

# California Craft Brewer Association: Private Label Beers



A type 23 can produce a private label beer for a retailer but only if:

- (1) the retailer owns the brand. They own and control the name and images of the brand(s).
- (2) the retailer pays all costs associated with the production (including a fee for the brewer's services) and distribution at fair market value or higher (we recommend a written agreement).
- (3) the retailer is the only entity selling that brand (i.e. it is not in general distribution, but that does not mean that an existing recipe cannot be reused and simply rebranded)
- (4) no mention of the brewer is present on the packaging or advertising other than the mandated "Brewed and Bottled by" reference.

It should be price posted like any other beer.

## **Additional FAQ Below:**

Q: How do we charge them? By the keg or for the batch?

A: Either

Q: Can the beer live in our branded kegs?

A: Your brewery name cannot be on the keg but it can be obscured with tape.

Q: Do they have to take delivery of all of the beer at once or can we store it for them?

A: You can store them for it, but not for free. You will need to charge them for storage.

Q: Can we use our branded beer collars to label the kegs?

A: No. You will need to develop a keg collar specific to that brand.