



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

Date: 01/13/2011

Label Certificate Number: 765481

Pursuant to the application of : NEW BELGIUM BREWING CO. INC.

Holder of permit/license number : S446012

Brand : 10/10/10 ALE BREWED WITH NATURAL FLAVORS
Class : ALE
Vintage : N/A
Appellation : N/A
Style : N/A
Size(s) : 15.5 GAL, 5.16 GAL
Container Type : KEG
Container Material : ALUMINUM
Stated Alc. Content : 10% ALC/VOL
Tested Alc. Content : 10.04% ALC/VOL
TTB Number : 10294001000224

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

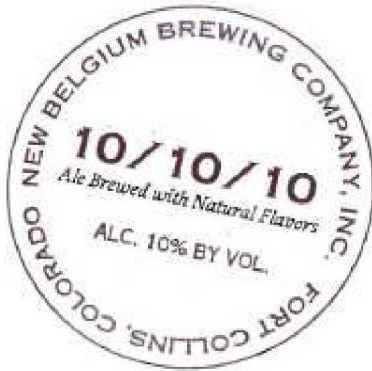
Tax Division

Label.Approval@tabc.state.tx.us

**c/o NEW BELGIUM BREWING CO. INC.
500 LINDEN ST
FORT COLLINS, CO 80524**



TEXAS ALCOHOLIC BEVERAGE COMMISSION



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.