



# A Practical Guide to Exporting Your Beverage Alcohol Products to Other Countries

Presented by  
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International Trade Division



5/2008



## Overview

- Overview of the International Trade Division
- Exporting Beverage Alcohol from the United States
- Exporting to the European Community
- Exporting to the Western Hemisphere
- Exporting to Asia and the Pacific Rim
- Other Resources

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## International Trade Division Staff

- **Gail H. Davis, Director ITD**
  - Dorothy Brooks, Office Automation Assistant
  - Saul Cruz, Program Analyst
  - Lynne Gittes, Program Manager
  - Mari Kiranne, Wine Technical Advisor
  - Sanford Lett, Program Manager
  - Delfie Mendez, Program Manager
  - Wanda Williams Burggraff, Specialist
  - Warren Wynn, Specialist

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## ITD Vision

- ITD is the acknowledged technical advisor and authority on information and requirements related to worldwide trade in alcohol in support of the Department of the Treasury's goal to promote economic growth and stability.

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## ITD's Commitments

- To facilitate the export trade in alcohol
- To facilitate the import trade in alcohol
- To facilitate domestic trade in alcohol
- To serve as liaison between foreign governments, industry, and the public in support of worldwide trade

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## Meeting Our Goals

- Trade issues that arise at TTB are reported directly to ITD by the public, industry, or other governments
- Issue Resolution:
  - United States Trade Representative (USTR) - ITD assists and provides technical support through the Assistant USTR for Agricultural Affairs
  - World Trade Organization (WTO) - ITD monitors and acts on trade issues identified

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## Exporting Requirements

- Permits:
  - The Federal Alcohol Administration Act (FAA) requires anyone purchasing alcohol beverages for resale at wholesale, either domestically or **in foreign commerce** to first obtain a **Wholesaler's Basic Permit** before commencing business.
  - The application form for this permit is [TTB Form 5100.24](#), *Application for a Wholesaler's/Import's Basic Permit under the FAA Act*.
  - To obtain this permit, you must maintain and staff a business office in the United States.

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## Exporting Requirements (Cont'd)

- How to Apply for Permit for Importing
- How to Apply for Permit for Wholesaling (same used for Exporting)
- Federal export requirements may vary depending on:
  - What product is being exported (e.g., beer, wine, or distilled spirits),
  - Whether the exporter is also the producer of the product, and/or
  - Whether the product is being exported taxpaid or without payment of tax.
- ITD invites you to explore links provide on TTB.gov for requirements for your particular situation.

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## Exporting Requirements (Cont'd)

- **International Import/Export Requirements**
  - A guide compiled by ITD to offer information on international import requirements for various countries for beer, wine, and distilled spirits.
  - These requirements may include:
    - Licensing,
    - Labeling, and
    - Taxation considerations.
  - International conditions do change frequently, however, and this document may not always reflect the most recent changes.

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## Exporting Requirements (Cont'd)

- The International Import/Export Requirements guide does not contain a complete listing of all U.S. trading partners; it is simply intended to serve as a "starting point" for exporters interested in the requirements for the listed countries.
- Contact ITD for more information regarding the exportation of alcohol beverages to a country not included in this guide or for any other related questions.
- How do you access a country's import and export requirements?

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News and Events [E-mail Updates](#)

- [Register Now to Attend TTB Expo 2008](#)  
TTB Expo 2008 will target alcohol, tobacco, firearms and ammunition industry members as well as relevant trade associations, consultants, lawyers, and state government officials on June 17 - 18, 2008, in Covington, Kentucky. (02/19/08)
- [TTB Ruling 2008-1, Standards of Identity and the Use of Semi-generic Designations and Retsina on Certain European Wines Imported into the U.S.](#)  
This ruling holds that a European Union (EU) wine product bearing one of the 17 semi-generic designations listed in 26 U.S.C. 5388(c)(3)(C)(i) which conforms to the EU standard for such wine complies with the U.S. standard of identity for that wine and, when imported into the U.S., is not required to meet a new U.S. standard of identity. A [Federal Register notice](#) concerning this ruling was published on February 11, 2008. (02/11/08)

[News & Events Archives](#)

**Information By Topic**

- [Importing Samples](#)
- [International Import/Export Requirements](#) ←
- [U.S. Import Requirements](#)
- [U.S. Export Requirements](#)
- [Wine Appellations of Origin](#)

<http://www.ttb.gov/itd/>

**Quick Links**

- Alcohol Beverage Control Boards
- Application and Informational Packets
- Bioterrorism Act Impact
- Contact Us
- U.S. Customs and Border Protection

**Translations**

- En Español
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**International Import/Export Requirements**

This guide was compiled by the International Trade Division to offer information on international import requirements for various countries for beer, wine, and distilled spirits. These requirements may include licensing, labeling, and taxation considerations. International conditions do change frequently, however, and this document may not always reflect the most recent changes.

This guide does not contain a complete listing of all United States' trading partners – it is simply intended to serve as a "starting point" for exporters interested in the requirements for the listed countries. Contact the [International Trade Division](#) for more information regarding the exportation of alcohol beverages to a country not included in this guide or for any other related questions.

To access a country's import and export requirements, please click on the appropriate country below.

CHINA (People's Republic of) GO

<http://www.ttb.gov/itd/interre1.shtml>

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### People's Republic of China

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- [Labeling Requirements](#)
- [Required Documents](#)
- [Licensing](#)
- [Import Procedures](#)
- [Taxes/Tariffs](#)
- [Contacts](#)

<http://www.ttb.gov/itd/china.shtml>

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#### LABELING REQUIREMENTS

The following information must be present on the label, in Chinese. Please note that the label must be approved and registered by the **Administration of Quality Supervision, Inspection and Quarantine (AQSIQ)** before printing and placing on the product.

- **Name/brand of product**
- **Ingredients list** (Sweeteners, preservatives and added color – legal in the case of fortified wine only – must be declared)
- **Net volume (ml)**: This should be marked as 'net content xxx Ml (ml)' for bottle sizes under a liter, or 'net content x Liters (l)' for bottle sizes over a liter. For packages up to (and including 200ml) the minimum print height is 3mm. From 200ml up to and including 1 liter, the minimum print height is 4mm. For packages greater than 1 liter the minimum print height is 6mm.
- **Alcohol content (%)**: The alcohol statement should be in the 'Alcoholic strength xx.x% vol' format.
- **Production date (yy/mm/dd)**: The date of bottling is required on Chinese labels.
- **Producer/Distributor/Importer (Name and address)**: The name and address of the Chinese agent, importer or distributor must be

An announcement issued on December 10, 2006, however, indicated that beverage alcohol-specific import permits would not be required in 2007. Any duly-licensed importer/exporter can import such products without the need to apply for an additional permit or license.

[Back to Top](#)

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**TAXES/TARIFFS**

For the most current tariffs and taxes applied to imported products for this country, please visit the **Online Tariff Database** provided by Tariffic at: <http://www.tariffic.com/ITA/>, and click on **"On-The-Fly Tariffed"**. Please ensure you have a 10-digit HS classification code in order to obtain tariff information. Also see the Census Bureau's **Schedule B** search function (<http://www.census.gov/foreign-trade/schedules/b/index.html>), which allows you to classify your product according to United States export codes. Simply click "Search" and enter the keyword (i.e. beer) that best describes your product.

[Back to Top](#)

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**CONTACTS**

<p><b>General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ)</b> No.9 Madian Donglu Haidian District Beijing, China 100088 Tel: +86 (10) 8226 0001 or 8226 1600 Fax: +86 (10) 8226 0011 or 8226 0012 Web: <a href="http://www.aqsig.gov.cn/">http://www.aqsig.gov.cn/</a></p>	<p><b>U.S. Agricultural Trade Office, Shanghai</b> Suite 331, Shanghai Center 1376 Nanjing West Road Shanghai, China 200040 Tel: +86 (21) 6279-8622 Fax: +86 (21) 6279-8336 Email: <a href="mailto:atoshanghai@usda.gov">atoshanghai@usda.gov</a></p>
<p><b>Ministry of Commerce, P.R.C.</b> No.2 Dong Chang'an Avenue Beijing, China 100731 Tel: 86-10-6512 1919 Fax: 86-10-6559 9340 Web: <a href="http://english.mofcom.gov.cn/">http://english.mofcom.gov.cn/</a></p>	<p><b>Shanghai Administration for Entry and Exit Inspection and Quarantine</b> Imported Food Department Tel: (86-21) 6856 3030 ext. 17539 Fax: (86-21) 6856 4165</p>

**Embassy of the People's Republic of China**  
2300 Connecticut Ave., NW,  
Washington, D.C. 20008  
Tel: (202) 328-2500  
Web: <http://www.china-embassy.org/eng/>

<http://www.ttb.gov/itd/china.shtml>



## Exporting Documents & Certificates

- Certificate of Free Sale
- Certificate of Origin and/or Age
- Certificate of Authenticity
- Sanitary Statement/Certificate
- Manufacturing Process
- **Certification requests: Contact the National Revenue Center at 1-877-882-3277**

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## International Agreements

- ITD's role in alcohol agreements
- Sample agreements in force

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## Exporting Alcohol to the European Community (EC)

- 27 member countries
- U.S./EC Wine Agreement provides stable market conditions for wine trade between the U.S. and EC
  - Licensing
  - Certificates
  - Labeling

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## Exporting Alcohol to the Western Hemisphere

- World Wine Trade Group
  - Licensing
  - Certificates
  - Labeling

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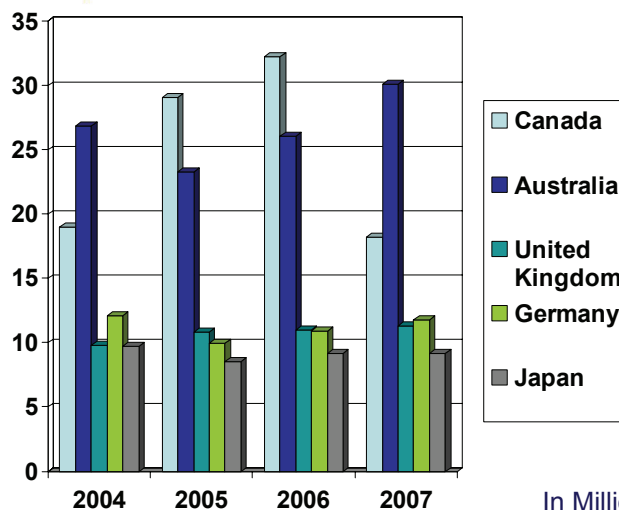
## Exporting Alcohol to Asia & the Pacific Rim

- U.S./China Memorandum of Understanding with TTB maintains collaborative efforts to expand exports between the two nations
  - Licensing
  - Certificates
  - Labeling
- Signed in December 2007 by TTB Assistant Administrator, Headquarters Operations

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## Top 5 Export Markets: Spirits

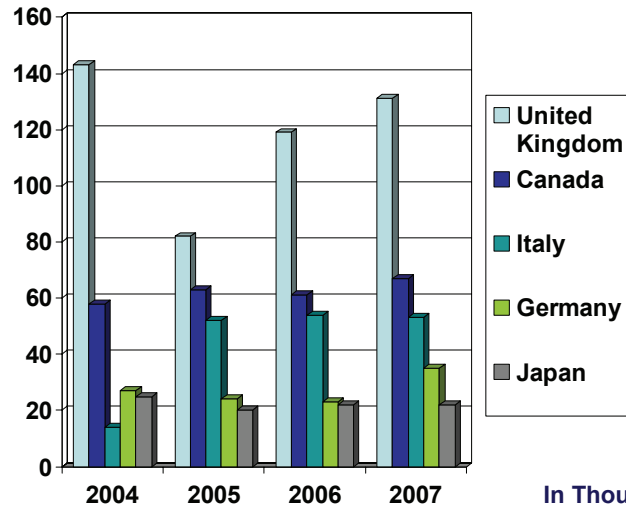


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In Millions: Proof Liters  
Source: USDA/FAS Export Query System



## Top 5 Export Markets: Grape Wine

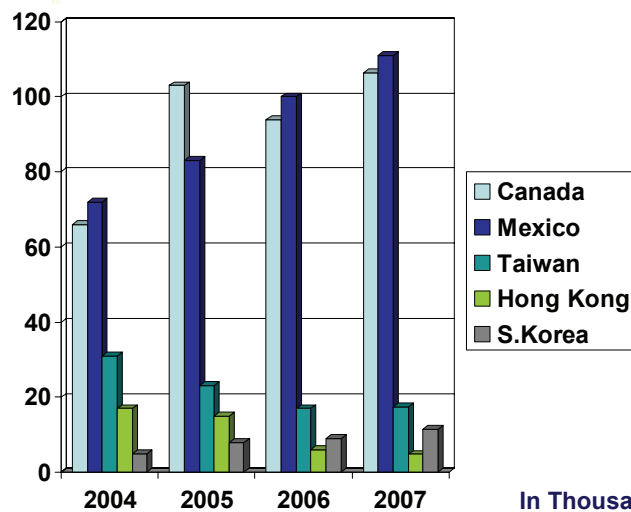


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In Thousands: Kiloliters  
Source: USDA/FAS Export Query System



## Top 5 Export Markets: Malt Beverages



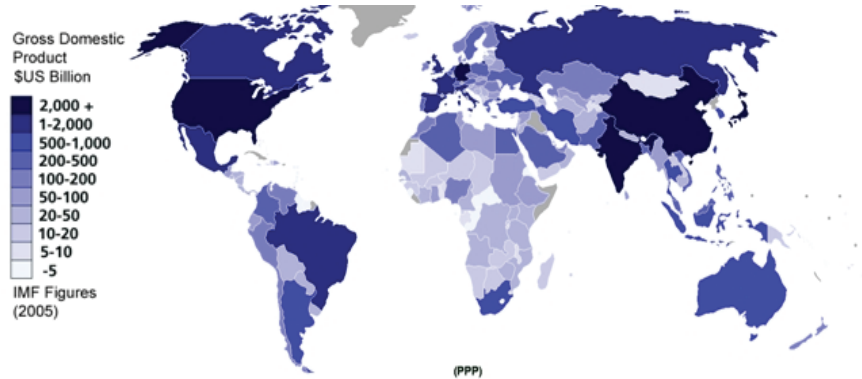
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In Thousands: Kiloliters  
Source: USDA/FAS Export Query System



## Exporting to The World

### Gross Domestic Product (2005) In Billions of U.S. Dollars



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## ITD Contact Information

- **International Trade Division**
  - 202-927-8110
  - [itd@ttb.gov](mailto:itd@ttb.gov)
- **Western Hemisphere**
  - Sanford Lett ([Sanford.Lett@ttb.gov](mailto:Sanford.Lett@ttb.gov))
  - Saul Cruz ([Saul.Cruz@ttb.gov](mailto:Saul.Cruz@ttb.gov))
- **European Community**
  - Lynne Gittes: ([Lynne.Gittes@ttb.gov](mailto:Lynne.Gittes@ttb.gov))
  - Wanda Williams Burggraff ([Wanda.Burggraff@ttb.gov](mailto:Wanda.Burggraff@ttb.gov))
- **Asia, Pacific Rim, Africa, & All Other Countries**
  - Delfie Mendez ([Delfina.Mendez@ttb.gov](mailto:Delfina.Mendez@ttb.gov))
  - Warren Wynn ([Warren.Wynn@ttb.gov](mailto:Warren.Wynn@ttb.gov))

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