



**North Carolina Alcoholic Beverage Control Commission**  
**Application for Wine Label and Products**

Trade Name: \_\_\_\_\_ N.C. Permit # \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
Contact Person: \_\_\_\_\_ Email Address: \_\_\_\_\_  
Phone #: \_\_\_\_\_

*New Product*     *Label Revision – Product Code # \_\_\_\_\_*     *Transfer of Brand*

Brand Name: \_\_\_\_\_ Origin: \_\_\_\_\_  
Fanciful Name: \_\_\_\_\_  
Grape Varietal (if named on label): \_\_\_\_\_  
Product Class: \_\_\_\_\_  
Appellation: \_\_\_\_\_  
Type of Container/Sizes (mL/L): \_\_\_\_\_  
Primary Source (See instructions)? No \_\_\_ Yes \_\_\_ (Attach letter)  
Is Bordeaux? Note: If received through a French Negotiant, must submit Negotiant form. Yes \_\_\_ No \_\_\_

**PRODUCT ANALYSIS CERTIFICATION**

I, \_\_\_\_\_, hereby verify that the above product is analyzed to be \_\_\_\_\_% alcohol by volume.

Signature: \_\_\_\_\_ Title: \_\_\_\_\_

*This form must be submitted with the Federal Certificate of Label Approval (COLA.)*

Please email all documents in PDF form to [product@abc.nc.gov](mailto:product@abc.nc.gov).



## ABC Wine Label/Product Application Instructions and Checklist

**14B NCAC 15C .0104 WINE PRODUCT BRAND** (a). Determination of a product's brand shall be made by the Commission at the time the product is approved for sale in North Carolina and shall not be affected by later changes in the manufacturer's advertising strategy or labeling. Differences in packaging, such as different style, type or size of container, do not establish different brands.

North Carolina regulations further require that each malt beverage (beer) and wine (fortified and unfortified) product be approved by the Commission prior to being sold in this state.

- **Unfortified wine:** any wine of sixteen percent (16%) or less alcohol by volume, made by fermentation from grapes, fruits, berries, rice, or honey; or by the addition of pure cane, beet, or dextrose sugar; or by the addition of pure brandy from the same type of grape, fruit, berry, rice, or honey that is contained in the base wine and produced in accordance with the regulations of the United States.
- **Fortified wine:** any wine, of more than sixteen percent (16%) and no more than twenty-four percent (24%) alcohol by volume, made by fermentation from grapes, fruits, berries, rice, or honey; or by the addition of pure cane, beet, or dextrose sugar; or by the addition of pure brandy from the same type of grape, fruit, berry, rice, or honey that is contained in the base wine and produced in accordance with the regulations of the United States.

### Who Must Submit for Approval:

- Suppliers currently holding a Nonresident Wine Vendor Permit, Unfortified Winery Permit, Fortified Winery Permit, or Wine Importer Permit.

### Documents Needed:

- **New Product/Brand Extension:** Label & Product Application form; **copy of labels in color (if different from labels on COLA)**; Tax and Trade Bureau (TTB) Certificate of Label Approval (if applicable); Authorization Letter (if COLA is under a different name).
- **Revision:** Label & Product Application form, **copy of labels in color (if different from labels on COLA)**; TTB COLA (if applicable); Authorization Letter if COLA is under a different name.
  - Do not submit revisions for vintage changes or changes in packaging.
- **New Brand:** Label & Product Application form for each product, **copy of labels in color (if different from labels on COLA)**; TTB COLA (if applicable), Primary Source Letter (if applicable), Authorization Letter (if applicable); Negotiant Form (if applicable) and Distribution Agreement Filing Form.
- **Brand Transfer:** Label & Product Application form for each product, **copy of labels in color (if different from labels on COLA)**; TTB COLA (if applicable), Primary Source letter (if applicable), Authorization letter (if applicable),

Distribution agreement Filing Form, if the current supplier is franchised – a release letter from the current wholesaler.

## Checklist

- **Application**
  - Must be completed in its entirety. Only one product per form.
  - Only **one** label application form should be submitted for multiple sizes of the same product.
    - Sizes must be converted to milliliters or liters.
    - Only include size of the individual container, not the size of the packaging.
  - For brand extensions/revisions, the brand name on the form should reflect the name as it was approved by the Commission.
  - If the Product Analysis Certification portion is filled out, a third party analysis is not needed.
  - ABV must not exceed 1.5% allowable difference between analysis and labels.
  - Include English translations to foreign text if not shown on TTB COLA #15.
  - If the **only** change to a brand is a wholesaler change, do not resubmit all existing products for reapproval.
- **Labels**
  - The following must be stated on **all** labels:
    - 1) brand name of product;
    - 2) class and type, in conformity with Section .0400 of this Subchapter;
    - 3) name and address of manufacturer, or bottler, except as otherwise provided in these Rules;
    - 4) net contents (unless blown or otherwise permanently inscribed in the container);
    - 5) the alcoholic beverage health warning statement as required by the Federal Alcohol Administration Act, 27 C.F.R. Sections 16.20 through 16.22;
  - Labels for **all** containers must be submitted (e.g., kegs, bottles, cans, growlers, crowlers).
    - If the container is under 207mL, submit an image of the container.
  - Revised labels should state the same varietal/type as the original submission.
- **TTB COLAS**
  - A TTB COLA for each different container is required. (e.g., kegs, bottles, cans, growlers, crowlers, etc.)
  - For wines below 7% ABV, COLA is not required.



- **Primary Source Letter**
  - If the wine is imported, a letter from the producer or bottler confirming your assignment as the primary source of the brand is needed.
- **Authorization Letter**
  - If the Federal COLA is not in the supplier's name, you must submit a letter from the COLA holder allowing you to use their COLA for registration purposes.
- **Negotiant Form**
  - Form required if received through a French Negotiant.
- **Distribution Agreement Filing Form**
  - Must be submitted for new brands only, not new products.
    - New brand origins require new distribution agreements.
  - If in state and self-distributing, a form is still required.
  - If removing a wholesaler and the 1250 case count was exceeded in the previous calendar year (entire brand catalog combined,) a release letter is required.
- **Private Brands**
  - The following are required for approval:
    - Authorization letter from the retailer;
    - Distribution agreement form (They are registered as new brands, not brand extensions);
      - See Private Label Guide on the ABC website for more information on how the labels should look.
- **Variety Packs**
  - See ABC website for form and instructions. This label application form cannot be used for variety pack approval.

A number will be assigned to each product submitted whether approved or disapproved. The suffix of the code number determines how the product is classified by the state

**B** – malt beverage **U** – unfortified wine **F** – fortified

**\*\*This label application form is not for Direct-to-Consumer registration. \*\***

**Please do not include instructions page when submitting registrations.**