



Alternative Fuel Labeling: E15

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RESOURCES

More information on applicable Wisconsin laws can be found at these links:

E15 – Retailer Fact Sheet
<https://datcp.wi.gov/Documents/E15RetailerFactSheet.pdf>

Wis. Admin. Code ATCP 94
http://docs.legis.wisconsin.gov/code/admin_code/atcp/090/94/

Wis. Stat. 168
<https://docs.legis.wisconsin.gov/statutes/statutes/168>

What are alternative fuels?

“Alternative fuels” are liquid automotive fuels that include:

- Methanol, denatured ethanol, and other alcohols
- Mixtures containing 85% or more by volume of methanol and/or other alcohols with gasoline or other fuels
- E15 (gasoline containing more than 10% but not greater than 15% ethanol by volume)
- Ethanol flex fuels (gasoline containing more than 10% but not greater than 83% ethanol by volume, excluding E15)
- Coal-derived liquid fuels
- Biodiesel
- Biomass-based diesel
- Biodiesel blends containing more than 5% biodiesel by volume
- Biomass-based diesel blends containing more than 5% biomass-based diesel by volume

What are the requirements for labeling ethanol alternative fuels?

- ❖ [Wisconsin Administrative Code § ATCP 94.300\(1\)](#) requires any device that dispenses a gasoline-ethanol fuel blend of more than 2% by volume of ethanol to be labeled with the maximum volume percent of ethanol at all times the product is offered for retail sale.
 - The label must be on the front or side of the upper half of the dispenser and must be conspicuous and legible to a customer when viewed from the driver's seat of a motor vehicle that is located within 6 feet of the dispensing device.
 - The label must be placed on the face of the dispenser. No label may be placed so that the text is sideways or upside down.
 - Although an octane label is not required for E15, if retailers choose to display an octane label, the ethanol label must be next to the octane label.
- ❖ [Wis. Admin. Code § ATCP 94.300\(1\)](#) also requires all liquid fuel dispensers located at motor fuel dispensing facilities, garages, or other places where liquid fuel products are offered for sale to be conspicuously labeled with the product's automotive fuel rating.
- ❖ E15 may be labeled either Using the Environmental Protection Agency (EPA) label under [Title 40 CFR 80.1501](#) or using the Ethanol Flex Fuel labeling established by The Federal Trade Commission (FTC) under [Title 16 CFR Part 306](#).

- Using the Environmental Protection Agency (EPA) label under [Title 40 CFR 80.1501](#):



- The label must measure 3 and $\frac{5}{8}$ inches wide by 3 and $\frac{1}{8}$ inches high.
 - The label must be placed on the upper two-thirds of each fuel dispenser where the consumer will see the label when selecting a fuel to purchase. For dispensers with one nozzle, the label must be placed above the button or other control used for selecting E15, or in any other manner which clearly indicates which control is used to select E15. For dispensers with multiple nozzles, the label must be placed in the location that is most likely to be seen by the consumer at the time of selection of E15.
- Using Ethanol Flex Fuel labeling similar to the requirements established by The Federal Trade Commission (FTC) under [Title 16 CFR Part 306](#):
 - The label is 3 inches (7.62 cm) wide x 2 1/2 inches (6.35 cm) long. “Helvetica Black” or equivalent type is used throughout. The band at the top of the label contains one of the following:
 - For all flex fuels, the numerical value representing the volume percentage of ethanol in the fuel followed by the percentage sign and then by the term “ETHANOL”; or
 - For ethanol flex fuels containing more than 10 percent and no greater than 50 percent ethanol by volume. The numerical value representing the volume percentage of ethanol in the fuel, followed by the percentage sign and then the term “ETHANOL”
 - At least one label must be posted on each face of each alternative fuel dispenser.
 - If you are selling two or more kinds of alternative fuel with different automotive fuel ratings from a single dispenser, separate labels for each fuel must be posted on each face of the dispenser.
 - The label, or labels, must be placed conspicuously on the dispenser so as to be in full view of consumers and as near as reasonably practical to the price per unit of the automotive fuel.

What are the labeling requirements if I have dual dispensers for ethanol?

- Dispensers installed prior to February 1st, 2009 that do not have a separate nozzle and hose for dispensing ethanol-blended fuels must bear a label clearly warning any purchaser that the first gallon may have more than 10 percent ethanol by volume. This label must be adjacent to the required ethanol rating label, and must meet all labeling requirements specified in Wisconsin Administrative Code § ATCP 94.300(1)(b).
- Wisconsin requires that fueling dispensers installed after February 1st, 2009 have a separate fueling nozzle and hose for dispensing any ethanol-blended motor fuels of more than 10 percent ethanol by volume.