

## FOR TTB USE ONLY

## TTB ID

17157001000303

DEPARTMENT OF THE TREASURY  
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU  
**APPLICATION FOR AND  
CERTIFICATION/EXEMPTION OF LABEL/BOTTLE  
APPROVAL**

(See Instructions and Paperwork Reduction Act Notice on Back)

## 1. REP. ID. NO. (If any)

CT

OR

80

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## PART I - APPLICATION

2. PLANT  
REGISTRY/BASIC  
PERMIT/BREWER'S NO.  
(Required)

BWN-AZ-21019

3. SOURCE OF  
PRODUCT (Required) Domestic Imported4. SERIAL NUMBER  
(Required)

17CVF1

5. TYPE OF PRODUCT  
(Required) WINE DISTILLED SPIRITS MALT BEVERAGE8. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY,  
BASIC PERMIT OR BREWER'S NOTICE. INCLUDE APPROVED DBA OR  
TRADENAME IF USED ON LABEL (Required)HOFFMAN FAMILY CELLARS, DESERT ROCK INDUSTRIES LLC  
7302 E HELM DR STE 1002

SCOTTSDALE AZ 85260

DESERT ROCK WINERY (Used on label)

## 6. BRAND NAME (Required)

DESERT ROCK WINERY

## 8a. MAILING ADDRESS, IF DIFFERENT

## 7. FANCIFUL NAME (If any)

COVFEFE

## 9. FORMULA

10. GRAPE VARIETAL(S) (Wine  
Only)

N/A

## 14. TYPE OF APPLICATION (Check applicable box(es))

- a.  CERTIFICATE OF LABEL APPROVAL
- b.  CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL  
"For sale in \_\_\_\_\_ only" (Fill in State abbreviation.)
- c.  DISTINCTIVE LIQUOR BOTTLE APPROVAL. TOTAL BOTTLE  
CAPACITY BEFORE CLOSURE \_\_\_\_\_ (Fill in amount)
- d.  RESUBMISSION AFTER REJECTION  
TTB ID. NO. \_\_\_\_\_

## 11. WINE APPELLATION (If on label)

CALIFORNIA

## 12. PHONE NUMBER

(707) 294-7051

## 13. EMAIL ADDRESS

15. SHOW ANY INFORMATION THAT IS BLOWN, BRANDED, OR EMBOSSED ON THE CONTAINER (e.g., net contents) ONLY IF IT DOES NOT APPEAR ON THE LABELS AFFIXED BELOW. ALSO, SHOW TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.

## PART II - APPLICANT'S CERTIFICATION

Under the penalties of perjury, I declare; that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which are attached to an original TTB F 5100.31, Certificate/Exemption of Label/Bottle Approval.

16. DATE OF  
APPLICATION

06/06/2017

## 17. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT

(Application was e-filed)

18. PRINT NAME OF APPLICANT OR  
AUTHORIZED AGENT

PAUL HOFFMAN

## PART III - TTB CERTIFICATE

This certificate is issued subject to applicable laws, regulations and conditions as set forth in the instructions portion of this form.

## 19. DATE ISSUED

## 20. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU



**FOR TTB USE ONLY**

**QUALIFICATIONS**

TTB has not reviewed this label for type size, characters per inch or contrasting background. The responsible industry member must continue to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.

**EXPIRATION DATE (if any)**

**STATUS**

THE STATUS IS APPROVED.

**CLASS/TYPE DESCRIPTION**

TABLE RED WINE

AFFIX COMPLETE SET OF LABELS BELOW

Image Type:

Brand (front)

Actual Dimensions: 5.5 inches W X 4.5 inches H

