



Announcement

July 19, 2011

COLA Processing Times Now Available Online and by Telephone

Our Certificate of Label Approval (COLA) processing times for each commodity (wine, distilled spirits, and malt beverages) have increased for a number of reasons, including an exceptionally high volume of applications, and reductions in staff to process them.

Consequently, the volume of COLA application status inquiries we are receiving has also increased.

To address the increase in status inquiries—and still allow our label specialists to focus their time on reducing COLA backlogs and shortening processing times—we now offer you **two quick and easy ways to check the current average** number of calendar days (includes weekends and Federal holidays) it takes for us to respond to COLA applications:

- Check our [Labeling page](#) at TTB.gov; or
- Call our Customer Service Call Center at 1 (866) 927-2533 (for an automated message):
 - Press "4" for malt beverage and distilled spirits labels
 - Press "6" for wine labels

We ask you to help us be more efficient and reduce application review delays by using the methods above to check whether your application has *exceeded* the current average response time *before* speaking with our customer service representatives directly. We want to provide you with the best possible customer service, and responding personally to status inquiries often diverts our staff from processing COLAs.

We also recommend that you allow extra time within your business plan for receiving your label approval, as COLA processing times may take longer than you have experienced in the past.

We appreciate your cooperation and understanding.