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September 13, 2005

Mr. William H. Foster, Chief
Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
ATTN: Notice 41
P. O. Box 14412
Washington, D. C. 20044-4412

Dear Mr. Foster:

It is my information that the Tax and Trade Bureau (TTB) is seeking public comment through Notice 41 on alcohol product labels. Speaking as a lay person I would urge the TTB to use the percent of alcohol by volume standard, which is currently the most widely used and best understood method of communicating alcohol content.

It is also my information that the TTB is considering requiring the alcohol product label to state the amount of pure alcohol in a "standard serving." Such a requirement would not serve to inform consumers of the strength, concentration or effect of consuming a specific product. With the exception of beer, there is no such thing as a standard serving. To inform consumers of the amount of pure alcohol in a standard serving is information that will be meaningless to most of us members of the public.

Please contact me if you have any questions.

Sincerely yours,

Andy McElhany
Senate District 12

AM/ce