

DEPARTMENT OF REVENUE

ABC Marketing Unit  
Kansas Department of Revenue  
915 SW Harrison  
Topeka, KS 66625-3512



STATE OF KANSAS

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FAX (785) 296-7185  
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Division of Alcoholic Beverage Control

**INSTRUCTIONS AND APPLICATION FOR BRAND REGISTRATION AND LABEL APPROVAL**

*If you have any questions or need assistance completing this application, please contact the Kansas Alcoholic Beverage Control Marketing Unit at 785-368-6609 or via E-mail at [abcmu@kdor.state.ks.us](mailto:abcmu@kdor.state.ks.us). Please send your completed application and required fee(s) to the above address.*

**APPLICATION BEGINS ON PAGE 5**

**GENERAL INSTRUCTIONS:**

This brand registration and label approval application must be filed with the Kansas Alcoholic Beverage Control and approval received prior to shipment of alcoholic liquor, beer or cereal malt beverage to Kansas Distributors.

1. This form may be reproduced as necessary.
2. The application must be typed or printed and signed in ink. All signatures must be original.
3. Please complete all information. Incomplete applications will be returned. All questions are applicable and must be answered fully and truthfully.
4. Complete a separate application for **each** transaction type requested.
5. Application must be submitted with all required documentation and fees. A checklist is provided to assist you with this process.
6. Brands are registered and labels approved for the fiscal year, July 1 through June 30. Any new brands or labels are registered from the date submitted through the end of the fiscal year unless cancellation or inactivation is requested.
7. Staple all documents together in the upper left-hand corner in the order requested. Place the check with the voucher on top.

**APPLICATION PREREQUISITE:**

**Supplier Permit**

To register brands and receive label approval, all suppliers must hold a valid Kansas Supplier Permit.

**APPLICATION REQUIREMENTS:**

**Kansas Application for Brand Registration and Label Approval**

The Kansas Application for Brand Registration and Label Approval must be completed and all documents required below must be enclosed along with the appropriate fees.

- 1a. **BATF Form**  
Submit a copy of the approved federal application "Application for and Certification/Exemption of Label/Bottle Approval" for **each** brand/label being approved. (TTBF5100.31)
- 1b. **Original Labels**  
Attach one (1) complete set of original labels for **each size** of **each label** for which approval is desired. Complete set means all band, strip, front and back labels appearing on any individual container. If original label cannot be obtained, only **color reproductions** will be accepted. Do not send original containers.
2. **DISCUS Form for Wine and Spirits Only**  
Include a copy of the Distilled Council of the United States for the brand of wine or spirits that you wish to register and receive label approval. If necessary, you may contact DISCUS at 202-682-8897.



3. **Letter of Authority**  
If the supplier applying for brand registration and label approval is not the manufacturer, a Letter of Authority must be submitted from the manufacturer giving authority to the supplier to distribute the products.
4. **Franchise Agreement**  
Include a signed copy of the Franchise Agreement with signatures of both the Supplier and the Kansas Distributor. Brands must be listed on the Franchise Agreement and the territory must be explicit.
5. **Territorial Map**  
A Kansas map is included in the application for Brand Registration and Label Approval. Please indicate on the map the territory the franchise agreement covers. The completed map must be returned with the application.
6. **Fees**  
Label Approval fee is \$25.00 for **each** size of **each** label to be approved for sale in Kansas. Fees must be included at the time of application. Make checks payable to Kansas Department of Revenue. Attach the check to the voucher and place on top of application packet.

## **APPLICATION INSTRUCTIONS:**

### **Section 1 – Business Information**

Complete all information requested.

### **Section 2 – Transaction Requested**

Check the appropriate box for the transaction you are requesting.

### **Section 3 – Brand Registration and Label Approval Request**

#### **New Brand Registration and Label Approval, New Label Approval only, Label Revisions.**

All information on the form is required for **each size of each label** you desire approval to sell in Kansas. Two examples have been provided. Detailed explanation is provided below.

- **UNIMERC or Brewery Code**  
For wine and spirits, enter the UNIMERC code issued by DISCUS.  
For beer or cereal malt beverage, enter the brewery code number.
- **GTIN**  
Enter the Global Trading Identification Number assigned to the product.
- **Brand Name**  
Enter the name of the brand you wish to register.
- **Label Description**  
Enter the name of the label you wish to receive approval to sell in Kansas. Example: original label, summer fun sweepstakes label, etc. NOTE: **Any** changes to approved labels require the label to be submitted to the ABC **prior** to shipping to Kansas Distributors for a label revision approval.
- **Type**  
Enter the corresponding numeric value for the type of product you are registering. A key has been provided to you in the lower left side of the form. Example: 4=Beer.
- **Container Information** includes the following:
  1. **PKG.** Packaging information. Enter how the product is packaged for sale. If the product packaged as 2/12 packs, enter “2/12”. If the product is packaged as 4/6 packs, enter “4/6” or if the product is sold individually, enter “1”.
  2. **S.U.** Selling Units. Enter the quantity of selling units. If the product is 4/6 packs, but sold in a case of 24, enter “24”. If the product is sold individually, enter “1”.
  3. **SIZE.** Enter the unit size and the unit of measure. Example 12oz. or 750ML.
  4. **TYPE.** Enter the type of container the product is being sold in. Example: CAN, LNNR, BTL, ALLN.



### **Malt Flavored Beverage**

The Kansas ABC requires the following information when applying for label approval of flavored malt beverages:

1. The volume and alcohol content of the malt beverage base.
2. The maximum volumes of such alcohol flavoring materials proposed to be used in the product.
3. The alcohol strength of such flavoring materials.
4. The overall alcohol contribution to the finished product provided by the addition of any alcohol flavoring materials.
5. The final volume and alcohol content of the finished product.

Attach the above information to the completed Application for Brand Registration and Label Approval

You may refer to the ABC Notice Regarding Flavored Malt Beverages for additional information.

### **Value Added Pack**

To register packages that have added value, complete the Application for Brand Registration and Label Approval. Alcohol and Spirits value added packs must obtain a new UNIMERC code from DISCUS. Describe the added value in the "Label Description" column. I.E.-**Brand**, Fictitious Whiskey; **Label Description**, 750ML with cards pack.

### **Cancellation of Kansas Registered Brand(s) and ALL Labels**

To cancel registration of brands and **all** labels in Kansas complete the following:

- Complete the Kansas Application for Brand Registration and Label Approval. Select the appropriate transaction.
- Enter the name of the brands you wish to cancel. It is not necessary to enter any label information.
- Return to the ABC Marketing Unit.

### **Inactivate Kansas Registered Labels**

To inactivate labels in Kansas complete the following:

- Complete the Kansas Application for Brand Registration and Label Approval. Select the appropriate transaction request.
- Complete Section 3, entering the label(s) you wish to inactivate.
- Return to the ABC Marketing Unit.



**APPLICATION FOR BRAND REGISTRATION AND LABEL APPROVAL CHECKLIST:**

Select the appropriate transaction below and use the checklist to ensure all application requirements are met.

TRANSACTION	APPLICATION REQUIREMENTS
<b>Application for Brand Registration and Label Approval</b>	<input type="checkbox"/> Complete the Kansas Application for Brand Registration and Label Approval. <input type="checkbox"/> Attach one complete set of labels for each label approval requested. <input type="checkbox"/> Attach a copy of the Federal Label Approval (TTBF5100.31). <input type="checkbox"/> Attach DISCUS form for wine and spirits only. <input type="checkbox"/> Attach a Letter of Authority if not the manufacturer of the product you are seeking approval. <input type="checkbox"/> Attach the Franchise Agreement. <input type="checkbox"/> Attach the completed Territorial Map indicating franchise agreements. <input type="checkbox"/> Attach the correct fee of \$25 with the Label Registration Voucher for <b>each size of each label</b> submitted for approval. <input type="checkbox"/> Submit to the Kansas Alcoholic Beverage Control Marketing Unit.
<b>Application for Label Approval</b>	<input type="checkbox"/> Complete the Kansas Application for Brand Registration and Label Approval. <input type="checkbox"/> Attach one complete set of labels for <b>each size of each label</b> approval requested. <input type="checkbox"/> Attach a copy of the Federal Label Approval (BATF form TTBF5100.31). <input type="checkbox"/> Attach DISCUS form for wine and spirits only. <input type="checkbox"/> Attach the Franchise Agreement. <input type="checkbox"/> Attach the completed Territorial Map indicating franchise agreements. <input type="checkbox"/> Attach the correct fee of \$25 with the Label Registration Voucher for <b>each size of each label</b> submitted for approval. <input type="checkbox"/> Submit to the Kansas Alcoholic Beverage Control Marketing Unit.
<b>Application for Label Revision Approval</b>	<input type="checkbox"/> Complete the Kansas Application for Brand Registration and Label Approval. <input type="checkbox"/> Attach one complete set of labels for each label approval requested. <input type="checkbox"/> Attach a copy of the Federal Label Approval (BATF form TTBF5100.31). <input type="checkbox"/> Attach DISCUS form for wine and spirits only. <input type="checkbox"/> Attach the correct fee of \$25 with the Label Registration Voucher for <b>each size of each label</b> submitted for approval. <input type="checkbox"/> Submit to the Kansas Alcoholic Beverage Control Marketing Unit.
<b>Cancel Brand and ALL Labels</b>	<input type="checkbox"/> Complete the Kansas Application for Brand Registration and Label Approval. <input type="checkbox"/> Submit to the Kansas Alcoholic Beverage Control Marketing Unit.
<b>Inactivate Label(s)</b>	<input type="checkbox"/> Complete the Kansas Application for Brand Registration and Label Approval. <input type="checkbox"/> Submit to the Kansas Alcoholic Beverage Control Marketing Unit.

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Return with Payment

**KANSAS ALCOHOLIC BEVERAGE CONTROL DIVISION  
Label Approval Fee Voucher**

FOR DIVISION USE ONLY:

Supplier Permit Number	
Label Approval Fee (BRTX)	\$



## APPLICATION FOR BRAND REGISTRATION AND LABEL APPROVAL

**Kansas Alcoholic Beverage Control**  
**Marketing Unit**  
**915 SW Harrison Street, Room 214**  
**Topeka, KS 66625-3512**  
**Telephone 785-368-6609 FAX 785-296-7185**

<b>SECTION 1 – BUSINESS INFORMATION</b>		
Supplier Name	Kansas Supplier Permit No.	
Business Mailing Address		
City	State	Zip Code
Contact Person		Title of Contact Person
Telephone Number	FAX Number	E-Mail Address

<b>SECTION 2 – TRANSACTION REQUESTED</b>	
<input type="checkbox"/> New Brand Registration and New Label Approval	\$25 each label x _____ labels = \$ _____
<input type="checkbox"/> New Label Approval Request	\$25 each label x _____ labels = \$ _____
<input type="checkbox"/> Label Revision Approval Request	\$25 each label x _____ labels = \$ _____
<input type="checkbox"/> Cancel Brand and all Labels	(No charge)
<input type="checkbox"/> Inactivate Label(s)	(No charge)
<input type="checkbox"/> Other _____	<b>TOTAL LABELS</b> _____ <b>TOTAL FEE \$</b> _____

<b>FOR DEPARTMENT USE ONLY</b>	
Number of Labels Approved: _____ X \$25 = _____	
Total Label Approval Fees Received: \$ _____	
Additional Fees Due:    NO    YES    Amount Due \$ _____	
Number of Labels Denied: _____ Reason: _____	
Signed: _____	Date: _____

