

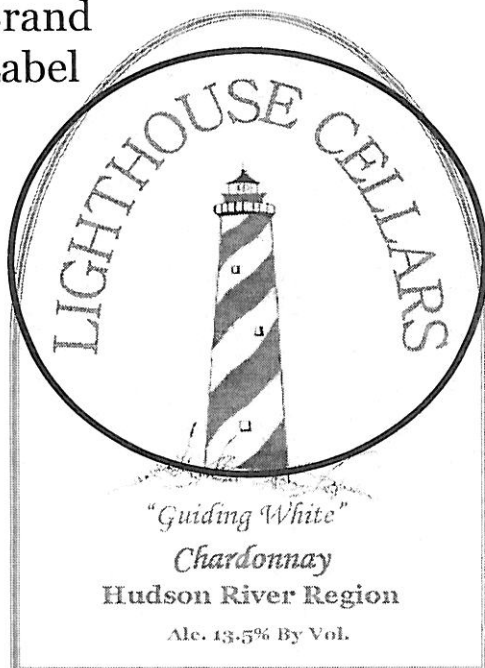
Brand Name

- Name under which the product will be sold
- If there is no brand name, the name of bottler or packer is deemed the brand name and must be on the brand label
- May not create a misleading impression
- Must appear on the Brand Label

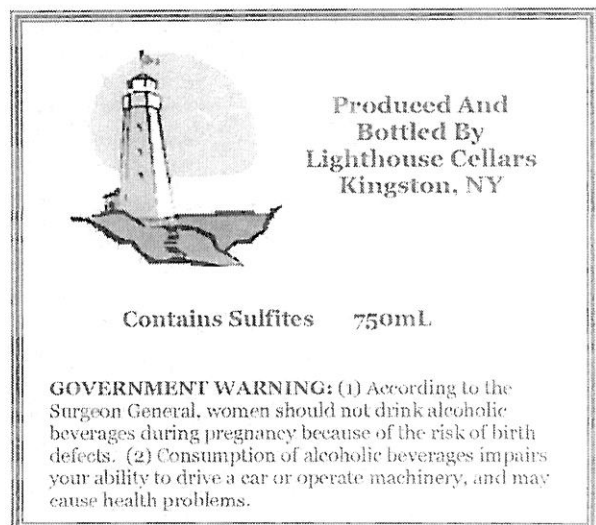
27 CFR 4.33

Brand Name (Continued)

Brand
Label



Back Label



Standards of Identity

Nine Classes:

- Grape wine
- Sparkling grape wine
- Carbonated grape wine
- Citrus wine
- Fruit wine
- Wine from other agricultural products
- Aperitif wine
- Imitation and substandard or other than standard wine
- Retsina wine **

27 CFR 4.21

Class/Type Designation

- “Table wine” and “Dessert wine” may appear in lieu of the class designation for grape wine
 - Table wine: 7% – 14% alc/vol
 - Dessert wine: 14.1% – 24% alc/vol

27 CFR 4.34

Class/Type Designation (Continued)

- “Red Wine”, “White Wine”, “Sparkling Wine”, “Peach Wine”, “Honey Wine”
- Truthful and adequate statement of composition must be used as the designation for most “wine specialty products”

27 CFR 4.21, 4.34

Class/Type Designation (Continued)

- A varietal (grape type) designation may be used under the provisions of 27 CFR 4.23
 - One variety \Rightarrow 75% of content
 - Two or more percentage of each,
 \Rightarrow must total 100%
 - Only approved grape names can be used (listed in 27 CFR 4.91)
- Must appear on the Brand Label

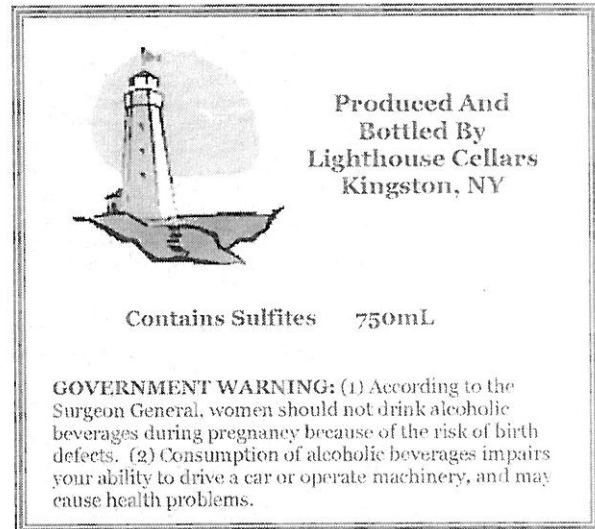
27 CFR 4.34

Class/Type Designation (Continued)

Brand
Label



Back Label

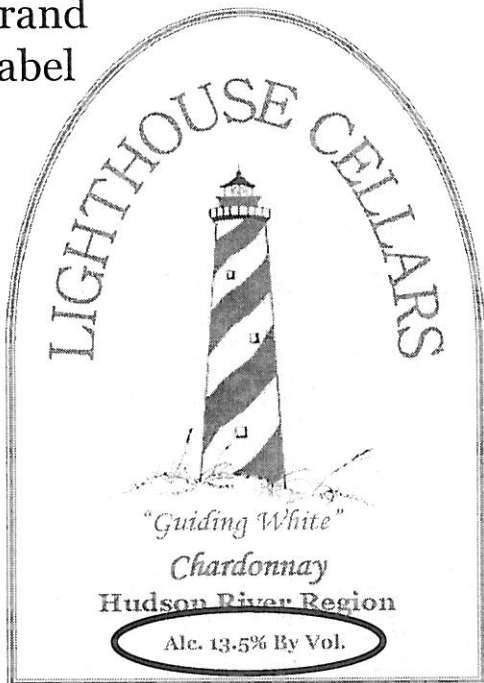


Alcohol Content

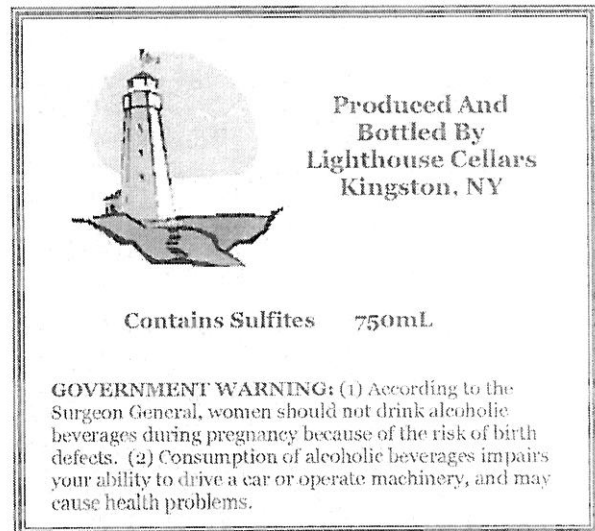
- Alcohol ___% by volume
- “Table Wine” may be used for wine with 14% or less alcohol by volume
- Alcohol ___% to ___% by volume, for ranges
- “Alc.” and “Vol.”
- Tolerances; rounding off

Alcohol Content (Continued)

Brand
Label



Back Label



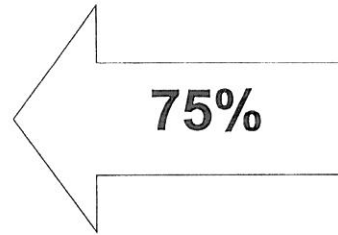
Appellation of Origin

- Mandatory if any of the following appear on the label:
 - Grape varietal
 - Vintage date
 - Semi-generic designation, if grandfathered
 - Estate bottled/grown
 - Must appear on the Brand Label

Appellation of Origin (Continued)

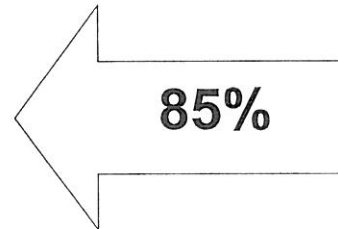
- Political subdivision:

- Country
- State
- County



- Viticultural Area:

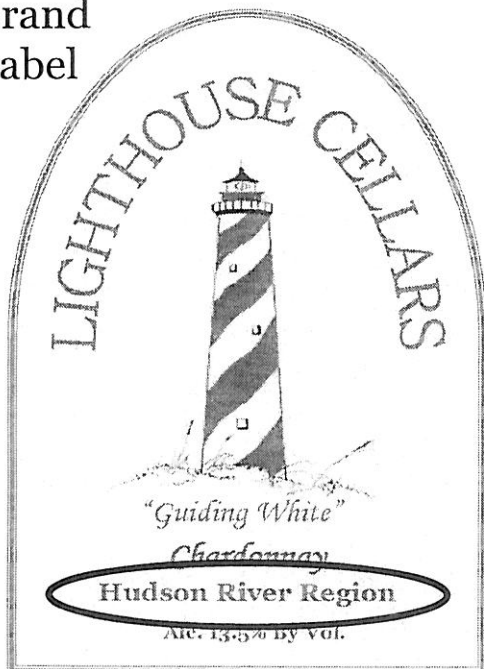
- American viticultural areas (27 CFR part 9)



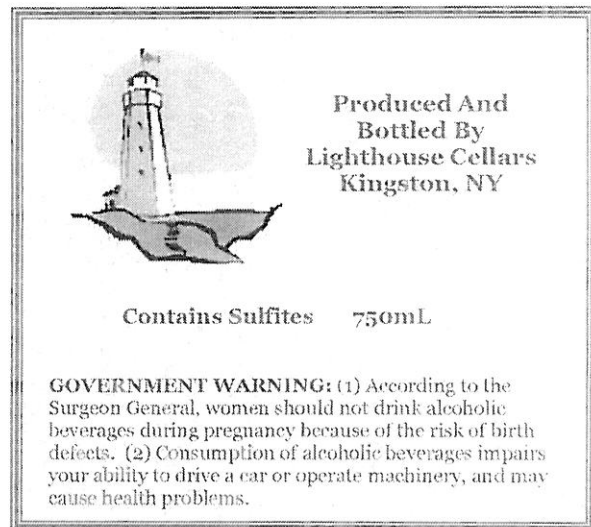
27 CFR 4.25

Appellation of Origin (Continued)

Brand Label



Back Label



Bottler's Name and Address

- Name or trade name (DBA) of bottler as listed on the permit
- Address (city and State) of bottler as listed on the permit
- “Bottled by” or “Packed by”
- May appear on any label

27 CFR 4.35

Optional Statements

- Produced or made:
 - Fermented not less than 75% of the wine or changed the class/type or produced sparkling wine by secondary fermentation at stated address
- Blended:
 - Mixed wine with other wines of same class and type at stated address
- Cellared, vinted, or prepared:
 - Subjected wine to cellar treatments

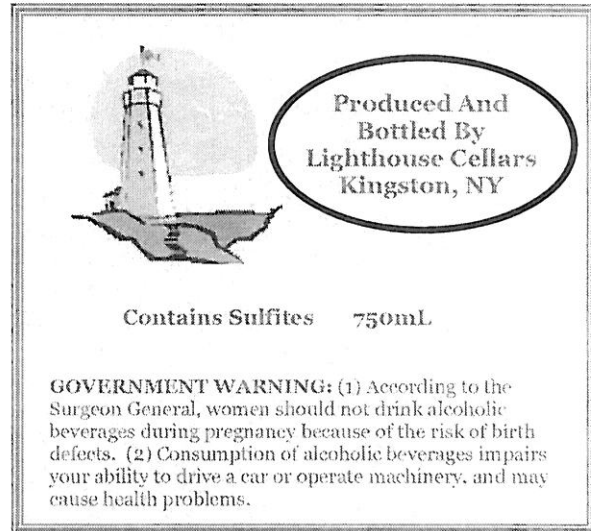
27 CFR 4.35

Name and Address

Brand
Label



Back Label



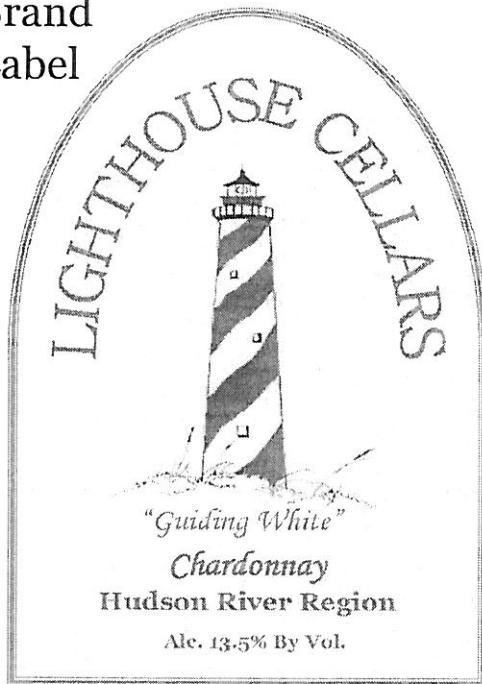
Net Contents

- Metric standards of fill; authorized sizes per 27 CFR 4.72
- May be on the label or etched/blown into the container
- "ml" or "mL" on containers of less than 1 liter; "L" and decimal portions on containers of one liter or more
- May appear on any label

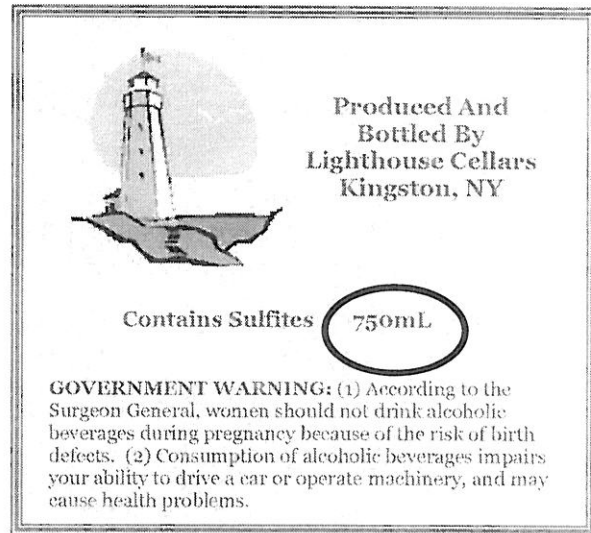
27 CFR 4.37, 4.72

Net Contents (Continued)

Brand
Label



Back Label

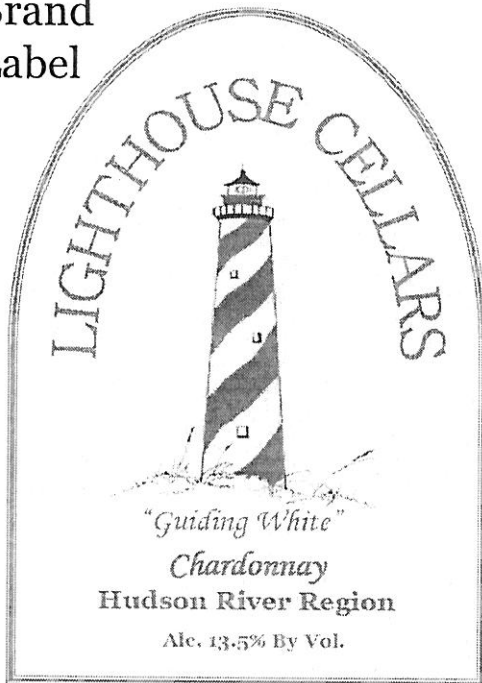


Sulfite Declaration

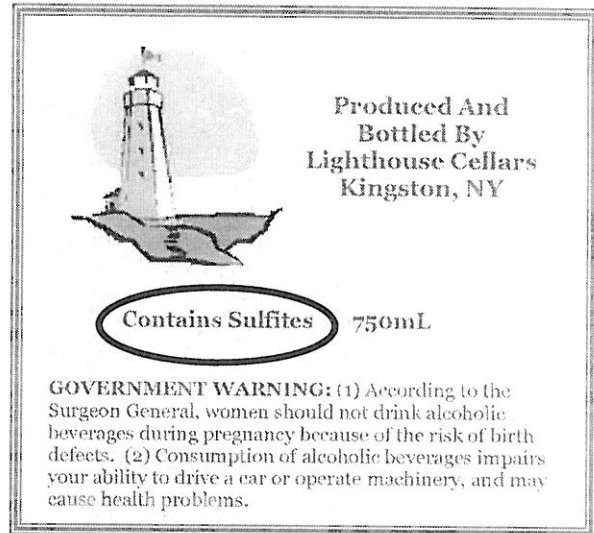
- Must declare if 10 ppm or more
- "Contains sulfites"
- Statement may appear on any label
- If less than 10 ppm, may be omitted:
 - Obtain analysis at TTB certified Laboratory
 - Attach analysis to COLA application

Sulfite Declaration (Continued)

Brand
Label



Back Label



Health Warning Statement

GOVERNMENT WARNING:

(1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

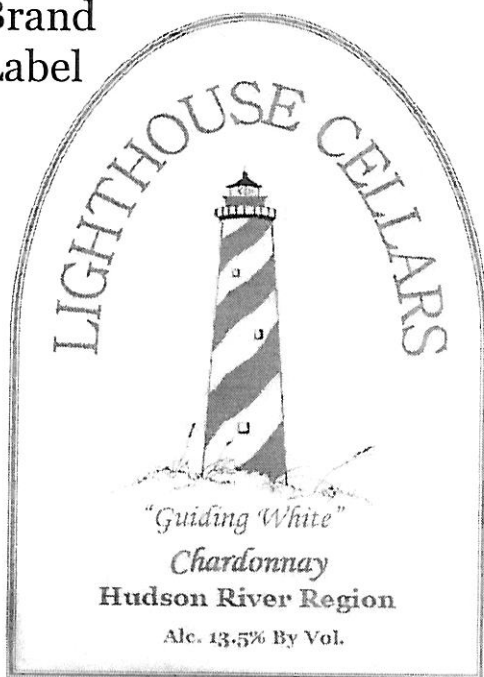
Health Warning Statement (Continued)

- The words “**GOVERNMENT WARNING**” must be in all capital letters and bold type
- The “S” in Surgeon and “G” in General must be capitalized
- Must appear as one statement
- Legible on contrasting background
- Separate and apart
- May appear on any label

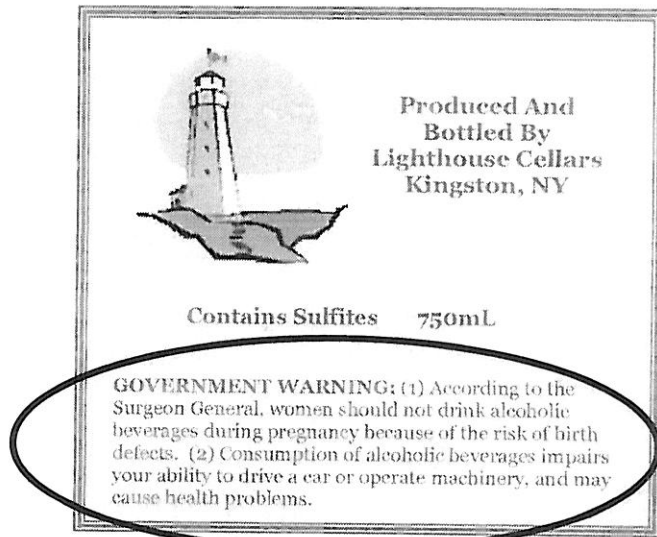
27 CFR Part 16

Health Warning Statement (Continued)

Brand
Label



Back Label



Type Size Requirements

Brand name, Class/Type, Appellation, Net Contents, Name and Address statement, Sulfite declaration

Container Size	Minimum Print Size
187 ml or less	1 mm
Larger than 187 ml	2 mm

27 CFR 4.38(b)

Type Size Requirements (Continued)

Alcohol Content

Container Size	Print Size
5 L or less	Not smaller than 1 mm Not larger than 3 mm

27 CFR 4.38(b)

Type Size Requirements (Continued)

Health Warning Statement

Container Size	Minimum Size
237 ml or less	1 mm
Over 237 ml up to 3 L	2 mm
Over 3 L	3 mm

Print Size	Characters Per Inch
1 mm	40
2 mm	25
3 mm	12

27 CFR 16.22

Additional Information

Additional Label Information

- Must be truthful, accurate, specific and not misleading
- May not conflict with or qualify mandatory information
- Must comply with the corresponding sections of the regulations
- Statements must be substantiated by production records

27 CFR 4.38(f)

Estate Bottled

- Wine must be labeled with an American viticultural area appellation of origin
- Bottling winery must:
 - Be in the labeled AVA
 - Grow 100% of the grapes on land owned or controlled by the bottling winery within the boundaries of the labeled AVA
 - Produce and bottle all the wine in a continuous process, the wine never leaving the premises

27 CFR 4.26

Vintage Date

- Year in which the grapes were harvested
- Amount harvested in labeled calendar year:
 - 95% if appellation is an American viticultural area
 - 85% if appellation is NOT an American viticultural area
- Must include an appellation smaller than a country

27 CFR 4.27

Vineyard, Orchard, Farm, or Ranch Name

- 95% was produced from material grown on the named vineyard, orchard, farm, or ranch
- If showing multiple vineyards, percentages must be shown and must equal 100%

27 CFR 4.39(m)

Prohibited Practices

Prohibited Practices

- False, untrue, or misleading
- Statements disparaging to competitors
- Obscene or indecent
- Intoxicating qualities or implications that the product contains distilled spirits or is comparable to a distilled spirits product

Prohibited Practices (Continued)

- Statement of age, unless vintage or storage reference
- Misleading or untrue curative and/or therapeutic
- Statements suggesting the product is endorsed by the Government
- Geographic brand names

27 CFR 4.39



TTB Public Guidance

Personalized Labels

We are taking steps to improve processing time for Certificates of Label Approval (COLAs) without compromising our mandates under the [Federal Alcohol Administration Act](#) (FAA Act). We want to remove impediments without sacrificing our responsibilities to ensure a fair marketplace in which consumers receive truthful and accurate labeling information and to ensure that alcohol beverage labels do not mislead consumers as to the age, origin, identity, or other characteristics of the product. One step we have taken is to review the guidance we issued in 2010 on submitting personalized labels for approval. To help lawful and compliant products get to market faster, we are issuing this guidance, which supersedes TTB G 2010-1, Personalized Labels, dated April 7, 2010.

To whom does this guidance apply?

This guidance applies to alcohol beverage industry members, including importers, bottlers, and occasionally wholesalers, who submit applications for approval of labels that will be personalized.

What is a personalized label?

Importers, bottlers, and wholesalers of alcohol beverages may offer personalized labels to consumers who desire to have a special label appear on the container. The labels contain a personal message, picture, or other artwork that is specific to the consumer who is purchasing the product. For example, a winery may create a personalized label for a bottle of wine that individual or corporate customers will use to commemorate a special event, such as an anniversary, a wedding, or a grand opening. For this reason, the names and dates on a personalized label may change based on the event that is being recognized (for example, "Happy 50th Birthday, Mary" or "Congratulations to Jim and Sue on their 40th wedding anniversary, April 25, 2011").

You should not confuse personalized labels with customized private labels created for purchasers other than the ultimate consumer. Such private labels may bear a brand name or artwork that is specific to the purchaser who is buying the product in order to sell it to consumers. For example, a distilled spirits, wine, or malt beverage industry member may create private labels for customers who may include other permittees, retail stores or restaurants. This guidance document does not apply to such private labels, which are subject to the same requirements as other labels. Nor does this document apply to changes to approved labels that are made after the container bearing the label has been removed from the bottling premises or

from customs custody and shipped in interstate commerce. Such changes are generally prohibited, subject to limited exceptions set forth in the regulations at [27 CFR 4.30\(b\)](#), [5.31\(b\)](#) and [7.20\(c\)](#).

What is TTB's Legal Authority?

Our jurisdiction over the labeling of distilled spirits, wine, and malt beverages comes from the labeling provisions of the FAA Act ([27 U.S.C. 205\(e\)](#)) and the regulations found in Title 27 of the Code of Federal Regulations ([27 CFR parts 4, 5 and 7](#)). The statute and regulations generally require applicants to obtain approved COLAs prior to bottling, or removing from customs custody in bottles, alcohol beverages for introduction in interstate commerce. Furthermore, alcohol beverage containers are required to bear a health warning statement in accordance with the provisions of the Alcoholic Beverage Labeling Act of 1988 ([27 U.S.C. 215](#)) and the regulations in [27 CFR part 16](#). Finally, distilled spirits, wine and beer containers must comply with the labeling and marking requirements of [Chapter 51](#) of the Internal Revenue Code of 1986 and the implementing regulations under [27 CFR parts 19, 24, 25, and 27](#).

What is TTB's policy regarding use of personalized labels?

TTB has received inquiries about what types of changes may be made to approved labels without the need to apply for and obtain a new COLA. The COLA only covers labels as displayed on the COLA form, [TTB F 5100.31](#), as well as allowable revisions as outlined in Section V of that form. However, for personalized labels, it has long been our policy to permit the holder of an approved COLA to change items such as salutations, names, and event dates on the label without applying for a new COLA. Our 2010-1 guidance did not allow certificate holders to change the artwork or graphics on personalized labels without resubmission of the labels for approval. We have reconsidered this requirement and now permit certificate holders to make changes to the graphics or artwork on a previously approved personalized label without having to apply for a new certificate of label approval.

How do I apply for approval of a personalized label?

Applicants who wish to obtain approval from TTB to make changes to personalized labels must indicate this intention on their application for label approval. You may apply for a COLA electronically with [COLAs Online](#) or by submitting [TTB F 5100.31](#) by mail to [our office](#). You have the option to obtain individual COLAs for each personalized label. However, if you want the flexibility to make changes to the personalized labeling information without submitting new applications for label approval, you should follow the following steps.

Initially, you should apply for a COLA that will act as a template and will include a label or labels that, at a minimum, contain all mandatory information required by the applicable regulations,

including [27 CFR parts 4, 5, 7 and 16](#), as well as any other information on the label that is not part of the personalized label. In addition, the application must contain in item 19 of the [paper application](#), or in the *special wording* section found in Part II/Step 2 in [COLAs Online](#), a description of the specific personalized information that may change. For example, the application may state: “The graphics, salutations, dates, and artwork presented on this label may be changed to personalize this label.” For bottles etched with personalized information, the application must also indicate in item 19 of the paper application or in the *special wording* section found in Part II/Step 2 in COLAs Online that personalized information will be etched on the bottle. The label submitted with the COLA may contain a “blank” area where customized artwork or information will appear when the actual labels are printed.

When we approve a COLA for personalized labels, we will include the following qualification:

The approval of this COLA covers this label and any additions, deletions or changes in graphics, salutations, congratulatory dates and names, and artwork to personalize the label as indicated on the application. This approval to change the personalizing information does not permit the addition of any information that discusses either the alcohol beverage or characteristics of the alcohol beverage or that is inconsistent with or in violation of the provisions of 27 CFR parts 4, 5, 7 or 16, as applicable, or any other applicable provision of law or regulations.

As previously stated, a COLA generally covers only labels that are identical to the label submitted with the form, as well as allowable revisions as outlined in Section V on [TTB F 5100.31](#). When you receive approval for a personalized label, with the qualification set forth above, you may also make changes consistent with the qualification. The personalized label qualification does *not* authorize you to change any of the mandatory label information, for example the brand name or the class or type designation, when you personalize a label. Furthermore, any discussion of the alcohol beverage product or its characteristics is not covered by the authorization to add personalized information to the label.

What is prohibited from appearing on a personalized label?

Personalized information and artwork on labels are subject to all the same regulations, including the regulations regarding prohibited practices, as information and graphics on non-personalized labels. You may not add personalized statements, graphics, pictorial or emblematic representations that are not allowed on labels that undergo TTB review.

Generally labels may not contain false or misleading information, including misleading health claims, or other prohibited items as specified in [27 CFR 4.39](#), [5.42](#) and [7.29](#).

The personalized information on a label must not conflict with or qualify the mandatory information appearing on the label. Furthermore, labeling information that in any way discusses the alcohol beverage product or its characteristics is not considered personalized information.

Whom should I contact for more information?

If you have any questions about personalized labels, please contact the Advertising, Labeling and Formulation Division:

- By phone at 202-453-2250 or toll free at 1-866-927-2533
 - option 4: Distilled Spirits and Malt Beverage Labeling, or
 - option 6: Wine Labeling; or
- By email at alfd@ttb.gov.