Territories

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

Selected Wholesalers

Instruction: To add County/Territory information, click on the Wholesaler row to open up the **Add County & Territory** section.

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

Page Size: 5

« < Page 1 of 1 > »

Add County & Territory

Instruction: **Step 1:** Select the County from the drop down list. **Step 2:** Select the Territories within that county. Repeat steps 1 & 2 for each County. If you do not find the correct Territory or Description, please notify ATC by clicking [here](#). Explain what you were expecting to see.

County

Selected Counties & Territories

Wholesaler: URIAH DISTRIBUTING LLC.

No counties or territories selected. Add counties or territories above.

Back Save Next

Select the county and territory for each appointed wholesaler.

Add County & Territory

Instruction: **Step 1:** Select the County from the drop down list. **Step 2:** Select the Territories within that county. Repeat steps 1 & 2 for each County. If you do not find the correct Territory or Description, please notify ATC by clicking [here](#). Explain what you were expecting to see.

County
OZARK

Page Size: 10

Portion	Description
<input checked="" type="checkbox"/> ALL	ALL
<input type="checkbox"/> 1	ALONG & WEST OF HWY 5 SPECIFICALLY TOWN OF GAINESVILLE & ALL OTHER TOWNS ALONG HWY 5 EVEN IF ON EASTERN SIDE OF HWY 5
<input type="checkbox"/> 2	EAST OF HWY 5, EXCLUDE THE TOWN OF GAINESVILLE & THOSE PORTIONS OF OTHER TOWNS ALONG HWY 5 THAT LIE ON THE EAST SIDE OF THE HIGHWAY
<input type="checkbox"/> 3	LIMITED TO THE AREA EAST OF HWY 5, NOT TO INCLUDE TOWNS ON HWY 5 & NOTINCLUDING THE TOWN OF GAINESVILLE
<input type="checkbox"/> 4	LIMITED TO THE AREA & TOWNS ON & WEST OF HWY 5, SPECIFICALLY TO INCLUDE THE TOWN OF GAINESVILLE

« < Page 1 of 1 > »

Selected Counties & Territories

Wholesaler: URIAH DISTRIBUTING LLC.

Page Size: 10

	County	Portion	Description
Remove	COLE	2	ALL OF COLE COUNTY EXCLUDING JEFFERSON CITY
Remove	OZARK	ALL	ALL

« < Page 1 of 1 > »

Back Save Next

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.

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 Management

Register...
Gift/VAP/Promo
View Approved Brand Labels
View Pending Brand Label Actions
View Denied Brand Label Actions
Transfer
Wholesaler Management

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: CEDAR HILL MALT

Alcohol Type: Malt

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 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.

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

Foster enterprises inc.

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

Test Scripts 101 [Read-Only] - PowerPoint

<<

<

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 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.

15

WHOLESALE 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”.

Brand Label Registration Upload Documents

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

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...

Upload
Back
Next

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.

e required document from the Document Type drop down list.

rowse to browse your computer for the required document. Once found, click the **Open** button to choose the file to upload.

Upload button.

fax a copy of the required documents that you have uploaded.

Documents

Document Type
Lab Analysis
Sample of Label - Original
Wholesaler Letter

Upload

Document Type

Document Type

Document Description

Optional

File

Browse...

Upload
Back
Next

Uploaded Documents

No records found.

All Lab Analysis submissions must use the Label Analysis Attestation form.

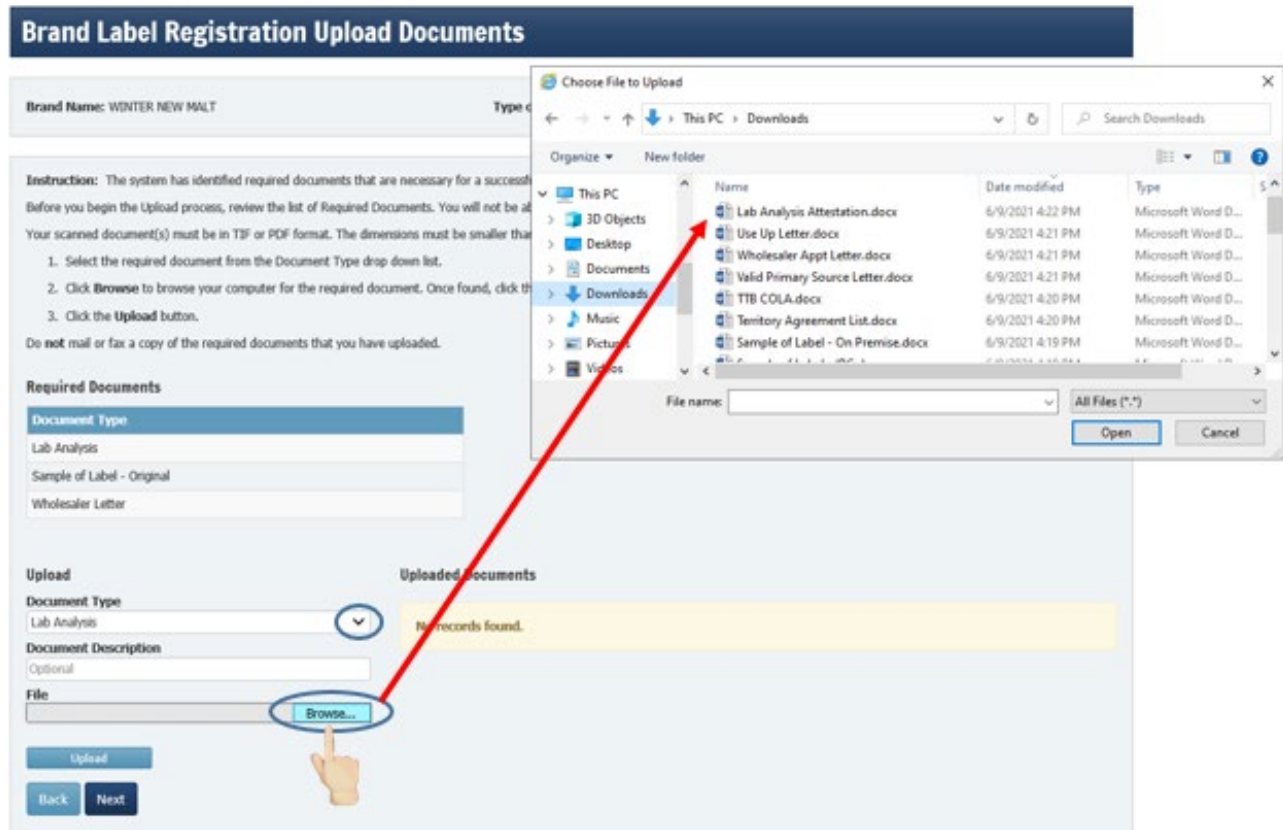
Continue

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"/>	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"/>
<input type="button" value="Open"/>	Lab Analysis		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 and make any changes.

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

Brand Label Registration Submit


Brand Name: WINTER NEW MALT **Type of Product:** Malt **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

Phone: (314) 444-1234

License Type: LIQUOR MANUFACTURER SOLICITOR

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
Phone: (314) 422-0101 Address: 123 MAIN STREET, ST LOUIS, MO 63139-1106 DBA: SHOW ME MOUNTAIN

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 ▾ Claim License Logout

License #9999998 FOSTER ENTERPRISES INC. License Number: Select... Select

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

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

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

Search Clear

Your Pending Actions

Search Results: 7 Page Size: 10 ▾

	Referred Brand Name	Brand Name	Fanciful Name	Action Status	Action Type	Product Owner	Class Type	Origin	ABW	Proof
View Delete		CF BRAND NAME WINE 111417	CF FANCY NAME WINE 111417	In Review	Register Brand Label	ACME WINEWORKS	80A - ROSE WINE	32 - NEVADA		

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.

