



KANSAS DEPARTMENT OF REVENUE
ALCOHOLIC BEVERAGE CONTROL DIVISION
915 SW HARRISON
TOPEKA, KANSAS 66625-3512

INSTRUCTIONS AND APPLICATION FOR BRAND REGISTRATION AND LABEL APPROVAL

If you have any questions or need assistance completing this application, please contact the Kansas Alcoholic Beverage Control Marketing Unit at 785-296-7015 or via E-mail at abc_marketing_unit@kdor.state.ks.us. Please send your completed application and required fee(s) to the above address.

GENERAL INSTRUCTIONS:

This brand registration and label approval application must be filed with the Kansas Alcoholic Beverage Control and approval received prior to shipment of alcoholic liquor, beer, flavored malt beverage or cereal malt beverage to Kansas Distributors.

1. This form may be reproduced as necessary.
2. This application is for all new brands, labels, new package configurations, new seasonal packages, label revisions, cancellation of brands and labels, and inactivation of labels.
3. The application must be typed or printed. Soft copies will be accepted via w-mail at abc_marketing_unit@kdor.state.ks.us
4. Complete all information. Incomplete applications will be returned.
5. Complete a separate application for **each** transaction type requested.
6. Application must be submitted with all required documentation and fees. A checklist is provided to assist you with this process.
7. Brands are registered and labels approved for the fiscal year, July 1 through June 30. Any new brands and/or labels are registered from the date approved through the end of the fiscal year unless cancellation or inactivation is requested.
8. Staple all documents together in the upper left-hand corner in the order requested. Place the check with the voucher on top.

APPLICATION PREREQUISITE:

Supplier Permit

To register brands and receive label approval, all suppliers must hold a valid Kansas Supplier Permit. You may make application to apply to register your brands and labels at the same time you apply for your Supplier Permit.

APPLICATION REQUIREMENTS:

Kansas Application for Brand Registration and Label Approval

The Kansas Application for Brand Registration and Label Approval must be completed and all documents required below must be enclosed along with the appropriate fees.

- 1a. **BATF Form (aka TTB, COLA, FLA)**
Submit a copy of the approved federal application "Application for and Certification/Exemption of Label/Bottle Approval" for **each** brand/label being approved. (TTBF5100.31)
- 1b. **Original Labels**
Original labels are required for beer, cereal malt beverage and flavored malt beverages. Attach one (1) complete set of original labels for **each size** of **each label** for which approval is desired. Complete set means all band, strip, front and back labels appearing on any individual container. If original label cannot be obtained, only **color reproductions** will be accepted. If the TTBF5100.31 is printed in color with the exact size label, you are not required to send original labels. Do **not** send original containers. Original labels are not required for wine and spirits **unless** the TTBF5100.31 is not legible.
2. **DISCUS Form for Wine and Spirits or as required for Beer, Cereal Malt Beverage or Flavored Malt Beverages**
Include a copy of the Distilled Council of the United States for the brand of wine or spirits that you wish to register and receive label approval. If necessary, you may contact DISCUS at 202-682-8897.
3. **Letter of Authority**
If the supplier applying for brand registration and label approval is not the manufacturer, a Letter of Authority must be submitted from the manufacturer giving authority to the supplier to distribute the products.



4. **Franchise Agreement**
Include a signed copy of the Franchise Agreement with signatures of both the Supplier and the Kansas Distributor. Brands must be listed on the Franchise Agreement and the territory must be explicit. Forms are available on our website.
5. **Territorial Map**
A Kansas map is included in the application for Brand Registration and Label Approval. Please indicate on the map the territory the franchise agreement covers. The completed map must be returned with the application. If the franchise agreement is for the entire state of Kansas and is stated on the franchise agreement, a map is **not** required. The Kansas map is available on our website.
6. **Fees**
Label Approval fee is \$25.00 for **each** size of **each** label to be approved for sale in Kansas. Fees must be included at the time of application. Make checks payable to Kansas Department of Revenue. Attach the check to the voucher and place on top of application packet.

APPLICATION INSTRUCTIONS:

Section 1 – Supplier Information

Complete all information requested.

Section 2 – Transaction Requested

- Select **one transaction** type per form.
- Check the appropriate box for the transaction you are requesting. Note: For new label approval requests for seasonal or promotional packages, please enter the effective date the package will be available for purchase by the distributor.

Section 3 – Brand Registration and Label Approval Request

New Brand Registration and Label Approval, New Label Approval only, Label Revisions.

All information on the form is required for **each size of each label** you desire approval to sell in Kansas. Two examples have been provided. Detailed explanation is provided below.

- **UNIMERC or Brewery Code**
For wine and spirits, enter the UNIMERC code issued by DISCUS.
For beer, flavored malt beverage or cereal malt beverage, enter the brewery code number. If the brewery does not use a brewery code, unique number, or PDCN, you will be required to obtain a UNIMERC from DISCUS for each size of product and each package configuration.
- **GTIN**
Enter the Global Trading Identification Number assigned to the product. This field is optional.
- **Brand Name**
Enter the name of the brand you wish to register.
- **Label Description**
Enter the name of the label you wish to receive approval to sell in Kansas. Example: original label, summer fun sweepstakes label, etc. **For wine products, include the vintage.** NOTE: All label revisions must be submitted to the ABC and approved *prior* to shipping products to Kansas Distributors.
- **Product Type**
Enter the corresponding numeric value for the type of product you are registering. A key has been provided to you in the lower left side of the form. Example: 4=Beer.
- **Container Information** includes the following:
 1. **PKG.** Packaging information. Enter how the product is packaged for sale. If the product packaged as 2/12 packs, enter “2/12”. If the product is packaged as 4/6 packs, enter “4/6” or if the product is sold individually, enter “1”.
 2. **S.U.** Selling Units. Enter the quantity of selling units. If the product is 4/6 packs, but sold in a case of 24, enter “24”. If the product is sold individually, enter “1”.
 3. **SIZE.** Enter the unit size and the unit of measure. Example 12oz. or 750ML.
 4. **TYPE.** Enter the type of container the product is being sold in. Example: CAN, LNNR, BTL, ALLN.



Flavored Malt Beverage

Effective July 1, 2006, the Kansas Legislature passed the Flavored Malt Beverage Act to expand the definition of malt beverage to include flavored malt beverage as defined by regulations of the Alcohol and Tobacco Tax and Trade Bureau of the U.S. Department of the Treasury. All flavored malt beverage products will be registered separately from beer and cereal malt beverage products. There will be two strengths: strong flavored malt beverage (4% ABV and more) and weak flavored malt beverage (4% ABV).

Value Added Pack

To register packages that have added value, complete the following:

- Complete the Application for Brand Registration and Label Approval. Alcohol and Spirits value added packs must obtain a new UNIMERC code from DISCUS. Describe the added value in the "Label Description" column.
- Provide a color photograph of the value added pack
- Return to the ABC Marketing Unit with fee if applicable.

Examples:

- A. **Brand**, Fictitious Whiskey; **Label Description** Green Label with cards, **Size** 750ml, **Type** VAP. There is no fee to register this package if the exact product (Fictitious Whiskey Green Label 750ml) contained within the value added package is currently registered for individual sale.
- B. **Brand**, Fictitious Whiskey; **Label Description**, Gold Label with cards, **Size** 750ml, **Type** VAP. If the exact product within the value added package (Fictitious Whiskey Gold Label 750ml) is **not** currently registered and **will not** be sold individually, the **registration fee will apply** to register this value added pack. You are required to submit the TTB, original labels, letter of authority, franchise agreement and Kansas map to register this value added package.

Combo Pack

To register combo packs, complete the following:

- Complete the Application for Brand Registration and Label Approval. Alcohol and Spirits combo packs must obtain a new UNIMERC code from DISCUS. All products within the combo pack must be registered for individual sale in Kansas. Describe the products in the combo pack in the "Label Description" column.
- Provide a color photograph of the combo pack.
- Return to the ABC Marketing Unit.
- There is no fee to register a combo pack.

Example:

- A. **Brand**, ABC; **Label Description**, Wine Trio 1-Red Napa Valley 750ml, 1-White California 750ml, 1-Rose Napa Valley 750ml; **Size**, 3-750ml., **Type** CP.
- B. **Brand**; ABC Vodka, **Label**, Silver with 50ml on-pack; **Size**, 750ml; **Type**, CP.
Brand; ABC Rum, **Label**, Mango on-pack; **Size**, 50ml; **Type**, CP.

New Package Configuration

To add a new package configuration to a currently approved label, complete the following:

- Complete the Kansas Application for Brand Registration and Label Approval. Select the appropriate transaction
- Return to the ABC Marketing Unit.
- There is no fee to register new package configurations.

Cancellation of Kansas Registered Brand(s) AND All Labels

To cancel registration of brands **AND** all labels in Kansas complete the following:

- Complete the Kansas Application for Brand Registration and Label Approval. Select the appropriate transaction.
- Enter the name of the brands you wish to cancel. It is not necessary to enter any label information.
- Return to the ABC Marketing Unit.
- Date cancelled will reflect the date the processed by the Alcoholic Beverage Control.

Inactivate Kansas Registered Labels Only

To inactivate specific labels in Kansas complete the following:

- Complete the Kansas Application for Brand Registration and Label Approval. Select the appropriate transaction request.
- Complete Section 3, entering the label(s) you wish to inactivate.
- Return to the ABC Marketing Unit.
- Date cancelled will reflect the date the processed by the Alcoholic Beverage Control.



APPLICATION FOR BRAND REGISTRATION AND LABEL APPROVAL CHECKLIST:

Select the appropriate transaction below and use the checklist to ensure all application requirements are met.

TRANSACTION	APPLICATION REQUIREMENTS
Application for New Brand Registration and Label Approval	<input type="checkbox"/> Complete the Kansas Application for Brand Registration and Label Approval. <input type="checkbox"/> Attach one complete set of labels for each size of each label approval requested. <input type="checkbox"/> Attach a copy of the Federal Label Approval (TTBF5100.31). <input type="checkbox"/> Attach DISCUS form for wine and spirits only. <input type="checkbox"/> Attach a Letter of Authority if not the manufacturer of the product you are seeking approval. <input type="checkbox"/> Attach the Franchise Agreement. <input type="checkbox"/> Attach the completed Kansas Map indicating franchise agreement territory if required. <input type="checkbox"/> Attach the correct fee of \$25 with the Label Registration Voucher for each size of each label submitted for approval. <input type="checkbox"/> Submit to the Kansas Alcoholic Beverage Control Marketing Unit.
New Label Approval or New Seasonal Package	<input type="checkbox"/> Complete the Kansas Application for Brand Registration and Label Approval. <input type="checkbox"/> Attach one complete set of labels for each size of each label approval requested. <input type="checkbox"/> Attach a copy of the Federal Label Approval (TTBF5100.31). <input type="checkbox"/> Attach DISCUS form for wine and spirits only. <input type="checkbox"/> Attach the Franchise Agreement. <input type="checkbox"/> Attach the completed Kansas Map indicating franchise agreement territory if required. <input type="checkbox"/> Attach the correct fee of \$25 with the Label Registration Voucher for each size of each label submitted for approval. <input type="checkbox"/> Submit to the Kansas Alcoholic Beverage Control Marketing Unit.
New Package Configuration	<input type="checkbox"/> Complete the Kansas Application for Brand Registration and Label Approval. <input type="checkbox"/> Submit to the Kansas Alcoholic Beverage Control Marketing Unit.
Label Revision	<input type="checkbox"/> Complete the Kansas Application for Brand Registration and Label Approval. <input type="checkbox"/> Attach one complete set of labels for each size of each label approval requested. <input type="checkbox"/> Attach the correct fee of \$25 with the Label Registration Voucher for each size of each label submitted for approval.
Inactivate Labels	<input type="checkbox"/> Complete the Kansas Application for Brand Registration and Label Approval. <input type="checkbox"/> Submit to the Kansas Alcoholic Beverage Control Marketing Unit.
Cancel Brand AND All Labels	<input type="checkbox"/> Complete the Kansas Application for Brand Registration and Label Approval. <input type="checkbox"/> Submit to the Kansas Alcoholic Beverage Control Marketing Unit.



APPLICATION FOR BRAND REGISTRATION AND LABEL APPROVAL

Kansas Alcoholic Beverage Control
Marketing Unit

915 SW Harrison Street, Room 214
Topeka, KS 66625-3512

Telephone 785-296-7015 FAX 785-296-7185

SECTION 1 – SUPPLIER INFORMATION

Supplier Name		Kansas Supplier Permit No. 19-00 - - - - -	
Business Mailing Address			
City	State	Zip Code	
Contact Person		Title of Contact Person	
Telephone Number	FAX Number	E-Mail Address	

SECTION 2 – TRANSACTION REQUESTED*

- | | | |
|--------------------------|--|--|
| <input type="checkbox"/> | New Brand Registration and New Label Approval | \$25 each label x _____ labels = \$ _____ |
| <input type="checkbox"/> | New Label Approval Request | \$25 each label x _____ labels = \$ _____ |
| <input type="checkbox"/> | New Label Approval Request for Seasonal or Promotional Package | \$25 each label x _____ labels = \$ _____
Effective Dates From _____ To _____ |
| <input type="checkbox"/> | New Package Configuration | (No charge) |
| <input type="checkbox"/> | Label Revision Request | \$25 each label x _____ labels = \$ _____ |
| <input type="checkbox"/> | Inactivate Label(s) | (No charge) |
| <input type="checkbox"/> | Cancel Brand and all Labels | (No charge) |
| <input type="checkbox"/> | Other _____ | TOTAL LABELS _____ TOTAL FEE \$ _____ |

* **SUBMIT ONLY ONE TRANSACTION TYPE PER FORM**

FOR DEPARTMENT USE ONLY

Total Label Approval Fees Received: \$ _____	Date: _____	Initials: _____
Number of Labels Approved: _____ X \$25 = _____		
Additional Fees Due: NO YES	Refund Due: NO YES	Amount \$ _____
Number of Labels Denied: _____ Reason: _____		
Signed: _____		Date: _____

KANSAS ALCOHOLIC BEVERAGE CONTROL DIVISION Label Approval Fee Voucher

Supplier DBA Name _____

\$25.00 Per Label Approval Fee enclosed (BRTX) Total Amount \$ _____

