

CaskSafe™ - 2026 Alcohol Digital Marketing Compliance Checklist

Prepared by CaskStack.com compliance systems. Dynamic regulatory check for wineries, distilleries, and breweries.

1. FEDERAL TTB & STATE DTC CHECKS

- ☐ **TTB COLA Label Approval:** Verify active 14-digit COLA record for all commercial SKUs in interstate commerce.
- ☐ **Mandatory Advertiser Statement:** Ensure campaign footer includes legal entity name, city, and state.
- ☐ **DTC Volume Caps & Permits:** Screen per-consumer volume caps (e.g. 9L in TX, 36 cases in NY) before billing.

2. 10DLC TELECOM & S.H.A.F.T. SMS VETTING

- ☐ **Age Vetting (21+ Double Opt-In):** Require explicit LDA age gate consent prior to promotional SMS dispatch.
- ☐ **Responsible Consumption Disclaimer:** Include mandatory "Enjoy Responsibly. Must be 21+." notice.
- ☐ **Carrier Opt-Out Support:** Process instant STOP/UNSUBSCRIBE keyword handlers via Telnyx integration.

3. CARRIER COMPLIANCE & OUTER BOX LABELING

- ☐ **Adult Signature Required (ASR - 21+):** Ensure mandatory outer box 21+ ASR sticker placement on all shipments.
- ☐ **Approved Shipper Agreements:** Ship exclusively via FedEx or UPS alcohol licensee contracts. USPS shipping is illegal.

4. HEATGUARD™ ROUTE THERMAL RISK PROTOCOLS

- ☐ **Thermal Degradation Thresholds:** Monitor 14-day route weather forecasts against 82°F Pinot / 85°F Cabernet thresholds.
- ☐ **Automated Seller Hold Notices:** Trigger seller-branded hold updates or offer reefer cold-chain upgrades.

5. ECOSYSTEM INTEGRATION & VINOSHIPPER BOUNDARIES

- ☐ **Vinoshipper Integration:** Vinoshipper manages state sales tax collection, excise tax remittance, and monthly filings.

6. TTB 27 CFR § 16.21 WARNING STATEMENTS & DIE-CUT EXEMPTIONS

- ☐ **Health Disclaimer Formatting:** Verify exact Surgeon General health warning text formatting on commercial bottles.
- ☐ **Small Tag Exemption:** Die-cut collateral tags under 10 sq. inches (bottle neckers, badges) are exempt under § 16.21.

7. CASKSAFE™ LOCAL OPTION DRY COUNTY & RECIPROCITY MATRIX

Compliance Concern	TTB / Carrier / ABC Mandate	CaskStack Automated Safeguard
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Advertiser Identity	27 CFR 4.62, 5.233, or 7.233 Disclosure	Footer Statement Auditor check
COLA Registry	Label approval validation	TtbColaVerifier dynamic status check
Age Vetting	DISCUS / WI 73.8% LDA placement standard	Automatic age composition checker
SMS Spam Blocking	Carrier S.H.A.F.T. / CTIA laws	10DLC Carrier Audit & Tenant Shortener
Dry County Intercept	Local Option Precinct Bans (TX, KY, MS)	CaskSafe FIPS dry county intercept
Thermal Holds	Wine degradation protection	HeatGuard 14-day route weather check