



STATE OF MAINE  
DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES  
BUREAU OF ALCOHOLIC BEVERAGES AND LOTTERY OPERATIONS  
DIVISION OF LIQUOR LICENSING AND ENFORCEMENT  
8 STATE HOUSE STATION  
AUGUSTA, MAINE 04330-0008

KIRSTEN LC FIGUEROA  
COMMISSIONER

GREGORY R. MINEO  
DIRECTOR

JANET T. MILLS  
GOVERNOR

**To:** Certificate of Approval Holders and Manufacturers  
**From:** Devon Cook, Office Manager  
**Subject:** Private Labels and Collaborations  
**Date:** April 13, 2022

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The purpose of this memo is to clarify the law and procedures concerning private labels and collaborations. Should you have questions about a specific label send your design to [liquor.licensing@maine.gov](mailto:liquor.licensing@maine.gov) for review prior to manufacturing. The bureau will only conduct pre-approval of designs in instances where there is a question about a specific compliance matter.

This memo also serves as notice that label registrations filed on paper no longer meet the definition of the “application for registration” described in [18-553 C.M.R. ch. 105 §5.1](#) and will not be accepted. All label registrations must be submitted on the [industry portal](#).

### **Private Labels**

Pursuant to [18-553 C.M.R. ch. 104 §1](#), certificate of approval holders are restricted from offering a product that would by nature of its label only be sold by one licensee or a restricted group of licensees; the bureau will not approve a brand label with such a restriction. Moreover, any brand approved by the bureau must be made available to all retail licensees, and in the event that a product is on allocation all retail licensees shall be allowed to purchase the allocated item.

Brands prohibited under this rule include:

- Products bearing the trade name of another licensed entity.
- Products using the logo or trademark of a wholesale or retail licensee.
- Products promoting a wholesale or retail licensee as prohibited by [28-A M.R.S. §707\(2\)](#).

### **Collaborations**

Collaborations with labels that eliminate confusion for consumers by clearly defining the actual brand owner and which licensee is the primary source of supply are permitted. Prominent statements such as “brewed by”, “supported by”, and “in collaboration with” support the clarity of the label for the purpose of approval. Collaboration labels constituting one brand can only be registered by one licensee.