



STATE OF ARKANSAS  
**Department of Finance  
and Administration**

**ALCOHOLIC BEVERAGE CONTROL**  
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**Memorandum**

To: Native beer manufacturers and wholesale permittees

Date: July 18, 2019

RE: Alcohol Label registration

Discussion

It has come to our attention that some small breweries, microbrewery-restaurants, and local distilleries have not registered their brand labels with ABC. It is our understanding that it may have been represented to the industry it was unnecessary for small breweries, microbrewery-restaurants, and local distilleries to comply with this provision. However, a strict interpretation of the law requires all manufacturers/suppliers to register their brands.

ABC Rule 2.19 requires all labels of controlled beverages to be approved by ABC. ABC Rule 2.16 requires "Every manufacturer, importer or producer of spiritous and vinous beverages doing business in the State of Arkansas shall submit to the Alcoholic Beverage Control Division one (1) Alcohol and Tobacco Tax and Trade Bureau Certificate of Label Approval for each brand of spiritous and vinous beverages...". See also ARK. CODE ANN. § 3-2-403 (distilled spirits and vinous liquor) and ARK. CODE ANN § 3-2-409 (beer, malt products, and light wine).

ABC seeks to provide small breweries, microbrewery-restaurants, and local distilleries an opportunity to comply with this rule; therefore, no violations will be issued for Arkansas manufacturers or wholesalers through the end of the calendar year. Beginning January 1, 2020, all alcoholic beverages must register their brand labels. Manufacturers and wholesalers who sell unregistered controlled beverages after January 1, 2020, will be in violation of ABC Rules; and may be subject to fine, suspension, or revocation.

Sincerely,

A handwritten signature in cursive script that reads "Doralee Chandler".

Doralee Chandler  
Director

DC/lcm