



**Reach Out West End**  
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August 19, 2005

Chief, Regulations and Procedures Division  
Alcohol and Tobacco Tax and Trade Bureau  
Attn: Notice No. 41  
PO Box 14412  
Washington, DC 20044-4412

RE: Beverage Alcohol Labeling — Public Comment

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Dear Gentlepersons:

As head of a non-profit organization that provides substance abuse prevention to several communities in Southern California, I strongly urge you to approve the "Serving Facts" labeling requirement for all alcoholic beverages.

It is absolutely imperative that consumers have the greatest amount of information possible on a product that can have such serious consequences to their health. The information needed by consumers on every alcoholic beverage container is:

- o Alcohol percent by volume
- o Alcohol content calories compared to the total calories in the package
- o Alcohol content by serving size listing ounces, calories and volume
- o A clear statement that alcohol is processed by the body's liver at about  $\frac{1}{2}$  ounce of alcohol per hour.

While these labeling requirements won't impact the inherent unhealthiness of the product, at least consumers will be able to make decisions based on fact, rather than on hearsay.

Again, I urge your approval of the labeling requirements. Please contact me should you have any questions or comments.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Diana Fox', is written over a light blue rectangular background.

Diana Fox  
Executive Director