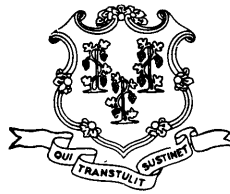


**STATE OF CONNECTICUT  
DEPARTMENT OF CONSUMER PROTECTION**

Web site: [www.ct.gov/dcp](http://www.ct.gov/dcp)



## Instructions for Liquor Brand Label Registration

### Application Form

- The company name, address, Connecticut liquor permit number and email address must be indicated on the application form. The email address provided will be for all correspondence, the approval of the label, application deficiencies, etc.
- The brand label registration application form must be completed with the full brand label name(s).

### Labels

- Attach federal label approval for each brand(s) requesting registration.
- Attach one label for each brand (product) requesting registration. If the label is painted and/or silk screened on the bottle, please provide a color photograph of each label.
- In order for a label to be considered a private label, the registrant must furnish the department with the name and address of the retailer who will sell such brand. Any labels submitted for registration without such accompanying information shall be considered to be for general distribution.
- When alcoholic beverages are imported into the United States, the labels should bear the registrant's name as to 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.
- 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.
- If the registrant is not the manufacturer of the product, authorization for the manufacturer must be submitted with the application.
- In regard to wines, different vintages do not have to be registered, only different brands (varietels).
- When changing the proof of a product, you must re-register the brand.
- Decanter registrations; all of the requirements apply, except for the fee. If the contents have been previously approved, the fee is exempt, however a photograph of the decanter must accompany the brand registration application.
- The Connecticut General Statutes 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 Energy & Environmental Protection at [www.ct.gov/deep](http://www.ct.gov/deep).

### UNIMERC Brand Code Numbers

- UNIMERC brand code numbers are no longer a requirement to obtain a liquor brand registration from this Department.

### Appointment of Distributors

- Appointment of Distributors for each brand label requesting registration must accompany this application. The exact geographic area must be stated in the appointment letter.

### Fees

- 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.

### Mail

- The completed application, all applicable documentation and fee is to be mailed to the address indicated on the application. Questions can be emailed to [dcp.brands@ct.gov](mailto:dcp.brands@ct.gov).

