



# Special Label Procedure for Certain Malted Beverages

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If a malted beverage is 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 nonalcoholic there are additional statutory label requirements.

Factors found as basis for requiring additional labeling requirements:

the coloring, carbonation, and packaging of the malted beverage is similar to those of a nonalcoholic beverage or product; or can be confused with a nonalcoholic beverage;

the malted beverage possesses a character and flavor distinctive from traditional malted beverage;

the malted beverage is prepackaged, contains high levels of caffeine and other additives; and is marketed as a beverage that is specifically designed to provide energy;

the malted beverage contains added sweetener or sugar substitutes; or

the malted beverage contains an added fruit flavor or other flavors that masks the taste of a traditional malted beverage.

## Additional Label Requirements:

### LABEL

Statement "alcoholic beverage" or "contains alcohol" requirement:

Statement is in a font that measures at least three millimeters high

Statement is in on the FRONT of the label

Alcohol content as a percentage of alcohol by volume or be weight (abbreviations accepted)

Statement is in a font that measures at least three millimeters high

Statement is in on the FRONT of the label

### OUTER PACKAGING

Statement "alcoholic beverage" or "contains alcohol"

Statement is in a font that measures at least three millimeters high

Statement is in on the FRONT of the label

Alcohol content as a percentage of alcohol by volume or be weight (abbreviations accepted)

Statement is in a font that measures at least three millimeters high

Statement is in on the FRONT of the label