

NEW LABEL REGISTRATION ATC ONLINE SYSTEM LIQUOR USER MANUAL

(UPDATED MARCH 2, 2020)

Division of Alcohol and Tobacco Control
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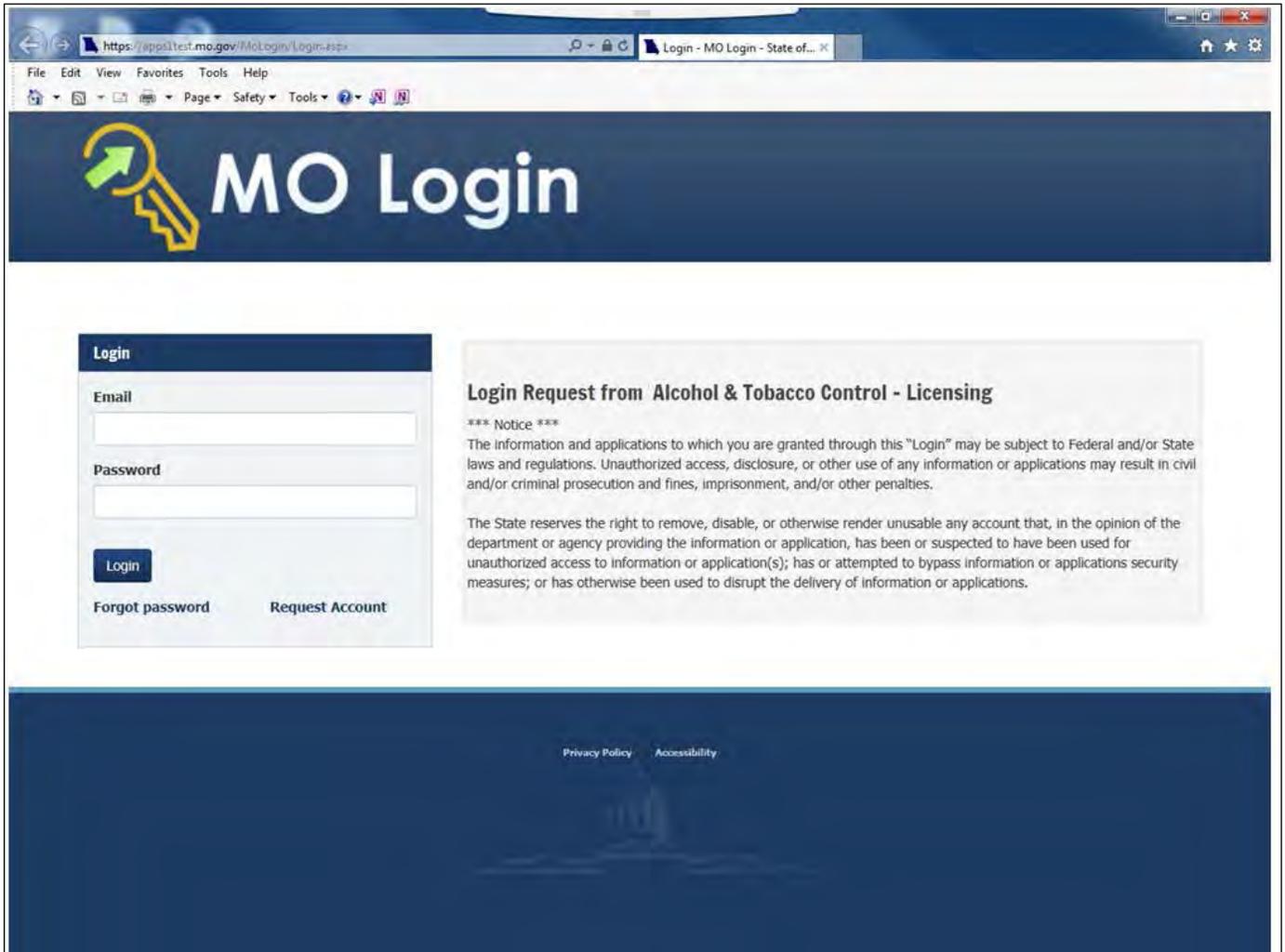
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Starting ATC Online Brand Label Registration

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.

**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:

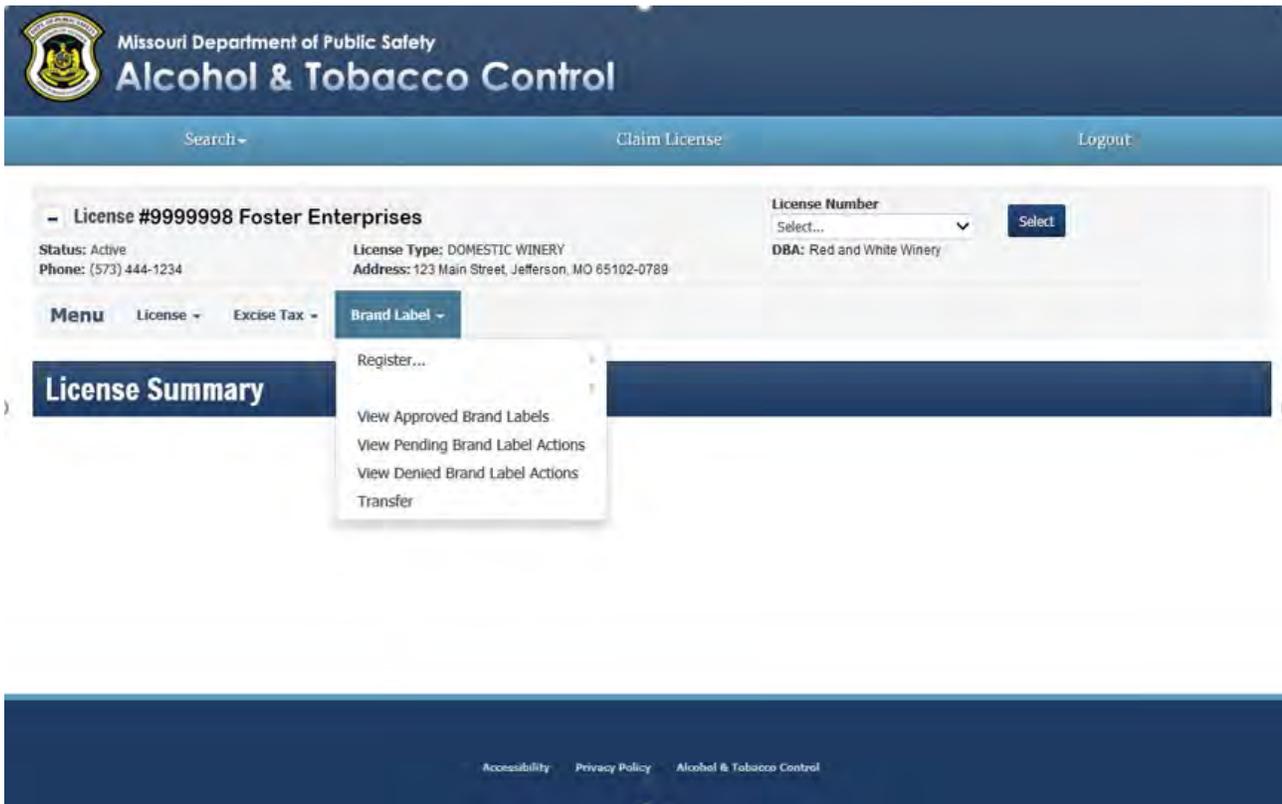
| License Number | Type | Licensee | DBA | Address Line 1 | City | State | County | Status |
|----------------|----------------------------|--------------------|-----------------------|--------------------|---------|-------|-----------|--------|
| 9999998 | DOMESTIC WINERY | Foster Enterprises | Red 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 |

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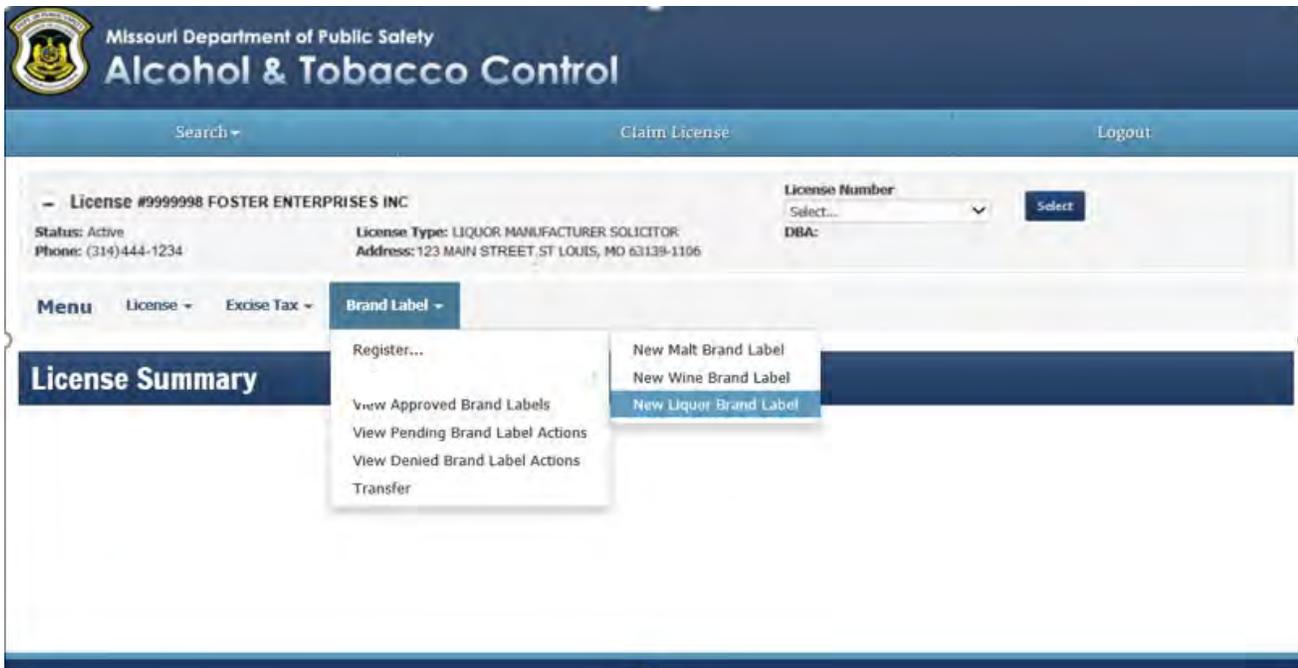
[Accessibility](#) [Privacy Policy](#) [Alcohol & Tobacco Control](#)

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”.



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



ATTESTATION:

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

Liquor Brand Label Registration

Instructions

Product Registration Requirements

1. 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 distilled spirit in the State of Missouri.

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

Back

Next

LIQUOR 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
Liquor

Class/Type (CT)
Required

Origin (OR)
Required

Brand Name
WINTER BOURBON

Fanciful Name
Optional; supply if one is used on label

Alcohol Percent by Volume **Calculated Proof**
Required % %

Does the License Name [REDACTED] **match the applicant name on the COLA issued by TTB?**
 Yes No

Name of applicant as shown on COLA
 XYZ x

Invalid or missing name of applicant [Contact ATC](#)

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.

WHOLESALER APPOINTMENT:

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

You have the option of selecting a template that you created, selecting individual wholesaler(s) or adding a new template for your brand label registration.

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.

| W# | W# Lic Type | Wholesaler Name | DBA | Address Line 1 | City |
|---------|-------------|-------------------------|-----------------------------|-------------------|----------------|
| 9999990 | 22WS | URIAH DISTRIBUTING LLC. | URIAH BEVERAGE DISTRIBUTING | 456 W MAIN STREET | JEFFERSON CITY |

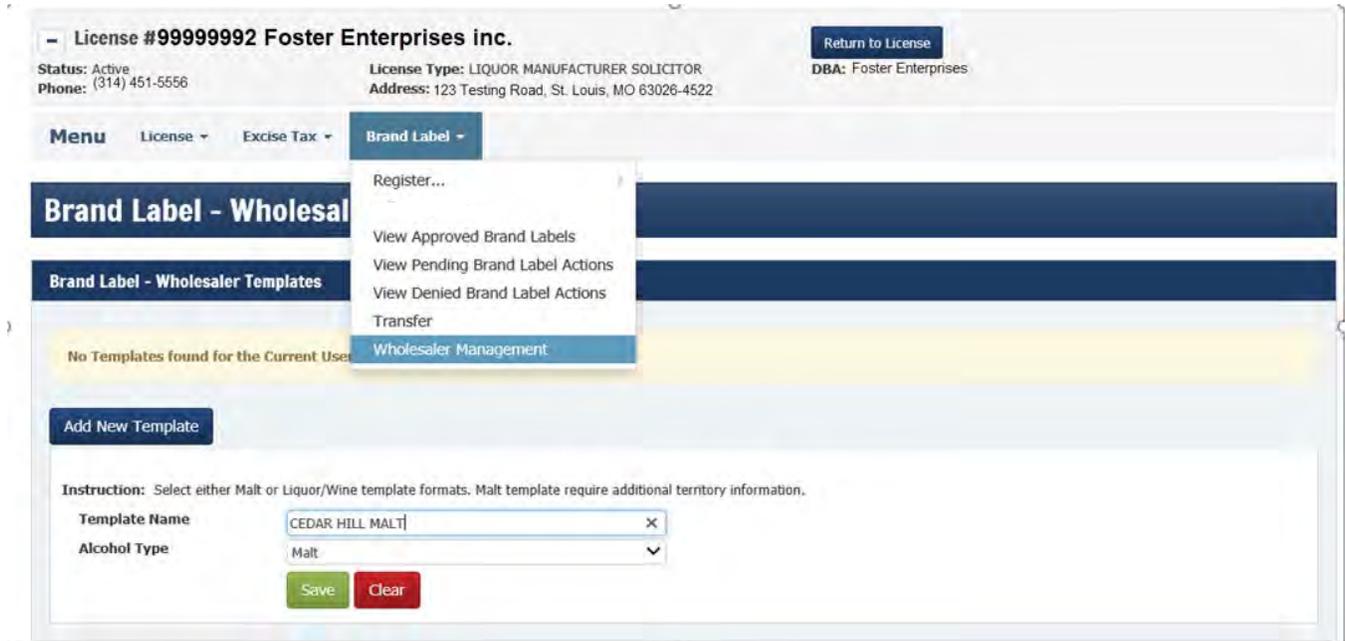
Click “Select” button shown on the left hand side.

ESTABLISH WHOLESALER TEMPLATE:

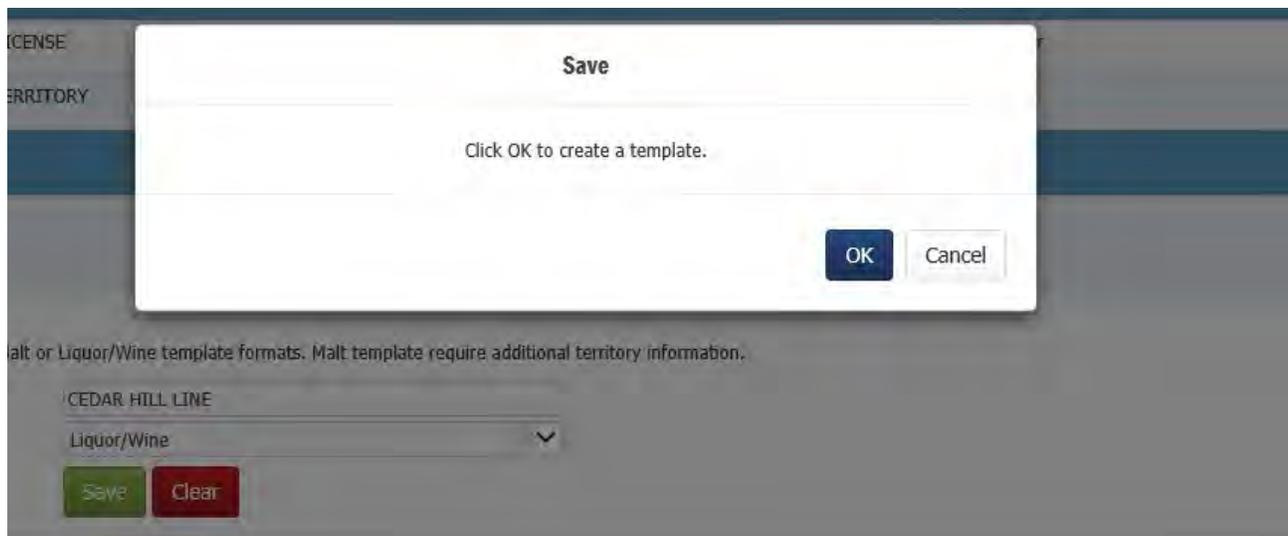
***Only **ONE** template can be selected when registering a product. ***

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 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.

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:

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 for that template.

You have successfully established a template and can continue with the brand label registration.

WHOLESALE TEMPLATE MANAGEMENT:

At any time you can update the template by removing and/or adding additional wholesalers to the template. 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 Name: WINTER BOURBON Type of Product: Liquor 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 |
|--|
| TTB COLA |
| Valid Primary American Source Appointment Letter |
| Wholesaler Letter |

Upload

Document Type:

Document Description: Optional

File:

Uploaded Documents

No records found.

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).

Brand Label Registration Upload Documents

Brand Name: WINTER BOURBON **Type of Product:** Liquor **Status:** Not Submitted

Instruction: The system has identified required documents that are necessary for a successful registration. Before you begin the Upload process, review the list of Required Documents. You will not be able to upload a document if it is not in the list. Your scanned document(s) must be in TIF or PDF format. The dimensions must be smaller than 1000x1000 pixels.

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.
3. Click the **Upload** button.

Do **not** mail or fax a copy of the required documents that you have uploaded.

Required Documents

| Document Type |
|--|
| TTB COLA |
| Valid Primary American Source Appointment Letter |
| Wholesaler Letter |

Upload

Document Type [Dropdown]

Document Description [Optional] [Text Field]

File [Text Field] **Browse...**

Uploaded Documents

No records found.

Buttons: Upload, Back, Next

Choose File to Upload Dialog:

Path: This PC > Downloads > BL Registration

| Name | Date modified | Type |
|----------------------------------|--------------------|-------------------------|
| MISC_1.docx | 2/24/2020 12:00 PM | Microsoft Word Document |
| MISC_2.docx | 2/24/2020 12:00 PM | Microsoft Word Document |
| Sample of Label - Revision.docx | 2/24/2020 2:46 PM | Microsoft Word Document |
| Sample of Label_JRC.docx | 2/24/2020 11:57 AM | Microsoft Word Document |
| Sample of Label_On Premise.docx | 2/24/2020 11:58 AM | Microsoft Word Document |
| Territory Agreement List.docx | 2/24/2020 11:59 AM | Microsoft Word Document |
| TTB COLA.docx | 2/24/2020 11:57 AM | Microsoft Word Document |
| Valid Primary Source Letter.docx | 2/24/2020 12:01 PM | Microsoft Word Document |
| Wholesale Appt Letter.docx | 2/24/2020 11:59 AM | Microsoft Word Document |

Once the document is uploaded, you will see it listed under “Uploaded Documents”.

Click “Next” to continue.

Menu License Excise Tax Brand Label

Brand Label Registration Upload Documents

Brand Name: WINTER BOURBON Type of Product: Liquor 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
 TTB COLA
 Wholesaler Letter

Save successful.

Upload

Document Type
 Document Description
 Optional
 File
 Browse...

Upload
 Back Next

Uploaded Documents

| | Document Type | Document Description | Created By | Created Date | |
|------|-------------------|----------------------|----------------|--------------|--------|
| Open | Wholesaler Letter | | Debbie Nichols | 02/24/2020 | Delete |
| Open | TTB COLA | | Debbie Nichols | 02/24/2020 | Delete |

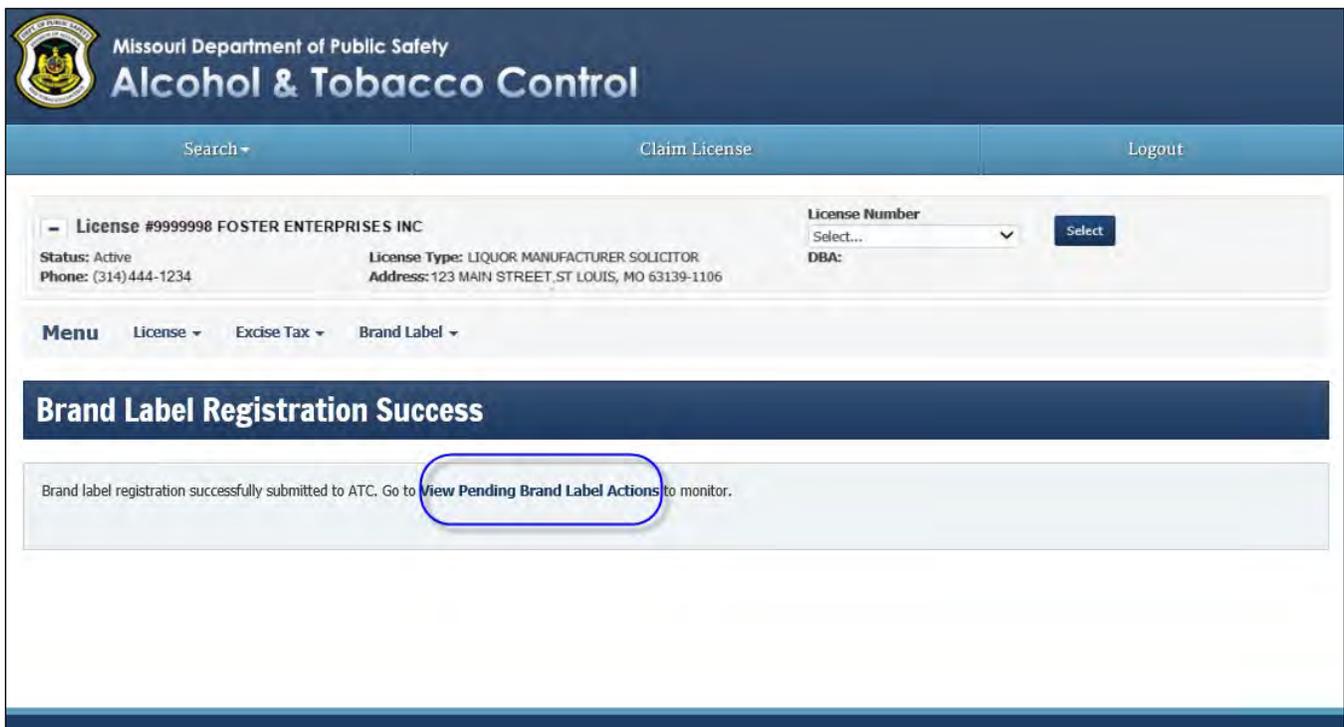
Click “Next” to continue.

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.



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.

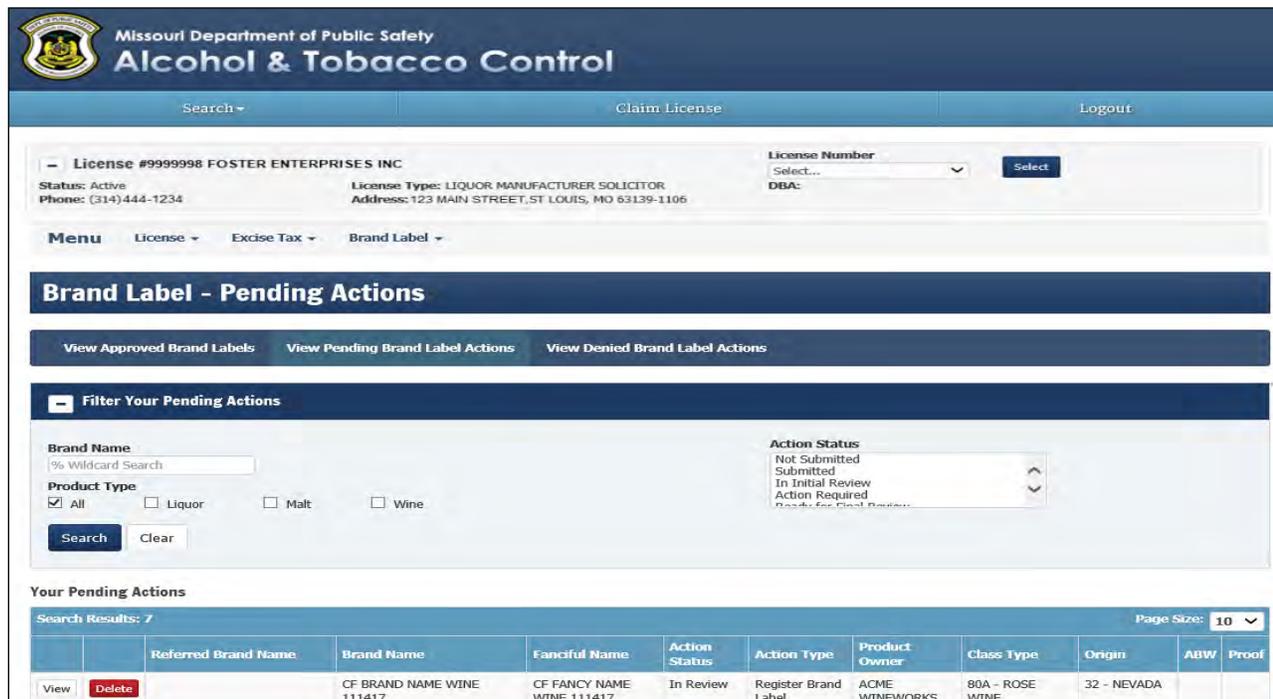
Submitted - Licensee has submitted registration to ATC.

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 WINTER BOURBON 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

573.751.7891