



September 15, 2005

Chief William H. Foster
Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
P.O. Box 14412
Washington, DC 20044-4412

Re: Notice 41- Support of voluntary nutritional labeling

Dear Chief Foster,

The California Retailers Association (CRA) was founded in 1933 to meet the needs of a growing company of retailers marketing a variety of goods in California. Today, CRA represent a broad base of retail companies throughout California. CRA member companies operate over 9,000 stores with sales in California exceeding \$100 billion annually. We write you in **support** of the voluntary nutritional labeling of wines, distilled spirits, and malt beverages.

In order for consumers to be better served, alcohol companies should be allowed to provide the most basic nutritional information such as alcohol content, serving size, macro-nutrients, calories, and carbohydrates on their products. Alcohol beverages are presently the only large base consumer goods that are not allowed to disclose this type of information.

We support the voluntary nutritional labeling of alcohol beverages and believe that consumers have everything to gain by becoming more informed about the alcohol beverages they drink. If the TTB were to allow alcohol companies to voluntary labeling their products, federal regulators would not have to expend the resources of credibly enforcing the law.

Voluntary nutritional labeling of wines, distilled spirits, and malt beverages is good for California's retailers and the customers they serve. We would urge you to keep their interests in mind. Thank you for your time.

Sincerely,

Bill Dombrowski
President

cc: California Congressional Delegation