

FOR TTB USE ONLY			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)	
TTB ID 14300001000289				
1. REP. ID. NO. (If any)	CT 80	OR 01		
PART I - APPLICATION				
2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required) BWN-CA-15250		3. SOURCE OF PRODUCT (Required) <input checked="" type="checkbox"/> Domestic <input type="checkbox"/> Imported	8. 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) SCHEID WINERY, SCHEID VINEYARDS CALIFORNIA INC. 1972 HOBSON AVE GREENFIELD CA 93927 FORMATION (Used on label)	
4. SERIAL NUMBER (Required) 14FR03	5. TYPE OF PRODUCT (Required) <input checked="" type="checkbox"/> WINE <input type="checkbox"/> DISTILLED SPIRITS <input type="checkbox"/> MALT BEVERAGE			
6. BRAND NAME (Required) FORMATION		8a. MAILING ADDRESS, IF DIFFERENT		
7. FANCIFUL NAME (If any)				
9. EMAIL ADDRESS	10. GRAPE VARIETAL(S) (Wine Only) Pinot Noir	11. FORMULA	18. TYPE OF APPLICATION (Check applicable box(es)) a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in _____ only" (Fill in State abbreviation.) c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL. TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount) d. <input type="checkbox"/> RESUBMISSION AFTER REJECTION TTB ID. NO. _____	
12. NET CONTENTS 750 MILLILITERS	13. ALCOHOL CONTENT 13.5	14. WINE APPELLATION IF ON LABEL MONTEREY		
15. WINE VINTAGE DATE IF ON LABEL 2013	16. PHONE NUMBER (831) 455-9990	17. FAX NUMBER (831) 455-9998		
19. 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. CAPSULE VERBIAGE: FORMATION MONTEREY OR NONE				
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.				
20. DATE OF APPLICATION 10/27/2014	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT (Application was e-filed)		22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT MICHAEL THOMSEN	
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.				
23. DATE ISSUED	24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU			

11/24/2014

Demaris L Brown

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: 2.95 inches W X 3.86 inches H

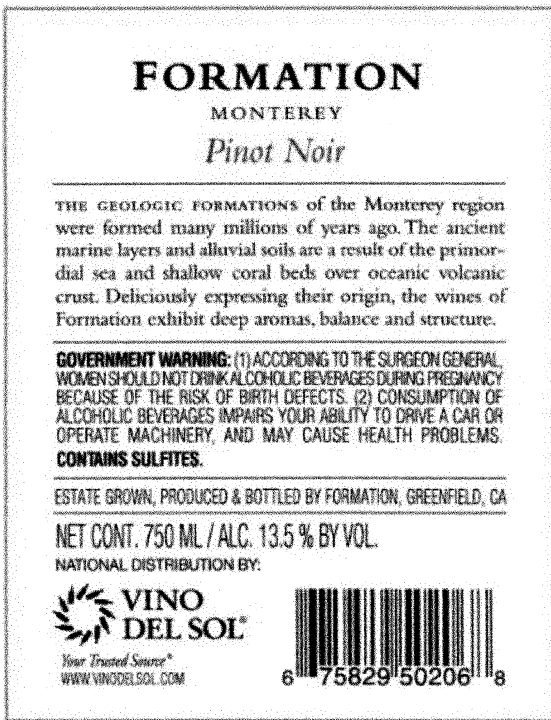


Image Type:

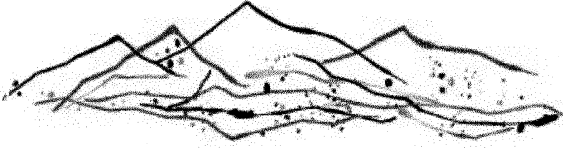
Back

Actual Dimensions: 4.09 inches W X 3.86 inches H

ESTATE GROWN

FORMATION

MONTEREY



Pinot Noir

Crafted to express the ancient
origins of the geologic formations
of Monterey, California

2013

TTB F 5100.31 (07/2012) PREVIOUS EDITIONS ARE OBSOLETE