

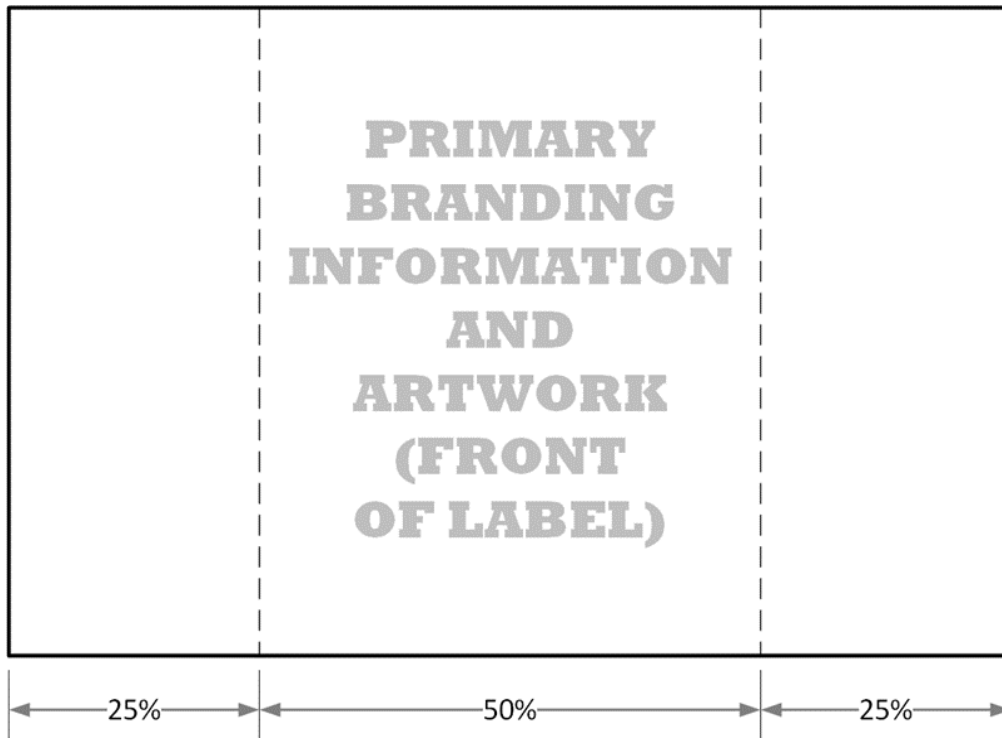
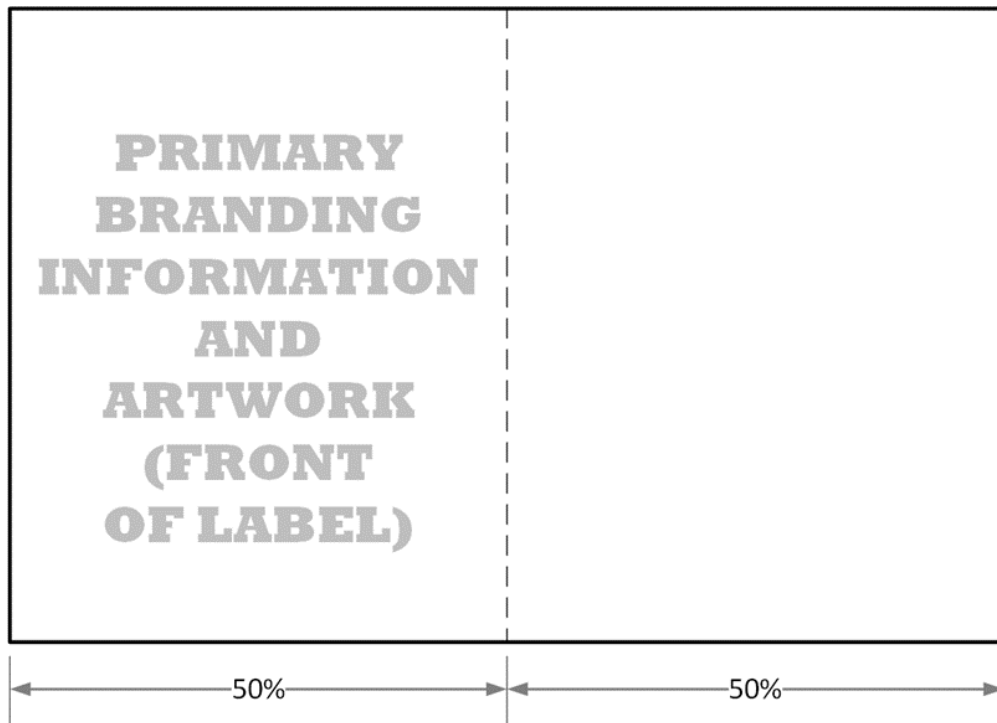
Labeling Guide

In accordance with Utah law, the Department of Alcoholic Beverage Services must approve the labeling for alcoholic products sold in the state. The definitions and requirements for labeling of malted beverages can be found in Utah Code Title 32B. Section 32B-1-606 has additional requirements for certain malted beverages, which this guide is intended to clarify.

Under Utah law, product labels that closely resemble the packaging of commonly known nonalcoholic beverages are not permitted. Malted beverages labeled or packaged in a manner that is “similar to a label or packaging used for a nonalcoholic beverage” or “likely to confuse or mislead a patron to believe the malted beverage is a nonalcoholic beverage” must meet the requirements as outlined below. Possible examples would be products labeled with terms such as:

- Lemonade
- Cola
- Tropical punch
- Root beer
- Tea
- Soda
- Punch
- Water

The statement “alcoholic beverage” or “contains alcohol” must be prominently displayed on the front of the label. The “front” of the label is considered to be 50% of the horizontal dimension of the label containing the brand name, the primary branding information, and the primary logo or artwork. To ensure that labels meet this requirement, label submission should be formatted like the examples below.



For bottles with two separate labels, the “front” of the label is considered to be the label with the brand name, the primary branding information, the primary logo or artwork.

The statement "alcoholic beverage" or "contains alcohol" must be in a font that is at least 3 millimeters high on the container and must be in "obvious and clearly visible contrast to the background of the text." For example, if the background of the label is white or silver, the font must be a dark color such as navy blue, dark red, brown, or black. Conversely, if the label background is a dark color, the font must be a light color such as white, silver, or yellow, or another color that clearly stands out.

Any exterior packaging must also include the statement "alcoholic beverage" or "contains alcohol" in a font that is at least 3 millimeters high and in an "obvious and clearly visible contrast to the background of the text."

The department will allow only labels that meet all requirements as outlined in this document and defined by Utah law.