



**State Liquor
Authority**

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Chairman

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GREELEY FORD
Commissioner

**AUTHORITY ANNOUNCES UPGRADES TO BRAND LABEL REGISTRATION SYSTEM
APPROVALS AND RENEWALS SOON TO BE COMPLETELY ONLINE
Format Change From 7 Digit Serial Number to 16 Digit Approval Number for Brand Labels
Starting Early 2020**

December 23, 2019

The New York State Liquor Authority ("Authority") announces the upcoming rollout of an upgraded Online Brand Label Registration System (the "Online System"). The Online System will enable online registrations, renewals, and payments via the Authority's ACH automated payment system for alcoholic beverage brand labels in New York, all for the first time.

While brand label *renewals* are already being processed via the Online System, new brand label registration applications will go live with the Online System in early 2020. With the new brand label registrations being processed online, there will be a corresponding change to the format of the brand label approval numbers the Authority issues. The current 7 digit "serial numbers" will change to new 16 digit "approval numbers" issued by the new system. For price posting purposes, when a new 16 digit approval number is issued for new registrations, only the 16 digit number can be used. For renewals, the system will allow for both formats during a transition period. Price filers should work to transition their systems to filing to the new 16 digit format.

Updated price posting tutorials detailing use of the new 16 digit approval numbers are available, here: <https://sla.ny.gov/price-posting>.

Thank you,

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