

Production Registration QuickStart Guide

Franchise Registration Submission

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 proceed to the Franchise Designation menu option.
2. On the "Requests" Page, you can search for existing submissions or submit a new franchise.
3. 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 select NO if you don't want to remove the current distribution from your brand if you already have a franchise designation on file for distribution,
 - i. If "YES": Click the radio button next to "Yes". The screen will require you to upload a Due Diligence letter, select or add a brand, and enter the owner. This is all you need to do unless you decide to sell your product elsewhere in the future.
 - ii. If No, or this scenario does not apply, please proceed to step 5 after selecting the radio button next to "No."
5. Select or add a Brand Name using the search option for existing, if "New", click on Add [name of Brand]".(This will require you to upload a label image, but doesn't replace the Label Submission process.) Enter the Brand Name, Brand Owner, and select the product type.
6. Indicate whether you are using a negociant by selecting the checkbox. If checked: Enter the Negociants Name If this is a new Negociant, click "Add [name of negociant]". A new window will display asking for the new negociant's name. Click on "Add Negociant" to add. This will initiate a new required documentation upload link to provide the "Attachment C" for the new negociant.
7. Enter the Designated Distributor (if applicable) by searching in the new window that opens when clicking on the field. You can reduce the search results by entering at least 3 characters in the License Number, Trade Name, or Company name filter options.
8. 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.
9. Search the system for the VA Importer by clicking the field to open the search window. You can reduce your search by entering at least 3 characters in the License Number, Trade Name, or Company name filter options.
10. Select your territories by indicating whether they're full or partial.
 - i. 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.
 - ii. If you have chosen "Military Institution," required to identify which Military Institution(s) is/are covered.
11. Upload your "Letter of Authorization" with the link provided.
12. Click on the check box to agree to the certification statement.
13. Apply your signature
14. Click Submit

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

Product Labels Submission

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

- 1) Navigate to "Product Labels" in the navigation menu.
- 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; you can use the filters company/trade with the first 3 characters.
- 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) 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.

- 5) Select a Brand
 - a) Type in the brand name (at least the first 3 characters) and the results will display below.
 - 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.
- 6) Select Product. You can select an existing product or add a new one.
 - a) Existing Product → Product name will be displayed but not editable for existing products. 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.
 - b) "New Product" → Enter the name of the new product and click "Add [product name]".

This will open a new window for you to enter the new product information. Please supply the following:

- 1) Product Name – Populated based on the name provided from the Select or Add a product field.
 - 2) Product Category – Select one of the following categories for your new product.
 - 3) 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 and upload an image of the combination pack.
 - 1) Enter the Product and Quantity for the combo pack
 - 2) Ensure the label images you upload are clear and colorful. Please note that the Government Warning, Alcohol by Volume, and Net Contents need to be clearly visible.

Note: Only approved products can be added to a combination package. To add a new product, you must submit a label request for approval by ABC before it becomes available for selection.

- 7) Once you have selected a product, review the product details and the current labels associated.
- 8) Click "Request a Label"

Enter label information:

- a) Type the label description. (Should match the product name field); If existing it will be populated automatically.
- b) Enter Private label (if applicable)
- c) Provide Appellation (if applicable -> Wines)
- d) Provide Origin
- e) Type alcohol by volume percentage (ABV).
- f) Type a TTB (Alcohol and Tobacco Tax and Trade Bureau) ID or attach a TTB image.
 - 1) A copy of the Federal COLA or the TTB ID (Alcohol and Tobacco Tax Trade Bureau) number.
 - (1) This ensures that the label has already been approved by the federal government.

Providing the TTB number guidelines:

- o For out-of-state products, the following criteria require a TTB ID to be submitted:
 - Wine Over ABV 7.5%
 - Low Alcohol Beverages Over ABV 0.3%
 - Malt Over ABV 0.5%
 - Cider Over ABV 7.0%
 - o 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. If the origin is outside of the state of Virginia, a TTB ID will be required.
 - g) Attach a label image. Please note that the Government Warning, Alcohol by Volume, and net contents need to be clearly visible.
 - h) Click Save.
Review the table containing your labels.
 - 9) 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 submit or save.
- 10) Click on the "Yes, Continue" button.
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- 11) 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.

Tax Management App Support

For Tax Support, please get in touch with Production Support at abc-pst@virginiaabc.com or 804-213-4513.