

## Advertising, Labeling and Formulation Division

1310 G Street, NW  
Washington, DC 20220  
1-866-927-2533

### Articles:

- Customer Service Standards - Labeling.
- New Contact Information.

### Application

processing varies,  
based upon:

- Current number of applications
- Seasonal volumes
- *Electronic vs. paper*
- Application completeness
- Application complexity
- Corrections required

## Customer Service Standards - Labeling

A Compliance Matters Newsletter, Issue 94-3, distributed September 1994 by TTB's predecessor agency ATF, clarified and outlined our commitment to the alcohol beverage industry regarding customer service expectations. This standard was based upon the number of label applications that were received in 1993: 59,000.

The alcohol beverage industry has grown over the course of the last 15 years, and application submittals have increased significantly.

During fiscal year 2008 TTB received 133,427 label applications. Although applications have more than doubled, our staff resources have remained constant. We accomplish more with curtailed resources. Consequently, our customer service standards have been adjusted, as required.

TTB has developed an electronic application process that significantly increases efficiency. COLAs Online, our seamless, paperless, and secure system, results in significant improvements to the service which we provide.

As our customer, you may expect communication that is courteous, professional and confidential. We will always treat you with the utmost respect. You may be assured that your labels are being reviewed by highly trained Specialists, proficient in a wide range of services. All communication with our office is proprietary and your information is protected and secure at all times.

Our objective is to provide a quality product with the greatest efficiency and minimal impact to the industry member's business process.

Although seasonal fluctuations routinely affect commodity volumes, our office will always work within the processing standards, outlined in 27 CFR 13.21(b).

Please utilize the service of our Customer Service staff, as they are highly trained and possess extensive experience in the alcohol beverage industry. We are committed to providing quality and efficiency as we review your application.

We strongly recommend that within your business plan you allow adequate time for application review and that you fully anticipate that submitted labels may require revision. We encourage industry members to take advantage of our COLAs Online system.

*Electronic applications are always processed in half the time or less of paper applications.*

## Do You Have Our Current Contact Information?

ALFD Call Center Numbers:  
1-866-927-2533 (toll free)  
(202) 453-2250 (local number)

Options:

- 1 = Address, fax number & hours of operation
- 2 = COLAs Online Password Reset
- 3 = COLAs Online Registration
- 4 = Formulation & DS, MB Labeling
- 5 = Advertising
- 6 = Wine Labeling Office