



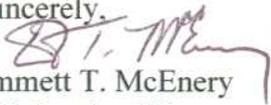
Chief
Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
Attn: Notice No. 41
P.O. Box 14412
Washington, DC 20044-4412

Subject: Notice No. 41: Labeling and Advertising of Wines, Distilled Spirits and Malt Beverages

I oppose the hard liquor industry's dangerous and misleading effort to promote a "standard drink."

Creating a "standard serving" would confuse consumers more than help. This information is misleading since mixed drinks are seldom mixed exactly the same. Furthermore, other ingredients are often mixed with spirits such as high calorie fruit juice, sodas, and energy drinks. I support the longstanding TTB regulations requiring display of the percentage of alcohol by volume as the best means of indicating alcohol content on a product label or in advertising. Displaying alcohol content in terms of "fluid ounces" of pure alcohol per "standard serving" is a difficult calculation, which is also misleading, unnecessary and potentially harmful.

Sincerely,


Emmett T. McEnery
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