

CHANGES TO FEES/REGISTRATION PERIODS

Due to recent changes in the renewal periods (see “Brand Label Fee Chart”) an explanation of how fees/renewals will be handled in the interim between now and the new expiration dates is needed.

Note: References to fees only apply if a fee is due. If your registration is exempt from the fee, the fee will not be due, but the information about the expiration dates and renewal periods remains the same.

Beer

Beer registrations are not impacted by this, as the expiration dates are the same. Any application filed between now and June 30, 2014 must be submitted at the pro-rated fee, with the full fee required at renewal.

Liquor

If you are registering a liquor label and you are located in Zone 1 (your license number will start with a 1) your brands currently expire on February 28, 2015. Using the new Liquor Brand Label application, you will need to choose the month you’re filing the application and submit the pro-rated fee. All of these will expire on the new date of September 30, 2015 and require renewal prior to their expiration. All of the labels that are currently registered and set to expire on February 28, 2015 will keep this expiration date and will be renewed at this time, at a pro-rated fee, to expire on September 30, 2015 so that by the end of October 2015 all liquor registered in NYS will have the same expiration date. When all registered liquor is renewed in October 2015, it will be at the full fee and for a full year, to expire September 30, 2016.

If you are registering a liquor label and you are located in Zone 2 (your license number will start with a 2) or Zone 3 (your license number will start with a 3) your brands currently expire on September 30, 2014. Using the new Liquor Brand Label application, you will need to choose the month you’re filing the application and submit the pro-rated fee. These will also expire on September 30, 2014. The expiration date and renewal process you’ve always had will not change and the full fee will be due at renewal.

Cider, Wine Products, Wine Requiring State Approval (Wine Specialties and Low Alcohol Wine)

If you are registering a Cider/Wine Product/Wine Specialty/Low Alcohol Wine label and you are located in Zone 1 (your license number will start with a 1) your brands currently expire on February 28, 2015.

Using the new Cider or Wine Product/Wine Specialty/Low Alcohol Wine Brand Label application, you will need to choose the month you're filing the application and submit the pro-rated fee. These will also expire on February 28, 2015. The expiration date and renewal process you've always had will not change and the full fee will be due at renewal.

If you are registering a Cider/Wine product/Wine Specialties/Low Alcohol Wine label and you are located in Zone 2 (your license number will start with a 2) or Zone 3 (your license number will start with a 3) your brands currently expire on September 30, 2014. All of the labels that are currently registered and set to expire on September 30, 2014 must be renewed at this time, at a pro-rated fee, to expire on February 28, 2015 so that by the end of February 2015 all Cider/Wine product/Wine Specialties/Low Alcohol Wine registered in NYS will have the same expiration date. When all registered Cider/Wine product/Wine Specialties/Low Alcohol Wine is renewed in February 2015, it will be at the full fee and for a full year, to expire February 29, 2016.