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GOVERNOR

STATE OF MICHIGAN
LIQUOR CONTROL COMMISSION
DEPARTMENT OF LABOR & ECONOMIC GROWTH
ROBERT W. SWANSON, DIRECTOR

NIDA R. SAMONA
CHAIRPERSON

Bulletin No. 3108-17

DATE: November 30, 2006

TO: Outstate Seller of Wine licensees
Outstate Seller of Mixed Spirit Drink licensees

FROM: Michigan Liquor Control Commission
Manufacturers & Wholesalers Section

RE: On-Line Beer/Wine/Mixed Spirit Drink Registration

The Michigan Liquor Control Commission is in the process of implementing an on-line registration system for beer, wine and mixed spirit drink products. This on-line system will allow licensees the ability to enter product information, track the status of pending registrations and review their currently registered products. The Manufacturers and Wholesalers Section will process the registrations electronically, and provide an e-mail notification to licensees of approval or denial.

The transition to the on-line system is being phased in and we are now in the process of adding the wine and mixed spirit drink product labels. We are requiring Outstate Seller of Wine and Mixed Spirit Drink licensees to **re-register all wine and mixed spirit drink products you are currently selling** in the State of Michigan. Re-registration at this time will enable us to input only the most current label information into our database.

To re-register your products you may use our on-line system **or** mail your COLA's and a loose label to this office. If using the on-line system, you would be required to enter the product information and scan a label if the image is not available on the TTB web-site. To verify if your label image is available, once logged into our system enter the: TTB Cola Number and click on "Verify TTB Cola Number". A valid COLA number will link to the TTB's web site. Click on "Printable Version" to view the label image. If the label image is not displayed and you are not able to scan a label, submit your COLA and loose label to this office for processing.

A password is required to access the on-line product registration site which is enclosed with this mailing. All Outstate Seller of Wine and Mixed Spirit Drink licensees must complete their re-registration by **January 1, 2007**. If you are currently a user of the on-line registration system, **only submit label information that has not previously been electronically filed.**

Using the on-line registration site is **not** mandatory at this time; however we encourage all licensees to try the new system. If you do not wish to use the on-line system, you must submit a COLA and loose label to this office for all products you are currently selling in Michigan by the **January 1, 2007 deadline**.

If you have any questions, please contact the Manufacturers & Wholesalers Section at (517) 322-1415.