



CERTIFICATE OF APPROVAL (CERA) – STANDARD

NOTE: Use this application form to apply for a STANDARD CERA (do not use this application form to apply for a SPECIAL 30-DAY CERA)

INTRODUCTION

What is the difference between a STANDARD and a SPECIAL 30-DAY CERA?

- **STANDARD CERA**
 - * Valid for a period beginning on the date of issuance and ending on December 31st of the fifth calendar year.
 - * The OLCC fee is \$350.
 - * OLCC will mail a renewal notice to the holder of the STANDARD CERA in October of the year the CERA expires.
 - * For a winery located in a U.S. state other than Oregon who wants to sell at wholesale and ship brands of wine and cider manufactured by the winery directly to eligible Oregon retail licenses, the winery must hold a valid OLCC-issued Wine Self-Distribution (WSD) permit and a STANDARD (not a SPECIAL 30-DAY) CERA.
 - * For a brewery located in a U.S. state other than Oregon who wants to sell at wholesale and ship brands of malt beverages manufactured by the brewery directly to eligible Oregon retail licenses, the brewery must obtain OLCC approval and hold a STANDARD (not a SPECIAL 30-DAY) CERA.
- **SPECIAL 30-DAY CERA**
 - * Valid for a period of 30 days beginning on the date the OLCC issues the SPECIAL 30-DAY CERA.
 - * The OLCC fee is \$10.
 - * OLCC does not mail a renewal notice to the holder of the CERA.
 - * Will not qualify a party to obtain and hold an OLCC-issued Wine Self-Distribution (WSD) permit or obtain OLCC approval to ship malt beverages directly to eligible Oregon retail licenses.

Who needs a CERA?

1. A party located in a U.S. state other than Oregon who wants to send malt beverages, wine, or cider (but not distilled liquor) directly to an Oregon manufacturer or wholesaler (M/W) must hold a valid and current OLCC-issued CERA (STANDARD or SPECIAL 30-DAY).
2. A winery located in a U.S. state other than Oregon who wants to sell at wholesale and ship brands of wine and cider manufactured by the winery directly to eligible Oregon retail licenses must hold a valid OLCC-issued Wine Self-Distribution (WSD) permit and a STANDARD (not a SPECIAL 30-DAY) CERA.
3. A brewery located in a U.S. state other than Oregon who wants to sell at wholesale and ship brands of malt beverages manufactured by the brewery directly to eligible Oregon retail licenses must obtain OLCC approval and hold a STANDARD (not a SPECIAL 30-DAY) CERA.
4. An Oregon manufacturer or wholesaler (M/W) importing malt beverages, wine, or cider (but not distilled liquor) from outside the U.S. directly to the Oregon M/W's OLCC-licensed premises as allowed by the Oregon M/W's license must hold a valid and current OLCC-issued CERA.

What are the definitions in Oregon for wine, cider, malt beverages, and distilled liquor?

- **Wine** is made via the fermentation process, is not a cider or malt beverage, and contains not more than 21% alcohol by volume. Note: Cider containing more than 8.5% alcohol is considered wine
- **Cider** is made from the fermentation of the juice of apples or pears that contains not more than 8.5% alcohol by volume, including, but not limited to, flavored, sparkling, carbonated, or fortified cider. The juice is not required to come only from apples or pears.
- **Malt Beverage** means beer, ale, porter, stout, and other similar fermented beverages that contain more than one-half of one percent and not more than 16% of alcohol by volume and that are brewed or produced from malt, wholly or in part, or from rice, grain, bran, glucose, sugar or molasses as a substitute for malt. Malt beverage does not include cider, mead, sake or wine.
- **Distilled liquor** is any alcoholic beverage that does not qualify as a wine, cider, or malt



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beverage. Other common names for distilled liquor are distilled spirits, hard liquor, and hard alcohol.

Do my employees or agents need an OLCC license or permit?

- Your employees or agents who solicit wholesale orders for wine, cider or malt beverages in Oregon are not required to have a license, provided they do not conduct tasting or pour or serve alcoholic beverages on a licensed premises.
- However, employees or agents who conduct tastings or otherwise serve alcohol for consumption at any license premises in Oregon must have a valid OLCC-issued Service Permit.

Is there an OLCC privilege tax bond requirement?

No. A privilege tax bond is not required for a CERA.

What are the OLCC record keeping and reporting requirements for a CERA?

You must submit a monthly report to the OLCC of all wine, cider and malt beverage sent to M/W and/or retail licensees in Oregon. The OLCC will send you the reporting forms within 30 days of issuance of your CERA. Any questions regarding reporting requirements should be directed to Olcc.privilegetax@oregon.gov

Does a holder of a CERA need a territorial agreement in Oregon?

- In Oregon, a malt beverage brand (but only malt beverage – not wine or cider) may be sold at wholesale (aka “distributed”) to retail licensees by only one wholesaler in a designated territory in Oregon.
- Unless allowed by an exception, a wholesale distribution agreement (commonly known as a “territorial agreement”) is required to ensure that only one wholesaler distributes a brand of malt beverage in a designated territory.
- See the [Territorial Agreement guidance document](#)

What are Oregon’s label requirements for wine, cider, and malt beverage?

- All labels must comply with Oregon law and have federal Alcohol and Tobacco Tax and Trade Bureau (TTB) approval.
- Oregon does not require brand label registration for a wine, cider, or malt beverage label.
- Generally, Oregon law does not require you to obtain prior OLCC approval for a wine, cider, or malt beverage label.
 - However, a private label does need prior OLCC approval. [Private Label guidance document](#)
- OLCC labeling rules for wine and malt beverages:
 - All OLCC labeling requirements for wine and malt beverages are found in Oregon Administrative Rules (OAR), Chapter 845, Division 10 here: [OAR Chapter 845, Division 10](#)

Where do I find information on Oregon’s Bottle Bill?

- Here: [Oregon’s Bottle Bill](#)
- Questions: Bottle.bill@oregon.gov

What are the rules/laws regarding supplier/retailer relationships in Oregon?

Oregon has guidelines and rules about promotions, advertising and financial relationships between manufacturers, importers, wholesalers, and retailers. Please read the [Supplier-Retailer Relations Guidelines](#).

Who do I contact at the OLCC if I have questions about a CERA?

- Best practice is email: olcc.alcohollicensing@oregon.gov
- Main OLCC office: 503-872-5000



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APPLICATION

Name of Applicant(s) (Entity or Individual)

Trade Name of the Business (Name Customers See)

Premises Address (Number and Street Address)

City

State

Zip Code

Mailing Address – if different from premises address (Number and Street Address)

City

State

Zip Code

Name of Contact Person

Email

Phone Number

I affirm that the above listed applicant(s) have read the [Supplier-Retailer Relations Guidelines](#) and agree to follow all OLCC laws and rules pertaining to a CERA.

I affirm that I am authorized to sign this application on behalf of the applicant.

Name (please print)

Signature _____ Date _____

Payment and Return Information

OLCC is able to accept only check or money order made payable to the OLCC (we are unable to accept electronic forms of payment, such as by a credit or debit card).

Please mail your completed application and \$350 fee to:

OLCC Liquor Licensing, PO Box 22297, Milwaukie, OR 97269