

STATE OF CONNECTICUT
DEPARTMENT OF CONSUMER PROTECTION

Website: www.ct.gov/dcp

Email: dcp.brands@ct.gov



Instructions for Liquor Brand Label Registration

Application Form

- This application is only to be used to register a liquor brand label not already registered in CT. All products registered in CT may be verified online at www.elicense.ct.gov.
- You must hold an active Connecticut Out of State Shipper Liquor Permit *or* Manufacturer Liquor Permit to register a liquor brand.
- 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 individual product brand label name, distributor(s) and territories (if applicable).
- The fee (for a 3-year period) 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.
- Payments must be in the form of a check or money order made payable to “*Treasurer, State of Connecticut.*” All fees are non-refundable and non-transferable.
- The completed application, all applicable documentation and fee is to be mailed to the address listed on the application. Incomplete applications will result in the delay in processing of your registration. Questions should be emailed to dcp.brands@ct.gov.

Required Documentation Checklist

- Attach the federal label approval for each brand 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.
- Attach an independent laboratory analysis or notarized statement detailing the alcohol type and proof for each beer, wine and/or liquor product.
- Attach the appointment of the wholesaler for each individual brand label requesting registration. The exact geographic area for each individual type/varietal/style must be stated in the appointment letter. If you ship directly to the consumer, indicate such under the wholesaler section of the application.
- Attach authorization from the manufacturer, if the registrant is not the manufacturer of the product.
- 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.

Label Requirements

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

STATE OF CONNECTICUT
 DEPARTMENT OF CONSUMER PROTECTION
 LICENSE SERVICES DIVISION
 450 COLUMBUS BLVD, STE. 801
 HARTFORD, CT 06103
 Email: dcp.brands@ct.gov Website: www.ct.gov/dcp



Liquor Brand Label Registration Application

- The company name, CT liquor permit number, email address, wholesaler and geographic areas assigned must be listed on the application form(s). The completed application, all applicable documentation and fee is to be mailed to the address above. **Please refer to the instruction page for additional information and instruction.**
- Fee per label (for a 3-year period). Check or money order must be made payable to "Treasurer, State of Connecticut." All fees are non-refundable and non-transferable:

Registrant located in Connecticut OR Out-of-State	\$200.00
Manufacturer located in Connecticut	\$ 15.00

Name of Company

Street Address

City

State

Zip Code

CT Liquor Permit Number

Email Address (for all correspondence, approval of label, application deficiencies, etc.)

Individual Product Brand Name (as it appears on the label)

DBA/Trade Name

YES NO

List the wholesaler(s) for this brand or indicate direct to consumer

List the geographic area(s) assigned to each wholesaler

1.

2.

3.

4.

Individual Product Brand Name (as it appears on the label)

DBA/Trade Name

YES NO

List the wholesaler(s) for this brand or indicate direct to consumer

List the geographic area(s) assigned to each wholesaler

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Individual Product Brand Name (as it appears on the label)		DBA/Trade Name YES <input type="checkbox"/> NO <input type="checkbox"/>
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