



NEW JERSEY SENATE

BARBARA BUONO

SENATOR, 18TH DISTRICT
CONFERENCE CHAIR
MIDDLESEX COUNTY
100 PLAINFIELD AVENUE
SUITE 1
EDISON, NEW JERSEY 08817
TEL. (732) 819-8141
FAX (732) 819-8204
SenBuono@njleg.org

COMMITTEES:
WAGERING/TOURISM/
HISTORICAL PRESERVATION CHAIR
BUDGET AND APPROPRIATIONS
HEALTH, HUMAN SERVICES
AND SENIOR CITIZENS
NJ SMART GROWTH CAUCUS
NJ INTERGOVERNMENTAL RELATIONS COMMISSION
VICE CHAIR

September 8, 2005

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

Dear Chief:

Under your regulations, most beer, wine and distilled spirits labels may not provide consumers with basic meaningful information as to what is in the product.

Most food packages, soft drink containers, and over-the-counter drugs provide consumers with basic consumer information on the label. Alcohol beverages (with some exceptions) are the only major class of consumable goods that does not provide important information on the label, such as serving size, alcohol per serving, calories, as well as allergens and ingredients.

Furthermore, existing label requirements for beer, wine and spirits are so disparate as to promote consumer confusion.

I believe providing basic consumer information is helpful so that consumers will have more information about their drink choices. Caloric information per serving is important to anyone who is watching their diet. Alcohol per serving should be important to anyone trying to monitor their alcohol intake.

I urge TTB to act expeditiously to adopt a regulation that permits meaningful consumer-oriented Serving Facts on beer, wine, spirits labels. Meanwhile, I urge TTB to allow manufacturers voluntarily to provide this kind of information on labels while the rule making process proceeds.

Sincerely,

Barbara Buono
Senator 18th District