

OMB No. 1512-0092 (03-01-2004)

DEPARTMENT OF THE TREASURY  
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF  
LABEL/BOTTLE APPROVAL  
(See Instructions and Paperwork Reduction Act Notice on Back)

PART I - APPLICATION

1. VENDOR CODE (Required) 0 9 7 4		2. SERIAL NUMBER (Required) YEAR: 0 3 B 0 1		7. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE (Required) Boston Beer Corporation d/b/a The Boston Beer Company 30 Germania Street Boston MA 02130	
3. BRAND NAME (Required) Samuel Adams				7a. MAILING ADDRESS, IF DIFFERENT 75 Arlington Street Boston MA 02116	
4. CLASS AND TYPE (Required) Includes wine variety and grapes, if applicable. Ale brewed with maple syrup					
5. FANCY NAME (If Any) Utopias MMII					
6. PLANT REGISTRY/BASIC PERMIT NO./BREWER'S NO. (Required) BR-MA-BOS-1					
8. FORM (If Any) 99-1	9. LAB. NO. DATE	10. NET CONTENTS 1 pt 8 oz.	11. PHONE NUMBER (617) 368-5000	12. TYPE OF APPLICATION (Check appropriate box) a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL (If "Yes" to ONLY 1 of the following) <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL, TOTAL BOTTLE CAPACITY BEFORE CLOSURE	
13. USE (Bottling Only)	14. ALCOHOL CONTENT	15. VINTAGE (Wine products only, if state or label)	16. FAX NUMBER (617) 368-5500		

17. SHOW ANY VARIATIONS OF MATERIALS FROM LABELS APPLIED TO THE CONTAINER (e.g. color, size, font, etc.) AND OTHER THAN THE LABELS APPLIED BELOW OR BE EMBOSSED ON THE CONTAINER. THIS INFORMATION MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS APPLIED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT AND SYMBOLS ON LABELS. Additions, deletions, modifications or relocation on label, bottle cap or keg bung of any of the following wording: alcohol content, state identification, deposit information, "no deposit/no return", "use opener", crown brand, "twist off", "twist lift", trademark symbols, and product coding. Month and year of purchase before date may vary. Labels may bear text "www.samadams.com". Bottles may bear "Sam Adams" in script, molded in bottle at front and/or back shoulder.

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 appear on the reverse of an original ATF F 5100.31, Certificate/Exemption of Label/Bottle Approval.

18. DATE OF APPLICATION 10/23/01	19. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>Tara L. Heath</i>	20. TYPE NAME OF APPLICANT OR AUTHORIZED AGENT Tara L. Heath Attorney-in-fact
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PART III - ATF CERTIFICATE

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

21. DATE ISSUED OCT 31 2001	22. AUTHORIZED SIGNATURE, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <i>[Signature]</i>
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FOR ATF USE ONLY

QUALIFICATIONS

EXPIRATION DATE (if any)

AFFIX COMPLETE SET OF LABELS BELOW

BRAND LABEL  
(WHITE LETTERING  
ON CLEAR PLASTIC)

*Samuel Adams*  
UTOPIAS MMII™  
ALCOHOL BY VOLUME 4.5% - 16 FL. OZ.  
BOTTLES BY THE BOSTON BEER COMPANY, BOSTON, MA  
GOVERNMENT WARNING: (1) ACCORDING TO THE  
SURGEON GENERAL, WOMEN SHOULD NOT DRINK  
ALCOHOLIC BEVERAGES DURING PREGNANCY BE-  
CAUSE OF THE RISK OF BIRTH DEFECTS. (2) CON-  
SUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS  
YOUR ABILITY TO DRIVE A CAR OR OPERATE MA-  
CHINERY AND MAY CAUSE HEALTH PROBLEMS.



ATF F 5100.31 (1-00) PREVIOUS EDITIONS ARE OBSOLETE