

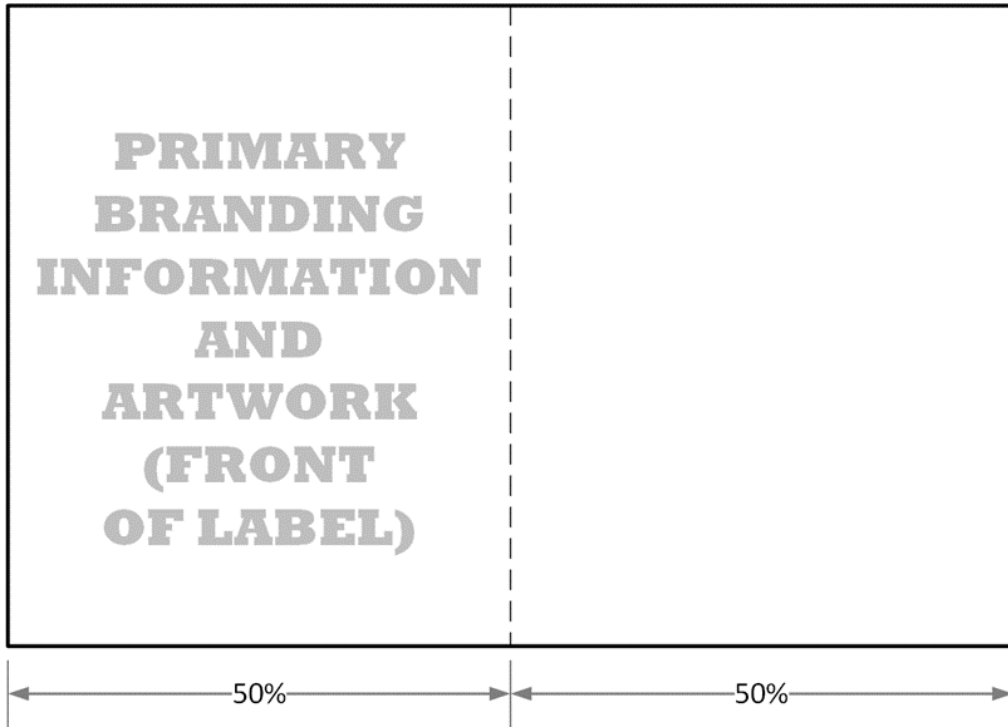
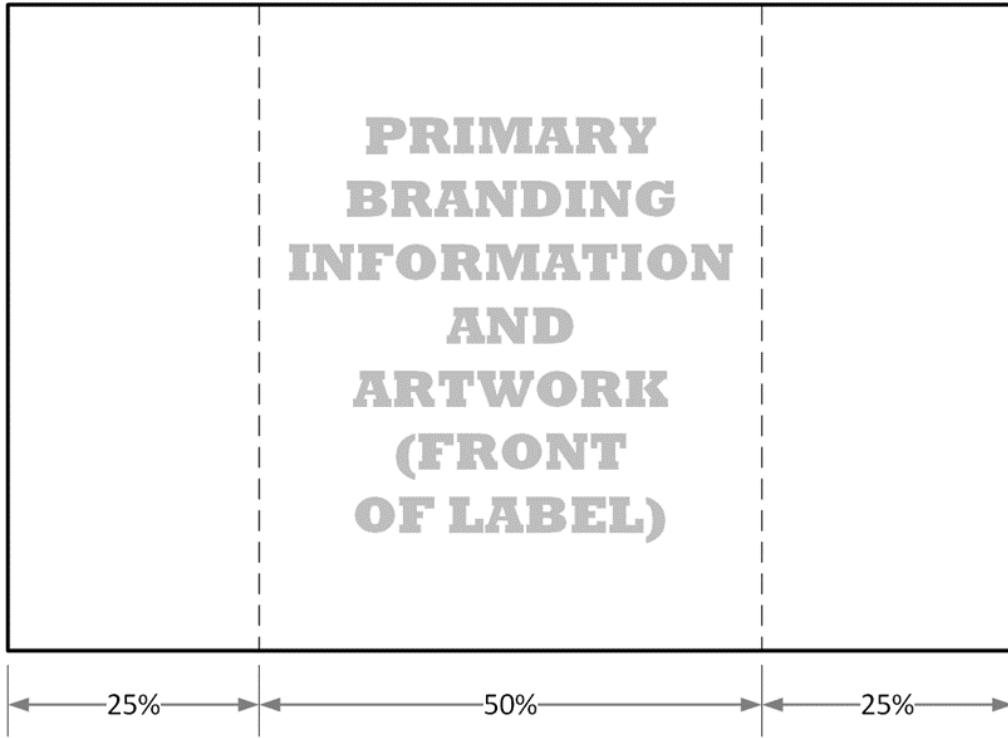
## Labeling Guide

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

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 label. The “front” of the label is defined as 50% of the horizontal dimension of the label which contains the brand name, the primary branding information and primary logo or artwork. To ensure that labels meet this requirement, label submission should be formatted as in the examples on the following page.



For bottles with two separate labels, the front label will be defined as the one with the brand name, the primary branding information and primary logo or artwork.

The "alcoholic beverage" or "contains alcohol" statements must be in a font that is at least 3mm 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 of the containers must also have the "alcoholic beverage" or "contains alcohol" statements, in a font that is at least 3mm high on the packaging and in an "obvious and clearly visible contrast to the background of the text."