NEW YORK STATE | Liquor Authority

STANDARD LIQUOR BRAND LABEL REGISTRATION

(REFERENCE ABC LAW 107-A & ADVISORY 2016-3)

Please check the following to ensure that all required documentation is submitted with this application. Date and initial below to acknowledge submission of the following:

☐ All required fields must be completed. Fields that do not apply must indicate "N/A" (not applicable)

☐ Applications that are submitted incomplete (blank fields, missing pages or signatures etc.) will not be accepted for filing.

☐ Applications **must** be typed. Handwritten applications will be disapproved.

☐ Disapproved registrations will be refunded if applicable, less 25%.

☐ Submit a complete set of **LEGIBLE** brand labels for the product listed on the application. Include all labels appearing on the bottle (including etched, screen printed, etc.) All labels must conform to TTB rules and regulations. JPEGs, photos and actual labels are acceptable. **Applications submitted without labels will be disapproved.**

☐ A photo of the bottle/can/keg container will be accepted ONLY if the net contents do not appear on the label. The photo must clearly show both the label and the net contents blown/etched on to the bottle/can/keg/ container.

☐ An appointment letter is required if the applicant is not the brand owner. The letter must be on the brand owner's company letterhead, and dated not more than 30 days post application submission date appointing the applicant as "NYS Exclusive Brand Agent." The appointment letter must also list each individual brand name. An appointment letter that only lists the product line is not acceptable.

☐ A check or money order made payable to the New York State Liquor Authority, if applicable. (See fee schedule page 2).

☐ Affix all pages of the application and supporting documents when submitting. Please do not send double sided copies of the application.

Date & Initial Here: _____

All applications should be mailed to:
NYS Liquor Authority
Brand Label Permit Unit
80 S Swan Street Suite 900
Albany, NY 12210

NEW YORK STATE | Liquor Authority

STANDARD LIQUOR BRAND LABEL REGISTRATION

1. Name on NYS wholesale or manufacturing license:

2. Applicant NYS Serial #:

3. License Type: DA 201 Distiller Class

4. Address of premises (as it appears on NYS wholesale or manufacturing license:)

5. City: , NY 6. Zip Code: 7. FEIN:

8. Mailing Address of Applicant (if different):

9. City 10. State: 11. Zip Code:

12. Brand Name:

13. TTB ID#: 14. *CT #: 15. Net Contents: 16. Proof (not%)

17. Country of Origin 18. Product Type: Brandy Specify Product Type if " Other"

For alcohol manufactured in this state please refer to Brand Label Advisory 2016-3 regarding brand owner

18. Name of Brand Owner: (include trade name):

19. Address of Brand Owner:

20. Name of Importer (include trade name):

21. Address of Importer:

22. Regardless of location(s) does your annual production of liquor under this registration exceed 1,000 gallons? No (No fee required)

Liquor Brand Label Fee Schedule

For applications submitted 10/1/25-9/30/26 the fee submitted should be $750
For applications submitted 10/1/26-9/30/27 the fee submitted should be $500
For applications submitted 10/1/27- 9/30/28 the fee submitted should be $250

SLA Office Use Only

Registration Number Class Number Fee

Approve ☐
Disapprove ☐

Intake Date _____ Expiration Date Date & LB Member Initial _____

Revised 03/02/2026

STANDARD LIQUOR BRAND LABEL REGISTRATION

Contact information for correspondence:

Name:

Title:

Telephone Number:

Email Address:

Brand Label Application Acknowledgement

Misrepresentations in facts may result in referral of the application to our Enforcement and/or Legal Departments for appropriate action.

I certify that I know the contents of the above application and the statements and answers therein; that the same are true to my knowledge; that I have been authorized, by order of the Board of Directors of said licensee to make the statements and answers in this application on behalf of said licensee with the same force and effect as if said licensee made such statements and answers itself.

Signature

Date

Print Name & Title