

Managing Regulatory Compliance

- Doing Business in a state, other than your own
- Navigating their requirements
- How they see your beer brands
- What they need from the brewery to register them
- Tips and Advice



Selling Beer into another State

- Your wholesaler is chosen & contracted

keep copies of all territory agreements & contracts for the states that will ask

- Do your research the state's website is the first source of info for what is required to get into their state. (business license, liquor permit, etc.)

- Excise taxes and shipment reports, monthly

Many state require a month end report plus taxes due



Work with the regulator

- Speak their language –

use their terminology for clear communications. Each state is unique!

- Know which regulatory office handles Beer

different states assign liquor (beer) control to different departments in the state. Your wholesale distributor can be a partner here and submit brand or label applications on your brewery's behalf if the state allows. Build a relationship with the state office, and the regulator that sends approvals. Personalize your next application; make a note of who to call or e-mail if there are future questions or issues.

Paper or on-line, keep copies! Keep good records of label applications sent, and how they were sent, for future staff on your team, and to refer to when there are questions.



Details!

- How do they register your beer
- State website is best source for info
- Brand name vs. fanciful name
- Do they need the Federal, TTB-COLA? Most all states do
- How about different package sizes bottles, kegs
- Sample approval letter here from NC shows how they book a beer



State of North Carolina
ALCOHOLIC BEVERAGE CONTROL COMMISSION

JAMES C. GARDNER
CHAIRMAN

4307 MAIL SERVICE CENTER
RALEIGH, NC 27699-4307

COMMISSION MEMBERS:
JOEL L. KEITH
WAKE FOREST

MICHAEL C. HERRING
ADMINISTRATOR

(919)779-0700
FAX (919) 662-3583

KEVIN M. GREEN
GREENSBORO

February 20, 2014

Stone Brewing Company
1999 Citracado Parkway
Escondido CA 92029

To Whom It May Concern:

The following product(s)/label(s) has/have been approved by the Commission and individual product code numbers have been assigned as indicated below. Please refer to this number for any revisions that may be filed in the future.

Brand Name/ Fanciful Name	Varietal/Type	Alcohol Volume	Size	Product#	Classification
Stone	Go To IPA	4.52	12 oz.	00116759B	Beer
	Go To IPA	4.52	15.5 Gallons	00116759B	Beer
	Go To IPA	4.52	5.16 Gallon Keg	00116759B	Beer

This product and label approval shall not be construed as approval of the appointment of any North Carolina wholesale distributors nor their territorial assignments.

If you have any questions regarding the above, please contact the Permit & Product Compliance Division at (919)779-0700.

Sincerely,

Compliance Specialist

abc.nc.gov
Location: 400 East Tryon Road, Raleigh, NC 27610
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What else?

- **Is abv% important to them** some states require an independent lab analysis of a beer's abv%. Here is a note rec'd from the regulator in Texas regarding a discrepancy between the bottle label and the lab analysis.
- *I was just about to approve the bottle labels provided – but finally realized that the independent analysis shows an alcohol content outside the +/-0.3% alc/vol allowable variance – labels state 9.2% alc/vol, but analysis received states 9.75% alc/vol. (Texas ABC)*
- If there is a difference, I send:
 - 1. TTB – COLA
 - 2. label copy, or pdf image of final version we, of course, print the bottle label with the true and actual abv% of the finished beer.
 - 3. independent lab analysis #’s 2 and 3 here, the abv% match



Ohio



**Department
of Commerce**

Division of Liquor Control

John R. Kasich, Governor
Andre T. Porter, Director

May 17, 2013

KOOCHEN VAGNERS BREWING
DBA STONE BREWING CO
ATTN: CONNIE GREEN
1999 CITRACADO PARKWAY
ESCONDIDO CA 92029

Re: **PERMIT #S1003500**
KOOCHEN VAGNERS BREWING
DBA STONE BREWING CO
1999 CITRACADO PARKWAY
ESCONDIDO CA 92029

Dear Connie Green:

We are returning the enclosed Application for Product/Label Registration form DLC 1511, because Stone Farking Wheaton W00tstout is 13% abv.. Beer sold in the state of Ohio can not exceed 12% abv. per ORC 4301.01 (B) (2) "Beer" includes all beverages brewed or fermented wholly or in part from malt products and containing one-half of one per cent or more, but not more than twelve per cent, of alcohol by volume. Per our phone conversation one label credit of \$50.00 has been placed on the file.

If you should have any questions concerning this matter, please feel free to contact this office at 614-644-2407.

Sincerely,

David J. McKinley

Beer & Wine Section

Enclosures:

djm

Beer & Wine Section
6606 Tussing Road
PO Box 4005
Reynoldsburg, OH 43068-9005 U.S.A.

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Common Sense

- **Time is your friend** allow enough time to for the state approval to come in before scheduling shipping. More and more states are moving to an online, website brand registration system – they are great and quick!
- **Rush?** use your relationship with the state regulatory office and officer, but save the special requests for when near desperate!
- **Organize & keep excellent records** Your brewery has written SOP's for all staff to follow; your compliance office should too. State's rules and regulations can change as well; check the websites to keep up with current info.



Thank you!

Connie Green

- Stone Brewing Co

Compliance

Manager

