Alcohol and Tobacco Tax and Trade Bureau, Treasury

§ 7.28 General requirements.

(a) Contrasting background. All labels shall be so designed that all statements required by this subpart are readily legible under ordinary conditions, and all the statements are on a contrasting background.

(b) Size of type—(1) Containers of more than one-half pint. Except for statements of alcoholic content, all mandatory information required on labels by this part shall be in script, type, or printing not smaller than 2 millimeters. If contained among other descriptive or explanatory information, the script, type, or printing of all mandatory information shall be of a size substantially more conspicuous than that on a completely contrasting background.

(d) The term “alcohol-free” may be used only on malt beverage products containing no alcohol.