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September 15, 2004

September 21, 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: Notice No. 41: Labeling and Advertising of Wines, Distilled Spirits, and Malt Beverages

I oppose the liquor industry's dangerous and misleading effort to promote a "standard drink." You have probably read the beer industry's objections from wholesalers across the country.

The bottom line is that: Creating a "standard serving" would confuse consumers more than help. I support the current regulations and oppose any changes, as they would be misleading, unnecessary, and potentially harmful.

Please advise me of the ATC actions

Sincerely,

Frederick K. Zahrt

FKZ: moe

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Mission Statement: *Our mission is to exceed all expectations of our customers.*

