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TTB Warns Importers on Wine Labels

Agency says imported wine must meet federal labeling, warning and tax rules before entering the U.S. market

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The Alcohol and Tobacco Tax and Trade Bureau is reminding importers, producers and wholesalers that imported wine must meet federal labeling rules before it can enter the U.S. market, including requirements tied to the Food and Drug Administration, the health warning statement, excise tax obligations and the regulations in 27 CFR part 27.

The guidance, posted on the agency's alcohol frequently asked questions page, comes as wineries and importers continue to navigate a dense set of federal rules that govern how alcoholic beverages are labeled, documented and reported. The TTB said the purpose of the page is to help businesses comply with federal laws covering production, labeling, taxation and reporting.

For imported wine, the agency points companies to the full set of federal requirements that apply before a product is sold in the United States. That includes making sure labels are consistent with FDA rules where applicable, carrying the required health warning statement and meeting excise tax obligations. The TTB also directs businesses to the regulatory framework in 27 CFR part 27, which covers distilled spirits plants and related provisions that can affect certain alcohol operations.

The agency's FAQ page also addresses a separate reporting issue involving kegs of cider and perry. The TTB says those containers should be reported on TTB F 5120.17, the report used for certain operational filings in the alcohol industry. The clarification is meant to reduce errors in inventory and shipment reporting, especially for producers

and wholesalers handling packaged cider and perry in keg form.

Cider and perry producers have faced growing scrutiny from regulators as sales expand and distribution systems become more complex. The TTB’s guidance is intended to make clear how those products should appear in federal reports so that inventories match shipments and tax records remain accurate.

The agency said its FAQ page is designed to answer common questions from importers, producers, wholesalers and others in the alcoholic beverage business. It covers permits, filing requirements, labeling rules and reporting procedures, all of which can affect whether a product moves smoothly through the federal system or gets held up by compliance problems.

For businesses importing wine or reporting cider and perry kegs, the message from the TTB is straightforward: follow the label rules closely, file the correct forms and make sure product records line up with federal requirements before shipments move through commerce.