



COMMONWEALTH of VIRGINIA

Department of Alcoholic Beverage Control

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Circular Letter 14-01

- To:** Wineries, Breweries, Importers and Wholesalers
- Subject:** Product Approval of Gift Packages
- Purpose:** The purpose of this Circular Letter is to communicate to licensees a recent change in the Board's Regulations by which "Gift Packages" no longer have to be approved by the Board, as long as the wine or beer contained in the package has been granted prior label approval.
- Background:** On January 15, 2014 section 3 VAC 5-40-20 of the Board's Regulations was amended to permit gift packages containing wine and or beer for which prior label approval has been granted to be sold without additional approval by the Board. In order to implement the recent change in the regulation while insuring that all wine and beer sold in the Commonwealth has label approval the following guidance is offered.
- Held:** Gift packages containing wine and beer for which label approval has been granted will no longer require approval, provided the purchase order or invoice from the manufacturer/importer to the wholesale licensee identifies the products contained in the package. Should the purchase order or invoice from the manufacturer/importer fail to identify the wine or beer products contained in the gift package then label approval is required before the package can be sold in the Commonwealth.

Should you have questions regarding label approval for wine, beer or gift packages please contact our Tax Management Section at (804) 219-2034 or productapproval@abc.virginia.gov

A handwritten signature in cursive script that reads "S. Chris Curtis".

S. Chris Curtis
Deputy Secretary to the Board