

CRAFT BEER LABELING GUIDELINES

(Quick Tips on How To Get Your Beer in Compliance)

BRAND NAME

Generally this is the most prominent information. This is the name that your beverage is marketed under. The TTB prohibits using a brand name that describes the age, identity, origin or other characteristics of your beverage.

COUNTRY OF ORIGIN

This statement is required on the label of all imported beverages pursuant to regulations by the U.S. Customs and Border Protection. It can be something as simple as "Product of Canada" for example.

DRAFT/DRAUGHT

The terms draft and draught typically mean your beverage hasn't been pasteurized and a different method of eliminating or preventing bacteria growth has been used. However, you can describe a pasteurized brew as "draft brewed" for example, as long as you state it's been pasteurized on the label.

HEALTH WARNING STATEMENT

If your beverage contains 0.5% alcohol or more by volume your label must include this standard government warning.



NET CONTENTS

You must include the net contents of your beverage container in American English, e.g. pints or fluid ounces.

NAME AND ADDRESS

Your producer, bottler or packer's name and address must be present. It is permissible for you to use a duly authorized trade name in place of company's operating name.

LITE/LIGHT/LOW-CARB

You can label your brew with a term such as "light" or "lite" as long as you feature the statement of average analysis. This must include calories, carbohydrates, protein and fat. You can also use the term "low-carb" if your beverage contains no more than 7 grams of carbs per 12 oz. serving.

ALCOHOL CONTENT

You can include alcohol content on the label but it's not required. On flavored products that extract alcohol from added flavors, federal laws require alcohol content on the label. Check your state regulations as well, as many states have their own requirements.

CLASS DESIGNATION

Beer, ale and lager are examples of class designations. If your brew is made by adding spices, honey, fruit or other natural ingredients, it requires specific class designation labeling. It must feature a statement of composition that indicates the base malt, as well as the added ingredients. For example, "Ale fermented with raspberry." These beverages must also include a unique or fanciful name like "Sally's Sip".

It's essential for craft brewers to meet the Federal labeling requirements provided by the Alcohol and Tobacco Tax and Trade Bureau. We've put together this handy guide with information from TTB to help guide you in your labeling process.

The TTB uses the term "Malt Beverage" as the general name for all products made at a brewery with malted barley and hops. This includes products like beer, ale, lager and flavored malt beverages. Not every situation is in this guide, and regulations are very specific. Make sure and check Federal and state regulations before labeling your products.

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Source: The information in this pamphlet is provided by the Alcohol and Tobacco Tax and Trade Bureau. Visit www.ttb.gov for more information.



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