



TEXAS ALCOHOLIC
BEVERAGE COMMISSION
Texas Helping Businesses & Protecting Communities

PRODUCT REGISTRATION CERTIFICATE FOR WINE

Date: September 10, 2021

Label Certificate Number: 1131790

Pursuant to the application of : THOMAS ALLEN VINEYARDS & WINERY

Holder of permit/license number : S1031274

Brand : HOOK OR CROOK RESERVE MERLOT LODI, CA
Fanciful Name : RESERVE
Vineyard : N/A
Class : MERLOT
Vintage : VV
Appellation : LODI, CA
Size(s) : 50ML-58L
Stated Alc. Content : 13.8% ALC/VOL
Tested Alc. Content : N/A
TTB Number : 21196001000177

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 to be obtained, new Texas product registration will also be required.

The certificate issued for this product is 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 label herein approved, or the contents of such container, to conform to the statements and representations made on such label.

APPROVAL OF THIS PRODUCT DOES NOT SIGNIFY COMPLIANCE WITH TABC'S CODE AND RULES.

Product Registration

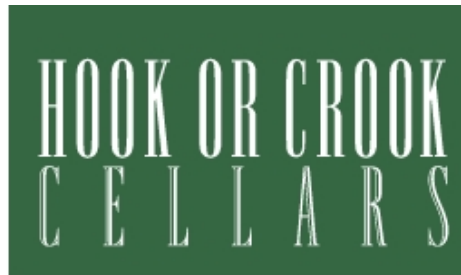
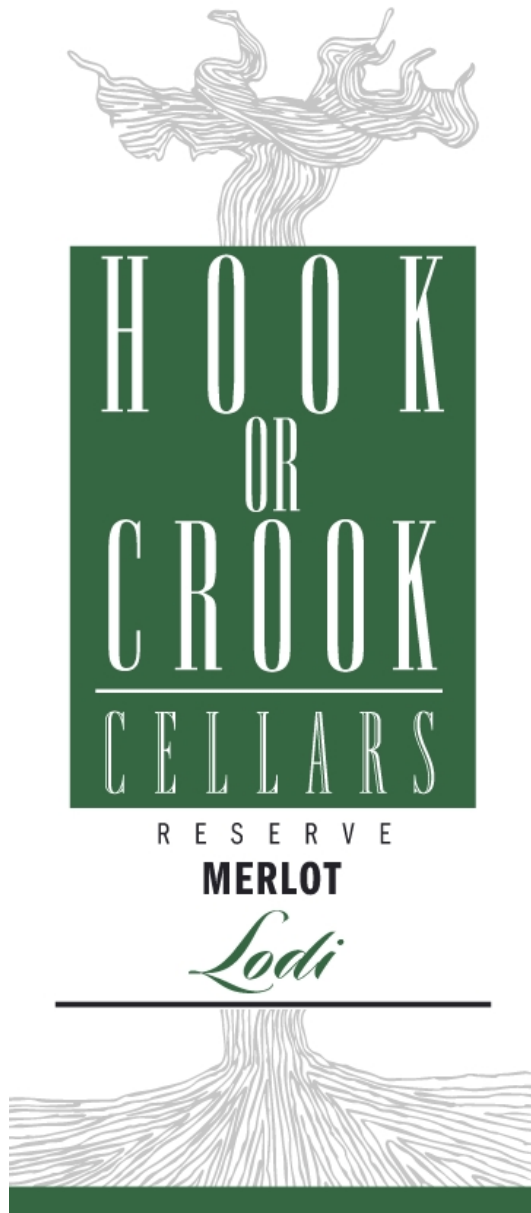
Excise Tax and Marketing Practices Division

Product.Registration@tabc.texas.gov

c/o THOMAS ALLEN VINEYARDS & WINERY
PO BOX 1124
WINDSOR, CA 95492-1124



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2019 RESERVE
MERLOT

Lodi

As we sat around the barrels in the cellar trying to figure out how we could source and produce an outstanding, affordable, quality driven Merlot, one of our crew exclaimed that 'by Hook or by Crook' we would make it happen... a brand was born!

CELLARED AND BOTTLED BY
HOOK OR CROOK CELLARS, LODI, CA

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.



ALC 13.8% BY VOL CONTAINS SULFITES 750 ML