



NOTIFICATION

The following notification is being circulated in accordance with Article 10.6

<p>1. Notifying Member: <u>UNITED STATES OF AMERICA</u> If applicable, name of local government involved (Article 3.2 and 7.2):</p>
<p>2. Agency responsible: Alcohol and Tobacco Tax and Trade Bureau (TTB), Department of the Treasury [1454] Name and address (including telephone and fax numbers, email and website addresses, if available) of agency or authority designated to handle comments regarding the notification shall be indicated if different from above: Please submit comments to: USA WTO TBT Inquiry Point, Email: usatbtep@nist.gov</p>
<p>3. Notified under Article 2.9.2 [X], 2.10.1 [], 5.6.2 [], 5.7.1 [], other:</p>
<p>4. Products covered (HS or CCCN where applicable, otherwise national tariff heading. ICS numbers may be provided in addition, where applicable): Wine, distilled spirits, and malt beverages; Beer made from malt. (HS 2203), Wine of fresh grapes, including fortified wines; grape must other than that of heading 20.09. (HS 2204), Vermouth and other wine of fresh grapes flavoured with plants or aromatic substances. (HS 2205), Other fermented beverages (for example, cider, perry, mead); mixtures of fermented beverages and mixtures of fermented beverages and non-alcoholic beverages, not elsewhere specified or included. (HS 2206), Undenatured ethyl alcohol of an alcoholic strength by volume of 80% vol or higher; ethyl alcohol and other spirits, denatured, of any strength. (HS 2207), Undenatured ethyl alcohol of an alcoholic strength by volume of less than 80% vol; spirits, liqueurs and other spirituous beverages. (HS 2208). Beverages (ICS 67.160).</p>
<p>5. Title, number of pages and language(s) of the notified document: Modernization of the Labeling and Advertising Regulations for Wine, Distilled Spirits, and Malt Beverages (132 page(s), in English)</p>
<p>6. Description of content: The Alcohol and Tobacco Tax and Trade Bureau (TTB) is proposing to amend its regulations governing the labeling and advertising of wine, distilled spirits, and malt beverages. TTB proposes to reorganize and recodify these regulations in order to simplify and clarify regulatory standards, incorporate guidance documents and current policy into the regulations, and reduce the regulatory burden on industry members where possible.</p>
<p>7. Objective and rationale, including the nature of urgent problems where applicable: Consumer information, labelling; Prevention of deceptive practices and consumer protection</p>
<p>8. Relevant documents: 83 Federal Register (FR) 60562, 26 November 2018; Title 27 Code of Federal Regulations (CFR) Part 4, 5, 7, 14 and 19. Will appear in the Federal Register when adopted.</p>

9.	Proposed date of adoption: To be determined Proposed date of entry into force: To be determined
10.	Final date for comments: 26 March 2019
11.	Texts available from: National enquiry point [] or address, telephone and fax numbers and email and website addresses, if available, of other body: https://members.wto.org/crnattachments/2018/TBT/USA/18_6157_00_e.pdf