



BEVERAGE FORMULA SEMINAR

Formulation Team
Advertising, Labeling and Formulation Division
TTB

May 3, 2006

AGENDA

- Advertising, Labeling & Formulation Division (ALFD)
- Basics of TTB Formulation
- Wine
- Distilled Spirits
- Malt Beverage



WHERE DOES ALFD FIT IN TTB?

John Manfreda
Administrator

Vicky I. McDowell
Deputy Administrator

Cheri Mitchell
Assistant Administrator
(Management)

Bill Foster
Assistant Administrator
(Headquarters Operations)

Mary Ryan
Assistant Administrator
(Field Operations)

**Advertising Labeling and
Formulation Division**

**Regulations and Rulings
Division**

**International Trade
Division**

**Scientific Services
Division**

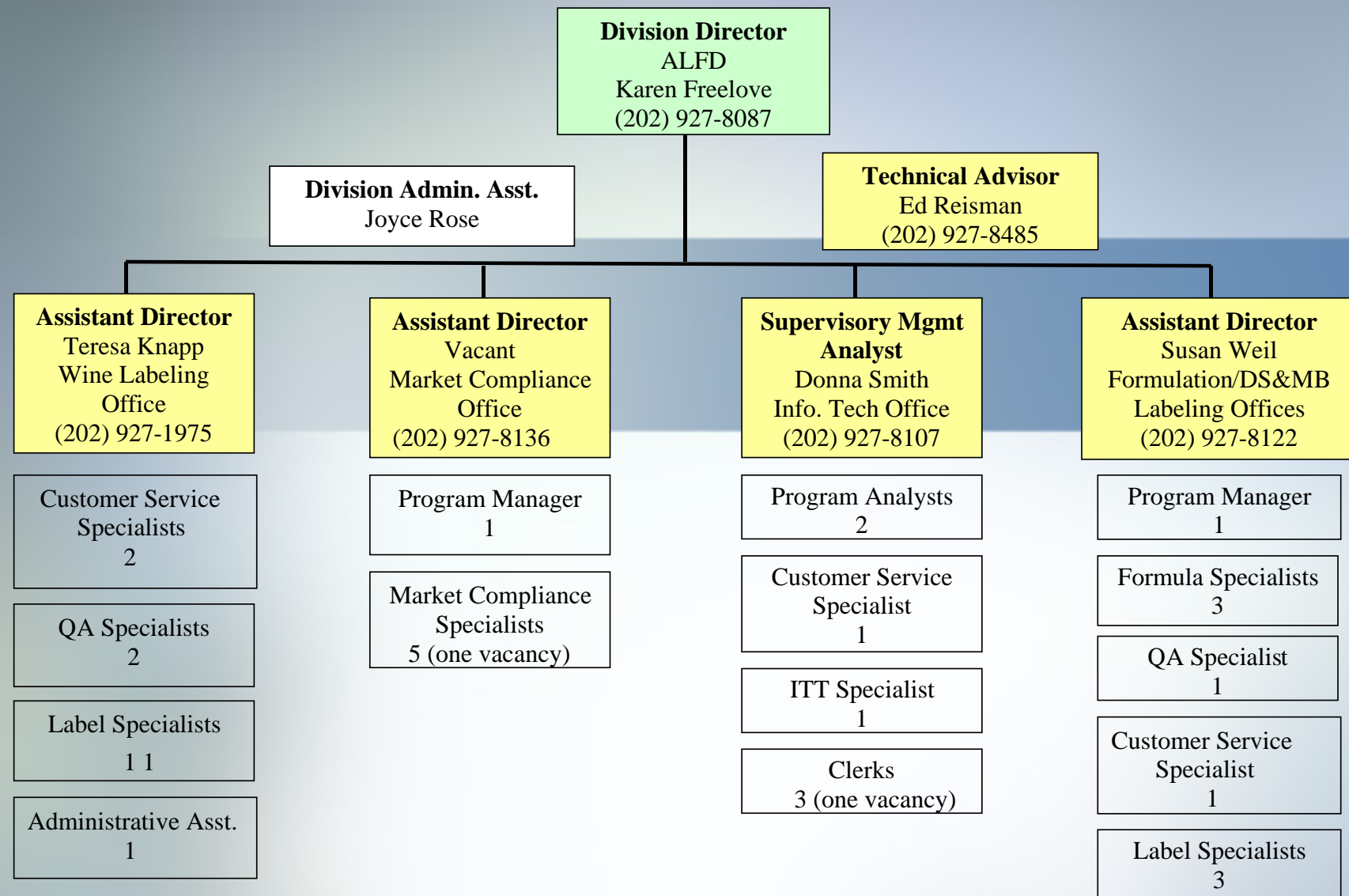
**National Revenue
Center**

**Tax Audit
Division**

**Trade Investigations
Division**



Advertising, Labeling and Formulation Division



ALFD Contact Information

- Mailing Address

1310 G Street, NW

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Washington, DC 20220

- Customer Service

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- Email

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ALFD'S MISSION

- Collect the Revenue
 - **Ensure** the proper tax classification of alcohol beverages
- Protect the Public
 - **Ensure** that formulas, labels and advertisements for alcohol beverages are in compliance with Federal laws and regulations
 - **Provide** the consumer with adequate information on the identity and quality of the product
 - **Prevent** consumer deception



Basics of

TTB Formulation

LAWS AND REGULATIONS

- 27 CFR Part 4
 - Labeling and advertising of wine
- 27 CFR Part 5
 - Labeling and advertising of distilled spirits
- 27 CFR Part 7
 - Labeling and advertising of malt beverages
- 27 CFR Part 24 – Wine
- 27 CFR Part 25 – Beer
- 27 CFR Part 27
 - Importation of distilled spirits, wines, and beer



Advertising,
Labeling, and
Formulation
Division (ALFD)

ALFD FORMULATION TEAM

- **Roberta Sanders**, Program Manager
- **Shonda Geddie**, Formula Specialist
- **Michael Warren**, Formula Specialist
- **Stephen Robey**, Formula Specialist

- **Susan Weil**, Assistant Director



Advertising,
Labeling, and
Formulation
Division (ALFD)



ALFD FORMULATION TEAM

Major Program Initiatives

1. Examine alcohol beverage formulations to ensure product integrity, accurate product identification and correct tax classification.
2. Issue formulas for domestic wines and distilled spirits and statements of process for domestic malt beverages.
3. Issue laboratory analyses and pre-import letters for imported wines, distilled spirits and malt beverages.

- Domestic Wine – TTB F 5120.29
- Domestic Distilled Spirits – TTB F 5110.38
- Domestic Malt Beverage – Formula
- Imported Product – Pre-Import Approval letter or Laboratory Analysis
- In the future, all products will be submitted on a single form, TTB F 5100.51



Forms - Proposed TTB F 5100.51

Basics of TTB Formulation

FOR TTB USE ONLY TTB ID		DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU (TTB) FORMULA AND PROCESS FOR DOMESTIC AND IMPORTED ALCOHOL BEVERAGES <small>(See Instructions and Conditions on reverse)</small>		OMB NO. 5999-9999 (9/9/05/9999)	
1. NAME AND ADDRESS OF APPLICANT / IMPORTER <small>(See Instructions)</small>		2. CONTACT PERSON'S PHONE NUMBER / EMAIL		FORMULA #	
1a. MAILING ADDRESS (if different than above) / FOREIGN PRODUCER'S ADDRESS		3. PLANT REGISTRY / BASIC PERMIT / BREWER'S NUMBER		SUPERSEDING FORMULA <input type="checkbox"/>	
8. QUANTITATIVE LIST OF INGREDIENTS (if more space is needed, use reverse or separate sheet.)		4. CLASS AND TYPE OF PRODUCT		5. PRODUCT NAME	
9a. AMOUNT OF ALCOHOL FROM FLAVORS		9. ALCOHOL CONTENT OF FINISHED PRODUCT (range may be shown)		9b. AMOUNT OF ALCOHOL FROM BASE	
10. PRINTED NAME OF APPLICANT / IMPORTER		11. BY (Signature and Title)		12. DATE	
FOR TTB USE ONLY (Items 13, 14, 15, and 16)					
13. FORMULATION			LABELING (finished product only)		
WINE PRODUCTS <input type="checkbox"/> Approved subject to the provisions of 27 CFR _____			<input type="checkbox"/> The designation of the product must include a truthful and adequate statement of composition such as _____		
DISTILLED SPIRITS PRODUCTS <input type="checkbox"/> Harmless coloring, flavoring or blending materials must not total more than 2.5% by volume of the finished product.			<input type="checkbox"/> commodity statement _____		
<input type="checkbox"/> Sugar, dextrose, or levulose or a combination thereof must be used in an amount not less than 2.5% by weight of the cordial or liqueur.			<input type="checkbox"/> The label must indicate the use of:		
<input type="checkbox"/> The use of refining agents must not alter the basic composition of the spirits.			<input type="checkbox"/> caramel color <input type="checkbox"/> certified color (other than FD&C Yellow #5)		
<input type="checkbox"/> The blended whiskey must contain not less than 20% straight whiskey on a proof gallon basis.			<input type="checkbox"/> artificial flavor <input type="checkbox"/> FD&C Yellow #5		
<input type="checkbox"/> The blended whiskey must contain not less than 20% straight whiskey on a proof gallon basis.			<input type="checkbox"/> allergen(s) _____		
14. DATE		15. APPROVED - TTB SPECIALIST FOR THE ADMINISTRATOR, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU		16. EXPIRES (IMPORT ONLY)	

- “Uni-form” – one form for all commodities, domestic and imported, currently at OPM
- First step in adding “formulas online” to COLAs Online application



DOMESTIC PRODUCTS REQUIRING A FORMULA

- Flavored Wine
- Special Natural Wine
- Rhubarb Wine
- Honey Wine
- Vodka
- Gin
- Liqueur
- Flavored Brandy, Flavored Rum,
Flavored Vodka, Flavored Gin, Flavored
Whisky
- Distilled Spirits Specialty
- Flavored Malt Beverages



WHAT WE LOOK FOR

- Colors
 - Certified, non-certified, prohibited
- Flavors and FID sheets
- GRAS ingredients
- Restricted and Prohibited Ingredients



Certified Colors

1. FD&C Blue #1 (Brilliant Blue FGF) (E 133)
2. FD&C Blue #2 (Indigotine) (E 132)
3. FD&C Green #3 (Fast Green FCF)
4. FD&C Red #40 (Allura Red AC) (E 129)
5. FD&C Red #3 (Erythosine) (E 127)
6. FD&C Yellow #5* (Tartrazine) (E 102)
7. FD&C Yellow #6 (Sunset Yellow FCF) (E 110)

* Requires specific declaration on labels for finished alcoholic beverages



Basics of TTB Formulation



Non-Certified Colors Include:

- Annatto Extract
- Astaxanthin
- Dehydrated beets (beet powder)
- Dried algae meal
- Canthaxanthin
- Caramel
- Carmine (Cochineal Extract)
- Carrot oil
- Corn endosperm oil
- β -Apo-8'-carotenal
- β -Carotene
- Elderberry Extract*
- Ferrous gluconate
- Ferrous lactate
- Fruit Juice
- Grape color extract
- Grapeskin Extract (Enocianina)
- Haematococcus algae meal
- Paprika
- Paprika oleoresin
- Phaffia yeast
- Riboflavin
- Saffron*
- Sodium copper chlorophyllin
- Synthetic iron oxide
- Tagetes (Aztec marigold) meal and extract
- Titanium Dioxide
- Toasted partially defatted cooked cottonseed flour
- Tomato lycopene extract; tomato lycopene concentrate
- Turmeric*
- Turmeric oleoresin
- Ultramarine blue
- Vegetable Juice

COLORS

Basics of

TTB Formulation



FLAVORS

- For labeling purposes TTB categorizes flavors as:
 - *All Natural*
 - *Natural and Artificial Containing Not More Than 0.1% Artificial Topnote*
 - *Natural and Artificial Containing Greater Than 0.1% Artificial Topnote*
 - *All Artificial*
 - *Non-Flavor – The product is not a flavor (ex: Cloud Emulsion)*
- Must be submitted to our lab for approval before use in a product
- Flavors may contain colors that are required on the label

FLAVORS

Basics of TTB Formulation



FLAVOR INGREDIENT DATA SHEET

Flavor Producer Information

(A) ATF Co. Code: _____ (B) Date: _____
 (C) Company Name: _____ (D) Phone: _____
 (E) ADDRESS: _____ (F) Fax: _____
 _____ (G) Contact Person: _____

(H) Flavor Name: _____
 (J) ATF Number (Form 1678): _____
 (K) Alcohol Range by Volume: _____
 (L) Flavor Product number: _____

(M) Check Appropriate Box:

Approved for Drawback (DrB)
 Approved as No Action (N/A)
 Approved for Export Only (Exp)
 Submitted for ATF Approval
 Not Yet Submitted for ATF Approval

(N) Classification

Natural N&A=<0.1% Topnote N&A>0.1% Topnote Art Non-Flavor

Total Artificial Flavor Content: _____ ppm (Excluding Synthetic Vanillin, Ethyl Vanillin, Synthetic Maltol and Ethyl Maltol)

(O) Flavor Components

Additive	ATF Limitation in finished Product	Amount of additive or Agent present in flavor	Beverage label information based on functionality (Check or list label ingredients that affect the beverage label)
1. Synthetic Vanillin	40.0 ppm	_____ ppm	1. FD&C Yellow # 5 <input type="checkbox"/>
2. Ethyl Vanillin	16.0 ppm	_____ ppm	2. FD&C Yellow # 6 <input type="checkbox"/>
3. Synthetic Maltol	250.0 ppm	_____ ppm	3. FD&C Blue # 1 <input type="checkbox"/>
4. Ethyl Maltol	100.0 ppm	_____ ppm	4. FD&C Blue # 2 <input type="checkbox"/>
5. Ester Gum	100.0 ppm	_____ ppm	5. FD&C Green # 3 <input type="checkbox"/>
6. BVO	15.0 ppm	_____ ppm	6. FD&C Red # 40 <input type="checkbox"/>
7. Sodium Benzoate	1000.0 ppm	_____ ppm	7. Grapeskin Extract <input type="checkbox"/>
8. Gum Arabic /Acacia	10000.0 ppm	_____ ppm	8. Caramel Color <input type="checkbox"/>
9. Propylene Glycol	50000.0 ppm	_____ ppm	9. Annatto <input type="checkbox"/>
10. BHA	(<0.5% of Essential Oil)	<input type="checkbox"/> check if contained	10. Elderberry Extract <input type="checkbox"/>
11. Acetic Acid	1500.0 ppm	_____ ppm	11. Beet Extract <input type="checkbox"/>
12. _____	_____ ppm	_____ ppm	12. Oak Extract <input type="checkbox"/>
13. _____	_____ ppm	_____ ppm	13. _____ <input type="checkbox"/>
14. _____	_____ ppm	_____ ppm	14. _____ <input type="checkbox"/>

(P) Confidential Limited Ingredients Not Shown (CLI)

Check if contained in formula Check if CLI was previously submitted

Beverage Manufacturer / Importer: _____
 Formula # / Serial Number: _____

Flavor Company Rep Signature: _____

Title: _____

Date: 04/13/06

(Q) Beverage Alcohol Manufacturer/Importer

Beverage Manufacturer / Importer: _____ Formula # / Serial Number: _____

Flavor approved on: _____ Notified by: _____ As: _____

Drawback
 No Action
 Export Only

SIGNATURE of ALCOHOL BEVERAGE REPRESENTATIVE: _____

GRAS & RESTRICTED INGREDIENTS

- GRAS
 - Generally Recognized as Safe
- FDA
- How to get an ingredient on the GRAS list
- Restricted Ingredients



Basics of
TTB Formulation

CHECKLIST

- Is the product on an approved formula submission document?
- Is the formula signed?
- Does the formula have a proper registry number?
- Does the formula have a sequential formula number?
- Does the formula contain coloring? If so, is it allowed?
- Does the formula contain flavoring material? If so is all the necessary information present (flavor name, TTB number, company name)? If so how is it classified?
- Does the formula contain any limited ingredients? If so are they within limitation?
- Does the formula contain any restricted or unknown ingredients? If so, are they GRAS?
- Does the formula have the alcohol content of the final product?



Basics of

TTB Formulation

Questions?

“The magic formula that successful businesses have discovered is to treat customers like guests and employees like people.”

~ Thomas J. Peters

Wine Formulation

“Wine improves with age – I like it the older I get.”

~ Unknown

Domestic Wine Production

Wine Form TTB F 5120.29

- Agricultural Wine
- Aperitif Wine
- Fruit Wine
- Retsina Wine
- Carbonated and Sparkling Wines
- Other than Standard Wine



TTB F 5120.29...and beyond!

- Domestic wines are currently submitted on TTB Form 5120.29
 - Item 1 – Name, address, winery no.
 - Item 2 – Class and type of product
 - Item 4 – Formula superseded
 - Item 5 – Formula
 - Item 6 – Process of Production
 - Item 9 – Formula and Label info
 - Item 12 – Formula Number
- Future – TTB F 5100.51
 - Uniform – Single form for all domestic and imported products



Agricultural Wine

- Approved subject to the provisions found under Title 27 CFR 24.200
- Grain, cereal, malt, or molasses are not suitable materials for the production of agricultural wine and may not be brought onto bonded wine premise
- May not be flavored or colored
- The class and type on the labels for these products will state the name of the wine
- If an agricultural wine is mixed or blended with fruit, the wine is Other Than Standard wine (OTS), and will require a statement of composition on the label



Agricultural Wine – Major Types

- Major Types
 - Honey Wine/Mead
 - Sake/Rice Wine
 - Rhubarb Wine
 - Flower Wine
 - Agave Wine
 - Raisin Wine
 - Other Agricultural Wine



Honey Wine / Mead



- Title 27 CFR 24.203
- Produced from fermented honey
- Honey cannot be reduced below 13 degrees brix
- Up to 1,000 pounds of hops may be added
- Final ABV not to exceed 14% and final brix content 35
- Sugar may be added to sweeten
- Seen more often than other agricultural wines



Wine



Sake/Rice Wine

- Title 27 CFR 4.21 (f)(5)
- Produced from rice
- Sake is not a spirit, it is not distilled nor is it a wine because it is not fermented but is brewed from a cereal base.
- Alcohol content varies between 14-17% by volume



Wine

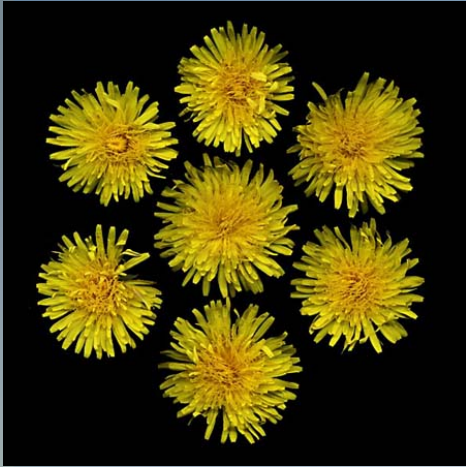
Rhubarb Wine



- Title 27 CFR 4.21(f)
- Agricultural Wine



Wine



Flower Wine

- Title 27 CFR 4.21(f)
- Dandelion Wine
- Rose Hip Wine
- Elderflower Wine



Wine



Agave Wine

- Title 27 CFR 4.21(f)
- Produced from the agave plant or agave juice concentrate
- Different from Tequila or Mezcal because this product is not distilled



Wine



Raisin Wine

- Title 27 CFR 4.21 (f)(4)
- Raisin wine produced from dried grapes
- Raisin wine is sufficient as a class and type designation



Aperitif Wine

- Title 27 CFR 4.21 (g)
- Wine having a alcoholic content of not less than 15%
- Produced from grape wine, containing added brandy or alcohol
- Flavored with herbs and other natural aromatic flavor materials
- With or without caramel color
- Vermouth is a type of aperitif wine
- Aperitif Wine is sufficient as a class and type designation



Wine



Fruit Wine

- Title 27 CFR 4.21 (e)
- Wine produced by
 - the normal alcoholic fermentation of the juice of sound, ripe fruit
 - with or without added fruit brandy or alcohol
- Fruit wine from one fruit must be designated with the name of the fruit with the designation wine
 - Apple Wine, Strawberry Wine, Peach Wine
- Fruit wine not derived wholly from one kind of fruit or berry may be designated as fruit wine or berry wine qualified by a truthful and adequate statement of composition



Retsina Wine

- Title 27 CFR 4.21 (i)
 - Grape table wine flavored or fermented with resin



Sparkling and Carbonated Wine

- Title 27 CFR 4.21(b) and Title 27 CFR 4.21(c)
- Sparkling wine occurs from secondary fermentation in a closed container
- Carbonated wine is a result of other than secondary fermentation in a closed container



Other than Standard Wine (OTS)

- Wines that are not defined under any other class
- Approved subject to the provisions of Title 27 CFR 24.218
- Formula is required
- Made in various ways:
 - By blending different types of finished fruit wine, example Grape wine and Peach wine.
 - When flavors, fruits, extracts, juices, concentrates, spices, essences, or coloring materials are added to wine.



Other than Standard Wine (OTS)

- Percentages are required if blended wines are
 - 2 wines that do not each contribute 40% of the volume of the wine
 - 3 wines that do not each contribute 30% of the volume of the wine
 - 4 wines that do not each contribute 20 % of the volume of the wine
 - Example: 60% Grape wine 40% Peach wine = no percentages
 - Example: 80% Grape wine 20% Peach wine = percentages required
- Generally these require a truthful and adequate statement of composition on the brand label as the class and type designation.



Additional OTS Information

- Mulled Wine is a wine containing spices and requires a Statement of Composition
- May Wine is flavored with woodruff and requires a Statement of Composition
- Sangria is grape wine, usually red wine, with citrus flavors or juices
- TTB approves formulas for OTS Wines that are under 7% alcohol but labeling falls under the FDA



Unusual OTS Wines

- Horseradish-mustard-lovage, lemon wine
- Other than standard onion wine
- ___% Peach, ___% Honey, ___% Spiced wine
- Chocolate Wine fermented with vanilla extract
- Alfalfa-Elderberry Wine
- Oak Leaf Wine = ___% Oak Leaf, ___% Raisin, ___% Orange, ___% Lemon, and ___% Elderflower
- Honey-Lemon-Orange Wine fermented with spices
- Green Tea Wine
- Mint Wine
- Jalapeno Wine



Wine



Special Natural Wines

- Approved per Title 27 CFR 24.195
 - Flavors must be all natural: Herbs, Spices, Fruit Juices, Natural Aromatics, and Natural Essences may be added
 - May contain caramel color, but can not contain certified color
 - Requires a formula approval with a statement of composition



Fortification of Domestic Wine

- Domestic Wines may only be fortified with fruit spirits
 - Example: Grape brandy, citrus brandy, apple brandy
- If the wine and fruit spirit are not kind to kind, then the spirit is required in the statement of composition
 - Example: Peach wine with grape brandy added



Imported Wine

- Wine Specialty – Requires a Statement of Composition
- Agricultural Wines – Requires laboratory analysis or Pre-Import Approval



Pre-Import Approval Process

- Requires a step-by-step description of the process
- Requires a detailed and specific quantitative list of all ingredients in the product such as:
 - Flavor information, which must include flavor producers name and address and ATF/TTB drawback number
 - All ingredients must have GRAS (generally recognized as safe) status
 - Final alcohol by volume of wine is required



Questions?

“We could in the United States make as great a variety of wines as are made in Europe, not exactly of the same kinds, but doubtless as good.”

~ Thomas Jefferson

Distilled Spirits Formulation

"Too much of anything is bad,
but too much of good whiskey is barely enough."

~ Mark Twain

Distilled Spirits

Distilled Spirits Formulation

1. Distilled Spirits Form 5110.38
2. Pre-Import Approval
3. Vodka
4. Whiskey
5. Gin
6. Brandy
7. Applejack
8. Rum
9. Liqueur
10. Tequila
11. Mescal/Mezcal
12. Flavored Brandy
Flavored Rum,
Gin, Vodka,
Whiskey
13. Recognized
Cocktails
14. Advocaat
15. Aquavit
16. Bitters
17. Distilled Spirits
Specialty



TTB F 5110.38...and beyond!

- Domestic DS are currently submitted on TTB Form 5110.38
 - Item 1 – Class and Type of Product
 - Item 2 – Name and Address of Producer
 - Item 3 - Proof
 - Item 4 – Formula Superseded
 - Item 5 – Formula
 - Item 12 – Formula Number
- Future – TTB F 5100.51
 - Uniform – Single form for all domestic and imported products



Pre-Import Approval Process

- Requires a step by step description of the process
- Requires a detailed and specific quantitative list of all ingredients in the product such as:
 - Flavor information, which must include flavor producers name and address and ATF/TTB drawback number
 - All ingredients must have GRAS (generally recognized as safe) status
 - Final alcohol by volume of DS is required



Vodka

- Neutral Spirits distilled or treated after distillation with charcoal or other materials so as to be without distinctive character, aroma, taste, or color
- Must be distilled at or above 95% ABV or 190 proof and bottled at not less than 40% ABV or 80 proof
- Domestic
 - Formula required when citric acid or sugar is added
 - Citric Acid – Max 0.1% by volume
 - Sugar – Max 0.2% by volume
- Imported
 - Lab analysis is needed



Distilled Spirits



Whiskey

- Spirits distilled from a fermented mash of grain
- Distilled at less than 95% ABV, or 190 proof and bottled at not less than 40% ABV, or 80 proof
- Many different varieties
- Storage in certain types of containers requires storage proof
 - Ex. Charred or uncharred oak
 - New or used containers
- Storage proof is required



Distilled Spirits



Gin

- **Distilled Gin**
- Gin produced from original distillation from mash with or over juniper berries and other aromatics or their extracts, essences, or flavors
- Domestic
 - No Formula
- Imported
 - Pre Import
- **Redistilled Gin**
- Gin produced by redistillation of distilled spirits with or over juniper berries and other aromatics or their extracts, essences, or flavors
- Domestic
 - Formula
- Imported
 - Pre Import
- **Compounded Gin**
- Gin produced by mixing neutral spirits with juniper berries and other aromatics or their extracts, essences, or flavors
- Domestic
 - Formula
- Imported
 - Pre Import

Brandy

- Spirits distilled from the fermented juice, mash, or wine of fruit or from its residue
- Distilled at less than 95% ABV, or 190 proof, bottled at not less than 40% ABV, or 80 proof
- Having the general taste, aroma, and characteristics generally attributed to brandy
- Different Types
 - Immature Brandy
 - Grappa
 - Fruit Brandy
 - Pomace Brandy
 - Neutral Brandy



Applejack

- Mixture of at least 20% on a proof gallon basis of apple brandy that has been stored in oak containers for not less than 2 years, and not more than 80% on a proof gallon basis neutral spirits
- Bottle at not less than 40% ABV, or 80 proof
- Domestic – Formula required
- Imported – Lab Analysis required



Distilled Spirits



Rum

- Spirits distilled from fermented juice of sugar cane, sugar cane syrup, sugar cane molasses, or other sugar can by-products.
- Distilled at less than 95% ABV, or 190 proof and bottled at not less than 40% ABV, or 80 proof
- Having the taste, aroma, and characteristics generally attributed to rum
- Domestic – Formula required only if harmless coloring, flavoring, or blending materials (HCFBM) are added
 - Can't exceed 2.5% of the final product
 - Doesn't need to be stated on the label
- Imported – No Pre Imported needed

Distilled Spirits



Tequila

- Spirits distilled in Mexico in compliance with the laws and regulations of the Mexican Government
- From a fermented mash derived principally from the Agave Tequilana Weber (“blue” variety)
- With or without additional fermentable substances
- Having the general tastes, aroma, and characteristics generally attributed to Tequila
- No blending or coloring material allowed
- Bottled at not less than 40% ABV, or 80 proof
- Domestic – NOT A DOMESTIC PRODUCT
- Imported – No Pre-Import needed

Mescal/Mezcal

- Spirits distilled in Mexico in compliance with the laws and regulations of the Mexican Government
- From a fermented mash derived principally from the mescal plant
- With or without additional fermentable substances
- Having the general tastes, aroma, and characteristics generally attributed to mescal
- No blending or coloring material allowed
- Bottled at not less than 40% ABV, or 80 proof
- Domestic – NOT A DOMESTIC PRODUCT
- Imported – No Pre-Import needed



Liqueur/Cordial

- Flavored spirits product containing not less than 2½% by weight sugar, dextrose, levulose or a combination thereof
- Made by mixing or redistilling any class or type of spirits with or over fruits, flowers, plants or pure juices therefrom or other natural flavoring materials or with extracts derived from infusions, percolation or maceration of such materials



Liqueur/Cordial

- Domestic – Formula required
- Imported – Pre-Import Approval needed
- Types of Liqueurs
 - Sloe Gin
 - Triple Sec
 - Peppermint Schnapps
 - Sambuca
 - Amaretto
 - Rock and Rye



Flavored Brandy, Rum, Gin, Vodka, Whiskey

Distilled Spirits

- Spirits flavored with natural flavoring materials, with or without the addition of sugar, bottled at not less than 30% alcohol by volume (60 proof)
- The name of the predominant flavor shall appear as part of the class and type designation, e.g., “Apricot Flavored Brandy”



Flavored Brandy, Rum, Gin, Vodka, Whiskey

Distilled Spirits

- Wine may be added up to 15% by volume of the finished product provided at least 12½% of the wine is derived from the base commodity that corresponds to the labeled flavor of the product. If not, or if the wine addition exceeds 15% by volume of the finished product the classes and/or types and percentages (by volume) of the wine must be stated as part of the class and type designation
- Domestic – Formula required
- Imported – Lab Analysis needed



Distilled Spirits



Recognized Cocktails

- Mixed drinks that have gained “trade” and “consumer” recognition.
- Contain one or more classes and /or type of distilled spirits with flavoring and/or coloring materials.
- Domestic – Formula Required
- Imported – Pre Imported Approval needed

Distilled Spirits



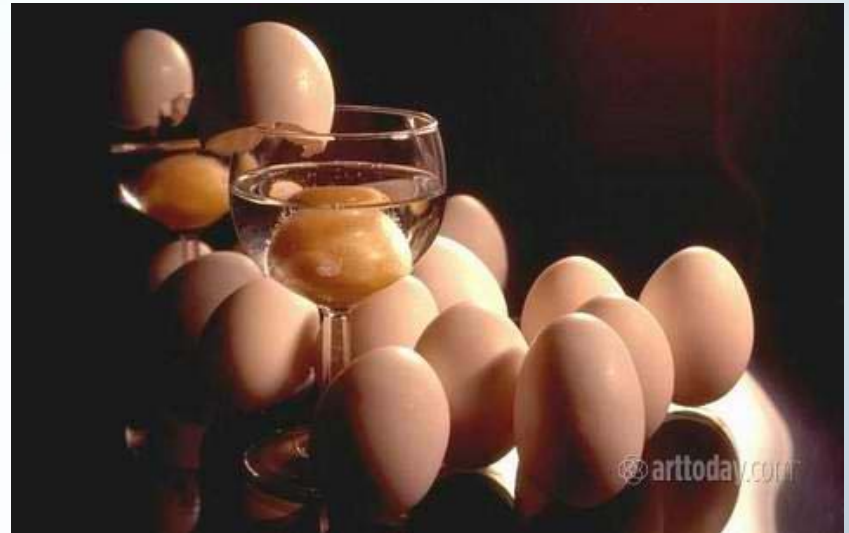
Recognized Cocktails

- Requires a SOC on the label
 - May only need to state spirit and any coloring materials
- Examples
 - Margarita
 - Bloody Mary
 - Egg Nog

Distilled Spirits

Advocaat

- Advocaat is sufficient as a class and type
- Egg Flavored distilled spirits product
- Domestic – Formula Required
- Imported – Pre Imported Approval needed



Aquavit

- Aquavit is sufficient as a class and type
- Caraway flavored distilled spirits product
- Domestic – Formula Required
- Imported – Pre Imported Approval needed



Bitters

- Bitters is sufficient as a class and type
- Distilled spirits product distinguished by its bitterness
- Produced by blending extracts of plants, seeds, herbs, barks and/or roots with any class and/or type of distilled spirit
- Domestic – Formula Required
- Imported – Pre Imported Approval needed



Distilled Spirits Specialty

- Distilled spirits not defined under any other class
- Generally, any class and/or type of distilled spirits that contains or are treated with flavoring and/or coloring materials and /or nonstandard blending or treating materials or processes
- Aguardiente – means spirit. Is not a defined class and type, and most are DSS requiring a SOC



Distilled Spirits Specialty

- Domestic – Formula Required
- Imported – Pre Import Approval Required
- Requires a truthful and adequate statement of composition, however a distinctive or fanciful product name with a statement reflecting the composition and character of the product is sufficient as a class and type, e.g., “Fanciful name SOC = Spiced Rum, Rum with Spice Flavor”



Distilled Spirits Specialty

- Interesting DSS Products
 - Vodka or Gin with colors
 - DSS products that are infused
 - DS products containing caffeine



Questions?

"I pity them greatly, but I must be mum, for how could we do without sugar and rum"

~ William Cowper

Beer and Malt Beverages

“Not all chemicals are bad. Without chemicals such as hydrogen and oxygen, for example, there would be no way to make water, a vital ingredient in beer.”

~Dave Barry

Malt Beverage

Beer and Malt Beverage Formulation



- Formula Submission and TTB F 5100.51
- Flavored Malt Beverages
- Treasury Decision 21
- Other Products



Beer and Malt Beverage Formulation

Malt Beverage



- Domestic Malt Beverages are currently submitted on producer's letterhead.
- Imported Malt Beverages are currently submitted by importers on producer's letterhead.
- Future – TTB F 5100.51
 - “Uni-form” or single form for all domestic and imported products

Malt Beverage



TTB F 5100.51

- New requirement for beer and malt beverages.
- Brings malt beverages more in line with wine and distilled spirits requirements.
- Form requires:
 - Complete list of ingredients
 - Method of manufacture
 - Alcohol content of the flavors, the malt base, and the final total.

Malt Beverage

What Products Need to be Submitted for Formula Approval?



- In general, any product that has:
 - Flavors added
 - Colors added
 - Spices added
 - Fruit or honey added
 - Anything outside of the standard brewing ingredients of barley (or an adjunct such as rice, corn, or wheat), hops, water, and yeast.
- Any fermented product that will be treated by any processing, filtration, or other method not generally recognized as the traditional process.



Flavored Malt Beverages

- Any malt beverage product that has flavored added
- Flavors can be alcoholic or non-alcoholic
- Will require a statement of composition
 - Description of what is in the product.
 - Example – Malt beverage with natural flavors added



Treasury Decision 21

- Effective January, 2006
- If the final ABV is less than 6%, at least 51% of the alcohol in the final product must come from the malt base, up to 49% of the alcohol in the final product can come from the flavor.
- If the final ABV is greater than 6%, no more than 1.5% of the volume of the malt beverage can consist of alcohol from flavors.
- If there is ANY alcohol in the added flavors, a ABV must be listed on the label.



Other Products that Require Formula Submission

- Alcohol Free Malt Beverages
 - lab analysis needed
- Ice beer
 - formula only
- Malt beverages labeled all natural
 - formula only
- Non-alcoholic malt beverage
 - formula only
- Wit beers
 - formula only



Conclusion and Questions?

“He was a wise man who invented beer.”
~Plato

Resources

- <http://www.ttb.gov/publications/>
 - A list of all of TTB's industry circulars, rulings, and the beverage alcohol manual.
- <http://www.ttb.gov/forms/index.htm>
 - Access to all of TTB's forms.
- <http://www.gpoaccess.gov/cfr/index.html>
 - Access to the entire Code of Federal Regulations online.

