

## MALT BEVERAGE LABELING REGULATIONS

in the Code of Federal Regulations (CFR)

Read more about the following consumer protection regulations online at [www.ttb.gov](http://www.ttb.gov):

**Name and Address** 27 CFR 7.25

**Alcohol Content** 27 CFR 7.71

**Net Contents** 27 CFR 7.27

**Caloric and Carbohydrate Representations**

27 CFR 7.29 and TTB Ruling 2004-1

**Health Warning Statement**  
27 CFR Part 16

**Brand Name** 27 CFR 7.23

**Class and Type** 27 CFR 7.24

**Non-Alcoholic Malt Beverage**  
27 CFR 7.24(d), 7.71

**Prohibited Practices** 27 CFR 7.29

**Use of Ingredients Containing Alcohol**  
27 CFR 7.11

**Voluntary Disclosure of Major Food Allergens** 27 CFR 7.22a



## How TTB Protects the Public

American adults who enjoy an occasional alcohol beverage of their choice do so without fear that the product they are consuming might not be labeled properly. Why don't they need to worry? Because a small Government agency takes pride in assuring that the alcohol beverages sold in the United States are properly described on the container.

TTB takes tremendous pride in its strategic mission to "Protect the Public," which is designed to assure the integrity of alcohol beverages in the marketplace, verify and substantiate industry member compliance with laws and regulations, and to provide information to the public as a means of preventing consumer deception.

TTB reviews more than 100,000 alcohol labels, as well as advertisements, each year to verify that they provide adequate information to the consumer concerning the identity and quality of each alcohol beverage and to make certain that they do not mislead consumers.

TTB investigators conduct product integrity field investigations to check that industry members are following all Federal labeling and production standards for alcohol beverages. These investigations often include a comprehensive chemical analysis conducted at one of our two state-of-the-art laboratories.

This informational pamphlet is designed to educate the American public about how to read an alcohol beverage label. If you want to learn more, visit our web Web site at [www.ttb.gov](http://www.ttb.gov).

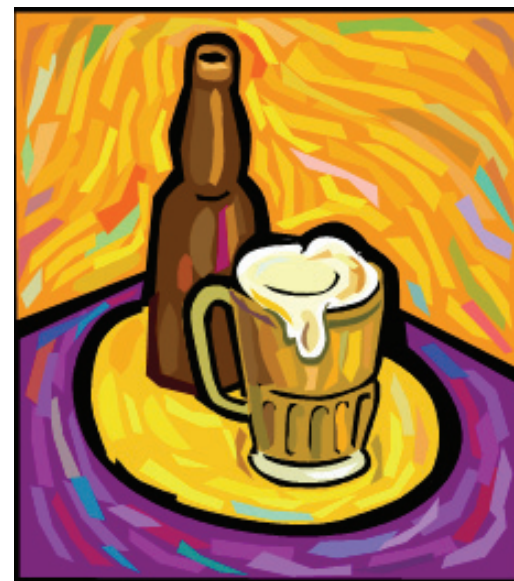
TTB P 5190.3 (04/2008)

DEPARTMENT OF THE TREASURY

**ALCOHOL AND TOBACCO  
TAX AND TRADE  
BUREAU**

**WHAT YOU SHOULD KNOW  
ABOUT**

**MALT BEVERAGE  
LABELS**



**TTB**

*A proud past....A focused future*

## WHAT A MALT BEVERAGE LABEL TELLS YOU

In recent years, changes in tastes and technologies have led to an increasing variety of malt beverage products available in the marketplace. "Malt Beverage" is the general name given in the Federal alcohol labeling regulations for all products made at a brewery with malted barley and hops. It includes things like beer, ale, lager, flavored malt beverages, and even "near beer." In order for the consumer to understand the type of beverage in the container, a review of the information on the label is essential. TTB has designed this guide to help the consumer make an informed choice when buying a malt beverage by explaining the information that must be present on the label. TTB regulations can be quite detailed in regard to the production of a malt beverage and the information appearing on the bottle; not every possibility is presented here, but this guide will give you a good grasp of the fundamentals. For more detailed information please see the regulations listed on the back of this pamphlet. You may also want to contact your State alcohol beverage authority for information regarding its malt beverage label requirements.

### DRAFT/DRAUGHT

The presence of "Draft/Draught" on a label generally means that the product has not been pasteurized and some other method of removing or inhibiting the growth of bacteria has been utilized. However, pasteurized beer may be described as "Draft Brewed" or "Draft Beer Flavor" as long as the label discloses that the beer is pasteurized. The term may also be used if the beer is packaged in containers of one gallon or larger and the contents are to be drawn off through a tap, spigot, faucet, or similar device.

### NAME AND ADDRESS

The name and address of the bottler or importer must appear on the brand label. However, the address of the bottler's principal place of business may be used instead of the actual location where the bottling took place. It is also permissible for a bottler/importer to use a duly authorized trade name in place of its usual operating name.

### ALCOHOL CONTENT

An optional statement of alcohol content expressed in percent by volume may appear on the label. Federal regulations require the alcohol content to appear on the labels of flavored malt beverages that derive alcohol from added flavors. However, some State laws have their own requirements with regard to alcohol content statements.

### LITE/LIGHT/LOW-CARB

A malt beverage may be labeled with a caloric representation (such as "Light" or "Lite") as long as a statement of average analysis appears on the label. This statement must include the amount per serving of calories, carbohydrates, protein, and fat. In addition, a malt beverage may be labeled as "Low-Carbohydrate" if the label includes a statement of average analysis and the product contains no more than 7 grams of carbohydrates per 12-ounce serving.

**XYZ Brewery**



**DRAFT LAGER**

XYZ BREWING CO., CITY, STATE

5% ALC./VOL.

12 FL. OZ.

**GOVERNMENT WARNING:** (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

### HEALTH WARNING STATEMENT

By law, this statement is required on all alcohol beverages containing 0.5% or more alcohol by volume.

### BRAND NAME

The brand name is used to identify and market a malt beverage. A brand name may not mislead the consumer about the age, identity, origin, or other characteristics of the malt beverage.

### CLASS DESIGNATION

The brand label of a malt beverage must contain the class designation of the product. Examples of class designations are beer, ale, and lager. Ale, stout, and porter are classes that must be fermented at a comparatively high temperature. Products labeled "Wheat Beer" must be made from a fermentable base that consists of at least 25% by weight malted wheat.

When a malt beverage is made with the addition of spices, fruit, honey, or natural flavors, it requires specific labeling to indicate the class designation. These malt beverages must be labeled with a statement of composition that reflects the base malt product and the added ingredients, unless otherwise known to the trade under a particular designation. Examples of statements of composition that you might see on malt beverage labels include "Premium malt beverage with natural flavors," "Ale fermented with spices," or "Belgian-style Wheat Ale brewed with natural flavors." These products must also bear a distinctive or fanciful name (such as "Tammy's Treat"). A malt beverage must derive at least 51% of its alcohol content from the fermentation of brewing ingredients, with stricter limits for products with an alcohol content of more than 6 percent alcohol by volume.

### NET CONTENTS

The net contents of a malt beverage container must be stated in English units of measure (e.g., pints, fluid ounces).

### COUNTRY OF ORIGIN

Pursuant to regulations issued by U.S. Customs and Border Protection, a Country of Origin statement is required on containers of imported malt beverages. Acceptable statements include "Product of (insert name of country)" or "Produced/Brewed in (insert name of country)."