

TTB Formulation Online Guidance Usability Analysis and Card Sort Survey Questions

Pre-Activity Questions

1. What is your job title or main area of responsibility?

[Respondent may enter appropriate response]

2. How many people work for your company?

1-9; 10-99; 100-499; 500+

3. Which of the following best describes your experience with technology?

- a. I know how to use computers and mobile devices to do 1 or 2 things that are important to me, and whenever I try to do new things, it seems something goes wrong.
- b. I know how to use computers and mobile devices to do a few things, and I like to learn new things as long as there's someone who can walk me through it the first time or two.
- c. I have a fair amount of experience with computers and mobile devices, and I'm comfortable trying new things myself even though I sometimes need help.
- d. I have lots of experience with computers and mobile devices, and I am comfortable teaching myself new things.

4. How many formula applications have you submitted to TTB?

0-4; 5-26; 26+

5. What product(s) do you submit formula applications for?

Beer, Wine, Distilled Spirits [respondent may choose up to three]

6. What is the origin of the products for which you submit formulas?

Domestic, Imported, Both

Activity

Participants in the activity will be presented with several virtual "cards" showing topics relating to formulation and labeling. The participants will be asked to sort the cards in a way that makes sense to them. The exercise is expected to last about 20 minutes, including answering the pre- and post-activity questions.

The cards are listed below. There are 48 cards in total.

- Definition of what a formula is.
- Formula requirements for imported products.
- Description of the point in product development when you should apply for formula approval.
- List of all wine products indicating whether or not each requires formula approval.
- Table of distilled spirit products that need formula approvals.
- Chart showing which beers are subject to formula approval.
- Current TTB formula processing times.
- Rules for describing your formulated product on the label (Statement of Composition).
- Information about if formula approvals ever expire.
- How to transfer your formula to another company.
- Step-by-step instructions for getting formula approval.
- Making changes to previously approved formulas.
- Next steps after your formula is approved.
- How to check on the status of a pending formula application.
- Federal law relating to formulas for special natural wine.
- Explanation of the difference between laws, regulations, rulings, industry circulars, and other TTB guidance.
- Regulations that explain the rules for beer formulas.
- 27 CFR 5.27 (Code of Federal Regulations for distilled spirits formulas).

- Official TTB position on using vitamins and minerals to fortify alcohol beverages.
- TTB Ruling 2015-1 about beer ingredients that are exempt from the formula rules.
- Ingredients that are generally recognized as safe (GRAS).
- FDA Certified Colors and Non-certified Colors.
- List of ingredients that have limited use rates.
- Ingredients that are prohibited for use in human food by FDA.
- Labeling implications of using certain coloring materials.
- Why do I have to get formula approval for my under 7% alcohol volume wine but not label approval?
- TTB policy for using hemp in alcohol beverages.
- Guidance on using alcohol to make ice cream.
- Tool to determine if you need to get formula approval for your product.
- Information you need to gather in preparation for filing a formula application.
- Example of honey wine formula submission.
- Sample Vodka formula application.
- Example of a beer formula submission.
- Glossary of formula-related terms.
- Flavor Identification (FID) sheet.
- Regulatory definition of Whisky.
- Ingredients that must be used to make gin
- Description of the standards for fruit wine.
- Tutorial on the process for submitting a formula application.
- Ways to avoid the most common mistakes made on formula applications.
- When to upload a spec sheet.

- Guidance on using the limited ingredients worksheet.
- How to submit a sample of an imported alcohol beverage for laboratory analysis.
- Contact a TTB formula expert.
- Announcing a new ruling that eliminates certain distilled spirits formula requirements.
- New policy reduces the number of wines that need formula approval.
- How to register to use Formulas Online.

Post-Activity Questions

1. Did we miss any formula guidance topics that you would expect to find on TTB.gov? If so, what topics?

[Free-form response]

2. Did you find any of the topics hard to sort? If yes, which and why?

[Free-form response]