Kansas Department of Revenue
Alcoholic Beverage Control Division
915 S.W. Harrison Street, Room 214
Topeka, KS 66625-3512
Phone: 785-296-7015 Fax: 785-296-7185

Kansas Microbrewery
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 **785-296-7015** or via E-mail at **abc.marketing.unit@kdor.ks.gov** Please send your completed application and required documents to the above address.*

GENERAL INSTRUCTIONS:

This brand registration and label approval application must be filed with the Kansas Alcoholic Beverage Control and approval received.

1. This form may be reproduced as necessary.
2. This application is for all new brands, labels, label revisions, cancellation of brands and labels, and inactivation of labels; however, a separate application must be completed for each transaction type requested.
3. The application must be typed or printed. Soft copies will be accepted via email at abc.marketing.unit@kdor.ks.gov
4. Complete all information. Incomplete applications will be returned.
5. Application must be submitted with all required documentation. A checklist is provided to assist you with this process.
6. Brands are registered and labels are approved for the fiscal year, July 1 through June 30. Any new brands and/or labels are registered from the date approved through the end of the fiscal year unless cancellation or inactivation is requested. Each application for label renewal must be received by June 1st to timely processing of your renewal.
7. All forms are available on our website. Go to: http://www.ksrevenue.org/abcbrandreg.html

APPLICATION PREREQUISITE:

Kansas Microbrewery License:
To register brands and receive label approval, you must possess a valid Kansas Microbrewery License.

DEFINITIONS:

Domestic Beer. Beer which contains greater than 3.2% alcohol by weight and not more than 10% alcohol by weight. Pursuant to K.S.A. 41-308(b)(1), Kansas Microbreweries are not authorized to manufacture cereal malt beverages.

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.

1. **BATF Form (aka TTB, COLA, FLA)**
   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) If you are not required by the TTB to obtain a COLA due to intra-state sales only, submit original labels.
2. **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. If the TTBF5100.31 is printed in color with the exact size label, you are not required to send original labels. Do **not** send original containers.
3. **Franchise Agreement (ABC-1032)**
   Include a signed copy of the Franchise Agreement with signatures of both the Microbrewery and the Kansas beer distributor. Brands must be listed on the Franchise Agreement and the territory must be explicit. If you only sell your product at your microbrewery, you will not have a franchise agreement.
4. **Territorial Map (ABC-1005)**
   Please indicate on the Kansas map the territory the franchise agreement covers. The completed map must be returned with the application. If the franchise agreement is for the entire state of Kansas and is stated on the franchise agreement, a map is **not** required. If you only sell your product at your microbrewery, you will not have a state map.
5. **Fees**
   There is no fee required to register your brand and obtain label approval.

Kansas Department of Revenue
Alcoholic Beverage Control Division
915 S.W. Harrison Street, Room 214
Topeka, KS 66625-3512
Phone: 785-296-7015 Fax: 785-296-7185

APPLICATION INSTRUCTIONS:

Section 1 – Licensee Information

Complete all information requested.

Section 2 – Transaction Requested

- Select **one transaction** type per form.
- Check the appropriate box for the transaction you are requesting. Note: For new label approval requests for seasonal or promotional packages, please enter the effective date the package will be available for purchase by the distributor.

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. Detailed explanation is provided below.

- **Distribution Type**
  Enter "MB" if the Microbrewery does not use a distributor and **only** sells their products at their microbrewery.
  Enter "D" for your products distributed by a Kansas Beer Distributor. This requires a franchise agreement and state map.
  Enter "B" for both. This product is sold at the Microbrewery for off-premise consumption and through a Kansas Beer Distributor.
- **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 wheat, etc. NOTE: All label revisions must be submitted to the Alcoholic Beverage Control and approved *prior* to selling the product.
- **Product Type**
  3 = Domestic Beer. This has been coded on the form.
- **Container Information** includes the following:
  1. **PKG**. Packaging information. Enter how the product is packaged for sale. If the product packaged as 4//6 packs, enter "4/6." 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.
  4. **TYPE.** Enter the type of container the product is being sold in. Example: BTL, CAN, KEG or GROWLER.

Growlers

If you sell growlers to go, you must register the container. To register growlers, complete the following:

- Complete the Kansas Microbrewery Application for Brand Registration and Label Approval. Select "New Label Approval Request."
- Return the completed form to the ABC Marketing Unit.

New Package Configuration

To add a new package configuration to a currently approved label, complete the following:

- Complete the Kansas Microbrewery Application for Brand Registration and Label Approval. Select "New Package Configuration."
- Return the completed form to the ABC Marketing Unit.

Example: 12oz. bottle (same brand and label) is currently registered as 4/6 packs. Select this transaction to add 2/12 packs 12oz. bottles of the same brand and label.

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 Microbrewery Application for Brand Registration and Label Approval. Select "Cancel Brand and All Labels."
- Enter the name of the brand(s) you wish to cancel. It is not necessary to enter any label information.
- Return the completed form to the ABC Marketing Unit. The date cancelled will reflect the date the processed by the Alcoholic Beverage Control unless a specific date is indicated.

Kansas Department of Revenue
Alcoholic Beverage Control Division
915 S.W. Harrison Street, Room 214
Topeka, KS 66625-3512
Phone: 785-296-7015 Fax: 785-296-7185

Inactivate Kansas Registered Labels Only

To inactivate specific labels in Kansas complete the following:

- Complete the Kansas Microbrewery Application for Brand Registration and Label Approval. Select "Inactivate Label(s)."
- Complete Section 3, entering the label(s) you wish to inactivate.
- Return the completed form to the ABC Marketing Unit. The date cancelled will reflect the date the processed by the Alcoholic Beverage Control unless a specific date is indicated.

KANSAS MICROBREWERY
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
Application for New Brand Registration and Label Approval	☐ Complete the Kansas Microbrewery Application for Brand Registration and Label Approval (ABC-1020) ☐ Attach one complete set of labels for **each size** of **each label** approval requested ☐ Attach a copy of the Federal Label Approval (TTBF5100.31) *If your products are distributed by a Kansas Beer Distributor, submit the following:* ☐ Attach the Franchise Agreement if you use a Kansas beer Distributor (ABC-1023) ☐ Attach the completed Kansas Map indicating franchise agreement territory if you use a Kansas Beer Distributor (ABC-1005) ☐ Submit to the Kansas Alcoholic Beverage Control Marketing Unit
New Label Approval	☐ Complete the Kansas Microbrewery Application for Brand Registration and Label Approval (ABC-1020) ☐ Attach one complete set of labels for **each size** of **each label** approval requested ☐ Attach a copy of the Federal Label Approval (TTBF5100.31) ☐ Submit to the Kansas Alcoholic Beverage Control Marketing Unit
New Package Configuration	☐ Complete the Kansas Microbrewery Application for Brand Registration and Label Approval (ABC-1020) ☐ Submit to the Kansas Alcoholic Beverage Control Marketing Unit
Label Revision	☐ Complete the Kansas Microbrewery Application for Brand Registration and Label Approval (ABC-1020) ☐ Attach one complete set of labels for **each size** of **each label** approval requested ☐ Submit to the Kansas Alcoholic Beverage Control Marketing Unit
Inactivate Labels	☐ Complete the Kansas Microbrewery Application for Brand Registration and Label Approval (ABC-1020) ☐ Submit to the Kansas Alcoholic Beverage Control Marketing Unit
Cancel Brand AND All Labels	☐ Complete the Kansas Microbrewery Application for Brand Registration and Label Approval (ABC-1020) ☐ Submit to the Kansas Alcoholic Beverage Control Marketing Unit

Kansas Department of Revenue
Alcoholic Beverage Control Division
915 S.W. Harrison Street, Room 214
Topeka, KS 66625-3512
Phone: 785-296-7015 Fax: 785-296-7185

KANSAS MICROBREWERY
APPLICATION FOR BRAND REGISTRATION AND LABEL APPROVAL

SECTION 1 – LICENSEE INFORMATION

Microbrewery Name		License No.
Business Mailing Address		
City	State	Zip Code
Contact Person		Title of Contact Person
Telephone Number	FAX Number	E-Mail Address

SECTION 2 – TRANSACTION REQUESTED*

- ☐ New Brand Registration and New Label Approval
- ☐ New Label Approval Request
- ☐ New Package Configuration
- ☐ Seasonal or Promotional Package Approval Request
  Effective From :_____ Effective To: _____
- ☐ Label Revision Request
- ☐ Inactivate Label(s)
- ☐ Cancel Brand and all Labels
- ☐ Other_____

TOTAL LABEL APPROVALS REQUESTED _____

**** SUBMIT ONLY ONE TRANSACTION TYPE PER FORM***

FOR DEPARTMENT USE ONLY

Number of Labels Approved:	
Number of Labels Denied: Reason:	
Signed:	Date:

ABC-1020 (Rev. 7.1.11)

Kansas Department of Revenue
Alcoholic Beverage Control Division
915 S.W. Harrison Street, Room 214
Topeka, KS 66625-3512
Phone: 785-296-7015 Fax: 785-296-7185

SECTION 3 – KANSAS MICROBRWERY BRAND REGISTRATION AND LABEL APPROVAL REQUEST

License Number **20 - __ __ __ - __ __ __ __ - __ __**

LABEL I.D. NUMBER (To be assigned by ABC)	DISTRIBUTION TYPE *	BRAND NAME	LABEL DESCRIPTION	PRODUCT TYPE**	CONTAINER INFORMATION				ALCOHOL %	(Division Use Only)	
					PKG	S.U.	SIZE	TYPE***		SUFFIX	APPROVAL DATE & INITIALS
				3							
				3							
				3							
				3							
				3							
				3							
				3							
				3							
				3							
				3							
				3							
				3							
				3							
				3							

*DISTRIBUTION TYPE – Enter the letter code in the "DISTRIBUTION TYPE" field above:
MB = This product can only be sold at the Microbrewery for off-premise consumption.
D = This product can only be sold for distribution by a licensed Kansas Beer Distributor. (Requires franchise greement and state map).
B = Product can be sold for distribution and off-premise consumption.

**PRODUCT TYPE
3 = Domestic Beer (greater than 3.2%ABW – but no more than 10%ABW)

***CONTAINER TYPE–Enter the appropriate abbreviation in the "CONTAINER TYPE" field above or add your own abbreviation and provide explanation. EXAMPLES:
BTL = Bottle
CAN
KEG
GR = GROWLER