

Commonwealth of Kentucky

JAMES BRUCE
State Representative
9th Legislative District
6750 Fort Campbell Boulevard
Hopkinsville, Kentucky 42240



COMMITTEES:
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Banking & Insurance
Members
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Agriculture

July 26, 2005

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

Dear Chief Foster:

Under your regulations, most beer, wine, and distilled spirits labels may not provide consumers with basic meaningful information as to what is in the product.

Most food packages, soft drink containers, over-the-counter drugs, and even dietary supplements provide consumers with basic consumer information on the label. Alcoholic beverages (with some exceptions) are the only major class of consumable goods that does not provide important information on the label, such as serving size, alcohol per service, calories, fat and protein per serving, as well as allergens and ingredients.

Furthermore, existing label requirements for beer, wine and spirits are so disparate as to promote consumer confusion.

I believe providing basic consumer information is necessary so that consumers may make informed choices about what and how much to drink. Caloric information per serving is important to anyone who is watching his or her diet. Alcohol per serving should be important to anyone trying to monitor his or her alcohol intake.

I urge TTB to act expeditiously to adopt a regulation that permits meaningful consumer-oriented serving facts on beer, wine, and spirits labels. Meanwhile, I urge TTB to allow manufacturers to voluntarily provide this kind of truthful, non-misleading information on labels while the rule-making process proceeds.

Sincerely,

A handwritten signature in black ink that reads "James E. Bruce". The signature is written in a cursive style with a large, looping initial "J".

James E. Bruce State
Representative

JEB:sI