NEW LABEL REGISTRATION
ATC ONLINE SYSTEM
WINE USER MANUAL

(UPDATE MARCH 2, 2020)

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
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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.

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 Wine Brand Label”.

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![Image of the user interface showing the License Summary with options for Register and New Wine Brand Label]
ATTESTATION:
After reading this information, you will attest to this submission by clicking “Next”.

Wine Brand Label Registration

Instructions

Product Registration Requirements

1. Actual sample of the flat label if registering as ‘No COLA – Cider’ or ‘No COLA – Tea’.

2. Solicitor’s vendor number/plant Registry/Brewer’s No. must appear on the TTR 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 certificate of ownership of product must be attached. Section 311.25(2) 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 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 wine in the State of Missouri.

Click the Next button to continue the registration process.
WINE DETAILS:

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

“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 requires 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
CIDER DETAILS:
If you are registering a cider product, you will select the No COLA – Cider button. Required fields are Origin (where product is produced), Brand Name and Alcohol Percent by Volume.

Go to Wholesaler Appointment on page 10
LOW ALCOHOL DETAILS:

If you are registering a low alcohol product, you will select the No COLA – Low Alcohol button. Required fields are Origin (where product is produced), 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.

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.

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

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.
WHOLESALER 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 Label Registration Upload Documents**

- **Brand Name:** SUPREME WINE
- **Type of Product:** Wine
- **Wine AOC/DO:**
- **Grape Varietal(s):**

**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 the 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**
- TBB COLA
- Valid Alcohol Source Appointment Letter
- Wholesaler Letter

**Upload**

- **Document Type:**
- **Document Description:**
- **File:**
- **Upload**
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.
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 previous screens 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 SUPREME WINE 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