

TTB ID **11179-002-000006**

**DEPARTMENT OF THE TREASURY  
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU  
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF  
LABEL/BOTTLE APPROVAL**  
*(See Instructions and Paperwork Reduction Act Notice Below)*

1. REP. ID. NO. (If any)		CT <b>80</b>	OR <b>02</b>
2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required) BWN-NY-15069		3. SOURCE OF PRODUCT (Required) <input checked="" type="checkbox"/> Domestic <input type="checkbox"/> Imported	
4. SERIAL NUMBER (Required) YEAR 1 1 - 0 0 0 2		5. TYPE OF PRODUCT (Required) <input checked="" type="checkbox"/> WINE <input type="checkbox"/> DISTILLED SPIRITS <input type="checkbox"/> MALT BEVERAGES	
6. BRAND NAME (Required) 9/11 MEMORIAL		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) LIEB CELLARS, LLC 35 COX NECK ROAD MATTITUCK, NY 11952	
7. FANCIFUL NAME (If any)		8a. MAILING ADDRESS, IF DIFFERENT LIEB CELLARS, LLC P.O. BOX 907 CUTCHOGUE, NY 11935	
9. E-MAIL ADDRESS gary@liebcellars.com		10. FORMULA/SOP NO. (If any)	
11. LAB. NO. & DATE/PRE-IMPORT NO. & DATE (If any)		12. TYPE OF APPLICATION (Check applicable box(es)) a. <input type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in _____ only" (Fill in State abbreviation) c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount) d. <input checked="" type="checkbox"/> RESUBMISSION AFTER REJECTION TTB ID <u>11130-002-000008</u>	
12. NET CONTENTS 750 ml	13. ALCOHOL CONTENT 12.5%	14. WINE APPELLATION (If on label) North Fork of Long Island	
15. WINE VINTAGE DATE (If on label) 2010	16. PHONE NUMBER 631.734.1100	17. FAX NUMBER 631.734.1113	
19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, celloseals, 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. On corks: LIEB CELLARS, North Fork of Long Island, www.liebcellars.com, 631.734.1100			

**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 6/23/2011	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>Jay Madden</i>	22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT Gary Madden, General Manager
--------------------------------------	---	---

**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 <i>July 1, 2011</i>	24. AUTHORIZED SIGNATURE - ALCOHOL AND TOBACCO TAX AND TRADE BUREAU <i>Pamela Garner</i>
--	---

**FOR TTB USE ONLY**

QUALIFICATIONS	TTB has not reviewed this label for type size, characters per inch or contrasting background. The responsible industry member must continue to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.	EXPIRATION DATE (If any)
----------------	---	--------------------------

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

BACK

This wine was produced to commemorate the 10th anniversary of 9/11 and the opening of the 9/11 Memorial, using grapes grown 90-miles from the site of the World Trade Center.

Lieb Cellars has been a proud supporter of the 9/11 Memorial through the SEPTEMBER'S MISSION FOUNDATION since 2004, and is honored to produce this wine for the National September 11 Memorial & Museum.

Lieb Cellars is making a generous donation to the 9/11 Memorial to honor and remember the victims of the terror attacks killed at the World Trade Center, the Pentagon, and near Shanksville, PA.

PRODUCED & BOTTLED BY LIEB CELLARS, MATTITUCK, NY  
CONTAINS SULFITES | 750ML

**GOVERNMENT WARNING:** (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISKS OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

FRONT

LIEB CELLARS  
PRESENTS

**9/11  
MEMORIAL**

NATIONAL SEPTEMBER 11  
MEMORIAL & MUSEUM

2010  
MERLOT

NORTH FORK OF LONG ISLAND

ALC. 12.5% BY VOL.

*02*