



Substantiating Labeling and Marketing Claims for Alcoholic Beverages

December 1, 2020

The session is designed for companies that are interested in marketing beer, wine, or spirits in the United States or U.S. Territories using product benefit claims that are regulated by TTB and/ or FDA and USDA (e.g., no added sugar, no genetically modified organisms, organic, gluten-free, processed to remove gluten, lite, skinny, low calorie, rich in antioxidants, heart healthy, handcrafted, etc.).