

# Tax Application Online Product Registration

External User Guide

November 2025

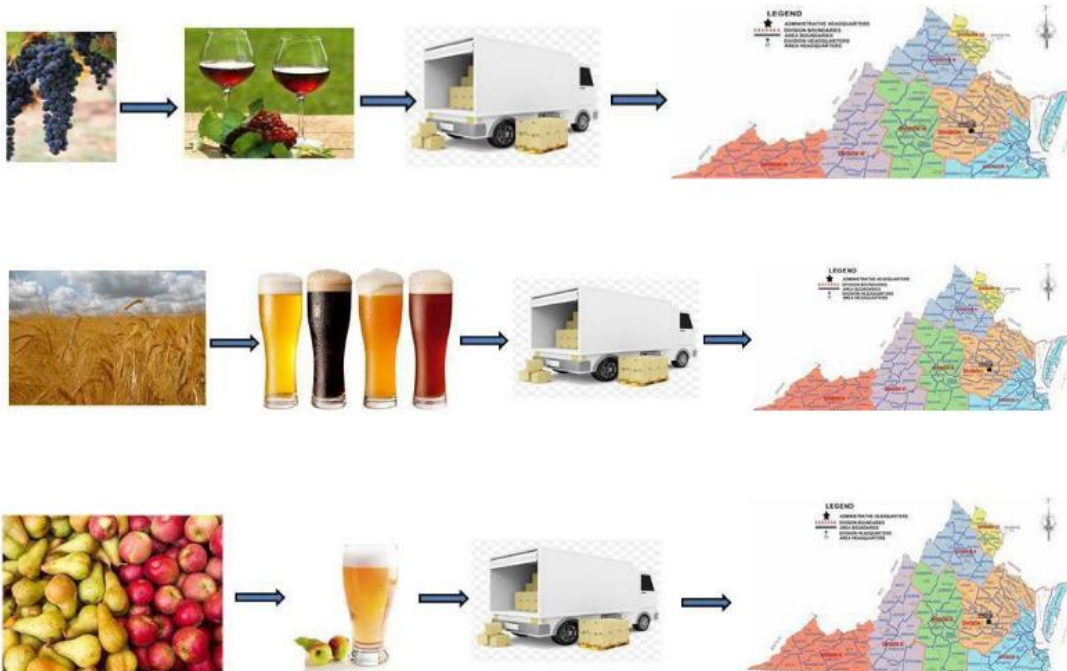
# Table of Contents

|   |           |
|---|-----------|
| <b>Introduction</b> .....   | <b>2</b>  |
| <b>About The Application</b> .....  | <b>2</b>  |
| <b>Statutes and Regulations:</b> .....  | <b>3</b>  |
| Logging In (Existing User).....   | 4         |
| Logging In (New User) .....   | 5         |
| <b>Franchise Registration</b> .....   | <b>5</b>  |
| Preparing to Submit.....  | 5         |
| Introduction .....  | 5         |
| <a href="#">What documentation is required with the submission?</a> .....             | 5         |
| What methods do I have for submission? .....  | 7         |
| Submitting Franchise Registration Online .....  | 8         |
| Franchise Registration – Filling out the web form.....                                | 8         |
| Franchise Submission: Review, edit, or cancel .....                                   | 14        |
| Franchise Submission History .....  | 16        |
| Franchise Termination Guidelines .....  | 16        |
| <b>Labels (Product Approval)</b> .....  | <b>17</b> |
| Preparing to Submit.....  | 17        |
| Introduction .....  | 17        |
| <a href="#">What documentation is required with the submission?</a> .....             | 17        |
| Submitting Labels Online.....   | 19        |
| Label - Filling in Webform.....   | 19        |
| Label Submission History .....  | 28        |
| Product Approval FAQ's .....  | 29        |
| <b>Glossary</b> .....   | <b>29</b> |
| <b>Appendix A: Signup for an Account Central Account</b> .....                        | <b>33</b> |
| <b>Appendix B: How to scan your labels to ensure readability</b> .....                | <b>34</b> |
| <b>Appendix C: Requirements for Combination packages approval</b> .....               | <b>35</b> |
| <b>Appendix D: Obtain a Brand Owners writing Authorization to import letter</b> ..... | <b>35</b> |

## Introduction

The Virginia Alcoholic Beverage Control Authority's website provides access to the Tax Management Application. The website also guides creating an account, logging in to Account Central, and getting help. If you already have an Account Central account, creating another account to use the Tax Management Application is unnecessary.

This information is for wineries, cideries, and breweries, or wine, cider, and beer wholesalers, suppliers, and importers. Virginia ABC regulates the sale and movement of beer, wine, and cider products into and within the state of Virginia, as well as the approval of product labels and franchise agreements. Virginia Regulations require that each malt beverage, wine, cider, and all low-alcohol beverages (spirits with an ABV of 7.5% and below) be approved by the Virginia ABC Board prior to being sold in the state.



## About The Application

The Tax Management Application provides a way for you to electronically:



- Register labels for wine, malt beverages, cider, and low-alcohol beverage products for sale in the Commonwealth of Virginia.
- Register Importers and Franchise Owners of wine, malt beverages, cider, and low-alcohol beverage products to be sold in the Commonwealth of Virginia.
- Manage your label requests
- Print payment stubs for cash/check (Shopping Cart) or submit online payments

The Welcome screen features a left navigation bar with menu options. Click any button to select it.

Do not use the Back button in your Web browser to return to a previous page in the Tax Management application. Many screens in the application have a Previous button that you can click to return to the previous page.

Most fields (data entry points) within the application require you to enter information. If you do not enter information in a required field, you will receive an advisory message. You will not be able to save until the required data is entered.

#### Action Button Guide:

| Symbol   | Description  | Function  |
|--|--------------|---|
|  Update | Up Arrow     | View or revise an entry. (In Pending Review Status) |
|  Cancel | Circle Red X | Cancel or Delete an entry                           |

After 10 minutes of inactivity, your session will timeout. If you wish to continue working after the timeout, you can log out and log in again immediately. You do not have to contact your system administrator. However, any label or importer/franchise registration applications that were started and not finished will be lost.

## Statutes and Regulations:

Below are key statutes and regulations associated with product label approvals and franchise designation applications.

***There is a \$30 requirement for processing each label submitted. This \$30 submission is non-refundable. In some instances, a \$30 credit can be issued to the applicant. This credit is available to the applicant for a 12-month period and may be applied to a future product approval submission. If the credit is not utilized by the applicant in the allotted 12-month period, that credit then becomes non-refundable and is no longer available to the applicant.***

### Product Approval

- Virginia Administrative Code [Chapter 40](#) defines the statutory requirements for Product Approval.
- Procedures for acceptable wine and beer product labels can be found at [3VAC5-40-20](#).

### Franchise Agreements

- Primary area of responsibility [§ 4.1-404](#) - Each wholesaler must designate territories in which it wants to distribute each brand.
- Franchise Termination [§ 4.1-406](#) or [§4.1 - 505](#). Cancelling a franchise agreement with a wholesaler.
- Notice of Intent to Terminate [§ 4.1-407 \(winery\)](#) or [§4.1 -506 \(brewery\)](#) - Shall provide written notice at least ninety days prior to amending, terminating, or not renewing any agreement.
- Licenses [§4.1-207 \(winery\)](#) & [§4.1-208 \(brewery\)](#) - Authorize the licensee to manufacture, sell, deliver, and ship in accordance with the law.

For questions regarding the Code of Virginia, please contact the [Virginia ABC Compliance Unit](#)

### Disclaimer:

This guide is for informational purposes only. Nothing in this guide supersedes or replaces the Code of Virginia. Please refer to [Title 4.1](#) of the Virginia Alcoholic Beverage Control Act and [Title 3](#) of the Virginia Administrative Code for a complete list of statutes and regulations.

### Contract Brewing

- Under Virginia Code section 3VAC5-60-110 (Contract Brewing), - a licensed brewery may manufacture beer bearing the brand of another brewery, as long as there is a written

agreement between both parties.

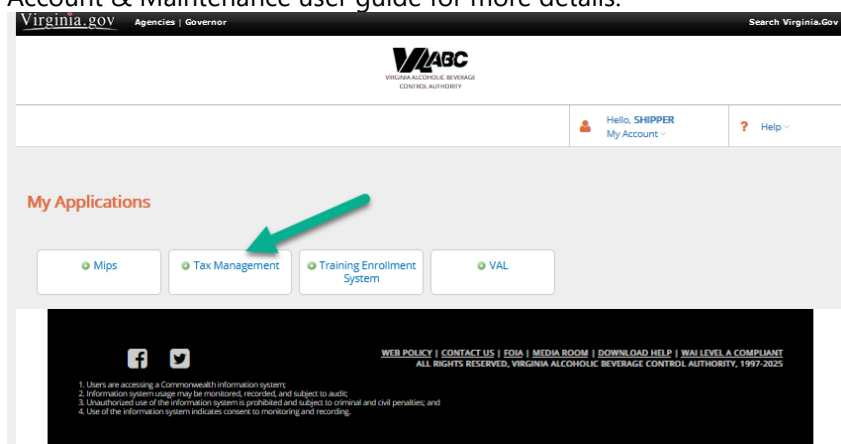
- Breweries: When applying to get a product approved, you must notify Virginia ABC at that time if the beer was manufactured through the Contract Brewing Process.
- There are two acceptable methods for getting product labels approved.
  - Submitting a letter from the “producer brewery” or the “owner brewery” stating that the beer was produced and bottled by Brewery A (producer) for Brewery B (owner), and proof of their agreement.
  - Submitting the labels that have the statement, Produced and Bottled by Brewery A for-Brewery B, and proof of their agreement

**Note:** If you have established an Account Central account, log in using your Account Central login ID and password. If you do not have an Account Central account with Virginia ABC (for example: WebTax) you will need to create an account by clicking the Sign up for an Account Central account link. See Sign up for an Account Central account in Appendix A for instructions on how to create an Account Central account.

## Getting Started

### Logging In (Existing User)

Log in to your Account Central Account and select the “Tax Management” link within your list of available applications. NOTE: Menu options will differ based on which Account access you are granted. License Administrators will have access to all menu options, while child-approved access requests will be granted access to certain pages. Please see the Access Account & Maintenance user guide for more details.



The Welcome screen appears as the default.

The Tax Management Application lists menu options in the left navigation panel that your accounts have access to.

To select a menu item:

- Click the menu item in the left navigation panel

#### Product Registration →

- Franchise Designation - Apply for a Franchise
- Product Labels - Submit and manage Label submissions
- Unlicensed Entities – Request an unlicensed entity number

#### Payments →

- Submit a Payment – Submit, print, and remit payment for Labels
- Payment History – View payments made and label credit history for the user account

#### Account Maintenance →

- Update Contact Information (License Administrator) – ability to add additional recipients for corresponding emails associated with the License.
- My Access Requests – Manage your account, including password and security, or submit new access requests.
- Approve Access (License Administrator) – Approve access to your licenses that you are the License Administrator for.
- Manage Access (License Administrator) – Manage access to the licenses you are the administrator for.

## Logging In (New User)

Request an Account Central Account by clicking on “Don’t have an account? Signup.”

## Franchise Registration Preparing to Submit

### Introduction

The Franchise Registration process establishes relationships between Brands and Distributors within defined Virginia territories. This form is required to sell a product in Virginia and also required for submission of product labels for a given Brand.

If you are a Virginia Winery or Brewery not selling your product outside of Virginia, you will only be required to designate that decree and upload supporting documentation.

### What documentation is required with the submission?

Franchise Designation forms are used in Virginia to legally assign territories to wholesalers for distributing specific brands of wine, beer, and cider. When submitting the Franchise Designation form, applicants must adhere to the following requirements. Before you begin to fill out the Franchise Registration form, be sure to have the following documentation ready:

#### **Required Documentation for Online Submissions**

- If you are a Virginia entity not selling your product outside of Virginia:
  - Have a letter of Due diligence available to upload.
- If you are anyone else:
  - Have a Letter of Authorization between the Brand Owner and Distributor ready for upload.

- Using a negotiant not previously registered with Virginia?
  - Have Attachment C ready for upload.
- Removing or adding already allocated territories?
  - You will need to provide Virginia ABC with a letter of release or arrangement. Release letters are required for territory reassignment for brand (s) and brand extensions between wholesalers. Newly assigned territories will not be approved unless the franchise designation documentation has been completed and submitted to the Product Approval Department.
- Adding a Brand Name not previously registered with Virginia ABC?
  - You will need to upload an image of the Brand's label.
- The company printed on the label as the Producer and or Bottler is considered to be the brand owner if no other proof of ownership is provided. Examples of proof of ownership:
  - Federal Basic Permit/Fictitious Name Registry/Trade Name documents.
  - Trademark ownership document
  - Contract Agreement or Bottler Letter
    - This letter is from the company printed on the label as the producer and/or bottler stating the product was produced and/or bottled for the company applying.
- Franchise Agreement documentation and product label approvals can be submitted at the same time, but the Franchise Agreement documentation must be approved before the product label can be approved.
- Any incomplete, incorrect, or missing information from the application will delay processing. The application will be held open for 12 months, allowing the applicant time to submit the required information. After 12 months, the application will be considered "void" and no longer acceptable.
- There is **no fee** to process Franchise Agreement documentation.
- Only one distributor can be assigned to a city or county. Towns fall within the county unless divided by a highway number, river, or some other distinguishing marker.
- Partial territories include parts of a city or county that are divided by a highway number, river, or some other distinguishing markers.
- The importer's and/or wholesaler's license MUST be active to process the Franchise agreement documentation.
- Release letters are required for territory reassignment for brand (s) and brand extensions between wholesalers. Newly assigned territories will not be approved unless the franchise designation documentation has been completed and submitted to the Product Approval Department.

#### **Required Documentation for Mailed-In Forms**

- Completed Franchise Designation form
- The company printed on the label as the Producer and or Bottler is considered to be the brand owner if no other proof of ownership is provided. Examples of proof of ownership:
  - Federal Basic Permit/Fictitious Name Registry/Trade Name documents

- Trademark ownership document
- Contract Agreement or Bottler Letter
  - This letter is from the company printed on the label as the producer and/or bottler, stating the product was produced and/or bottled for the company applying.
- Franchise Agreement documentation and product label approvals can be submitted at the same time, but the Franchise Agreement documentation must be approved before the product label can be approved.
- Adding a new brand name: the franchise may be submitted, but will only be reviewed when a label has been submitted for approval under the same brand name (due to us not accepting paperwork for new brands without them having a label they have paid for under the brand)
- Any incomplete, incorrect, or missing information from the application will delay processing. The application will be held open for 12 months, allowing the applicant time to submit the required information. After 12 months, the application will be considered “void” and no longer acceptable.
- There is **no fee** to process Franchise Agreement documentation.
- Only one distributor can be assigned to a city or county. Towns fall within the county unless divided by a highway number, river, or some other distinguishing marker.
- Partial territories include parts of a city or county that are divided by a highway number, river, or some other distinguishing markers.
- The importer’s and/or wholesaler’s license MUST be active to process the Franchise agreement documentation.
- Release letters are required for territory reassignment for brand (s) and brand extensions between wholesalers. Newly assigned territories will not be approved unless the franchise designation documentation has been completed and submitted to the Product Approval Department.

## What methods do I have for submission?

When you are ready to submit your Franchise Registration form, you can either print and manually fill out the form or proceed with online submission.

### Manual Form

You will find a PDF version of the form on the Virginia ABC website: <https://www.abc.virginia.gov/tax/bwcrpt/>

**Mailing Address:**

Virginia Alcoholic Beverage Control Authority  
 Attn: Product Approval Department  
 P.O. Box 3250  
 Mechanicsville, VA 23116

**Overnight Address:**

Virginia Alcoholic Beverage Control Authority  
 Attn: Product Approval Department  
 7450 Freight Way  
 Mechanicsville, VA 23116

## Online Submission Form

Proceed to the next section for instructions on submitting the form online.

For Questions, please reach out to the following ABC Departments based on the following subjects.

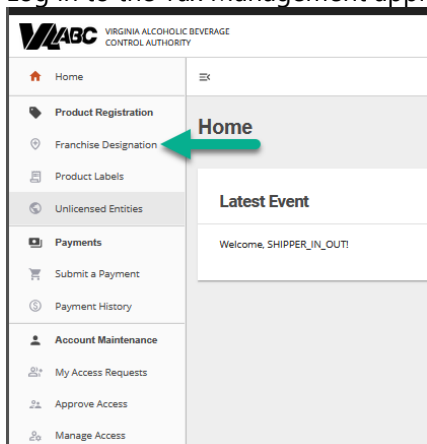
- Franchise Designation forms and supporting documents are only required for a new brand or when you are updating or making changes to an existing brand.
- Product Approval, Product Label, please contact ABC Product Approval at [TAXappinfo@virginiaabc.com](mailto:TAXappinfo@virginiaabc.com). Unlicensed Entity Inquires, Tax Reports(Wine/Malt) -**Coming Soon**, Please contact ABC Tax Examiner at [TAXappinfo@virginiaabc.com](mailto:TAXappinfo@virginiaabc.com)
- Account Access ( License Admin or License Access Accounts). Please contact the ABC Tax Examiner at [Taxappinfo@virginiaabc.com](mailto:Taxappinfo@virginiaabc.com)

## Submitting Franchise Registration Online

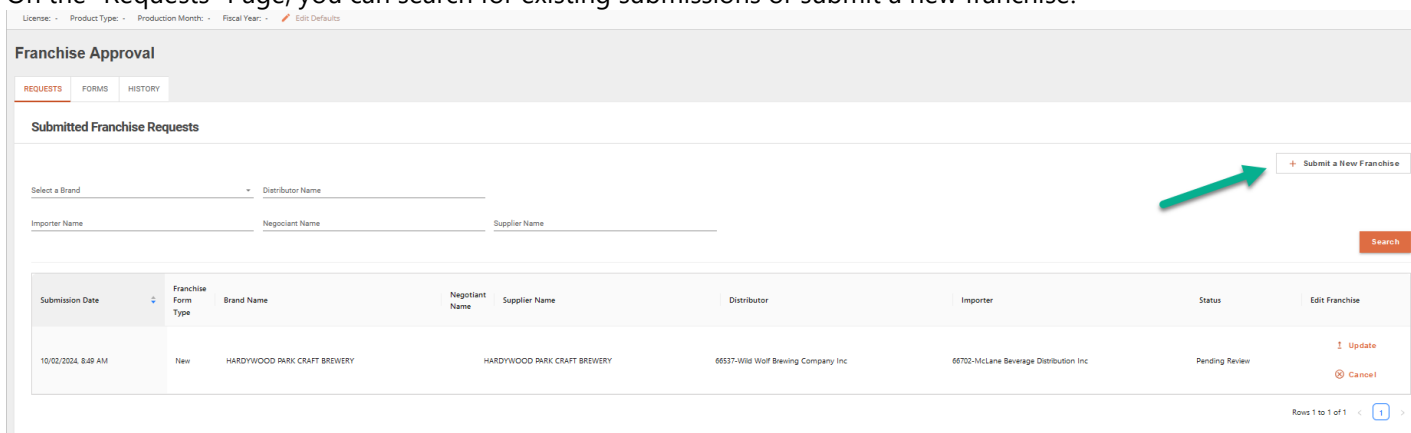
### Franchise Registration – Filling out the web form

Please follow the steps below to submit your Franchise Registration form online. **Note:** Your navigation menus may look different depending on the level of access your user account has.

1. Log in to the Tax Management application and navigate to the Franchise Designation menu option.



2. On the "Requests" Page, you can search for existing submissions or submit a new franchise.



3. For a new submission, please click on the "Submit a New Franchise" button.



4. Respond to the following question: "Are you a Virginia entity that will not be selling your products outside of Virginia?" (Please read the note below this question if you currently have a franchise designation on file for distribution)

### Submit or Modify a Franchise

Are you a Virginia entity that will not be selling your products outside of Virginia?  
If you currently have a franchise designation on file for distribution, please select **NO** if you do not want to remove the current distribution from your brand.

Yes  No

5. If "YES":
- o Click the radio button next to "Yes". The screen will require you to upload a Due Diligence letter, then select or add a brand, and enter the brand owner. This is all you need to do unless you decide to sell your product elsewhere in the future.
  - o If No, or this scenario does not apply, please proceed to step 8 after selecting the radio button next to "No."

### Submit or Modify a Franchise

Are you a Virginia entity that will not be selling your products outside of Virginia?  
If you currently have a franchise designation on file for distribution, please select **NO** if you do not want to remove the current distribution from your brand.

Yes  No

Select or Add a Brand \*

Brand Owner \*

Click or Drag and Drop a file here to upload your  
**Due Diligence Upload \***  
(Required)

Signature

Submit

Form is not valid until reviewed and approved by Virginia ABC. You will receive an email with approval or rejection details.

**Note:** If you previously had an approved Franchise form and are now changing to where you will not be selling outside of Virginia, it will remove all associated Distributors from the selected Brand. This will remove territories allocated to that distributor as well.

6. Select or Add a Brand Name. **Note:** that the Brand Names accessible are either already associated with your selected Brand Owner or do not have a Brand Owner associated yet within our system. You may also add a new Brand as well.

7. Apply your signature

8. Click Submit

If you select "No"

**Submit or Modify a Franchise**

Are you a Virginia entity that will only be selling your product at your establishment?

Yes  No

Select or Add a Brand

HARDY

- ED HARDY (Wine)
- ED HARDY (Malt Beverage)
- GEOFF HARDY (Wine)
- HARDYS (Wine)
- HARDYWOOD PARK CRAFT BREWERY (Malt Beverage)
- THOMAS HARDY'S (Malt Beverage)
- Add "HARDY"

a. If entering an existing Brand

I. Type in the existing Brand name, and the existing brand owner and distributor will display on the form.

**Submit or Modify a Franchise**

Are you a Virginia entity that will be not be selling your products outside of Virginia?

Yes  No

Brand\*

CRYPTIC (WINE) x

Brand Owner\*

PURPLE WINE COMPANY LLC

Using Negotiant?

Designated Distributor\*

67291 - Virginia Eagle Distributing Company LLC

Supplier Name\*

VA Importer\*

VA Importer

VA Importer is required

**Note:** If you would like to modify the brand owner, select the brand owner field, and type the new brand owner name.

b. If you add a new Brand, you will be required to enter the Brand Name and upload a label image.

**Note:** This does NOT serve as a replacement for the label submission process.

I. To add a new Brand, enter the name of the Brand and click Add "[name of Brand]"

Are you a Virginia entity that will only be selling your product at your establishment?

Yes  No

Select or Add a Brand

HADY|

Add "HADY"

- II. A new window will display for you to enter your new Brand Name and product type. Click on "Add Brand" to add.

### Add a Brand

New Brand Name

CRYTAL

Product Type

Cancel

Add Brand

### Add a Brand

New Brand Name

HRDY

Product Type

Select a type...

Cider

Low Alcohol Beverage

Malt Beverage

Wine

Are you a Virginia entity that will be not be selling your products outside of Virginia?

Yes  No

Select or Add a Brand \*

NEW BRAND - HRDY|

Brand Owner \*

Using Negotiant?

Designated Distributor \*

Supplier Name \*

VA Importer \*



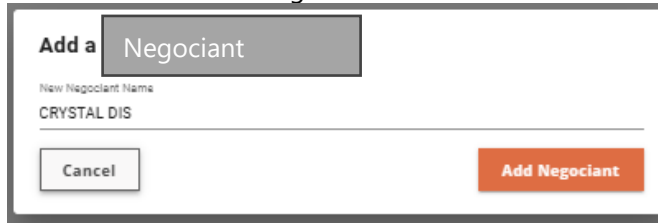
Click or Drag and Drop a file here to upload your  
**Label Image Upload**  
(Required)

Note: Please upload a label image for new brand, This does NOT serve as a replacement for the label submission process

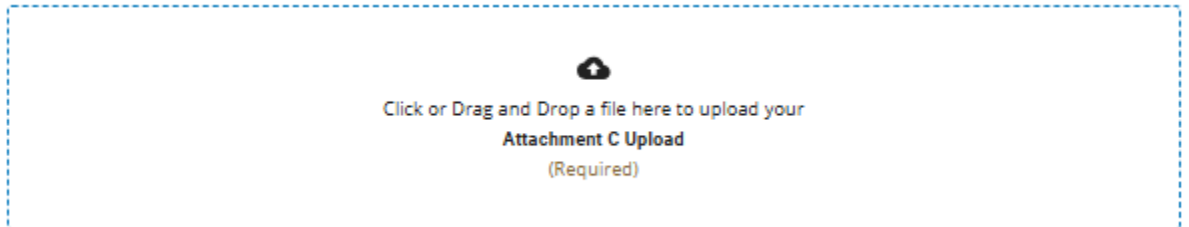
III. Enter the Brand Owner's information.

9. Indicate if using a negotiant by selecting the check box. If checked:

- o Enter the Negotiants Name
- o If this is a new Negotiant, click "Add [name of negotiant]". A new window will display asking with the new negotiant's name. Click on "Add Negotiant" to add.



- o This will initiate a new required documentation upload link to provide the "Attachment C" for the new negotiant.



10. Enter the Designated Distributor (if applicable) by searching in the new window that opens when clicking on the field. You can reduce your search results by entering at least 3 characters in the License Number, Trade Name, or Company name filter options.

**Select a Distributor** ×

License Number

Trade Name  Company Name

**Search**

| License Number | Company Name                     | Trade Name                       | Tax Type | Address  |
|----------------|----------------------------------|----------------------------------|----------|--|
| 68579          | Hardywood Park Craft Brewery LLC | Hardywood Park Craft Brewery LLC | Brewery  | 2410 Ownby LN<br>Richmond, VA 23220                |
| 74732          | Sweetwater LLC                   | Sweetwater Tavern                | Brewery  | 14250 Sweetwater LN<br>Centreville, VA 20121       |
| 750015         | The Veil Brewing Company LLC     | The Veil Brewing Company         | Brewery  | 1200 Westover Hills BLVD<br>Richmond, VA 232254434 |

11. Enter the Supplier name (if applicable) by typing their name

- If this is a new supplier, click "Add [supplier name]". A new window will display to enter the new supplier's name., Click on "Add Supplier" to add.



12. Search the system for the VA Importer by clicking the field to open the search window. You can reduce your search results by entering at least 3 characters in the License Number, Trade Name, or Company name filter options.

Select a Importer ×

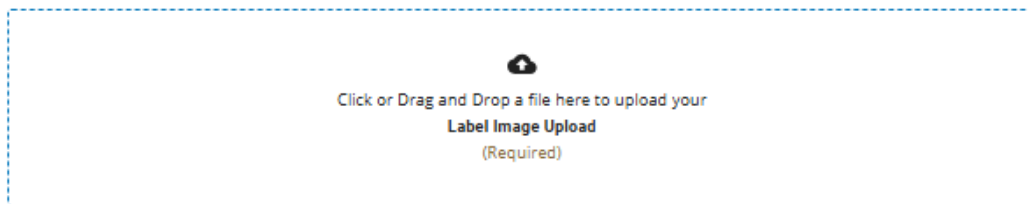
License Number

Trade Name  Company Name

**Search**

| License Number | Company Name                      | Trade Name                       | Address                                      |
|----------------|-----------------------------------|----------------------------------|--|
| 66476          | Chehalem Inc                      | Chehalem                         | 31190 NE Veritas LN<br>Newberg, OR 971326958 |
| 66702          | McLane Beverage Distribution Inc  | McLane Beverage Distribution Inc | 56 McLane DR<br>Fredericksburg, VA 224061147 |
| 66708          | RB Wine Associates LLC            | Rack & Riddle                    | 499 Moore LN<br>Healdsburg, CA 954484825     |
| 66848          | Treasury Wine Estates Americas Co | Treasury Wine Estates Americas   | 655 Airpark RD<br>Napa, CA 945586272         |
| 67216          | Damna Raveranac LLC               | Damna Raveranac                  | 1110 Brickell AVE<br>308 ST                  |

13. Upload an image of the label. **New Brands Only added to Franchise Designation form require this**



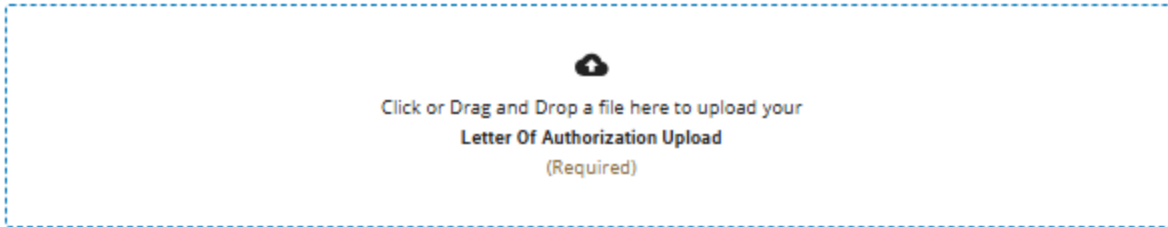
Note: Please upload a label image for new brand. This does NOT serve as a replacement for the label submission process

14. Select your territories by indicating whether it's full or partial.

- If Partial, please provide the details for the partial area for which you will request allocation for this territory by clicking on the territory name that has been changed into a link. Once clicked, a new window will open for you to enter this data.
- If choosing "Military Institution," you will be required to identify which Military Institution(s) is/are covered.

|                     |                       |                       |                                  |                   |                       |                       |                                  |                               |                       |                                  |                                  |
|---------------------|-----------------------|-----------------------|----------------------------------|-------------------|-----------------------|-----------------------|----------------------------------|-------------------------------|-----------------------|----------------------------------|----------------------------------|
| ROCKINGHAM (CO)     | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | RUSSELL (CO)      | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | SALEM (IC)                    | <input type="radio"/> | <input type="radio"/>            | <input checked="" type="radio"/> |
| SCOTT (CO)          | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | SHENANDOAH (CO)   | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | SMYTH (CO)                    | <input type="radio"/> | <input type="radio"/>            | <input checked="" type="radio"/> |
| SOUTH BOSTON (IC)   | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | SOUTHAMPTON (CO)  | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | SPOTSYLVANIA (CO)             | <input type="radio"/> | <input type="radio"/>            | <input checked="" type="radio"/> |
| STAFFORD (CO)       | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | STAUNTON (IC)     | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | SUFFOLK (IC)                  | <input type="radio"/> | <input type="radio"/>            | <input checked="" type="radio"/> |
| SURRY (CO)          | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | SUSSEX (CO)       | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <a href="#">TAZEWELL (CO)</a> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/>            |
| VIRGINIA BEACH (IC) | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | WARREN (CO)       | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | WASHINGTON (CO)               | <input type="radio"/> | <input type="radio"/>            | <input checked="" type="radio"/> |
| WAYNESBORO (IC)     | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | WESTMORELAND (CO) | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | WILLIAMSBURG (IC)             | <input type="radio"/> | <input type="radio"/>            | <input checked="" type="radio"/> |
| WINCHESTER (IC)     | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | WISE (CO)         | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | WYTHE (CO)                    | <input type="radio"/> | <input type="radio"/>            | <input checked="" type="radio"/> |
| YORK (CO)           | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |                   |                       |                       |                                  |                               |                       |                                  |                                  |

15. Upload your "Letter of Authorization" with the link provided



16. Click on the check box to agree to the certification statement.

- I certify that a licensed Virginia Importer is entitled to (i) sell and deliver or ship such brand or brands into the Commonwealth of Virginia and established written agreements of a definite duration and (ii) within the meaning of the Wine Franchise Act (§4.1-400 et seq., Code of Virginia) and the Beer Franchise Act (§4.1-500, et seq., Code of Virginia), on behalf of the brand owner, as its authorized representative, with each wholesale licensee to whom the importer sells such brand or brands.

I further certify that on **(Today's Date)** a copy of this Franchise Designation Form was sent via electronic or regular mail to the individual whose name and title appear as the Designated Distributor.

Territory Designations shall be effective upon their acceptance by the Board. Should the Designated Distributor object to any part of the Territory designated herein, within 10 business days of its receipt of the Franchise Designation Form, the Designated Distributor may submit to both the Board Secretary and the Supplier written notice specifying each objection and the reason for the objection.

17. Apply your signature

18. Click Submit

**Note:** During review, Virginia ABC may reach out to you for clarification or to request additional documentation.

### Franchise Submission: Review, edit, or cancel

1. Navigate to the Franchise Designation menu option within the Tax Management application where it will display all submissions in "Pending Review" status in the Requests tab. **Note:** Any submissions that are still in "Pending Review" status can be opened, and edits can be made. These submissions can also be deleted using the Cancel action button.

**Franchise Designation**

REQUESTS FORMS HISTORY

**Submitted Franchise Requests**

Select a Brand \_\_\_\_\_ Distributor License Name \_\_\_\_\_

Applicant/License \_\_\_\_\_ Negotiant \_\_\_\_\_ Supplier Name \_\_\_\_\_

Submit a New Franchise Search

| Submission Date      | Franchise Form Type | Brand Name         | Negotiant     | Supplier Name            | Distributor                           | Applicant/License              | Status         | Edit Franchise   |
|----------------------|---------------------|--------------------|---------------|--------------------------|---------------------------------------|--------------------------------|----------------|------------------|
| 04/18/2025, 11:21 AM | New                 | ALL CHARD          |               |                          | No Distributor                        |                                | Pending Review | Update<br>Cancel |
| 04/18/2025, 10:10 AM | New                 | KATHY LYNSEY WINES | NEW BRAND NEW | CHATEAU BEL ORME         | 66750-Virginia Winery Distribution Co | 67259-Regal Wine Imports Inc   | Pending Review | Update<br>Cancel |
| 04/15/2025, 4:01 PM  | New                 | CATENA ZAPATA      |               | CHATEAU LATOUR ST BONNET | 66532-Castle Hill Cider LLC           | 67829-Caribbean Distillers LLC | Review Started | View<br>Update   |

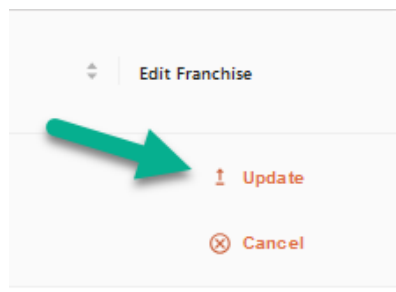
2. Search options available to filter your results are:

- a. Brand
- b. Distributor License Name
- c. Applicant/License
- d. Negotiant
- e. Supplier Name

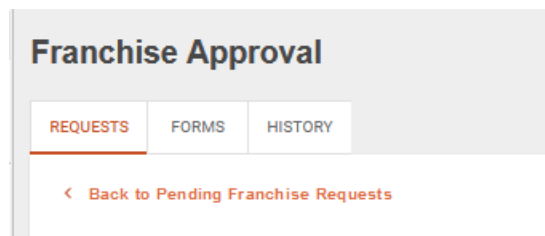
3. Once you have located the submission, you have two options:

**a. Update Submission**

- i. Click on the "Update" button to edit your submission. (This can only be done when in "Pending Review" status.)

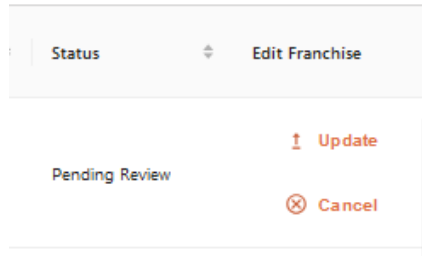


- ii. Make your edits, recertify and sign, and then click on the "Update" button. (if no edits are needed, you can click the "Back to Pending Franchise Requests" link.

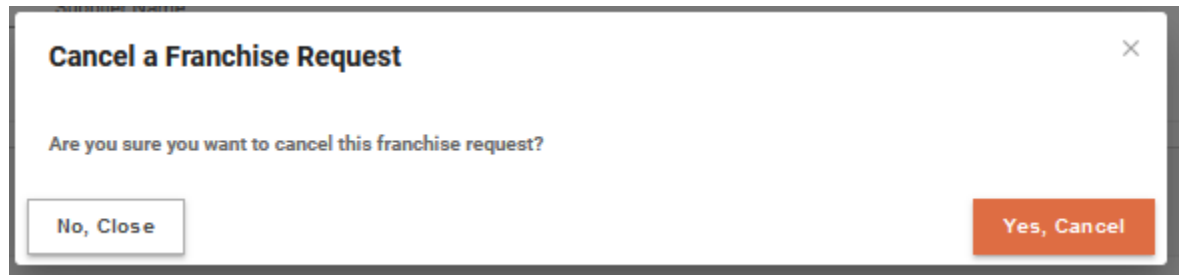


**b. Cancel Submission**

- i. To cancel a submission, click on the "Cancel" button next to the submitted Franchise request that is still in "Pending Review" status.



- ii. You will receive a pop-up confirming your request to cancel. Click "Yes, Cancel" to confirm cancellation and "No, Close" to return to the Submitted Franchise Requests screen without cancelling the submission.



## Franchise Submission History

To view a history of your previously submitted Franchise Registration forms or any forms submitted on your behalf, navigate to the Franchise Registration section of the Tax Management application and select the "History" tab.

This screen will show a table with all prior submissions. Search options at the top of the screen will allow you to filter the table's contents. To view the information provided in the franchise request submission, click on the "View" icon.

Franchise Approval

REQUESTS FORMS **HISTORY**

Franchise Submission History

Select a Brand  Distributor License/Name

Importer License/Name  Negotiant Name  Supplier Name

| Submission Date     | Brand Name  | Distributor                                   | Importer                    | Negotiant | Supplier                    | status         | View                                |
|---------------------|-------------|---|-----------------------------|-----------|-----------------------------|----------------|-------------------------------------|
| 12/11/2024 10:28 AM | NEW: UAT 2  | 7908-Copa Wine Corporation                    | B4079-Copa Wine Corporation |           | NEW: UAT                    | Approved       | <input type="button" value="View"/> |
| 11/20/2024 1:53 PM  | CAYMAN JACK | 67291-Virginia Eagle Distributing Company LLC | 13130413-Kept Men LLC       |           | BIG DADDY'S BREWING COMPANY | Review Started | <input type="button" value="View"/> |

Rows 1 to 2 of 2

## Franchise Termination Guidelines

To terminate a franchise with any wholesaler in the state of Virginia, you must adhere to the following:

- The Notice of Intent to Terminate letter must be sent to the Virginia Distributor, the Virginia ABC's Secretary of the Board, and the Virginia ABC Tax Management Department. The notice must show 'Good cause' for termination, which is defined in section [4.1-406](#) in the Code of Virginia.
- We recommend sending the Notice of Intent to Terminate via certified mail to the Virginia Distributor and the Virginia ABC to document receipt of the notification.
- Sections [4.1-407 \(winery\)](#) and [4.1-506 \(brewery\)](#) require the winery/brewery to provide the wholesaler a minimum of a 90-day grace period to contest, amend, terminate, cancel, or not renew the agreement

## Labels (Product Approval)

### Preparing to Submit

#### Introduction

Any malt, wine, or cider product sold in the state of Virginia needs the label reviewed and approved by the Virginia ABC. Before submitting labels for review, you will need to have a Franchise Designation form (or decree of a Virginia entity not selling outside of Virginia) on file or pending with the Virginia ABC. For additional details, please refer to Franchise Designation

*A \$30 processing fee is required for each label for processing. The fee is non-refundable and non-transferable. In some instances, you may be notified that a label credit could be issued.*

Please ensure you have the following documentation ready before filling out the form:

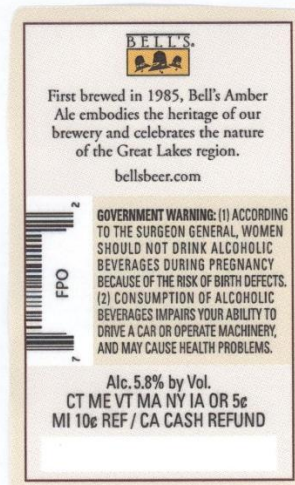
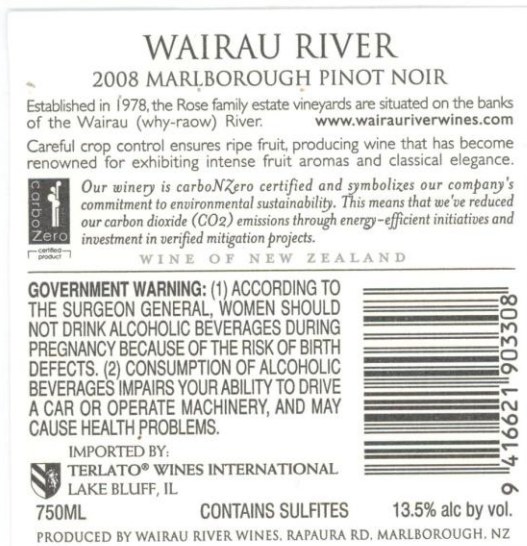
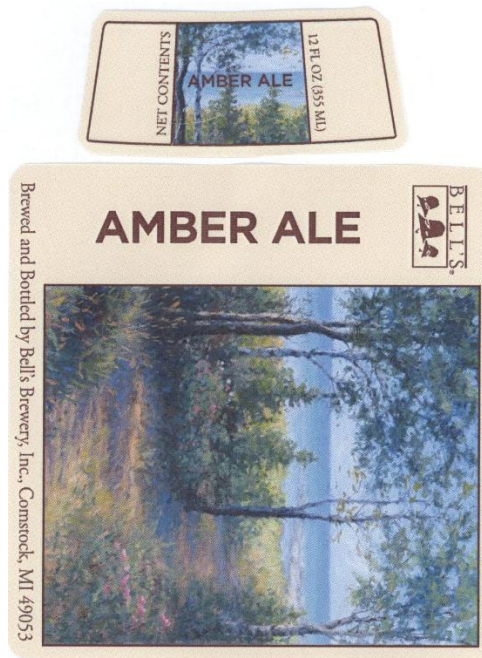
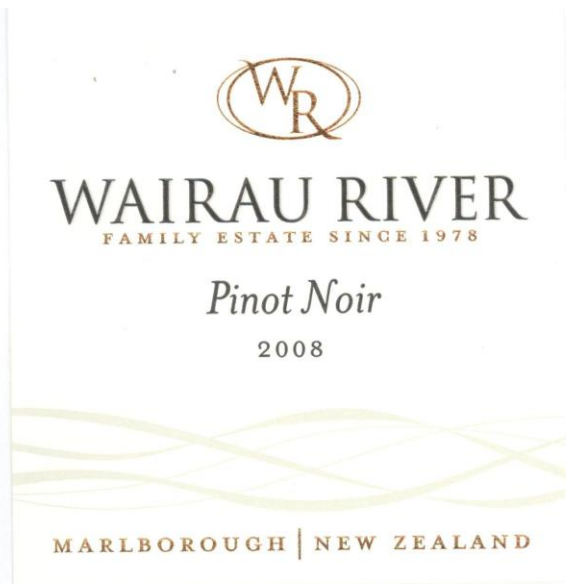
### What documentation is required with the submission?

When submitting product labels for approval, applicants must submit the following required documents:

1. A copy of the Federal COLA or the TTB ID (Alcohol and Tobacco Tax Trade Bureau) number.
  - a. This ensures that the label has already been approved by the federal government.
  - b. Providing the TTB number guidelines:
    - i. For out-of-state products, the following criteria require a TTB ID to be submitted:
      1. Wine Over ABV 7.5%
      2. Low Alcohol Beverages Over ABV 0.3%
      3. Malt Over ABV 0.5%
      4. Cider Over ABV 7.0%
    - ii. If your place of origin is Virginia and you will only be selling within the state of Virginia, you have the option of designating that status, which will replace the TTB number requirement.
2. A legible color copy of the entire label( Front, Back, Neck)
  - a. Please note that the Government Warning, Alcohol by Volume, and Net Contents need to be clearly visible. Preferred label sizes submitted are 750ml for wine and 12oz for beer.
  - b. Label Image Guidelines:
    - i. Scan the complete label (including front, back, neck, and other) in one file.

- ii. Do not enlarge the label
- iii. Scan in high resolution
- iv. Crop the labels when scanning
- v. Make sure no part of the labels is cut off
- vi. Image formats accepted: JPEG, PNG

Examples of complete Product Label for reference:



3. A Franchise Designation Form is needed when:

- a. A brand has not been previously approved to be sold in Virginia.
- b. There is an amendment to the current importers, distributors, and suppliers associated with a brand.
- c. When assigning and changing territories, all release letters must be submitted with the franchise designation form.

4. \$30 fee for each label submitted.

- a. If you have multiple label sizes for the same product, only one label needs to be approved for all sizes. (Only one label size will appear on the Virginia ABC website.)
- b. However, if you want multiple sizes viewed on the Virginia ABC website, a \$30 fee is needed for each label size submitted

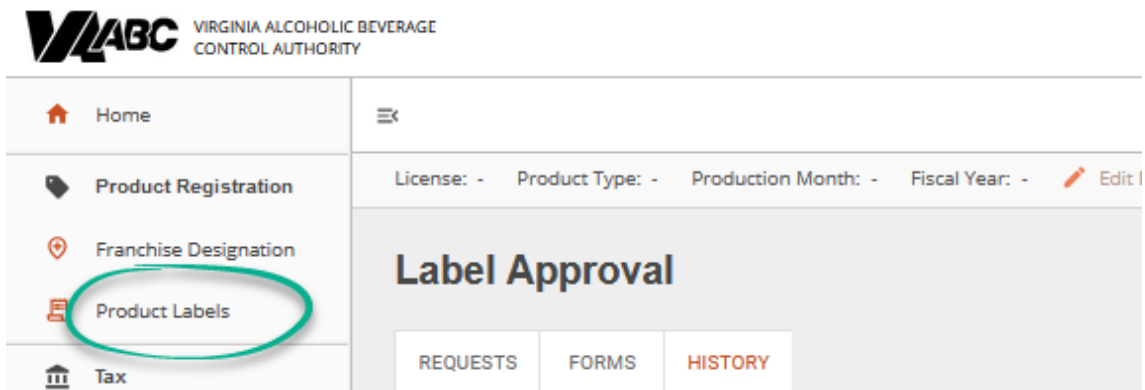
5. Decree of the Virginia entity or Due Diligence Notice not selling outside of Virginia on file with the Virginia ABC, if not already submitted online. All previous Virginia entities will need to submit one within the new Tax Management application.

## Submitting Labels Online

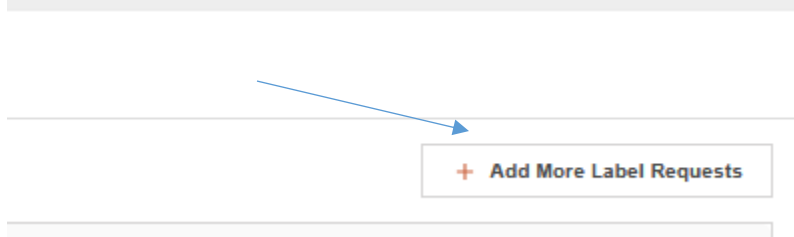
### Label - Filling in Webform

Please follow the steps below to submit your Label Approval form online.

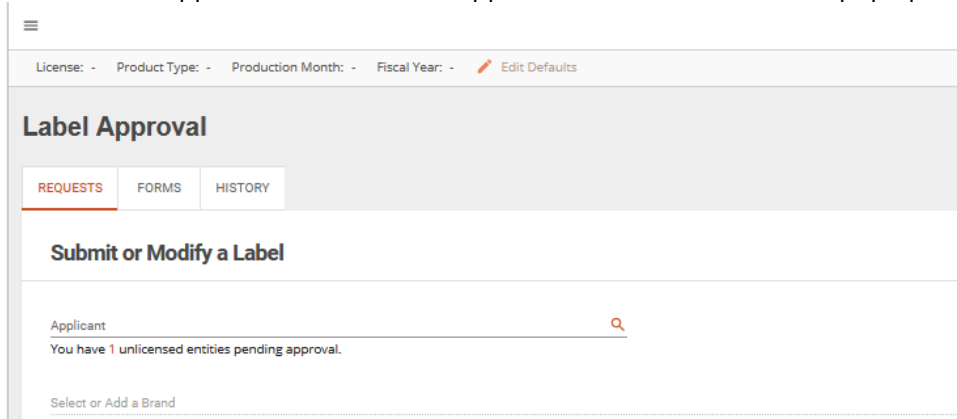
1. Navigate to "Product Labels" in the navigation menu located on the left side of the application



2. Click "Add More Label Requests" to add a new label or revise an existing approved label.



3. Click the Applicant field to add an applicant. A search window will pop up.



4. Search for a Licensee or Business Entity

- a. Type a full or partial (at least 3 characters) Company/Trade name, a valid Virginia importer’s license, or a valid ID number in the search fields.
- b. **Note:** An ID number is a number assigned by Virginia ABC to an unlicensed supplier. Numbers beginning with X are assigned to wine suppliers and numbers beginning with B are assigned to beer suppliers.

**Select a Licensee or Business Entity** ✕

License Number

Trade Name  Company Name

Search

| License Number | Company Name                    | Trade Name                          | Address   |
|----------------|---------------------------------|-------------------------------------|---|
| 1001           | Broudy Kantor Co Inc            | National Distributing Company       | 5401 Eubank RD<br>Sandston, VA 23150 19             |
| 1003           | Eica Corp                       | Eica Corporation                    | 706 E Leigh ST<br>Richmond, VA 23219 15             |
| 10032          | Michael R Downey Selections Inc | Michael R Downey Selections Inc     | 7371 Lockport PL<br>Lorton, VA 22079 15             |
| 10033          | Michael R Downey Selections Inc | Michael R Downey Selections Inc     | 7371 Lockport PL<br>Lorton, VA 22079 15             |
| 10035          | Extra Billys Chesterfield Inc   | Extra Billys Smokehouse and Brewery | 1110 Alverser DR<br>Midlothian, VA 231132654        |
| 1004           | French Fine Foods Inc           | French Fine Foods                   | 225 Industrial CT<br>Fredericksburg, VA 22408 24    |
| 1005           | Interport Corp                  | Interport Corporation               | 126 Hopson RD<br>9 STE<br>Ashland, VA 23005         |
| 1006           | Virginia Distributing Co        | Virginia Distributing Co            | 4500 Deepwater Terminal RD<br>Richmond, VA 23234 22 |
| 1007           | Lyn Luck Enterprises Inc        | Lyn Luck Enterprises                | 425 Southland BLVD<br>Richmond, VA 23236            |
| 10075          | James A Haggerty                | Haggerty Imports                    | 20716 Creekside DR<br>Smithfield, VA 23430 81       |

Rows 1 to 10 of 21086 < 1 2 3 4 5 ... 2109 > 10 / page

- c. If the company or trade name you searched for is not found. Click on "Request a New unlicensed Entity."  
(**Note:** Cannot go any further until ABC has approved the New unlicensed Entity request)

**Select a Licensee or Business Entity**

License Number

Trade Name  Company Name

Search

| License Number  | Company Name | Trade Name | Address |
|---|--------------|------------|---------|
| Can't find your UNLICENSED ENTITY? <span style="background-color: #e67e22; color: white; padding: 2px 5px; border-radius: 3px; font-weight: bold;">+ Request a New Unlicensed Entity</span> |              |            |         |

Export to Excel

5. Select a Brand

- a. Type in the brand name (at least the first 3 characters) and the results will display below.

The screenshot shows the 'Label Approval' page with three tabs: 'REQUESTS', 'FORMS', and 'HISTORY'. Below the tabs is a navigation link: '< Back to Pending Label Requests'. The main heading is 'Submit or Modify a Label'. Underneath, there is a section titled 'Select a Brand Owner' with the text '68579 - Hardywood Park Craft Brewery LLC' and a search icon. Below that is a 'Brand' section with a search input field containing 'HARDYWOOD PARK CRAFT BREWERY' and a search icon.

- b. Once a Brand Name is selected, the system will check for existing Franchise Registration forms for the brand. If none exists, you will be directed to the Franchise Designation form. **Note:** This will be reviewed when reviewing the label submission under the same brand name.

The screenshot shows the 'Label Approval' page with three tabs: 'REQUESTS', 'FORMS', and 'HISTORY'. Below the tabs is a navigation link: '< Back to Pending Label Requests'. The main heading is 'Submit or Modify a Label'. Underneath, there is a section titled 'Select a Brand Owner' with the text '68579 - Hardywood Park Craft Brewery LLC' and a search icon. Below that is a 'Brand' section with a search input field containing 'AMALIC ROBERT' and a search icon. A red arrow points to the search result 'AMALIC ROBERT'. Below the search results, there is a note: 'Note: Franchise Registration for brand "AMALIC ROBERT" is not found. You cannot submit labels for this brand until a franchise registration is complete. Please complete the franchise form [here](#).'

6. Select Product. You can select an existing product or add a new one.
- a. Existing Product → type in the product's name (full name or at least the first 3 characters) and select from the results displayed. If not listed, proceed to step " b" for a new product. **Note:** New products cannot be added to a Combination/Gift Pack until the label is approved. Only existing approved products can be added to a Combination/Gift Pack.

[← Back to Pending Label Requests](#)

## Submit or Modify a Label

Applicant

10326 - Camo Brewing Co Inc



You have 3 unlicensed entities pending approval.

Brand

CAMO BREWING CO (MALT BEVERAGE)

### Product

Select or Add a Product

|

53314 - BLACK EXTRA SPECIAL RESERVE LAGER

12051 - GENIUNE ALE XXXXX SPECIAL RESERVE

3577 - HIGH GRAVITY LAGER

2668 - MALT LIQUOR

21808 - SILVER ICE XXXXX HIGH GRAVITY LAGER

- b. "New Product" → Enter the name of the new product and click "Add [product name]".

## Label Approval

REQUESTS

FORMS

HISTORY

[← Back to Pending Label Requests](#)

## Submit or Modify a Label

Applicant

10326 - Camo Brewing Co Inc



You have 3 unlicensed entities pending approval.

Brand

CAMO BREWING CO (MALT BEVERAGE)

### Product

Select or Add a Product

CAMO BLUE

Add "CAMO BLUE"



## Add a Product

Product Name

NEW AIRLINE WINE

Approval Code: - pending approval -

Product Category

Product Type

Light wines are for ABVs <= 14.1 and Fortified wines are for ABVs > 14.1

Is this product a Combination/Gift Pack?

Yes  No

- c. This will open a new window for you to enter the new product information. Please supply the following:
- i. Product Name – Populated based on the name provided from Select or Add a product field.
  - ii. Product Category – Select one of the following categories for your new product

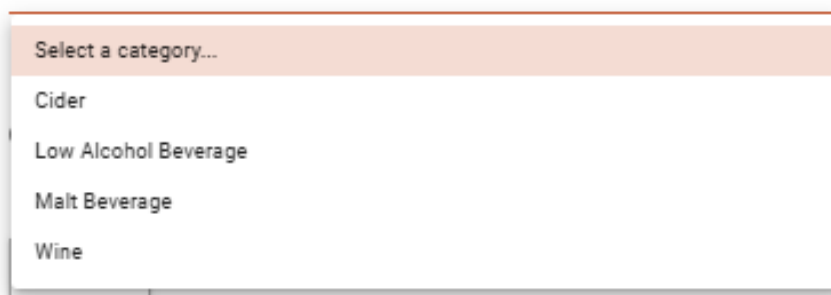
## Add a Product

Product Name

CRYSTAL CLEAR RED

Approval Code: - pending approval -

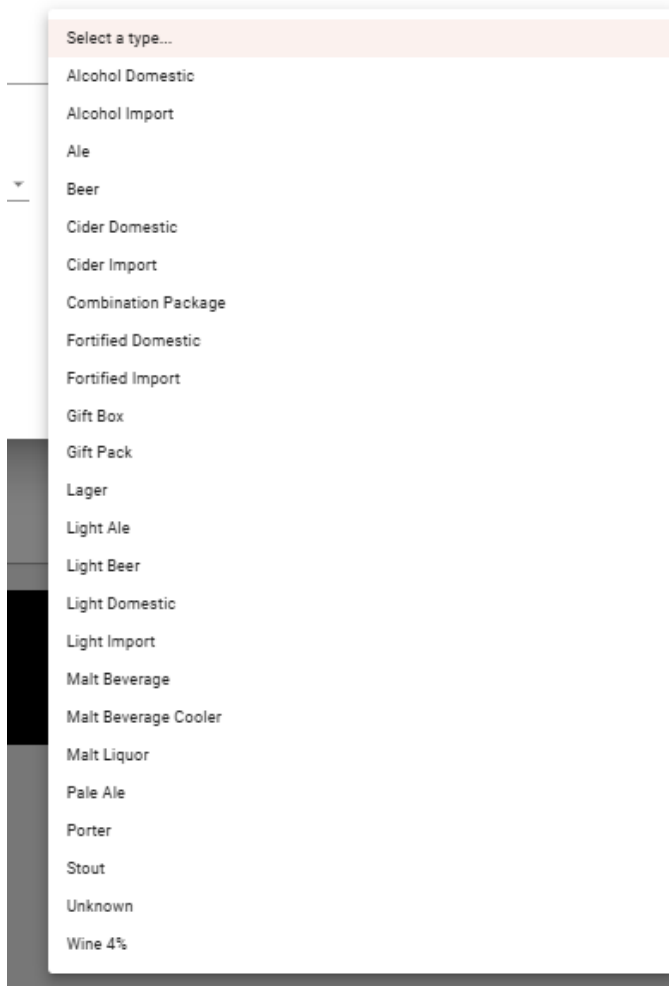
Product Category



Select a category...

- Cider
- Low Alcohol Beverage
- Malt Beverage
- Wine

- iii. Product Type - select one of the following categories for your new product. **Note:** Light Wines are for ABVs <= 14.1, and Fortified wines are for ABVs > 14.1



- c. If you add a new combination pack, you will be required to enter each **active** product contained in it and upload an image of the combination pack.
  - i. Enter the Product and Quantity for the combo pack
  - ii. Ensure the label images you upload are clear and colored images. Please note that the Government Warning, Alcohol by Volume, and Net Contents need to be clearly visible.
  - iii. **Note:** Only approved products can be added to a combination package. If you want to add a new product, you must submit a label request to be approved by ABC before it will be available to select.

## Add a Product

Product Name  
CAMO BLUE

---

Approval Code: -1

Product Category: Malt Beverage | Product Type: Light Ale | Origin: VIRGINIA (VA)

Light wines are for ABVs <= 14.1 and Fortified wines are for ABVs > 14.1

Is this product a Combination/Gift Pack?  
 Yes  No

[Upload Image of Combination/Gift Pack](#)

Products in This Combo/Gift Pack:

| Product                             | Quantity |
|-------------------------------------|----------|
| 155886 - CAMO DOUBLE INDIA PALE ALE | 0        |

Product: 155886 - CAMO DOUBLE INDIA PALE ALE [+ Add](#)

[Cancel](#) [Save Product](#)

- Once you have selected a product, review the product details and the current labels associated.

### Product

Product

87576 - CABERNET SAUVIGNON CURICO VALLEY (V)

Product Category: Wine

Product Type: Light Import

Combination/Gift Pack? No

- To add a label, click "Request a Label ( Labels are limited to 20 per submission, but you can save the first 20 to the cart, then go back in and enter more)

### Your Label Requests:

[+ Request a Label](#)

No label requests have been added.

- Enter label information:
  - Type the label description for a New Label, existing Labels description will be populated automatically.
  - Provide Private Label identifier (If applicable)
  - Provide Appellation (Wines)
  - Provide Origin (The state or country where the product was made)
  - 
  - Type alcohol by volume percentage.
  - Type a TTB (Alcohol and Tobacco Tax and Trade Bureau) ID or attach a TTB image. (See TTB ID notes below.)
    - Requirement for TTB number guidelines:

1. For out-of-state products, the following criteria require a TTB ID to be submitted:
  - a. Wine Over ABV 7.5%
  - b. Low Alcohol Beverages Over ABV 0.3%
  - c. Malt Over ABV 0.5%
  - d. Cider Over ABV 7.0
  - e. Origin = Out of State
- ii. If your place of origin is Virginia and you will only be selling within the state of Virginia, you have the option of designating that status, which will replace the TTB number requirement.
- h. Provide Label Image - Attach a label image. Please note that the Government Warning, Alcohol by Volume, and net contents need to be clearly visible.
- i. Click Save.

**Request a Label** ×

Label Description \*  
LEIWENER KLOSTERGARTEN RIESLING KABINETT MOSEL SAAR RUWER (V)

---

Private Label

---

Appellation

---

Origin \*

---


Alcohol Volume \*

---

TTB ID

---

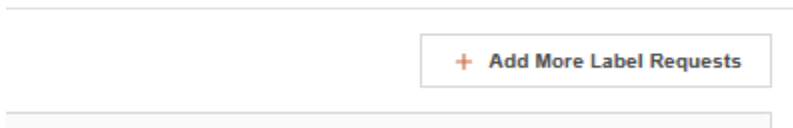
If your product includes front, back and/or other labels, please include all images in one document.



Click or Drag and Drop a file here to upload your  
**Label Image \***  
(Required)

Please note that the Government Warning, Alcohol by Volume, and net contents, need to be clearly visible.

10. If you have additional labels to submit, repeat the steps above.



11. Review the table containing your labels.

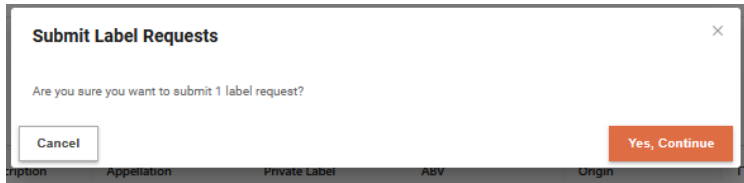
Your Label Requests:

| Change Type | Product   | Label Description   | Appellation | Private Label | ABV  | Origin | TTB ID    | Label Image                |   |
|-------------|---|---|-------------|---------------|------|--------|-----------|----------------------------|---|
| Revision    | LEIWENER<br>KLOSTERGARTEN<br>RIESLING KABINETT<br>MOSEL SAAR RUWER<br>(V) | LEIWENER<br>KLOSTERGARTEN<br>RIESLING KABINETT<br>MOSEL SAAR RUWER<br>(V) |             |               | 7.5% | BE     | 123488621 | <a href="#">View Image</a> | <a href="#">Delete</a> <a href="#">Update</a> |

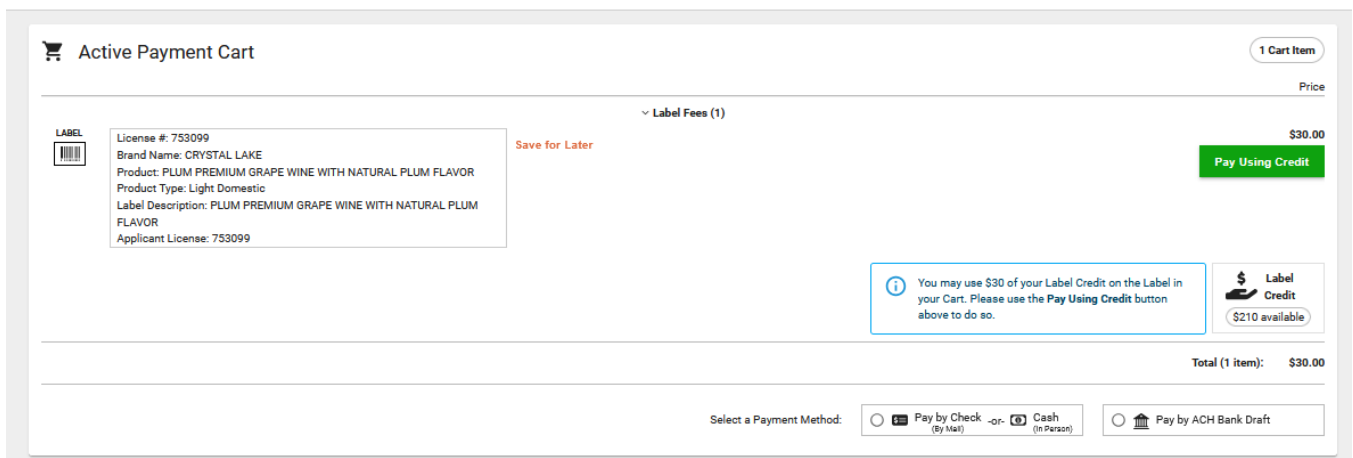
12. Click on the Continue button.

**NOTE: If you leave the Product Labels submission page at any time before clicking the “continue” button, it will not save or submit.**

13. Click on the “Yes, Continue” button.



14. Review the shopping cart and process an online payment by ACH Bank Draft or submit a cash/check payment. (The shopping cart is located on the top right corner of your screen, if you aren’t directed automatically after submitting a label request.)



**What happens now?** Your label request(s) will be sent to Virginia ABC’s product label approval department for review and approval. ABC may reach out to you with a request for additional information or documentation. Once your label has been approved, your product is ready to be sold in Virginia.

**TTB ID Notes:**

- If you receive an advisory message indicating that the TTB is unavailable the first time you enter the TTB ID, try again.
- A TTB image is required if the system does not recognize the TTB ID entered.
- The TTB image must be a PDF. If the TTB is multiple pages, all pages must be in one PDF file.
- The TTB image will not contain a TTB ID number because the TTB online COLA (Certificates of Label Approval) is not available on the TTB COLA Registry until three days after federal approval.
- Providing the TTB number guidelines:
  - i. For out-of-state products, the following criteria require a TTB ID to be submitted:

1. Wine Over ABV 7.5%
  2. Low Alcohol Beverages Over ABV 0.3%
  3. Malt Over ABV 0.5%
  4. Cider Over ABV 7.0%
- If your place of origin is Virginia and you will only be selling within the state of Virginia, you have the option of designating that status, which will replace the TTB number requirement.

**Label Revision Vs. New Approval Code**

**Note:** The information below is listed in the product approval instructions/guide found at the link below:

<https://www.abc.virginia.gov/licenses/bwc-industry-resources>

- Scroll down to Product Label approval
- Beer & Wine Registration Requirements, page 6 (Beer & Wine Registration Requirements)

What is considered a Label Revision, and what are the requirements for approval?

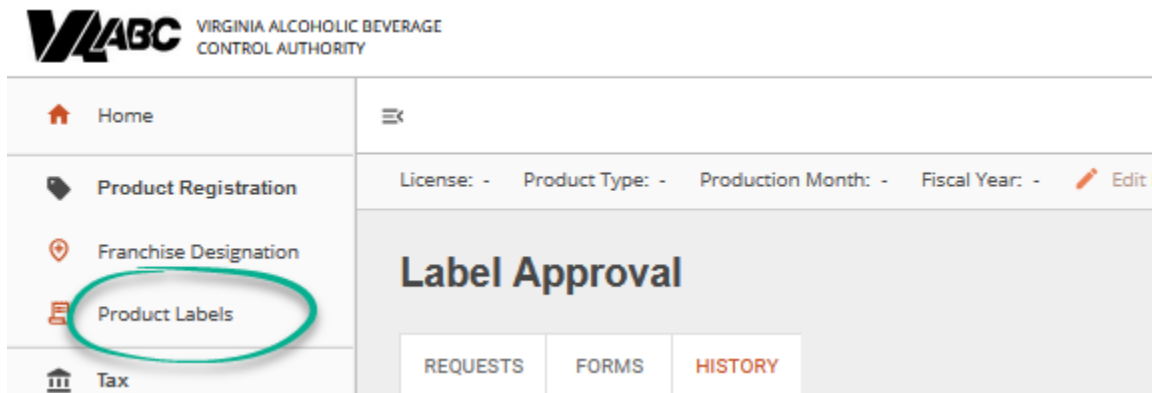
- Graphic changes only
- Vintage changes
- All written information remains the same.
- Any non-mandatory information is removed from the label.
- \$30 fee for each submitted label approval revision.

Label Revisions should be submitted if one of these cases is applicable

1. If malt ABV% changes +/- .3% a label revision should be submitted
2. If wine under 14% changes +/- 1.5% a label revision should be submitted
3. If wine over 14% changes +/- 1.0% a label revision should be submitted
4. If low alcohol changes +/- 1.5% a label revision should be submitted

## Label Submission History

To view a history of your previously submitted Label Submission forms, navigate to the Product Labels menu item of the Tax Management application and select the "History" tab.



This screen will show a table with your prior submissions. Search options at the top of the screen allow you to filter the table's contents.

License: - Product Type: - Production Month: - Fiscal Year: - Edit Defaults

### Label Approval

REQUESTS FORMS **HISTORY**

#### Label Submission History

License Number: - Company Name: - Trade Name: -  
 Select a Brand: - Product Name: - Label Description: - TTIB ID: -  
 Submission Date: - Payment Date: - Approved/Rejected Date: -

[Search](#)

| Submission Date     | Brand Owner License Number | Brand / Product Name  | Label Description | Appellation | Alcohol Vol | TTIB ID        | Label Image                | Accepted / Rejected Date | Payment Datetime |
|---------------------|----------------------------|---|-------------------|-------------|-------------|----------------|----------------------------|--------------------------|------------------|
| 07/07/2024, 7:33 PM | 755500                     | CANTINA PRODUTTORI BOLZANO<br>PINOT BIANCO ALTO ADIGE<br>KELLEREI ST MAGDALENA<br>CANTINA (V) | testB             |             | 8           | 24081001000752 | <a href="#">View Image</a> | Pending Review           | Not Paid         |
| 07/07/2024, 7:33 PM | 755500                     | CANTINA PRODUTTORI BOLZANO<br>PINOT BIANCO ALTO ADIGE<br>KELLEREI ST MAGDALENA<br>CANTINA (V) | gfgfghf           |             | 8           | 24082001000851 | <a href="#">View Image</a> | Pending Review           | Not Paid         |
| 07/07/2024, 7:33 PM | 755500                     | CANTINA PRODUTTORI BOLZANO<br>PINOT BIANCO ALTO ADIGE<br>KELLEREI ST MAGDALENA<br>CANTINA (V) | svnbngh           |             | 10          | 24087001000539 | <a href="#">View Image</a> | Pending Review           | Not Paid         |
| 07/07/2024, 7:33 PM | 755500                     | CANTINA PRODUTTORI BOLZANO<br>PINOT BIANCO ALTO ADIGE<br>KELLEREI ST MAGDALENA<br>CANTINA (V) | JpB               |             | 10          | 24085001000426 | <a href="#">View Image</a> | Pending Review           | Not Paid         |

**Note:** Any submissions still in the status “Pending Review” can be opened and edits can be made. These submissions can also be deleted using the corresponding Cancel button.

## Product Approval FAQ's

The Product Approval department approves labels for the following products: wine, beer, cider, and low-alcoholic beverages.

- Wine cannot exceed 21% alcohol by volume.
- Beer and Malt Beverages do not have an alcohol by volume limit.
- Cider means any beverage, carbonated or otherwise, made from the fermentation of the natural sugar content of apples or pears containing not more than 10% alcohol by volume without chaptalization. Or, containing not more than 7% alcohol by volume regardless of chaptalization.
- Low Alcoholic Beverages cannot exceed 7.5% alcohol by volume.
- Products containing spirits are approved by the Virginia ABC Logistics Department. Please contact 804-213-4523 for the ABC Store shelf or 804-213-4528 for Special Order if the alcohol volume is 7.5% and higher.
- All combination packages containing either wine/beer/cider, for which label approval has been granted, may be sold without additional approval.
- The \$30 label fee is non-refundable.
- If a label cannot be approved due to incorrect and/or missing information, the application is held open for 12 months from the date of receipt, allowing the applicant time to submit the required documents for label approval.
- An applicant needs a new Virginia Approval Code number when the information on the label has changed or is amended in any way. Ex: Lisa’s Vineyard changed its name to Lisa and Daughter’s Vineyards.

## Glossary

**Applicant:** The person submitting the Product Label submission to link to a license number.

**Appellation:** Appellation of origin is simply another name for the place in which the dominant grapes used in the wine are grown. It can be the name of a country, state, county, or geographic region called a viticulture area.

**Beer:** Any alcoholic beverage obtained by the fermentation of an infusion of or decoction of barley, malt, and hops or any similar products in drinkable water and containing one-half of one percent or more of alcohol by volume.

**Beer Wholesaler, wholesaler, beer distributor, and distributor:** Any wholesale beer licensee, including any successor-in-interest to such a person, within the Commonwealth offering beer for sale or resale to retailers or other beer wholesalers without regard to whether the business of the person is conducted under the terms of an agreement with a licensed brewery.

**Brand Agent:** A brand agent is any person that a manufacturer has authorized to engage in a business consisting in whole or in part of the sale and distribution of its alcoholic beverage products and trademarks with authority to appoint wholesale distributors, assign territories, and file price postings in Virginia.

**Brand Extension (or extension of a brand):** Any brand that incorporates all or a substantial part of the unique features of a pre-existing brand of the same brewery or winery and which relies to a significant extent on the goodwill associated with such a pre-existing brand.

**Brand Name:** Any word, name, group of letters, symbol, or combination thereof adopted and used by a brewery or winery to identify a specific product and to distinguish that product from other products produced or marketed by that brewery or winery. The use of general corporate logos or symbols or the use of advertising messages, whether appearing on the product packaging or elsewhere, should not be considered to be a brand name. A Brand Name can sometimes be a Trademark.

**Brand Owner:** The company name printed on the label as the producer, bottler, brewer, proprietor, viticulture, winery, vineyard, winegrowers' cooperative, Chateau, or Domaine.

**Brand Type:** Brand type is a combination of the varietal, fanciful name, color, and appellation if imported. This includes (V) if vintage or (NV) if non-vintage.

**Brewery:** Every person, including any authorized representative of such person (pursuant to 4.1-218) who is licensed as a brewery located within the Commonwealth, which holds a beer importer's license and is not simultaneously licensed as a beer wholesaler or which manufactures any malt beverage, has title to any malt beverage products excluding licensed Virginia wholesalers and retailers or has the contractual right to distribute under its own brand any malt beverage product whether licensed in the Commonwealth or not, who enters into an agreement with any beer wholesaler licensed to do business in the Commonwealth.

**Cider:** Any beverage, carbonated or otherwise, obtained by the fermentation of the natural sugar content of apples containing not more than 10% of alcohol by volume without chaptalization or containing not more than 7% of alcohol by volume regardless of chaptalization.

**Chaptalization:** A method of increasing the alcohol in a wine by adding sugar to the grape juice before or during fermentation to increase the alcohol content.

**Combination Pack:** Any combination of approved products sold as a single package. Such package can contain non-alcoholic merchandise such as glasses, crackers, and other wine related items. The non-alcoholic merchandise and wine must be packaged together so that the package is designed for the benefit of the consumer and not detached for use by retailers or their employees. The wine tax should be on that portion of the total price which accounts for the wine only; the non-alcoholic merchandise should not be taxed as wine. Combination packaging shall be limited to packaging provided

by the manufacturer that is designed to be delivered intact to the consumer.

**Compliance Agent (Non-ABC):** Any entity, supplier, importer and any person that a brewery, winery, or brand owner has empowered to apply for and obtain any and all federal label approvals, state registrations, and/or documents necessary or appropriate for use in the importation, distribution, and sale of its products in the Commonwealth of Virginia.

**De-Listed:** A product has not been sold in Virginia to a wholesaler for a period of two years. The product stays on de-listed status for two years. If the product is not purchased by a Virginia wholesaler or re-certified for another two years (a total of four years), the product is deleted from the Tax System and if the supplier wishes to sell the wine in the future a complete application is required.

**Farm Winery:** Means an establishment located on a farm in the Commonwealth with a producing vineyard, orchard, or similar growing area and with facilities for fermenting and bottling wine on the premises where the owner or lessee manufactures wine that contains not more than 18 percent alcohol by volume or located in the Commonwealth with a producing vineyard, orchard, or similar growing area or agreements for purchasing grapes or other fruits from agricultural growers within the commonwealth, and with facilities for fermenting and bottling wine on the premises where the owner or lessee manufactures wine that contains not more than 18 percent alcohol by volume. As used in this definition, the terms "owner" and "lessee" shall include a cooperative formed by an association of individuals for the purpose of manufacturing wine. In the event such cooperative is licensed as a farm winery, the term "farm" as used in the definition includes of the land owned or leased by the individual members of the cooperative as long as such land is located in the Commonwealth.

**Franchise Beer Agreement:** Means a commercial relationship, not required to be evidenced in writing, of definite or indefinite duration, between a brewery and beer wholesaler pursuant to which the wholesaler has been authorized to distribute one or more of the brewery's brands of beer. The doing or accomplishment of any of the following acts shall constitute prima facie evidence of an agreement within the meaning of this definition: (1) The shipment, preparation for shipment or acceptance of any order by any brewery for any beer to a beer wholesaler within the Commonwealth. (2) The payment by a beer wholesaler and the acceptance of payment by any brewery for the shipment of an order of beer intended for sale in the Commonwealth.

**Franchise Wine Agreement:** Means a commercial relationship, not required to be evidenced in writing, of definite or indefinite duration, between a winery and wine wholesaler pursuant to which the wholesaler has been authorized to distribute one or more of the winery's brands of wine. The doing or accomplishing of any of the following acts shall constitute prima facie evidence of an agreement within the meaning of this definition: (1) The shipment, preparation for shipment or acceptance of any order by a winery for any wine to a wine wholesaler within the Commonwealth. (2) The payment of a wine wholesaler and the acceptance of payment by any winery for the shipment of an order of wine intended for sale in the Commonwealth.

**Importer:** A licensed wine or beer entity within or outside the Commonwealth that sells and delivers or ships wine or beer, in accordance with Board regulations, in closed containers, to persons in the Commonwealth licensed to sell wine or beer at wholesale for the purpose of resale, and to persons outside the Commonwealth for resale outside the Commonwealth.

**Label:** Anything functioning as a means of identification, such as a piece of paper or other material affixed to a container or printed directly on the container to designate its origin, owner, contents, and alcohol by volume, appellation, importer, and government warnings.

**Low Alcohol Beverage:** This means a drink containing one-half of one percent or more alcohol by volume, but not more than seven- and one-half percent by volume and consisting of spirits mixed with nonalcoholic beverages or flavoring or coloring materials; it may also contain water, fruit juices, fruit adjuncts, sugar, carbon dioxide, preservatives or other similar products manufactured by fermenting fruit or fruit juices.

**Négociant Brand Owner:** a wine merchant who purchases wine from French or German Wineries in bulk and takes title of such and places it in his own cellars for aging and sale.

**Non-Alcoholic Beverage:** This means a drink containing less than 0.5% alcohol by volume. These products are not required to have a label approval code nor subjected to excise tax reporting requirements.

**Origin:** The state or country where the product was made.

**Product Approval:** When an application is submitted by an entity or person to the board to obtain approval of each new brand and type of wine, beer, low alcoholic beverage, and cider they wish to offer for sale in the Commonwealth or approval of changes made to an existing approval has been approved by the ABC Department and an approval code has been issued for the product to be sold in Virginia.

**Product Registration:** An application submitted by an entity or person to the board to obtain approval of each new brand and type of wine, beer, low-alcoholic beverage, and cider they wish to offer for sale in the Commonwealth or to obtain approval for changes made to an existing approval.

**Supplier:** A wine or beer entity outside the Commonwealth that sells and delivers or ships wine or beer, in accordance with Board regulations in closed containers to licensed importers in the Commonwealth.

**Territory:** The area of primary sales responsibility within the Commonwealth expressly or implicitly designated by any agreement between any wine wholesaler and winery for the brand or brands of any winery or any beer wholesaler and brewery for the brand or brands of any brewer.

**TTB ID** (Alcohol and Tobacco Tax and Trade Bureau) <https://my.ttb.gov/>

**Unlicensed Supplier:** A wine or beer entity outside the Commonwealth that sells and delivers or ships wine or beer, in accordance with Board regulations in closed containers to licensed importers in the Commonwealth and does not hold a Virginia importer's license. The Unlicensed Supplier is assigned a number by the ABC Department to identify the entity as an Unlicensed Supplier.

**Varietal:** Varietal designations are the names of the dominant grapes used in the wine. Cabernet Sauvignon, Chardonnay, Zinfandel, and Merlot are examples of grape varieties.

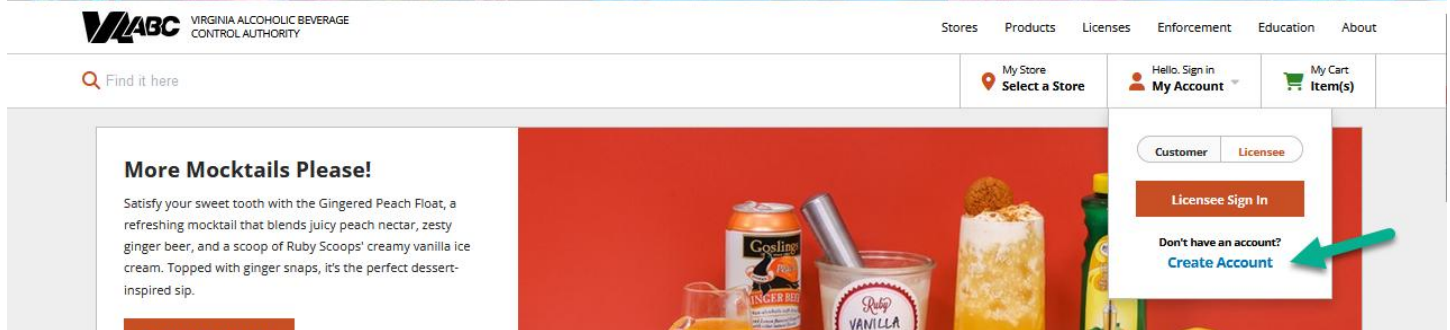
**Wine:** Any alcoholic beverage obtained by the fermentation of the natural sugar content of fruits or other agricultural products containing (i) sugar, including honey and milk, either with or without additional sugar; (ii) one-half of one percent or more of alcohol by volume; and (iii) no product of distillation. The term includes any wine to which wine spirits have been added, as provided in the Internal Revenue Code, to make products commonly known as "fortified wine" which do not exceed an alcohol content of 21 percent by volume.

**Wine Wholesaler:** A wine wholesaler is any wholesale wine licensee offering wine for sale or resale to retailers or other wine wholesalers without regard to whether the business of the person is conducted under the terms of an agreement with a licensed winery.

**Winery:** Every person, including any authorized representative of such person, (pursuant to 4.1- 218) which enters into an agreement with any Virginia wholesale wine licensee and is licensed as a winery or is licensed as a Virginia farm winery, is licensed as a wine importer and is not simultaneously licensed as a wine wholesaler, manufactures or sells any wine products, whether licensed in the Commonwealth or not, or without regard to whether such person is licensed in the Commonwealth, has title to any wine products, excluding Virginia wholesale licensees and retail licensees, and has the manufacturer's authorization to market such products under its own brand or the manufacturer's brand.

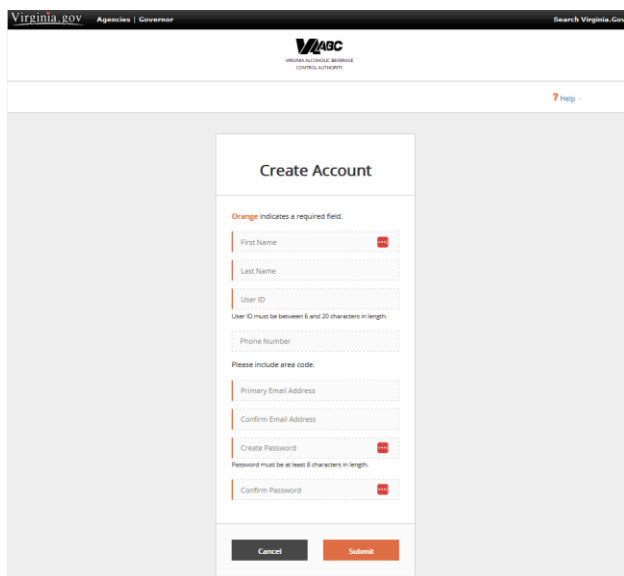
# Appendix A: Signup for an Account Central Account

Virginia ABC Website: <https://www.abc.virginia.gov/>



At the Account Central Log in screen:

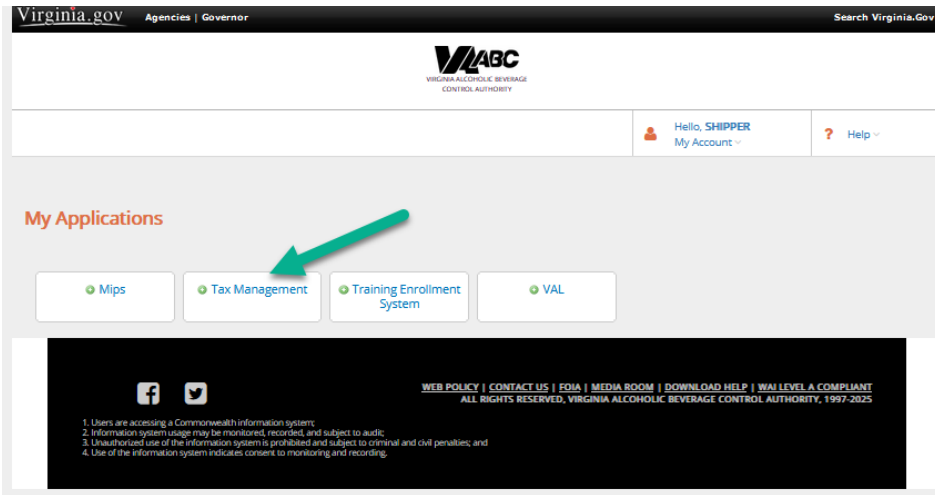
1. Enter the User information that is requested on the screen and click the submit button.



The Account Central Log-in screen appears.

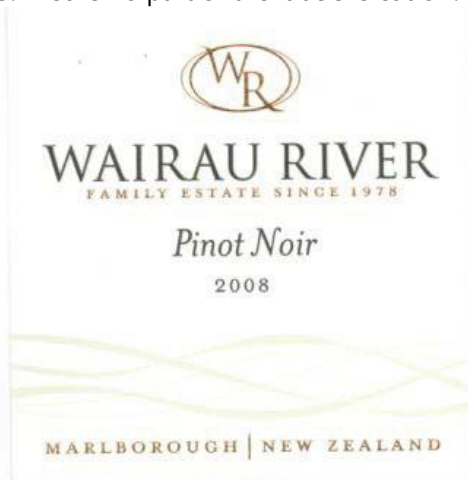
- Type your Login ID and password.
- Click Login.

Choose the Tax Management link



## Appendix B: How to scan your labels to ensure readability

1. Scan the complete set of labels (front, back, neck, and any other labels affixed to the bottle) into one in **JPEG format** only.
2. Scan the label's actual size. Do not enlarge the label. (The preferred sizes are 750 ML for wine and 12 Oz for beer.)
3. Scan in high resolution (clear detail).
4. Crop the labels when scanning.
5. Ensure no part of the labels is cut off.



## Appendix C: Requirements for Combination packages approval

1. All packages must be submitted for approval and registration before they can be sold to retailers. If the products are not approved, please obtain approval before submitting the Combination/Gift Pack.
2. All Combination Packages and Gift Packages must be submitted for review as they will be marketed to Virginia Retailers. The Outside of the package must clearly state the Brand Name and complete Brand Type. In addition to listing the Fanciful Name, the type must be listed as well, i.e., Ale, Stout, Lager, for beer products or Chardonnay, Merlot, Zinfandel for wine products, etc.
3. A fee of \$30.00 should be remitted for each Combination and/or Gift Package submitted. The fee is non-refundable and non-transferable.
4. If the package contains **one product** of six, twelve or twenty-four bottles, etc. that will not be sold as a Gift Package, it does not need to be approved, use the approval code assigned to the individual product.
5. If the Beer Combination Package contains a rotating seasonal product, each rotating seasonal product must obtain a separate ABC approval code per each seasonal package. For example, Brand Name: Bill's Brewery: Twelve Bottle Brewer's Choice Spring Variety Pack, Twelve Bottle Brewer's Choice Summer Variety Pack, Twelve Bottle Brewer's Choice Fall Variety Pack, Twelve Bottle Brewer's Choice Winter Variety Pack would cost \$120.00 (\$30 x 4).
6. If the Cider/Wine Combination Package contains a rotating seasonal product, each rotating seasonal product must obtain a separate ABC approval code per each seasonal package. For example, Brand Name: Cindy's Cider: Twelve Bottle Cider Maker's Choice Pear Variety Pack, Twelve Bottle Cider Maker's Choice Apple Variety Pack, Twelve Bottle Cider Maker's Choice Raspberry Variety Pack would cost \$90.00 (\$30 x 3).

## Appendix D: Obtain a Brand Owners writing Authorization to import letter

Each Virginia applicant/licensee must have a completed and signed Brand Owner's Written Authorization to Importer Letter before beginning the Importer/Franchise registration process, if a Brand Owner's Written Authorization to Importer Letter is required.

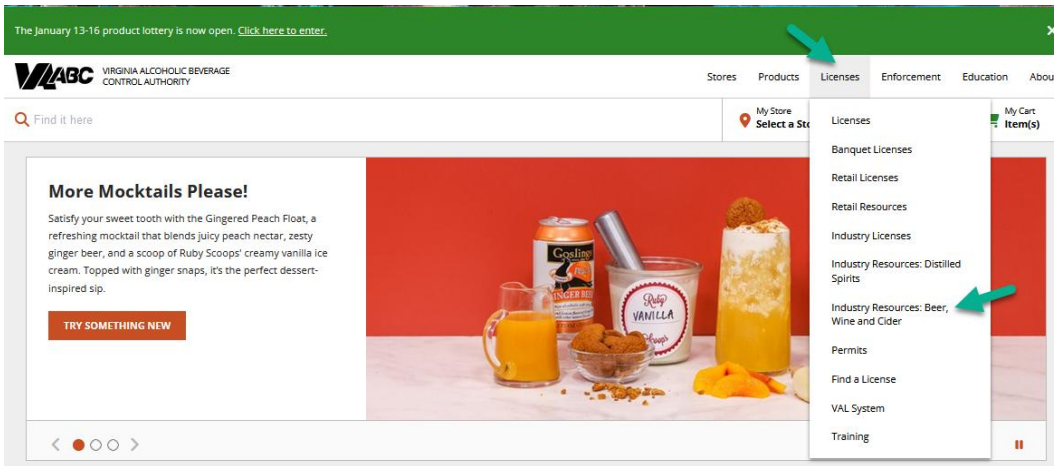
A Brand Owner's Written Authorization to Importer Letter is always required from négociant brand owners.

A Brand Owner's Written Authorization is not required if the brand owner and applicant are the same, or if the brand owner is a Virginia Winery, Farm Winery, or Brewery.

To obtain a Brand Owner's Written Authorization to Importer Letter, navigate to Virginia ABC Website:

<https://www.abc.virginia.gov/>

1. Click on the Licenses menu option at the top and then click on "Industry Resources: Beer, Wine & Cider"



2. Scroll down the page until you get to the “Online Searches and Forms section:

### Online Searches and Forms

#### Franchise

Assign a wholesaler to sell your products to a Virginia retail store.

- Brand Owner's Written Authorization to Importer (PDF)
- Négociant Certification, French (PDF)
- Négociant Certification, German (PDF)
- Request for Franchise Termination: [ProductApproval@virginiaabc.com](mailto:ProductApproval@virginiaabc.com)

#### Online Searches

Search for a brand of beer or wine. Find out who distributes it.

- Active Brand Names ([online](#))
- All Beer and Wine Web Reports ([online](#))
- Approval Codes by Distributor's License ([online](#))
- Approval Codes by Origin ([online](#))
- Brands Carried by Supplier ([online](#))
- County Map ([online](#))
- Franchise Brands by Distributor ([online](#))
- Franchise Brands by Distributor Detail ([online](#))
- Franchise Brands by Supplier Detail ([online](#))
- Franchise Designation ([online](#))
- Label Approval Codes ([online](#))
- Suppliers, importers and retailers ([online](#))
- Territory Listing ([online](#))

3. Click on the “Brand Owners Writing Authorization to Importer” link to download the form.

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- Franchise Brands by Distributor ([online](#))
- Franchise Brands by Distributor Detail ([online](#))
- Franchise Brands by Supplier Detail ([online](#))
- Franchise Designation ([online](#))
- Label Approval Codes ([online](#))
- Suppliers, importers and retailers ([online](#))
- Territory Listing ([online](#))

4. The Brand Owner's Written Authorization to Importer Letter appears. Save or print the form as required.

**BRAND OWNER'S WRITTEN AUTHORIZATION TO IMPORTER**

TO: VIRGINIA DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

FROM: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
(Name and Address of Brand Owner)

I certify that the undersigned is the owner of the following brand or brands of beer or wine, to be sold and delivered or shipped to wholesale licensees in Virginia for the purpose of resale:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I further certify that \_\_\_\_\_, a licensed Virginia beer or wine importer, is entitled to (i) sell and deliver or ship such brand or brands into the Commonwealth of Virginia and (ii) establish written agreements of a definite duration and within the meaning of the Wine Franchise Act (§ 4.1-400 et seq., Code of Virginia) and the Beer Franchise Act (§ 4.1-500, et seq., Code of Virginia), on behalf of the brand owner, as its authorized representative, with each wholesale licensee to whom the importer sells such brand or brands.

Signed by:

\_\_\_\_\_  
Name of Brand Owner

\_\_\_\_\_  
Brand Owner Signature

\_\_\_\_\_  
Date