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GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS
LANSING

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To: Michigan Brewers & Micro Brewers
Michigan Small Wine Makers & Wine Makers
Direct Wine Shippers
Outstate Sellers of Beer, Wine, and Mixed Spirit Drinks

All beer, wine, and mixed spirit drinks must have all labels approved by the Commission and receive a registration number prior to distribution and sale in Michigan.

You may register beer, wine, and mixed spirit drink products online at the Michigan Liquor Control Commission Michigan Wholesale Product Registry (MWPR): www.lara.michigan.gov/mwpr/login. This online system allows licensees the ability to enter product information along with label images, track the status of pending registrations, and review their currently registered products. The Commission processes the registrations electronically through the MWPR site. You will receive an email from mlccmwpasswords@michigan.gov with a link to the part of the site that will allow you to set up a password for your account.

Entering a valid Certificate of Label Approval (COLA) number in our system will provide access to the federal Alcohol & Tobacco Tax & Trade Bureau's (TTB) website where the product information and label image can be viewed. If the label image is not available on the TTB's website, you must scan a label (the best format is .jpg) or mail a loose label to our office. For wine products under 7% alcohol by volume (where a COLA is not issued), you must enter the product information along with a label image. Furthermore, labels for cider products under 7% alcohol by volume must comply with the labeling requirements under the Michigan Food Law. You may obtain information on the cider labeling requirements from the Michigan Department of Agriculture and Rural Development (MDARD) Food & Dairy Division at www.michigan.gov/mdard.

Using the online registration site is not mandatory at this time; however, we encourage all licensees to try the system. If you choose not to use the online system to register your products, you must submit a TTB COLA for all products you wish to sell in Michigan along with a list of the Wholesalers who have been designated to distribute these brands. For wines under 7% alcohol by volume submit a loose label.

If you have any questions, please contact the Licensing Division, toll-free at 866-813-0011 or via email at mlccmwpasswords@michigan.gov. You may also find more detailed information on registering products on the Commission's frequently asked question page for manufacturers and wholesalers at www.michigan.gov/lcc.

Basic Instructions For Accessing the Michigan Wholesale Product Registry:

Registry Link: <https://www.lara.michigan.gov/mwpr/login>

1. You may use Internet Explorer, Google Chrome, or Firefox.
2. After you enter the COLA number, below is a button to verify it with the TTB website.
3. Once you have verified the COLA number with the TTB, if you can see the COLA and labels on the TTB website, that means that Commission staff can see them and you do not need to load the label image onto the system.
4. Make sure you pick a Wholesaler (please note, if you do not find your Wholesaler, email mlccmwpasswords@michigan.gov, as you may know the Wholesaler by its DBA name and not the name by which it is actually licensed).
5. Make sure you enter your email address
6. **If you reset your password, the password must be 8 characters in length, no more, no less.**