

Guide for licensed/registered alcoholic beverage manufacturers/importers.

All Manufacturers:

- Some product labels require Certificate of Label Approval/Exemption (COLA) for products that are regulated by the Alcohol and Tobacco Tax and Trade Bureau (TTB). Any change to the label that requires approval or exemption from the TTB must be approved by ABCD prior to the product entering the Montana market.
- All required alcoholic beverage labels, along with the picture of the label and primary packaging (unless a traditional container is used), must be submitted to ABCD prior to shipping or selling alcoholic beverage products in Montana.
- When online label submissions are required through our TransAction Portal (TAP) at <http://tap.dormt.gov>, they are limited to a maximum of 10 labels per online submission.
- Manufacturer licensees may produce alcoholic beverage products for a business. The name of the manufacturer must be visible on the label, tap handle, menu, bar glasses, napkins, etc., and cannot be misleading as to who has produced the product. Example: “Betty’s BBQ Pale Ale brewed by Best Brewery Company,” or “Distilled for Betty’s BBQ by D.R. Distillery.” etc.

Breweries:

- Each product an out-of-state brewer or beer importer desires to sell in the state of Montana must have the product label approved by ABCD.
- Label submissions are required online through TAP.
- Breweries licensed in Montana with an annual nationwide production of less than 10,000 barrels are exempt from ABCD label approval unless the ABV of the beer is more than 8.75% alcohol by volume (ABV) but not more than 14% ABV. (Beer over 8.75% ABV may be considered liquor depending on how the beer is produced, and beer over 14% ABV is considered liquor in Montana and must follow the distilled spirits labeling instructions.) COLAs are not required with labels when the product is sold within the state of Montana.

- Beer label requirements:
 - COLA TTB label approval/exemption (if applicable).
 - Picture of the product's primary packaging:
 - Must be marketed in a responsible and appropriate manner only to consumers age 21 and older.
 - Cannot blur the distinction between alcoholic and nonalcoholic products by utilizing labeling and/or primary packaging that emphasizes features most commonly associated with nonalcoholic consumable products.
- Do not sell or ship product into the state of Montana without ABCD product and label approval.

Distilleries:

- Every product a distillery wishes to sell in the state of Montana must be approved by ABCD prior to shipping and/or selling the product.
- Email required paperwork for product approval:
 - W-9 Form (available at [MTRevenue.gov](https://mtrrevenue.gov)).
 - Proof Gallon Form (available at [MTRevenue.gov](https://mtrrevenue.gov)).
 - Standardized Price Quotation Form (available at [MTRevenue.gov](https://mtrrevenue.gov)).
 - COLA TTB label approval/exemption (or in some cases label exemption).
 - Picture of the product's primary packaging:
 - Must be marketed in a responsible and appropriate manner only to consumers age 21 and older.
 - Cannot blur the distinction between alcoholic and nonalcoholic products by utilizing labeling and/or primary packaging that emphasizes features most commonly associated with nonalcoholic consumable products.
- Do not sell or ship product without ABCD approval.

Wineries:

- Every product a winery or wine importer desires to sell in the state of Montana regardless of the ABV must be approved by ABCD.
- A COLA from the TTB for wine 7% ABV is required with the label submission. (Wine over 16% ABV is considered liquor in Montana and must follow the distilled spirits labeling instructions.)
- Label submissions are required online through TAP.
- Wine label requirements:
 - COLA TTB label approval/exemption (if applicable).
 - Picture of the product's primary packaging:
 - Must be marked in a responsible and appropriate manner only to consumers age 21 and older.
 - Cannot blur the distinction between alcoholic and nonalcoholic products by utilizing labeling and/or primary packaging that emphasizes features most commonly associated with nonalcoholic consumable products.
- Do not sell or ship product without ABCD approval.

* All licensees must comply with all Montana alcoholic beverage laws and rules.

[16-4-107, MCA](#) and ARM [42.11.402](#), [42.13.201](#), [42.13.203](#), [42.13.204](#), [42.13.221](#), and [42.13.802](#)

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