



**TEXAS ALCOHOLIC BEVERAGE COMMISSION
CERTIFICATE OF APPROVAL OF LABELS FOR
MALT BEVERAGES**

Date: March 28, 2013

Label Certificate Number: 836006

**Pursuant to the application of : HIGH FALLS OPERATING CO LLC
Holder of permit/license number : S735023**

**Brand : GENESEE ICE
Class : MALT LIQUOR
Vintage : N/A
Appellation : N/A
Style : N/A
Size(s) : 24 OZ
Container Type : CAN
Container Material : ALUMINUM
Stated Alc. Content : 5.5% ALC/VOL
Tested Alc. Content : 5.60% ALC/VOL
TTB Number : 10245001000319**

are hereby approved with the same conditions and restrictions as the Federal Certificate of Label Approval (COLA) issued by the Department of Treasury (TTB). If label changes require a new Federal COLA(s) to be obtained, new Texas label approval will also be required.

Labels approved by this certificate are for use on containers having the same capacity as represented hereon.

This certificate shall not operate to relieve any person from liability for any violation of the Federal Alcohol Administration Act, the Texas Alcoholic Beverage Code, or any Rules and Regulations thereunder, resulting from the failure of any container bearing the labels herein approved, or the contents of such container, to conform to the statements and representations made on such labels.

**Label Approval Section
Tax Division
Label.Approval@tabc.state.tx.us**

**c/o HIGH FALLS OPERATING CO LLC
445 SAINT PAUL ST
ROCHESTER, NY 14605-1726**

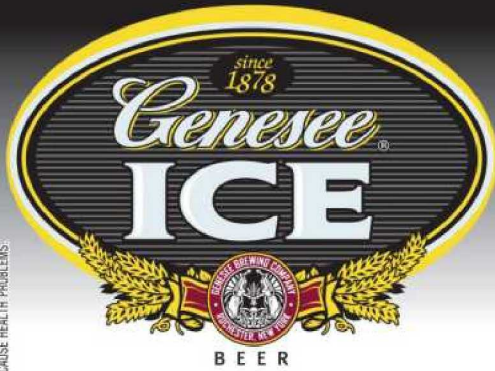


TABC

TEXAS ALCOHOLIC BEVERAGE COMMISSION

service ★ courtesy ★ integrity ★ accountability

TEXAS ALCOHOLIC BEVERAGE COMMISSION



Ice Brewed.
5.5% Alc/Vol.



Ice Brewed.
5.5% Alc/Vol.

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

24 FL.OZ. (710 ML)
1 PINT 8 FL.OZ.

Genesee
BREWING COMPANY
ROCHESTER, NY
geneseebrewing.com

24 FL.OZ. (710 ML)
1 PINT 8 FL.OZ.