



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

ARKANSAS REGULATORY DIVISION

101 E. Capitol Ave., Suite 401
Little Rock, AR 72201
ABC Phone: (501) 682-1105
ATC Phone: (501) 682-9756
<https://www.dfa.arkansas.gov>

Product Registration Quick Guide

The following quick guide will give you a brief explanation of how to register your products in the State of Arkansas.

Step 1: If you have not already done so, you will need to create an account in the Product Registration Online (PRO) system. To create an account, you will need to have an active e-mail address and you will need to know your Arkansas ABC permit number(s) (xxxxx-xx). <https://www.productregistrationonline.com/>

**Once you have created your account, you can search for it using either your company name or ABC permit number(s).*

Step 2: Register your Products, being sure to upload all required documents and ensuring that the documents you upload match the product, ABV and Bottle Size you are registering.

** Please note that all documents must match the product you are requesting to register, and all photographs and uploaded documents must be clear and legible. It is also your responsibility to ensure that all products and product labels adhere to Arkansas Law. Any registration with missing documents, non-legible documents, or illegal markings will be denied. Once a registration is denied it is your responsibility to correct any issues and create a new registration for that product/label.*

For wine registrations ABOVE 6.3% ABV with a TTB COLA.

1. Please make sure the correct permit number is being used.
2. Please list ALL sizes being registered.
3. Please provide ALL labels for ALL sizes being registered.
4. Please provide only the labels for the size being registered i.e., if registering 750ml, please only list that size and provide labels for 750ml.
5. Please make sure to provide the bottle size(s) and ABV% information for each registration.
6. Please make sure the COLA will open, has an authorized signature, is approved, and has boxes 3, 5, and 14a selected.
7. Please make sure the distributor is the original if shipping to an Arkansas distributor.
8. Please provide pictures of the bottle with the bottle size shown if it's not shown on the labels.

For wine registrations BELOW 6.3% ABV that does not require a TTB COLA.

1. Please make sure the correct permit number is being used.
2. Please list ALL sizes being registered.
3. Please provide ALL labels for ALL sizes being registered.
4. Please provide only the labels for the size being registered i.e., if registering 750ml, please only list that size and provide labels for 750ml.
5. Please make sure to provide the bottle size(s) and ABV% information for each registration.
6. Please make sure the distributor is the original if shipping to an Arkansas distributor.
7. Please make sure the COLA will open, has an authorized signature, is approved, and has boxes 3, 5, and 14a selected.

Continue to next page!

8. Please provide pictures of the bottle with the bottle size shown if it's not shown on the labels.
9. Please provide a lab analysis for each flavor signed by a chemist or lab analyst. We will not accept a TTB formula.
10. Please provide a letter by the manufacturer that it shall certify that the labels will still comply with all federal and state labeling laws.
11. Please provide an Arkansas Distributor Territory Designation letter. It is simply a list of the distributor(s) that you use for the brand and their geographical areas they distribute to.

For spirit registrations.

1. Please make sure the correct permit number is being used.
2. Please list ALL sizes being registered.
3. Please provide ALL labels for ALL sizes being registered.
4. Please provide only the labels for the size being registered i.e., if registering 750ml, please only list that size and provide labels for 750ml.
5. Please make sure to provide the bottle size(s) and ABV% information for each registration.
6. Please make sure the COLA will open, has an authorized signature, is approved, and has boxes 3, 5, and 14a selected.
7. Please make sure the distributor is the original if shipping to an Arkansas distributor.
8. Please provide pictures of the bottle with the bottle size shown if it's not shown on the labels.
9. For low ABV% (18.75% and below) spirit RTDs, please provide an Arkansas Distributor Territory Designation letter. It is simply a list of the distributor(s) that you use for the brand and their geographical areas they distribute to.

Step 3: Wait for a response. Arkansas typically reviews registrations within 30 days of submission, but in times of heavy volume this process can take as long as 90 days. Please be aware that we work through registrations in the order they are received by product type, and we will review your products as quickly as possible.

- A. Once we review your product if the registration is approved there is no further action required for you and the product is clear to enter Arkansas markets.
- B. If your registration is denied, an email will be sent alerting you as to why. Once denied a registration cannot be edited and you will need to create a NEW registration for that product with the correct supporting documentation or requested corrections.

If you have any questions about using the PRO system or entering data into the PRO System, please visit the PRO website and click “HELP” at the top of the page or contact PRO support using the “Contact Support” option also on their website. The Arkansas ABC staff has limited access in the PRO system outside of approving or denying submitted registrations and is unable to provide assistance with most PRO issues.

If you have questions about Arkansas Alcoholic Beverage Specific rules you can view them using our website at https://www.dfa.arkansas.gov/wp-content/uploads/ABC_Rulebook.pdf

If you have questions about Arkansas Specific laws, you may look them up using the Arkansas State Legislature web-site at <https://arkleg.state.ar.us/Bills/Search>

If you have any questions about Arkansas specific processes or to follow up on a registration that you have entered, please contact our office at 501-682-1105 and choose option 5 to be directed to Bridgett Newcomb.