

Nebraska State Legislature

SENATOR ELAINE STUHR

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Education Commission of the States

September 19, 2005

William H. Foster, Chief
Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
ATTN: Notice No. 41
P.O. Box 14412
Washington, D.C. 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 project labels, I write to oppose any efforts that would include "standard serving" information or a simple listing of the amount of pure alcohol on labels or advertising.

It has been my experience that there is no such thing as a "standard serving" when mixed drinks are made. Anyone who drinks mixed drinks realizes that a "standard serving" varies depending on the person making the drink, the brand of alcohol used, the recipe, and other practical considerations. To compare a mixed drink as equal to a glass of wine or a can of beer would be misleading in many ways.

While everyone favors providing information beneficial to consumers, the proposals present factually inaccurate and misleading information to the consuming public. I would highly recommend rejecting these proposals and leaving the labels the way the currently exist.

Thank you for your consideration in not supporting this misleading effort which will not serve the public good and has the potential to cause more confusion.

Sincerely,

A blue ink handwritten signature of Elaine Stuhr.

Elaine Stuhr
State Senator, District #24