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To: All Wholesalers

From: Brand Label Permit Unit

Subject: New submission procedures relating to brand label applications

Date: September 17, 2012

Effective Monday October 1, 2012 brand label registration applications that require a fee will no longer be accepted in the Albany office. Brand label applications that require a fee should be submitted to New York State Liquor Authority, Brand Label Permit Unit, PO BOX 5207, New York, NY 10008-5207. Additional changes that will occur regarding the brand label permit registration process will also include eliminating the issuance of permit certificates. In lieu of a certificate applicants will receive a letter stating that the brand has been approved. Applicants will receive a deficiency letter regarding incomplete brand label registration applications. The applicant will have 20 business days to respond to all deficiencies; failure to do so may result in disapproval of the application. Should an application be disapproved for failure to comply or otherwise, a request will be forwarded to the NYS Comptroller's office for a possible refund. Please feel free to contact our brand label permit unit with additional questions.