

TTB ID 08011-000-000005

DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL

1. REP. ID. NO. (If any) 1221
2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required) BR-PA-PAB-15000
3. SOURCE OF PRODUCT (Required) [X] Domestic [ ] Imported
4. SERIAL NUMBER (Required) 07-0009
5. TYPE OF PRODUCT (Required) [ ] WINE [ ] DISTILLED SPIRITS [X] MALT BEVERAGES
6. BRAND NAME (Required) CHAMPALE
7. FANCIFUL NAME (If any) PINK
9. EMAIL ADDRESS bjhruby@pabst.com
10. FORMULA/SOP NO. (If any) 0728500-000005
12. NET CONTENTS 12-16-22-24-32-40
13. ALCOHOL CONTENT 5.4%
14. WINE APPELLATION (If on label)
15. WINE VINTAGE DATE (If on label)
16. PHONE NUMBER 210 299-6971
17. FAX NUMBER 210 299-6821

PART I - APPLICATION
8. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT, OR BREWER'S NOTICE. INCLUDE APPROVED DBA OR TRADENAME IF USED ON THE LABEL (Required)
PABST BREWING COMPANY
d/b/a G. HEILEMAN BREWING CO.
700 N. PENNSYLVANIA AVENUE
WILKES BARRE, PA 18705
8a. MAILING ADDRESS, IF DIFFERENT
P. O. BOX 792627
SAN ANTONIO, TX 78279-2627
18. TYPE OF APPLICATION (Check applicable box(es))
a. [X] CERTIFICATE OF LABEL APPROVAL
b. [ ] CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL
c. [ ] DISTINCTIVE LIQUOR BOTTLE APPROVAL. TOTAL BOTTLE CAPACITY BEFORE CLOSURE (Fill in amount)
d. [ ] RESUBMISSION AFTER REJECTION
TTB ID

19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, cellophane, corks, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (b) BLOWN, BRANDED OR EMBOSSED ON THE CONTAINER (e.g., net contents, etc.). THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.

PART II - APPLICANT'S CERTIFICATION

Under the penalties of perjury, I declare: that all statements appearing on this application are true and correct to the best of my knowledge and belief, and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which are attached to an original TTB F 5100.31, Certificate/Exemption of Label/Bottle Approval.

20. DATE OF APPLICATION 11-5-07
21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT [Signature]
22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT BARBARA J. HRUBY

PART III - TTB CERTIFICATE

This certificate is issued subject to applicable laws, regulations and conditions as set forth in the instructions portion of this form.

23. DATE ISSUED JAN 31 2008
24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU [Signature]

FOR TTB USE ONLY

QUALIFICATIONS
The statement of composition on the label must state "natural flavor" instead of "natural flavors".

16. THIS CERTIFICATE IS OPERATIVE FOR THE RELEASE OF NOT MORE THAN 10,000 BOTTLE CASES.

This approval applies to the 12 fluid ounce size.

SEE NO MORE USE-UPS WILL BE GRANTED.



EXPIRATION DATE (If any) 8/30/08

AFFIX COMPLETE SET OF LABELS BELOW (See General Instructions 4, 6 and 7)

