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Changes in Labeling and Formula Approval Bring Electronic Filing Options

Attention all Industry Members and Representatives –

This is to advise you of certain changes that TTB is undertaking in administering its certificate of label approval (COLA) and formula approval mission and to take the opportunity to encourage industry to use all of TTB's electronic filing options to the maximum extent possible. Given measurable increases in label and formula submissions, and the economic challenges that impact budgets across Government, including TTB's, we continue to explore methods to administer our programs in a way that both maximizes our mission accomplishment and facilitates a thriving, lawful industry. The following are some adjustments we have made to our label and formula application processes, along with suggestions that will reduce the likelihood of delays in processing your applications.

Application Review Turnaround Time

COLA and formula reviews will continue to be conducted in as timely a manner as possible. To achieve that goal, we will continue to review COLA and formula applications in the order they are received. However, to reduce review delays on these applications, we will no longer be accepting "Expedite Requests" or "Informal Reviews," effective immediately. As we are experiencing considerable increases in the number of applications received, you should allow adequate time for a 90-day application review process within your business plan and anticipate that we may require you to make revisions to your labels or formulas.

Online Application Systems for COLAs and Formulas

E-applications are processed in approximately half the time of paper applications, so we encourage you to take advantage of our online application systems. Our electronic system enhancements allow us to better focus on processing your application.

[COLAs Online](#) – You can independently track the status of your COLAs using COLAs Online, our paperless, efficient, and streamlined application system. We recently upgraded COLAs Online to improve functionality and your online experience. If you are not already using COLAs Online, you can enroll electronically at TTB.gov. Learn more from the [TTB Online Portal page](#).

[Formulas Online](#) – Formulas Online is TTB's new, Web-based system for drafting, submitting, and tracking formula applications for domestic and imported alcohol beverages. If you are an existing COLAs Online User, simply visit TTB Online and modify your user registration to obtain access to Formulas Online. If you are a new user, it is easy to register. Please go to "Learn more" on our Formulas Online [homepage](#).

Modified Customer Service Options

While we will not conduct expedited or informal label reviews, customer service calls will be addressed by labeling and formulation specialists who will be happy to provide guidance to you on specific questions you may have.

Because we share your desire to eliminate unnecessary hurdles and to have access to efficient processes and systems, we encourage you to avail yourself of all electronic options available to you as a TTB regulated entity. These include:

[COLAs Online](#), [Pay.gov](#), [Formulas Online](#), and [Permits Online](#).

Page Last Updated: 02/02/2011