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**JERE L. HARGROVE**

August 3, 2005

Chief, Regulations & Procedures Division  
Alcohol & Tobacco Tax & Trade Bureau  
ATTN: Notice No. 41  
P.O. Box 14412  
Washington DC 20044-4412

Dear Chief:

Please accept this letter in support of placing basic consumer information on alcoholic beverage containers. Under your current regulations, most beer, wine and distilled spirits labels may not provide consumers with basic meaningful information as to what is in the product.

I believe providing this information is necessary so that consumers may make educated choices when buying these beverages. In this day and time, consumers are especially concerned about calories, fats and carbohydrates, as well as alcohol content information. Providing this data on the label makes sense.

I would urge TTB to act expeditiously to implement a regulation that allows beer, wine and spirits labels to include these important serving facts. And, in the meantime, I would urge TTB to allow manufacturers to voluntarily provide this kind of information on labels while the rulemaking process is in progress.

Thank you for your time and consideration of this very important matter.

Sincerely,



Jere L. Hargrove