



**State of Arkansas
Department of Finance
And Administration**



101 E. Capitol Ave., Suite 401 Little Rock, AR 72201 / Phone: (501) 682-1105 / Fax: (501) 682-2221

Brand Registration Form

The Brand Registration Form allows nonresident and in-state beer manufacturers to disclose the brand names, container sizes, ABV, ABW, and to appoint wholesalers for products they are bringing into the state of Arkansas.

Instructions

- This form to be used by manufacturers to register Beer and/or Malt Liquor products in Arkansas for the first time or to update the names or other substantive information about existing brands they manufacture.
- Fully complete this Form. Incomplete forms will not be processed.
- A copy of the state permit (non-Arkansas) to manufacture beer or malt liquor must be attached.
- If the company is the Primary American Source (PAS) supplier of a product entering Arkansas for the first time the application will not be approved until our office receives an official letter of declaration from the company on official letterhead naming themselves the PAS for the products.
- The TTB certificate of label approval (COLA) must be submitted for each brand. If the COLA cannot be obtained a **Lab Analysis** for each brand/ flavor must be submitted. We cannot accept a TTB Formula. A certified letter from the manufacturer stating that certificates cannot be obtained from TTB and that labels will comply with all federal and state labeling laws must also be submitted. (Rule 2.19)
- Attach to form a copy / picture of each brand label(s).

General Information

1. If the Alcohol By Weight is over 5% and/or the Alcohol By Volume is over 6.3% the ABW or ABV must be printed on the container or label, and it must be the same ABW or ABV that was on the TTB COLA.
2. Any product less than 0.5% ABW does not require registration.
3. The size of containers must comply with Rule 2.19. (Beer or Malt Liquor must be in containers not less than 169 ml or 5.75 oz.).
4. Private labels are not allowed. (Rule 2.19.1).
5. No statement, design, device or representation shall be obscene or indecent (Rule 2.19).
6. Arkansas is a franchise state. If brands have been previously awarded to an existing business, that business will retain the rights to those brands.

