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Starting ATC Online Brand Label Wholesaler Change

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”.

![Screenshot of Alcohol & Tobacco Control website with the menu bar highlighted]
Click on “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>ABV</th>
<th>Proof</th>
<th>Effective Date</th>
<th>Termination Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>WA0900</td>
<td>SHOW ME WINE</td>
<td>Liquid</td>
<td>88 - DESSERT, PORT/GRIER/COCKTAIL WINE</td>
<td>01 - CALIFORNIA</td>
<td>12/10/2016</td>
<td>Active</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WA0702</td>
<td>RIVER RUNS THROUGH IT</td>
<td>Wine</td>
<td>80 - TABLE RED WINE</td>
<td>62 - ARGENTINA</td>
<td>5/29/2009</td>
<td>Active</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LO9889</td>
<td>FOUNDERS BAY</td>
<td>Wine</td>
<td>531 - BRANDY-APRICOT FLAVORED</td>
<td>29 - MISSOURI</td>
<td>5/25/2009</td>
<td>Active</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LI2102</td>
<td>CAPITAL CONCOCTION</td>
<td>Wine</td>
<td>502 - GOPACHA</td>
<td>62 - ARGENTINA</td>
<td>5/2/2006</td>
<td>Active</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>M100059</td>
<td>SUNRISE WHEAT</td>
<td>Wine</td>
<td>582 - ALE</td>
<td>62 - ARGENTINA</td>
<td>5/24/2011</td>
<td>Active</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>M223232</td>
<td>ARCHING BRUI</td>
<td>Wine</td>
<td>900 - MALTE BEVERAGE SPECIALTIES - FLAVORED</td>
<td>32 - NEVADA</td>
<td>7/28/2011</td>
<td>Active</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>M220596</td>
<td>SOURY MARY</td>
<td>Wine</td>
<td>900 - MALT</td>
<td>62 - ARGENTINA</td>
<td>3/20/2007</td>
<td>Active</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Click the “Select” button next to the brand you are submitting the wholesale change. Click “Go”.

![Image of the screenshot showing the selection process]

**WHOLESALE CHANGE – USER MANUAL**
INACTIVATE A CURRENT WHOLESALER:

The “Brand Label – Inactivate Wholesalers” screen lists the current wholesaler(s) appointed. If you are terminating a wholesaler, you are required to enter a Termination Date.
This screen shows your Microbrewery license appointed for “On Premise Sales”
ADD NEW WHOLESALER(S):
The “Brand Label – Add Wholesalers” screen will prompt you to enter the Missouri wholesaler information.

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 the “Add” button for each wholesaler you have appointed. Required field is the Effective Date.

Once the wholesaler(s) and effective date have been added, click “Next”.

*Note:*
If the product is a wine or liquor, the system will navigate to the Upload Documents page.

If the product is a malt, the system will navigate to the Wholesaler Territories page.
WHOLESALE TERRITORIES (FOR MALT PRODUCTS ONLY):

Click the “Select” button.

![Brand Label - Wholesaler Territories](image-url)
The system will display the territories for the selected wholesaler.

Select the County from the drop down list. The system will display the geographical territories within that county to select.
Select the applicable geographical territories for that specific county and wholesaler.

The following error will appear if any geographical territories are duplicated.

Please make an attempt to fix the issues below. You may hit the Submit button again in order to force the submission if there are warnings you cannot resolve. However, you may be contacted by ATC.

- The territory COLE overlaps the wholesaler ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________ ________
UPLOAD DOCUMENTS:
Documents required to be uploaded that correspond to your submission will be listed under “Required Documents”.

![Brand Label - Wholesaler Documents](image-url)
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”.
Click “Next” to continue.
REVIEW AND SUBMIT:
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, you will receive a message on your screen.
WHOLESALE CHANGE – USER MANUAL

WHOLESALE CHANGE 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.
Once your submission has been approved by the Division, you will receive an email notification.

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
573.751.7801