



P. O. Box 156
143 E. Main Street • Suite 3
New Roads, Louisiana 70760
E-Mail: larep18@legis.state.la.us
Telephone: (225) 638-8725
Toll Free (888) 838-2412
Fax: (225) 638-8319

STATE OF LOUISIANA
HOUSE OF REPRESENTATIVES

DONALD J. CAZAYOUX, JR.
District 18

September 21, 2005

Appropriations
Administration of Criminal Justice
Agriculture
Joint Legislative Committee on the Budget

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

Dear Sir:

With regard to Notice No. 41 where the TTB is seeking public comment on whether additional requirements should be added to current alcohol product labels, I write to express my concerns about any efforts that would include "standard serving" information or an over-simplified listing of the amount of pure alcohol on labels or advertising. Our primary area of concern relates to how the amount of alcohol in a product should be communicated.

On the question of alcohol content, we support continuing the longstanding federal policy of using the percent alcohol by volume, or proof, as the only appropriate ways to describe alcohol content. We are not in favor of proposals to display alcohol content in terms of fluid ounces of pure alcohol per "standard serving." This attempt would cover up the significant differences in strength, concentration and effect between liquor, wine and beer. Communicating alcohol content in this way may be misleading and potentially dangerous and could hinder, rather than promote, responsible drinking, especially given the various ways "standard serving" may be defined. Instead, continuing the longstanding and meaningful measure of the percentage of alcohol by volume is in the best interests of consumers and the public.

Further still, state law and regulation may be negatively impacted, and could put companies at risk of violating state laws. We ask that you not support this effort.

Thank you for your attention to this matter. I am,

Sincerely yours,

A handwritten signature in blue ink that reads "Don Cazayoux, Jr." with a stylized flourish at the end.

Donald J. Cazayoux, Jr.

DJC/jch