



BLURRED LINES IN THE AGE OF ALCOHOL INNOVATION

2022 ANNUAL CONFERENCE – OVERLAND PARK, KANSAS

JUNE 19 – 22, 2022

From the esteemed 2022 Program Planning Committee, here’s a special preview of two sessions featured in the upcoming 2022 NCSLA Annual Conference Program:

SESSION #3: What’s In a Label, and What Does Your Label Say About You? **A bird’s eye view of TTB and FDA labeling procedures and requirements.**

Adena Santiago, Counsel with McDermott Will & Emery, begins this two-part series on Monday afternoon, June 20th, providing an overview of the basics of COLAs, SKUs, labeling, and brand registration from federal to state requirements. She will discuss the rationale behind the requirements and the effects on industry, and share information about enforcement of brand registrations.

As innovation continues in all types of consumer products, industry members and regulators struggle with how to classify new products and what labeling and registration requirements apply. Adena will review the mandatory labeling requirements under the FAA Act and the FDA labeling regulations, and highlight the similarities and differences of the label mechanics as well as permissible labeling claims. In addition, she will provide a high-level synopsis of the application of these requirements to different categories of products and what this translates to on the state brand registration side.

Nutrition Facts	
4 servings per container	
Serving size 1 cup (227g)	
Amount per serving	
Calories	280
% Daily Value*	
Total Fat 5g	12%
Saturated Fat 4.5g	23%
Trans Fat 0g	
Cholesterol 35mg	12%
Sodium 650mg	37%
Total Carbohydrate 34g	12%
Dietary Fiber 4g	14%
Total Sugars 6g	
Includes 0g Added Sugars	0%
Protein 15g	
Vitamin D 0mcg	0%
Calcium 320mg	25%
Iron 1.6mg	8%
Potassium 510mg	10%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Finally, there will be a brief discussion about trends on label “call outs” such as: organic, all natural, gluten free, etc. This session provides important background for the next discussion on alcohol beverage labeling lawsuits.



SESSION #4: Alcohol Beverage Labeling Lawsuits and the Balance Between TTB and FDA Regulation

Elizabeth DeConti of GrayRobinson will moderate an overview of recent litigation against industry members involving marketing claims on labels and a summary of those beverages which are subject to FDA labeling requirements. Join panelists **Dorothy Taylor** (State Supervisor, Missouri ATC), **Carrie May** (TTB), and **Alva Mather** (McDermott Will & Emery) for a discussion on the interplay between TTB and FDA regulation on labels, as well as some of the state level consumer protection laws involved in these cases. Finally, the Panel will suggest some best practices to avoid problematic labels.



For those who need to fulfill Continuing Legal Education (CLE) requirements, NCSLA is pleased to announce approval from California, Iowa, Kansas, Missouri, and Pennsylvania. NCSLA is working to obtain pre-approval from some other state authorities and will provide a Uniform Certificate of Attendance at the conference for submission to your local jurisdiction. We'll keep you apprised of other state approvals as they are received.

REGISTRATION IS OPEN AT [2022 NCSLA ANNUAL CONFERENCE - OVERLAND PARK, KANSAS](#). Register today and enjoy these sessions and the many other informative panels that are planned for the [2022 NCSLA Annual Conference Business Agenda](#). **Also, remember to [make your reservation online or by phone](#) at the Sheraton Overland Park Hotel before Tuesday, May 31st, to get the group rate.**

On behalf of our dedicated team of state and associate members who have supported the program planning for this annual conference, we welcome you to register today and make plans to reconnect with our members from across the country this summer. We look forward to seeing you in Kansas in June!

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