

OMB No. 1513-0020 (01/31/2009)

<b>FOR TTB USE ONLY</b>			<b>DEPARTMENT OF THE TREASURY</b> <b>ALCOHOL AND TOBACCO TAX AND TRADE BUREAU</b> <b>APPLICATION FOR AND</b> <b>CERTIFICATION/EXEMPTION OF LABEL/BOTTLE</b> <b>APPROVAL</b>  (See Instructions and Paperwork Reduction Act Notice on Back)
TTB ID 11203001000280			
1. REP. ID. NO. (If any)	CT 80	OR 00	

**PART I - APPLICATION**

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required) BW-TX-20		3. SOURCE OF PRODUCT (Required) <input checked="" type="checkbox"/> Domestic <input type="checkbox"/> Imported		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 LABEL (Required)  LLANO ESTACADO WINERY, LLANO ESTACADO WINERY, INC. 3426 E FM 1585  LUBBOCK TX 79404  LLANO ESTACADO WINERY (Used on label)	
4. SERIAL NUMBER (Required) 11018L		5. TYPE OF PRODUCT (Required) <input checked="" type="checkbox"/> WINE <input type="checkbox"/> DISTILLED SPIRITS <input type="checkbox"/> MALT BEVERAGE			
6. BRAND NAME (Required) LLANO ESTACADO WINERY			8a. MAILING ADDRESS, IF DIFFERENT		
7. FANCIFUL NAME (If any)					
9. EMAIL ADDRESS RCLEHRMAN@BEVLAW.COM		10. GRAPE VARIETAL(S) (If any)		11. FORMULA	
12. NET CONTENTS 750 MILLILITERS		13. ALCOHOL CONTENT 13		14. WINE APPELLATION IF ON LABEL AMERICAN	
15. WINE VINTAGE DATE IF ON LABEL 2009		16. PHONE NUMBER (202) 449-3739		17. FAX NUMBER (202) 478-5189	
18. TYPE OF APPLICATION (Check applicable box(es))					
a. <input checked="" 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 type="checkbox"/> RESUBMISSION AFTER REJECTION TTB ID. NO. _____					

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. THE GRAPHICS, NAMES, SALUTATIONS, DATES, AND ARTWORK PRESENTED ON THIS LABEL MAY BE CHANGED TO PERSONALIZE THIS LABEL. BRAND NAME, LOGO AND GRAPHICS MAY REPEAT.

**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 07/22/2011	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT (Application was e-filed)	22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT ROBERT LEHRMAN
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**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**

09/23/2011

**24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU**

**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.

The approval of this COLA covers this label and any additions, deletions or changes in graphics, salutations, congratulatory dates and names, and artwork to personalize the label as indicated on the application.

This approval to change the personalizing information does not permit the addition of any information that discusses either the alcohol beverage or characteristics of the alcohol beverage or that is inconsistent with or in violation of the provisions of 27 CFR parts 4, 5, 7 or 16, as applicable, or any other applicable provision of law or regulations.

**STATUS**

THE STATUS IS APPROVED.

**CLASS/TYPE DESCRIPTION**

TABLE RED AND ROSE WINE

**EXPIRATION DATE (if any)**

AFFIX COMPLETE SET OF LABELS BELOW

Image Type: Back

Actual Dimensions: 3.24 inches W X 4.24 inches H



September 9th, 2011

Shiraz

Image Type: Brand (front)

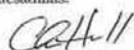
Actual Dimensions: 2.61 inches W X 4.65 inches H

2009 SHIRAZ  
AMERICAN TABLE WINE


Llano Estacado wines have won national and international acclaim and have become the pride of Texas. Taste for yourself and see why...

Llano Shiraz is made in a velvety smooth, textured Australian style. This full flavored wine has earthy aromas, hints of spice and jam, and a perfume of blackberries.

Perfect with anything off the grill or your favorite pizza. Also, try serving this wine slightly chilled with fajitas and quesadillas.



Christopher Hull, Winemaker



Gregory A. Bruni, V.P. Winemaker

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

CONTAINS SULFITES

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For sale in Texas only.  
www.llanowine.com



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VINTED AND BOTTLED BY  
LLANO ESTACADO WINERY  
LUBBOCK, TEXAS  
750 ML ALC. 13.0% BY VOL.  
BWTX 20

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TTB F 5100.31 (5/2011) PREVIOUS EDITIONS ARE OBSOLETE