

Guide for licensed/registered alcoholic beverage manufacturers/importers.

All Manufacturers:

(See How to Submit a Beer/Wine Label on TAP Fact Sheet)

- Some product labels require a **Certificate of Label Approval/Exemption** (COLA) for products 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 the Cannabis & Alcohol Regulation Division (CARD) 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 CARD 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>, the limit is a maximum of 10 labels per online submission.
- Manufacturer licensees may produce alcoholic beverage products for a business. The manufacturer's name must be visible on the label, tap handle, menu, bar glasses, napkins, etc., and may not be misleading as to who has produced the product. Acceptable examples: "Betty's BBQ Pale Ale brewed by Best Brewery Company," or "Distilled for Betty's BBQ by D.R. Distillery", etc.

Breweries:

- Each product that an out-of-state brewer or beer importer desires to sell in Montana must have the product label approved by CARD.
- 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 CARD label approval unless the beer's ABV 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 Montana.
- Breweries participating in a collaborated brewed beer product:
 - All breweries must submit label approvals of the collaborated beer if the ABV is over 8.75% and if they want to take the product to their licensed premises and serve it in their sample room or licensed retail area.
- Beer label submission(s) must be submitted online through the TransAction Portal ([TAP](#)).
 - Log into your TAP account.
 - Select "brewery license."
 - Select "more."

- Choose liquor labels and select "request label approvals."
- Beer label requirements:
 - COLA TTB label approval/exemption (if applicable).
 - Picture of the product's primary packaging:
 - Must be marketed responsibly and appropriately only to consumers aged 21 and older.
 - May not blur the distinction between alcoholic and nonalcoholic products by utilizing labeling and/or primary packaging emphasizing features most commonly associated with nonalcoholic consumable products.
- **Do not** sell or ship product(s) into the state of Montana without CARD product and label approval.

Distilleries:

- CARD must approve every product a distillery wishes to sell in Montana before shipping and/or selling the product.
- Email required paperwork for product approval:
 - W-9 Form (available at MTRevenue.gov).
 - Proof Gallon Form (available at MTRevenue.gov).
 - Standardized Price Quotation Form (available at MTRevenue.gov).
 - COLA TTB label approval/exemption (or, in some cases, label exemption).
 - Picture of the product's primary packaging:
 - Must be marketed responsibly and appropriately, only to consumers aged 21 and older.
 - Cannot blur the distinction between alcoholic and nonalcoholic products by utilizing labeling and/or primary packaging, emphasizing features most associated with nonalcoholic consumable products.
- **Do not** sell or ship products without CARD approval.

Wineries:

- Every product a winery or wine importer desires to sell in Montana, regardless of the ABV, must be approved by CARD.
- A COLA from the TTB for wine with 7% ABV is required with the label submission.
 - Wine over 24% ABV is considered liquor in Montana and must follow the distilled spirits labeling instructions.
- Table wine label submission(s) must be submitted online through the TransAction Portal ([TAP](#)).
 - Log into your TAP account.
 - Select "winery license."
 - Select "more."
 - Choose liquor labels and select "request label approvals."

Label and Product Approval Requirements



- Wine 7% ABV
 - A Certificate of Label Approval/Exemption (COLA) from the Alcohol and Tobacco Tax and Trade Bureau (TTB) is required with the label submission
- Wine **over** 16% ABV:
 - Labeling must go through the CARD Distribution Bureau.
- Wine **over** 24% ABV is considered liquor in Montana.
 - CARD Distribution Bureau must be contacted, and you must follow the distilled spirits labeling instructions.
- Wine label requirements:
 - COLA TTB label approval/exemption (if applicable).
 - **REQUIRED:** Picture of the product's primary packaging:
 - Must be marked responsibly and appropriately only to consumers aged 21 and older.
 - May not 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 products without CARD approval.

Questions? Email the department at DORAlcoholicBeverageControl@mt.gov

All licensees must comply with all Federal and 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](#), [42.13.802](#)

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