

LIQUOR & TOBACCO ENFORCEMENT DIVISION

Brand Registration & Sole Source of Supply

Document required for New Brand Registration and Sole Source of Supply:

- Form [DR 8440](#) must be completed
- Must be a licensed importer
- Importer must name a Colorado wholesaler

Brand Registration:

- Copies of Federal brand label approval. The only type of product registration accepted without the federal brand label approval is low-alcohol wine (less than 7%). This product is regulated by the FDA, therefore there will be no federal brand label approval. Brand Registration fee \$5.00 is per PRODUCT. This fee is due on any brand that requires a separate Federal Brand Label Approval, and low-alcohol wine (less than 7%).
- A brand registration on LABEL REVISIONS is not required. If you want to make a record of the label revision, you may file the revision with form [DR 8440](#) and the \$5.00 fee per brand.

Colorado Licensed Importer/Manufactures Requirements:

- \$100.00 sole source fee is due when the importer filing the brand registration is not a manufacturer of the product, or is not the United States primary source of supply. This fee allows the importer to represent all brands of a particular primary source. The primary source is that entity which is authorized to distribute the product in the United States.
- The \$100.00 sole source fee is a one-time fee. However, if a primary source appoints a different Colorado importer, that importer must re-register the products and provide all the fees again.
- Appointment letter from the primary source.