



ALCOHOL BEVERAGE CONTROL ADMINISTRATION

Wine Division

900 Pennsylvania Avenue, 4th Floor

Charleston, WV 25302

(304) 356-5500

Wine Brand Registration Application Completion Instructions

1. All brands must be registered with the West Virginia Alcohol Beverage Control (WVABCA) Commissioner prior to any sales or shipment of wine to or into West Virginia.
2. The wine brand registration fee is \$100 per brand for a three-year period. Acceptable forms of payment are certified check, cashier's check, money order, or company check payable to the West Virginia Alcohol Beverage Control Administration.
3. Form ABCC-WS-1-D is the application used for brand registration.
4. On the line designated "brand" record the brand to be registered; record only one brand per application. Individual applications are needed for multiple brand registrations.
5. On the line designated as "winery" record the winery bottling/producing the brand to be registered.
6. On the line designated "representative" record the name(s) of the licensed sales representative(s) that solicit sales **to** West Virginia distributors. The company must have at least one licensed sale representative; however, the company must duly license each person soliciting sales or promoting your products in the West Virginia. *Not applicable to Direct Shipper licensees.
7. In the check box, indicate the distributors that you have authorized for brand distribution. *Not applicable to Direct Shipper licensees.
8. Of the brand to be registered, record the information for each wine label sold in West Virginia, attaching additional pages as needed. In lieu of recording this information on the form, you may attach a spreadsheet with this information in the format specified on the form.
9. Include copies of the TTB Certificate of Label Approval (COLA) for each wine label recorded on the form.
10. Include an unattached label or color photocopy of each wine label recorded on the form.
11. Include copies of primary source letters. *No applicable to Direct Shipper licensees.
12. Include copies of the supplier-distributor representation agreements. *Not applicable to Direct Shipper licensees.
13. Sign, provide email address clearly, and date the form.
14. Once reviewed and accepted by the WV ABCA Commissioner, the registration approval will be emailed to the contact listed on the registration application form. All email addresses should be recorded clearly. Please notify the WV ABCA of any email changes.

