

**OREGON LIQUOR CONTROL COMMISSION
CERTIFICATE OF APPROVAL (CERA)
APPLICATION & AGREEMENT**

Your CERA will not be issued until we receive the following:

- This completed and signed application.
- \$175 fee (enclose check made payable to OLCC).

Applicant Name _____

Trade Name _____

Business Address _____

City/State/Zip Code _____

Mailing Address _____

City/State/Zip Code _____

Email _____ **Fax** _____

Contact Person _____

Contact Phone _____

1. If a corporation or limited liability company (LLC), name of President or Managing Member _____

The applicant or authorized corporate office or member of a partnership or limited liability company must sign this application.

Placing your signature below confirms that you have read the Information Memo and Supplier and Retailer Guidelines and that the Applicant you represent agrees to comply with all the laws of the State of Oregon pertaining to the sale of malt beverages, cider or wine and all rules and regulations of the Oregon Liquor Control Commission.

Print Name _____

Signature _____ **Date** _____

RETURN to:

**Oregon Liquor Control Commission
PO Box 22297, Milwaukie, Or 97269-2297
Phone: 503-872-5123 Fax: 503-872-5018**

CERTIFICATE OF APPROVAL (CERA)

INFORMATION MEMO

An Oregon wholesaler of wine, cider, or malt beverage may import the wine, cider, or malt beverage into Oregon only if one or both of the following applies:

1. If the wine, cider, or malt beverage is being sent to the Oregon wholesaler from a person in the United States but from a state other than Oregon, the person sending the alcohol must have a valid CERA; or
2. If the wine, cider, or malt beverage is being sent to the Oregon wholesaler directly from a person outside of the United States, the Oregon wholesaler must have a valid CERA.

NOTE: A CERA is not needed for distilled liquor.

WHAT ARE THE TYPES OF ALCOHOL IN OREGON?

- “Cider” means an alcoholic beverage made from the fermentation of the juice of apples or pears and that contains not more than seven percent of alcohol by volume. “Cider” may include flavored, sparkling, or carbonated cider; but “cider” does not include wine.
- “Distilled liquor” means any alcoholic beverage that does not qualify as a wine, cider, or malt beverage. Other common names for “distilled liquor” are distilled spirits, hard liquor, and hard alcohol.
- “Malt beverage” means an alcoholic beverage obtained by the fermentation of grain; and that contains not more than 14 percent alcohol by volume. Other common names for “malt beverage” are beer, ale, porter, and stout. “Malt beverage” does not include cider or an alcoholic beverage obtained primarily by fermentation of rice, such as sake.
- “Wine” means any fermented liquor or fruit juice (but not cider; see the definition of “cider”) that is not a malt beverage and that contains not more than 21 percent alcohol by volume. Wine may contain distilled liquor and still be considered “wine” as long as the final alcohol content of the wine is not more than 21 percent alcohol by volume.

WILL MY CERA EXPIRE?

A CERA is valid for a period beginning on the date of issuance and ending on December 31st of the fifth calendar year. The fee is \$175.00. No OLCC bond is required. Renewal notices will be mailed in October of the year your certificate of approval expires. It is important that you notify the OLCC of any address change.

DO MY EMPLOYEES OR AGENTS NEED AN OLCC LICENSE OR PERMIT?

Your employees or agents who solicit wholesale orders for wine, cider, or malt beverage in Oregon are not required to have a license, provided they do not conduct tastings or pour or serve alcoholic beverages on a licensed premises. However, your employees or agents who do conduct tastings or otherwise serve alcohol for consumption at any licensed business in Oregon must have a valid Oregon Service Permit.

WHAT ARE THE RECORD KEEPING AND REPORTING REQUIREMENTS?

You must submit a monthly report to the OLCC of all wine, cider, and malt beverage sales to wholesalers in Oregon. The OLCC will send you the reporting forms within 30 days of issuance of your CERA. Any questions regarding reporting requirements need to be directed to Lisa Paullin-Anzaldua at 503-872-5168.

WHAT IS A TERRITORIAL AGREEMENT?

Oregon law prohibits an Oregon wholesaler from selling any brand of malt beverage (but only malt beverage) in Oregon unless there is an agreement between the Oregon wholesaler and either the manufacturer of the malt beverage or CERA holder authorizing sale by the Oregon wholesaler of the brand within a designated territory. This agreement is called a territorial agreement. It must designate a wholesaler, territory, and each brand covered by the agreement. Agreements must be signed by both parties or their authorized agents and a copy provided to the OLCC. Any questions regarding a territorial agreement need to be directed to Kelly Routt at 503-872-5007.

WHAT ARE LABEL REQUIREMENTS IN OREGON?

All labels must comply with Oregon law and have federal Alcohol and Tobacco Tax and Trade Bureau (TTB) approval. Oregon law does not require you to obtain prior OLCC approval, unless the label is a private label. Private labels contain an Oregon retailer's trade name, trademark, or other words or symbols identifiable with a retailer. If you have questions about Oregon label requirements, please contact Kelly Routt at 503-872-5007.

Wines: Generally, wine labels that receive TTB approval are legal for sale in Oregon. If a wine has Oregon as an appellation of origin, it must also comply with the wine labeling requirements under Oregon rules.

Malt Beverages: Generally, malt beverage labels that receive TTB approval are legal for sale in Oregon. However, if a malt beverage contains more than 6% alcohol by volume, the alcohol content must be stated conspicuously on the container in terms of volume and the product may not be labeled as "beer." This required labeling may be on a sticker applied by the Oregon wholesaler.

Bottle Bill Compliance: An Oregon refund statement of not less than 5 cents must be clearly indicated on the container of all malt beverages. The refund statement can be in the form of a sticker and may be applied by the Oregon wholesaler. Oregon law prohibits pull tabs or rings. Any plastic rings connecting beverage containers must be biodegradable. If you have questions about Oregon's bottle bill you may contact Becky Voelkel at 503-872-5132.

SUPPLIER / RETAILER RELATIONSHIPS

Oregon has guidelines and rules about promotions, advertising and financial relationships between manufacturers/importers/wholesalers and retailers. Please read the following:

Supplier and Retailer Guidelines

If you need more information or have questions, please call Kelly Routt at 503-872-5007.