

From: Elliott, Michael <Michael.Elliott@ct.gov>

Sent: Friday, November 2, 2018 10:12 AM

To: Elliott, Michael <Michael.Elliott@ct.gov>

Subject: Online application for registering new liquor brand labels - Connecticut

Dear Liquor Brand Registrant:

The Department of Consumer Protection is pleased to announce the availability of a new online option for registering new liquor brand labels in Connecticut. The premise for this new offering is to establish a partnership between our organizations in an effort to provide a more efficient and streamlined process for liquor brand approval.

The online application for liquor brand label can be found on the Department's Liquor Brand Label Registration home page at: <https://portal.ct.gov/DCP/Liquor-Control-Division/Liquor-Brand-Label-Registration>

All online applications must be submitted under a business account. You can use your existing online account associated with your shipper permit. If you need assistance with retrieval of your User ID and Password, you can submit a request via email to dcp.online@ct.gov

This online option is not mandatory. Paper applications will still be accepted. However, this Department has received over 9,000 liquor brand label applications this year alone and it is becoming increasingly more difficult to provide the expedient approval you seek under current resources. We ask for your support in this next step in the application process.

If you have feedback or questions on the online application, positive or negative, please feel free email to me directly. Thank you in advance for your cooperation.

Sincerely,

Michael Elliott-Director
Connecticut Department of Consumer Protection
License Services Division
Michael.Elliott@ct.gov