



**STATE OF CONNECTICUT**  
*Department of Consumer Protection*  
*Liquor Control Division*

**Instructions for Brand Label Registration**

1. Complete brand registration application with the product name as it appears on the label with the UNIMERC code.
2. Attach federal label approval for brand(s) requesting registration.
3. Attach one label for each product requesting registration.
4. If labels are painted and/or silk screened on the bottle, please provide a color photograph of each label.
5. In regard to wines, different vintages do not have to be registered, only different brands.
6. Appointment of Distributors for each brand requesting registration must accompany registration form. Exact geographic area must be stated in the appointment letter.
7. When alcoholic beverages are imported into the United States, the labels should bear the registrant's name as the importer. A d/b/a may be used, however, documentation must be submitted indicating a business name is to be used by the registrant.
8. If the registrant is not the manufacturer of the product, authorization from the manufacturer must be submitted with the application.
9. The registration fee of \$200.00 per label must be submitted with the application(s). The fee for product(s) manufactured in the State of Connecticut by a Connecticut Manufacturer is \$15.00 per label. Checks and/or Money Orders should be made payable to "Treasurer, State of Connecticut."
10. Decanter Registrations: All of the above requirements apply, except for the registration fee. If the contents have been previously approved, the fee is exempt, however a photograph of the decanter must accompany the brand registration application.
11. When changing the proof of a product, you must re-register the item following the above instructions.
12. Note; Section 22a-244(b) of the CGS requires that containers of beer or other malt beverages sold in Connecticut be labeled with deposit and refund information as an environmental control. While this agency does not review labels for this information, it is your responsibility to ensure that your labeling meets these requirements. For more information, contact the Department of Environmental Protection at (860) 424-3241 or [www.ct.gov/dep](http://www.ct.gov/dep).
13. An independent laboratory analysis or notarized statement of the beer, wine and/or liquor detailing the class type and content must be submitted for each product.
14. To obtain UNIMERC Code Numbers contact:

DISCUS – UNIMERC  
Distilled Spirits Council of the United States, Inc.  
1250 Eye Street, NW, Suite 400  
Washington, DC 20005  
Telephone: (202) 682-8897  
Web site: [www.discus.org](http://www.discus.org)

For additional information or questions regarding brand label registration, contact  
Venice Nelson at (860) 713-6205 or [venice.nelson@ct.gov](mailto:venice.nelson@ct.gov)



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**STATE OF CONNECTICUT**  
**Department of Consumer Protection**  
**Liquor Control Division**  
**165 Capitol Avenue**  
**Hartford, CT 06106**  
 Email: [dcp.brands@ct.gov](mailto:dcp.brands@ct.gov)  
 Web Site: [www.ct.gov/dcp](http://www.ct.gov/dcp)

**APPLICATION FOR BRAND LABEL REGISTRATION**

**INSTRUCTIONS:**

Please print clearly or type. Complete application and submit to the address above for each brand label to be registered. This application must be accompanied by a check and/or money order made payable to **"Treasurer, State of Connecticut."** See fee schedule below.

Type or print legibly the Company Name and Address

Company Name	
Address	

**Fee Schedule:** (fee applies for a 3-year period)

- 1). Registrant located in Connecticut: **\$200.00 per label**
- 2). Registrant located Out-of-State: **\$200.00 per label**
- 3). Manufacturer located in Connecticut: **\$15.00 per label**

If the Company Name on the label differs from that of the Registrant, check (✓) the appropriate box for each brand label to be registered.

Item No	BRAND NAME (as it appears on the label)	Unimerc Brand Code	DBA or Trade Name	Authorized Agent Attach Authorization
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