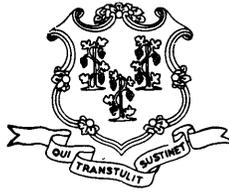


STATE OF CONNECTICUT
DEPARTMENT OF CONSUMER PROTECTION
165 Capitol Avenue
Hartford, CT 06106
Email: dcp.brands@ct.gov
Web site: www.ct.gov/dcp



Instructions for Liquor Brand Label Registration

1. The company name, address, permit number and email address must be indicated on the application. The email address will be for all correspondence, the approval of the label, application deficiencies, etc.
2. The brand label registration application must be completed with the brand name(s) as it appears on the label(s) and the unimerc code number(s).
3. Attach federal label approval for brand(s) requesting registration.
4. Attach one label for each product requesting registration.
5. If labels are painted and/or silk screened on the bottle, please provide a color photograph of each label.
6. In regard to wines, different vintages do not have to be registered, only different brands.
7. Appointment of Distributors for each brand requesting registration must accompany registration form. Exact geographic area must be stated in the appointment letter.
8. When alcoholic beverages are imported into the United States, the labels should bear the registrant's name as the importer. A d/b/a may be used, however, documentation must be submitted indicating a business name is to be used by the registrant.
9. If the registrant is not the manufacturer of the product, authorization from the manufacturer must be submitted with the application.
10. Decanter Registrations: All of the above requirements apply, except for the registration fee. If the contents have been previously approved, the fee is exempt, however a photograph of the decanter must accompany the brand registration application.
11. When changing the proof of a product, you must re-register the item following the above instructions.
12. Note; Section 22a-244(b) of the CGS requires that containers of beer or other malt beverages sold in Connecticut be labeled with deposit and refund information as an environmental control. While this agency does not review labels for this information, it is your responsibility to ensure that your labeling meets these requirements. For more information, contact the Department of Environmental Protection at (860) 424-3241 or www.ct.gov/dep.
13. An independent laboratory analysis or notarized statement of the beer, wine and/or liquor detailing the alcohol type and proof must be submitted for each product.
14. To obtain UNIMERC Code Numbers, contact the Distilled Spirits Council of the United States, Inc. (DISCUS)
Telephone: (202) 682-8897 ✦ Website: www.discus.org
15. The fee for a registrant located in Connecticut or located Out-of-State is \$200.00 per label. The fee for products manufactured in the State of Connecticut by a Connecticut Manufacturer is \$15.00 per label.
16. The application must be accompanied by a check or money order for the applicable fee(s) and be made payable to "Treasurer, State of Connecticut." Return the completed application, applicable documentation and fee(s) to:

☒ License Services Division
Department of Consumer Protection
165 Capitol Avenue
Hartford, CT 06106

