



ILCC Portal

Illinois Liquor Control Commission

How can I enter a brand registration?

Date

February 2026

Website

www.ILCC.illinois.gov

ILCC Portal

ILCCportal.illinois.gov



Key Objectives

01.

Educate

To ensure that you are equipped with the knowledge and resources required to navigate the ILCC Portal successfully.

02.

Inform

To ensure changes for the new system are understood.

03.

Support

To support you through the new portal transition.



Key Features



Login & Navigation

Login into the portal will require an ILogin account.



User Experience

Your ILogin will grant you access to the ILCC Portal.



Workflow Automation

To support you through the new portal transition.



How can I enter a brand registration?

Licensee can **enter a brand registration** during the **liquor license application process**. These license types include Specialty Retailer (1C, 1X), Distributor (2C, 2E, 2F, 2G), Non-Resident Dealer, Manufacturer, and Winery Shipper.

Click on the **Licensing** tab, and click **Apply for License**.

The screenshot shows the ILCC Portal navigation bar with the following items: Home, Licensing (with an upward arrow), Enforcement (with a downward arrow), Legal (with a downward arrow), My Dashboard, Pay Balances Fees and Fines, Contact Support, Delinquencies (with a downward arrow), and User Access (with a downward arrow). A dropdown menu is open under the 'Licensing' tab, listing: Apply for License, Renew a License, Print a License, License Lookup, Other Applications/Changes, and Schedule Licensing Appointment. Below the navigation bar, the page content includes the heading 'Licensing and Permits' and a large text block: 'Apply for, renew, and track your business licenses'. At the bottom of this content area, there are two buttons: 'Apply for License or Permit' and 'Register Account / Request Access'. A red box highlights the 'Apply for License' option in the dropdown menu and the 'Apply for License or Permit' button. A red arrow points from the 'Apply for License or Permit' button towards the explanatory text below.

You can also click on the **Apply for License or Permit** quick action button to get to the application



How can I enter a brand registration?

Depending on the **License Category Type** and the **License Type** selected at the beginning of the license application process, the opportunity to enter the brand registration will appear **at the end of the license application process**.

The license types with brand registration are Specialty Retailer (1C, 1X), Distributor (2C, 2E, 2F, 2G), Non-Resident Dealer, Manufacturer, and Winery Shipper.

To start the application process, select the **License Category Type**, **License Type**, and follow the application steps and complete all steps.

Select Category Type

Licensee Info

Let's figure out the kind of license you may need. Please select from the following to begin.

	Retailer A business that sells alcoholic beverages to consumers, either on-site or for resale. Examples include brokers, non-beverage users, specialty liquor licenses (e.g., aircraft, boat, auction), and specialty retailers (e.g., brew pubs, caterers, wineries).
	Manufacturer / Supplier A business involved in the production, storage, or distribution of alcoholic beverages. This includes brewers, distillers, wine-makers, and related operations, such as warehouses, non-resident dealers, and shippers.
	Distributor A distributor license includes standard, importing, and foreign distributor, allowing the purchase, storage, and resale of alcoholic beverages.
	BASSET Beverage Alcohol Sellers & Servers Training (BASSET)
	Special Events A special events license covers various event types, including special event retailer, special use permits, tasting representatives, and showcases, catering to different event needs and durations.

Next



How can I enter a brand registration?

Apply for a License or a Permit
Fill out a license or a permit application. You can save a draft application and complete it later.

Confirmation

Brand Registration is required for new applications. Clicking "Next" below will take you to the Brand Registration page. Your application is not considered Submitted until Brand Registration has been received.

I herby certify that I do not have brands to register

You have successfully submitted your Liquor License Application.
After your request has been fully transferred to the Liquor Control Commission, you may view your request at any time from the Submissions section on your web logon. Please note that it may take approximately 1-10 business days to review the application and then an additional 3-10 business days for the payment to process if approved. Please ensure sufficient funds are available.

Your confirmation number is: 836259

Request submitted on: 2/10/26 4:32 PM
Request Type: DISTRIBUTOR NOT TO EXCEED 4,500,000

Details of your request:
Business FEIN: [REDACTED]
Doing Business As (DBA): [REDACTED]
Location Address: [REDACTED]

You may print this page for your records. This confirmation screen will not be accessible once you navigate away from this page. However, a record of your request will remain available in your account.

Next

Steps

- ✓ Application Information
- ✓ Licensee
- ✓ Federal Permit Details
- ✓ Address
- ✓ Warehouse Address
- ✓ Property
- ✓ Owner(s)
- ✓ Operating Hours
- ✓ License Questions
- ✓ Eligibility
- ✓ Questionnaire
- ✓ Bond Attachment
- ✓ Additional Attachments
- ✓ Summary
- ✓ E-Signature
- ✓ Submit Application
- ✓ Payment
- Confirmation

Once you get to the end of the license application process to the *Confirmation* page, you will get an opportunity to enter the brand registration. Click **Next**.

Note that if you don't have any brands to register, you can check the checkbox and finish the license application process.



How can I enter a brand registration?

Brand Information

Brand Registration Information

You are required to provide a copy of your Certificate of Label Approval for the following changes/updates. Brand Registration; Combination Packaging; Formula change; Gift Packaging; Label Revision; Packaging Change; Promotion; Proof Change; Size Change; This Certificate of Label Approval that is issued by the Federal Tax and Trade Bureau must contain identical brand name, fanciful name, and product type as entered below. If you are not the actual manufacturer of the product you must provide an appointment letter from the manufacturer. If you are a distributor, you MUST provide a document from the manufacturer that must contain permission by the manufacturer authorizing the distribution to register the specific brand with the ILCC.

Provide at least one Brand record in the list below.

BRAND NAME	BRAND TYPE	BRAND NOTIFICATION	BRAND TIME PERIOD
			New

I hereby certify that I'm an actual manufacturer of the product.
 I hereby certify that I'm a primary United States importer of product which is manufactured outside of the United States.
 I hereby certify that I'm a duly registered agent of the manufacturer or duly registered agent of the primary U.S. Importer of product.

[Save for later](#) [Next](#)

Steps

- Brand Information
- Distributors
- Attachments
- Brand Registration Confirmation

Click **New** to add your brand(s) and check any applicable certification statement.
When done, click **Next**.



How can I enter a brand registration?

Distributors

Provide at least one Distributor record in the list below.

NAME	LICENSE	GEOGRAPHIC TERRITORY
------	---------	----------------------

All distributors are included in the table above
 I have excluded distributors due to type of notification

[Save for later](#) [New](#) [Previous](#) [Next](#)

Steps

- Brand Information
- Distributors**
- Attachments
- Brand Registration Confirmation

Click **New** to add the distributors and check any applicable attestation statement. When done, click **Next**.

Attachments

Appointment Letter from Manufacturer
[Upload Files](#) Or drop files

Brand Registration Permission (Appointment Letter from Manufacturer authorizing Distributor to Register Products)
[Upload Files](#) Or drop files

*Certificate of Label Approval
[Upload Files](#) Or drop files

[Save for later](#) [Previous](#) [Submit](#)

Steps


- Brand Information
- Distributors
- Attachments**
- Brand Registration Confirmation

Click **Upload Files** to upload all required and other attachments. When done, click **Submit**.



How can I enter a brand registration?





Brand Registration Confirmation

 Your Brand Registration has been submitted. If you have additional Brands to register, please click the button below. If you have completed all of your Brand Registrations, please click "Next" to go back to your dashboard.

[Register more brands](#)

[Next](#)

Steps

-  Brand Information
-  Distributors
-  Attachments
-  Brand Registration Confirmation

Click **Register more brands** to enter more brand registrations
OR click **Next** to complete the brand registration process.



How can I enter a brand registration?

Licensee can also **enter a brand registration** by **updating their currently active liquor license for certain types of licenses**. These license types include Specialty Retailer (1C, 1X), Distributor (2C, 2E, 2F, 2G), Non-Resident Dealer, Manufacturer, and Winery Shipper.

Click on the **Licensing** tab, and click **Other Applications/Changes**.

The screenshot shows the ILCC Portal navigation bar with the following items: Home, Licensing (highlighted with a red box), Enforcement, Legal, My Dashboard, Pay Balances Fees and Fines, Delinquencies, and User Access. The Licensing dropdown menu is open, showing options: Apply for License, Renew a License, License Lookup, Other Applications/Changes (highlighted with a red box), Schedule Licensing Appointment, and Manufacturer Postings. Below the navigation bar, the page content includes the heading "Licensing and Permits", a large text block "Apply for, renew, and track your business licenses", and two buttons: "Apply for License or Permit" and "Register Account / Request Access".



How can I enter a brand registration?

Application Updates

▼ License account selection and actions

* License Account

Actions:

[Launch Owner Updates](#)

▼ Location selection and actions

* Associated Location

No Actions Available

▼ Business license selection and actions

* License

Actions:

[Launch Change of License](#)

[Launch Brand Registration](#)

[Launch Change Hours of Operation](#)

[Launch Distributor Withdrawal](#)

Select the **License Account**.

Select the **Associated Location**.

Select the **License**. Note that the available Actions will dynamically change based on the type of license you select (if you have different/multiple licenses).

- To enter/update brand registration, click **Launch Brand Registration**.

How can I enter a brand registration?

Brand Information

Brand Registration Information

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Provide at least one Brand record in the list below.

BRAND NAME	BRAND TYPE	BRAND NOTIFICATION	BRAND TIME PERIOD
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I hereby certify that I'm an actual manufacturer of the product.

I hereby certify that I'm a primary United States importer of product which is manufactured outside of the United States.

I hereby certify that I'm a duly registered agent of the manufacturer or duly registered agent of the primary U.S. Importer of product.

[Save for later](#) [Next](#)

Steps

- Brand Information
- Distributors
- Attachments
- Brand Registration Confirmation

Click **New** to add your brand(s) and check any applicable certification statement.
When done, click **Next**.



How can I enter a brand registration?

Distributors

Provide at least one Distributor record in the list below.

NAME	LICENSE	GEOGRAPHIC TERRITORY
------	---------	----------------------

All distributors are included in the table above
 I have excluded distributors due to type of notification

[Save for later](#) [New](#) [Previous](#) [Next](#)

Steps

- Brand Information
- Distributors**
- Attachments
- Brand Registration Confirmation

Click **New** to add the distributors and check any applicable attestation statement. When done, click **Next**.

Attachments

Appointment Letter from Manufacturer
[Upload Files](#) Or drop files

Brand Registration Permission (Appointment Letter from Manufacturer authorizing Distributor to Register Products)
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* Certificate of Label Approval
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Steps


- Brand Information
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- Attachments**
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Click **Upload Files** to upload all required and other attachments. When done, click **Submit**.



How can I enter a brand registration?





Brand Registration Confirmation

 Your Brand Registration has been submitted. If you have additional Brands to register, please click the button below. If you have completed all of your Brand Registrations, please click "Next" to go back to your dashboard.

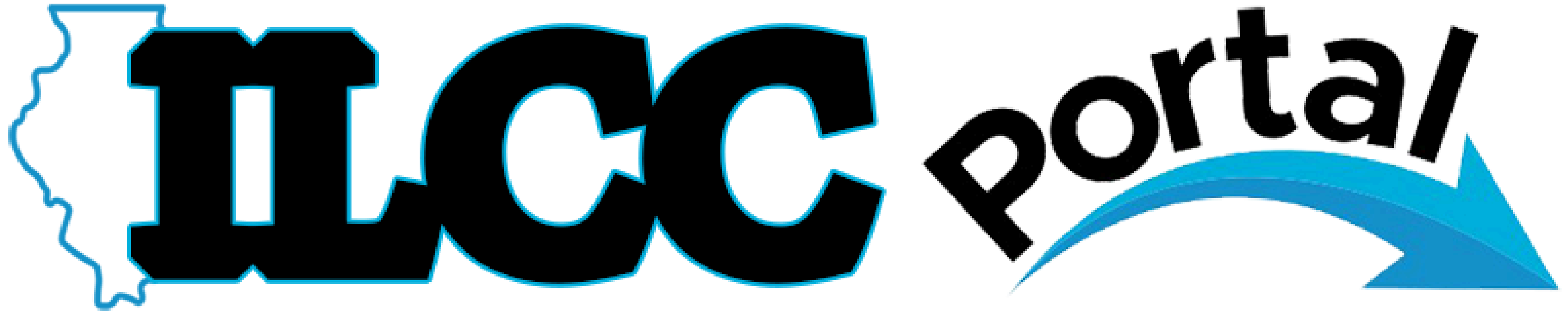
[Register more brands](#)

[Next](#)

Steps

-  Brand Information
-  Distributors
-  Attachments
-  Brand Registration Confirmation

Click **Register more brands** to enter more brand registrations
OR click **Next** to complete the brand registration process.



Thank you

Contact: ILCC.Licensing@illinois.gov

Phone: 217-782-2136 or 312-814-2206

Date

February 2026

Website

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ILCC Portal

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