



How to Register a Variety Pack

- 1) There is no fee to register a variety pack, but the process to register a pack is different from registering an individual label.
- 2) Send an email to your contact at Maine’s Bureau of Alcoholic Beverages & Lottery Operations (BABLO) or to liquor.licensing@maine.gov with the following information:
 - a. The name of the variety pack and any abbreviated names that may show up on invoices
 - b. A clear image of the packaging
 - c. Sizes of the case, pack, and bottle/can
 - d. A list of all labels in the variety pack. All labels in the pack must already be approved and registered labels with BABLO
 - e. FOB (“Freight On Board”) pricing to wholesalers in Maine (price posting forms can be found in section 13 at:

<https://www.maine.gov/dafs/bablo/liquor-licensing/license-and-permit-applications>)
 - f. Territory Appointment (form available in section 14, number 5 at:

<https://www.maine.gov/dafs/bablo/liquor-licensing/license-and-permit-applications>)
- 3) Once all information is provided, a representative of BABLO will email you back with an approval. Retain this email for your records.
- 4) Variety pack registrations must be renewed every year. Label registrations for individual labels and variety packs expire on the same date as the expiration date of the manufacturer’s liquor license. All labels and variety pack registrations can be renewed within 60 days of the expiration date of the manufacturer’s liquor license.