

Mail to:

New York State  
Liquor Authority  
Brand Label Registration Unit  
80 S. Swan Street  
Suite 900  
Albany, NY 12210-8002  
(518) 474-6820

State of New York  
Executive Department



Division of  
Alcoholic Beverage Control

Application for:

**PRIVATE**  
**Brand Label**  
**Registration (BEER)**  
(ABCL 107-a and 9 NYCRR 84)

For STANDARD label brands:  
use Form 650

Every brand of beer sold in New York State must be registered with the NYS Liquor Authority. This application must be filed IN DUPLICATE by the brand owner. This application must be accompanied by:

- (A) Copy of the **Federal Certification/Exception of Label/Bottle Approval (CoLA)** issued by the United States Department of the Treasury, Tax and Trade Bureau. The CoLA must be in complete conformity with the set of labels submitted and the information set forth by the applicant in this application.
- (B) One complete set of all **labels** (face, back, neck, etc.) which will appear on containers of the specified brand of beer, securely affixed to the reverse side of one of the application forms.
- (C) A **check** in the amount of one hundred fifty dollars (**\$150**) made payable to the NYS Liquor Authority.

<b>1.</b> Name of Retail Licensee Filing this Application	<b>2.</b> Licensee's Serial Number (7 digit)	<b>3.</b> Licensee's Telephone Number (     )     -         Ext.
<b>4.</b> Address of Retail Licensee Filing this Application	<b>5.</b> Post Office Address (if different)	
<b>6.</b> Brand Name of Beer	<b>7.</b> Class: (Beer, Ale, Porter, etc.)	<b>8.</b> Country of Origin
<b>9.</b> Name, Trade Name and Address of Brand Owner		
<b>10.</b> Name, Trade Name and Address of Brewer		
<b>11.</b> Name, Trade Name and Address of NY Wholesale Licensee from whom brand will be purchased		
<b>12.</b> Will this brand of beer be sold outside New York State? (if "Yes", please briefly explain below) <div style="text-align: right; margin-top: 10px;">Yes <input type="checkbox"/>                      No <input type="checkbox"/></div>		

▶ **ANY CHANGE IN THE LABELS OR IN ANY OF THE INFORMATION PROVIDED IN THIS APPLICATION MUST BE REPORTED TO THE STATE LIQUOR AUTHORITY WITHIN TEN DAYS AFTER SUCH CHANGE**

By my signature, I certify that I am the licensee filing this application, or that I have been duly authorized by the licensee to file this application; that I know the contents of this application; and that the statements contained in this application are true to my own knowledge. I certify that I am the exclusive owner of the brand label set forth; and that the brand is sold within the state exclusively by the retail licensee named herein.	
_____ <b>Title</b>	_____ <b>Signature</b>
_____ <b>Date</b>	_____ <b>Print (name of person whose signature appears above)</b>

▼ For use by State Liquor Authority ▼

<b>Approved / Disapproved</b>	
<b>Registration No.</b>	<b>Class No.</b>
<b>Fee</b>	<b>Audited by</b>