ALCOHOL BEVERAGE CONTROL ADMINISTRATION

Wine Division
900 Pennsylvania Avenue, 4th Floor
Charleston, WV 25302
(304) 356-5500

Wine Brand Registration Application Completion Instructions

1. All brands must be registered with the West Virginia Alcohol Beverage Control (WVABCA) Commissioner prior to any sales or shipment of wine to or into West Virginia.

2. The wine brand registration fee is $100 per brand for a three-year period. Acceptable forms of payment are certified check, cashier's check, or money order payable to the West Virginia Alcohol Beverage Control Administration.

3. Form ABCC-WS-1-D is the application used for brand registration.

4. On the line designated "brand" record the brand to be registered; record only one brand per application. Individual applications are needed for multiple brand registrations.

5. On the line designated as "winery" record the winery bottling/producing the brand to be registered.

6. On the line designated "representative" record the name(s) of the licensed sales representative(s) that solicit sales **to** West Virginia distributors. The company must have at least one licensed sale representative; however, the company must duly license each person soliciting sales or promoting your products in the West Virginia. *Not applicable to Direct Shipper licensees.

7. In the check box, indicate the distributors that you have authorized for brand distribution. *Not applicable to Direct Shipper licensees.

8. Of the brand to be registered, record the information for each wine label sold in West Virginia, attaching additional pages as needed. In lieu of recording this information on the form, you may attach a spreadsheet with this information in the format specified on the form.

9. Include copies of the TTB Certificate of Label Approval (COLA) for each wine label recorded on the form.

10. Include an unattached label or color photocopy of each wine label recorded on the form.

11. Include copies of primary source letters. *No applicable to Direct Shipper licensees.

12. Include copies of the supplier-distributor representation agreements. Each supplier must appoint at least 2 distributors per brand (examples included). *Not applicable to Direct Shipper licensees.

13. Include notarized copies of Good Faith Affidavits from both supplier and distributor. *Not applicable to Direct Shipper licensees.

14. Sign, provide email address clearly, and date the form.

15. Once reviewed and accepted by the WV ABCA Commissioner, the registration approval will be emailed to the contact listed on the registration application form. All email addresses should be recorded clearly. Please notify the WV ABCA of any email changes.

WEST VIRGINIA ALCOHOL BEVERAGE CONTROL ADMINISTRATION

WINE BRAND REGISTRATION

Wine Division
900 Pennsylvania Avenue, 4th Floor
Charleston, WV 25302
(304) 356-5560
Email: abcc.wine@wv.gov

- ❑ NEW $100.00 (Ck#_____)
- ❑ RENEWAL (Ck#_____)
- ❑ UPDATE (Add. Label) – no fee
- ❑ Primary Source Letter
- ❑ Distribution Agreements
- ❑ Good Faith Affidavits
- ❑ Licensed Representative

Distributors that will represent this brand:

- ❑ American Beer Company
- ❑ Blue Mountain
- ❑ Blue Ridge
- ❑ Beverage Market/Capital Beverage (2)
- ❑ Carenbauer
- ❑ Country Vintner of WV
- ❑ JC Mensore
- ❑ Jefferson
- ❑ Jo's Globe
- ❑ Martin
- ❑ Mercer
- ❑ Mona Supply
- ❑ Mountain Eagle
- ❑ Mountain State/Johnson Bros. (4)
- ❑ North Central (2)
- ❑ Northern Eagle (2)
- ❑ Ralph's Beer
- ❑ Reid's Distributing
- ❑ Ridgeley Distributing
- ❑ Spriggs Distributing (2)
- ❑ Tygart Distributing
- ❑ Valley Distributing
- ❑ Wine & Beverage
- ❑ Wine Connection

License #: _____
Licensee Name: _____
DBA: _____
Address: _____
_____

Brand: _____
Winery: _____
Representative: _____
Brand Number: _____

Cider Distributors

- ❑ Beverage Distributors
- ❑ State Distributing
- ❑ Thundering Beverage

Individual Labels supporting the brand to be registered:

TTB ID#	Fanciful Name	Varietal	Appellation	Vintage	Class	Origin	% of Alcohol

Pursuant to West Virginia Code §60-8-28, the preceding Brand, applicable TTB Certificate of Label Approval(s), unattached label(s) or color photocopies, and registration fee, are hereby submitted for registration with the West Virginia Alcohol Beverage Control Commissioner. No wine may be sold until the brand has been registered with the Commissioner.

Authorized Signature | Date Submitted | Email Address

Revised 11/13/2026

Examples of supplier/distributor agreements

EXAMPLE 1

Date:

Distributor Address:

Re: **DISTRIBUTOR AGEEMENT**

This letter is to confirm with ____ (distributor) ___ agrees to represent ____ (supplier) ____ in the State of West Virginia. Termination of the agreement must be in writing by certified mail to the Commissioner and to all parties involved ninety (90) days prior to the termination date. Once all parties have received the notice, the distributor shall: (1) Use the ninety-day period to deplete inventory or (2) reach some agreement with ____ (supplier) __ to return unused saleable inventory or to receive payment for unused saleable inventory. Upon notice of termination, no new distributor shall be appointed until the conclusion of the ninety-days or as __ (distributor) __ and ___ (supplier) ___ has otherwise agreed to complete the termination.

________________________________ ________________________

(Wine supplier) (Date)

________________________________ ________________________

(Distributor) (Date)

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EXAMPLE 2

Date:

Distributor Address:

This letter is to confirm with ____ (distributor) ___ agrees to represent ____ (supplier) ____ in the State of West Virginia.

(List product)

Termination of the agreement must be in writing by certified mail to the Commissioner and to all parties involved ninety (90) days prior to the termination date. Once all parties have received the notice, the distributor shall: (1) Use the ninety-day period to deplete inventory or (2) reach some agreement with ____ (supplier) __ to return unused saleable inventory or to receive payment for unused saleable inventory. Upon notice of termination, no new distributor shall be appointed until the conclusion of the ninety-days or as ____ (distributor) ___and ___ (supplier) ____ has otherwise agreed to complete the termination.

________________________________ ________________________

(Wine supplier) (Date)

________________________________ ________________________

(Distributor) (Date)
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Affidavit of Fair Trade Practices

Please provide the WVABCA a signed, notarized written affidavit stating, **if true:**

"Under penalty of law, I, _____ (name), and my employer, _____(Name and d/b/a of supplier), do hereby certify as true that, in appointing, _____ (name and d/b/a of distributor) as a wine distributor, that I and my employer have not received, paid or furnished things of value, inducements, more favorable pricing, payments, equipment , fees, cash or loans, and have not been a party of any other improper act under federal law or laws of the State of West Virginia. By executing this affidavit, I am acknowledging that I have complied with all aspects of the federal and state laws as a wine supplier or winery when appointing the above-mentioned distributor".

_____ _____

Signature Date

State of: _____

County of: _____

Subscribed and sworn before me this _____ day of _____, 20____ by _____ (name).

(stamp)

Notary Public: _____

My Commission expires on: _____

Affidavit of Fair Trade Practices

Please provide the WVABCA a signed, notarized written affidavit stating, **if true:**

"Under penalty of law, I, _____ (name), and my employer, _____(name and d/b/a of distributor), do hereby certify as true that, in obtaining a wine distributor appointment from, _____ (name and d/b/a of wine supplier), have not received, paid or furnished things of value, inducements, more favorable pricing, payments, equipment, fees, cash or loans, and have not been a party to any other improper act under federal law or laws of the State of West Virginia. By execution this affidavit, I am acknowledging that I have complied with all aspects of the federal and state laws when receiving this distributor appointment.

_____ _____

Signature Date

State of: _____

County of: _____

Subscribed and sworn before me this _____ day of _____, 20____ by _____ (name).

(stamp)

Notary Public: _____

My Commission expires on: _____