# WHOLESALE CHANGE – USER MANUAL

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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”.
Click on “View Approved Brand Labels”.

<table>
<thead>
<tr>
<th>Brand Number</th>
<th>Referred Brand Name</th>
<th>Product Owner</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>WM02005</td>
<td>SHOW ME WINE</td>
<td>POSTER INC</td>
<td>88 - DESSERT /PORT/SHERRY/ (COOKING) WINE</td>
<td>01 - CALIFORNIA</td>
<td></td>
<td></td>
<td>12/19/2016</td>
<td>Active</td>
</tr>
<tr>
<td>WM07762</td>
<td>RIVER RUNS THROUGH IT</td>
<td></td>
<td>80 - TABLE RED WINE</td>
<td>62 - ARGENTINA</td>
<td></td>
<td></td>
<td>5/29/2009</td>
<td>Active</td>
</tr>
<tr>
<td>LX08099</td>
<td>FOUNDERS BATCH</td>
<td></td>
<td>531 - BRANDY-APRICOT FLAVORED</td>
<td>29 - MISSOURI</td>
<td>30</td>
<td>52.0</td>
<td>5/25/2009</td>
<td>Active</td>
</tr>
<tr>
<td>E321503</td>
<td>CAPITAL CONCOCTION</td>
<td>MEZCALI</td>
<td>002 - MEZCAL</td>
<td>62 - ARGENTINA</td>
<td>60</td>
<td>60.0</td>
<td>8/19/2006</td>
<td>Active</td>
</tr>
<tr>
<td>W800598</td>
<td>SUNRISE HEBE</td>
<td></td>
<td>802 - ALE</td>
<td>62 - ARGENTINA</td>
<td>6</td>
<td>64</td>
<td>6/24/2012</td>
<td>Active</td>
</tr>
<tr>
<td>M323232</td>
<td>ARCHING BRENN</td>
<td></td>
<td>906 - MALT BEVERAGE SPECIALTIES - FLAVORED</td>
<td>32 - NEVADA</td>
<td>0.38</td>
<td>7/28/2011</td>
<td>Active</td>
<td></td>
</tr>
<tr>
<td>M322098</td>
<td>DRANK MARY</td>
<td></td>
<td>900 - MALT</td>
<td>62 - ARGENTINA</td>
<td>7.08</td>
<td></td>
<td>3/20/2007</td>
<td>Active</td>
</tr>
</tbody>
</table>
Click the “Select” button next to the brand you are submitting the wholesale change. Click “Go”.

![Image of website interface with highlighted actions and forms]
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.

**IF** you are adding additional wholesaler(s) click Next!
**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”.

The system will navigate to the Upload Documents page 17.
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WHOLESALE CHANGE – MALT PRODUCT AND/OR “ON PREMISE SALES”:

A wholesale change is required to be submitted to change a product from “On Premise Sales”, to “Off Premise Sales”. Licensee must obtain a Federal TTB COLA.

Follow steps listed on Pages 1 through 7 of this user manual.

The Brand Label – Details page will require you to add the Class/Type code that is listed on the Approved Federal TTB COLA.

### Brand Label - Details

<table>
<thead>
<tr>
<th>Brand Number:</th>
<th>M10003198</th>
<th>Referenced Brand Name:</th>
<th>MISSOURI SUNSHINE IPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of Product:</td>
<td>Malt</td>
<td>Brand Name:</td>
<td>MISSOURI SUNSHINE IPA</td>
</tr>
</tbody>
</table>

Instructions: Update any details of the Brand Label.

### Details

- **Class/Type (CT)**
  - **required**
  - Or
  - No COLA - On Premise

[Back] [Save] [Next]
The Brand Label – Inactivate Wholesalers screen will show your Microbrewery and/or Manufacturer license appointed for “On Premise Sales” to allow your Retail by the Drink license to carry the product.

If your Retail by the Drink license will continue to carry the product on premise, then you will not terminate your MICB or MS license that was appointed to allow for On Premise Sales to your Retail By the Drink license.

Continue by clicking Next.
The Brand Label – Add Wholesalers screen will prompt you to enter the Missouri Wholesaler information.

### Brand Label - Add Wholesalers

<table>
<thead>
<tr>
<th>License #</th>
<th>License Type</th>
<th>Status</th>
<th>Phone</th>
<th>Address</th>
<th>DBA</th>
</tr>
</thead>
<tbody>
<tr>
<td>9998 FOSTER ENTERPRISES INC.</td>
<td>22% SOLICITOR</td>
<td>Active</td>
<td>(530) 444-1234</td>
<td>123 Main Street, O'Fallon, CA 95028-6722</td>
<td>FOSTER ENTERPRISES</td>
</tr>
</tbody>
</table>

**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 that has been added.

Use the **Save** button at the bottom of the page to update Effective Date for Proposed Wholesaler(s).

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.

<table>
<thead>
<tr>
<th>Wholesaler Name</th>
<th>Wholesaler License Number</th>
<th>Address Line 1</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>JCMO DISTRIBUTING COMPANY INC</td>
<td>JCMO DISTRIBUTING</td>
<td>02/24/2016</td>
<td></td>
</tr>
<tr>
<td>ABC MANAGEMENT INC</td>
<td></td>
<td>02/24/2016</td>
<td></td>
</tr>
</tbody>
</table>

In the “Wholesaler Name” box, type the name of the Missouri Wholesaler you are appointing and click the “Search” button. 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 are appointing. You must add an Effective Date, this is a required field.

The Brand Label – Wholesaler Territories page is displayed. Click on the “Select” button by each wholesaler to add their geographical territory.
The system will display the territories for the selected wholesaler.

Select the County from the drop down list. Effective date is a required field.
The system will display the geographical territories within that county. Select the applicable geographical territories for that specific county and wholesaler.

The following error will appear if any geographical territories are duplicated.
UPLOAD DOCUMENTS:
Documents that are required to be uploaded that correspond to your submission will be listed under “Required Documents”.

1. TTB COLA required for product moving from “On Premise” to “Off Premise” sales.
2. Wholesaler letter required for all wholesale changes, even if you are appointing your own wholesale license.

Instructions: The system has identified required documents that are necessary for changing wholesalers.

Before you begin the Upload process, review the list of Required Documents. You will not be able to submit until you upload all required documents.

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.
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(s) have been 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.

Brand Label - Wholesalers Summary

Wholesaler Changes have been submitted successfully!
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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
573.751.5450
573.751.7801
Wholesale change to allow for “Off Premise Sales”:

Once your submission has been reviewed and approved by the Division, you will receive email notification with the Permission to Ship letter attached.

Dear Licensee:

The Division of Alcohol and Tobacco Control has received copies of the TTB Federal Label Approval and executed wholesale appointment letter(s), listing geographical territory for the following:

Missouri License Number:

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>CT</th>
<th>Brand #</th>
</tr>
</thead>
<tbody>
<tr>
<td>MISSOURI SUNSHINE IPA</td>
<td>956</td>
<td>M10003198</td>
</tr>
</tbody>
</table>

This product was previously registered.

The requirements of Sections 311.275 and 311.510, RSMo, and 11 CSR 70-2.060, Rules and Regulations of the Supervisor of Alcohol and Tobacco Control, have been fulfilled and permission is hereby granted to distribute the product to wholesaler(s) in the State of Missouri.

Sincerely,