

Snoqualmie Falls Brewing Company
8032 Falls Ave. S.E.
Snoqualmie, WA 98065

September 26, 2005

Frank Foote
Chief, Regulations and Rulings Division
Alcohol & Tobacco Tax & Trade Bureau
1310 G Street, N.W.
Washington, DC 20005

Re: TTB Notice # 41

Dear Mr. Foote:

I am writing on behalf of Snoqualmie Falls Brewing Company to express our strong concern about the effects to our company should any new mandatory labeling requirements such as those proposed in this notice be enacted.

The costs to our brewery associated with the changes necessary to comply would have a serious impact on operations and our ability to stay in business. As a member of the Brewers Association, the national trade organization for the craft brewing industry, I participated in the survey it conducted concerning the potential effects such requirements would have on its members and I understand that many of my colleagues find themselves in a similar position.

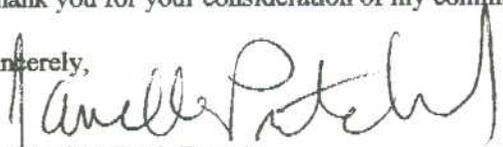
Like most small brewers, we would be facing costs both short and long-term. The certain need to purchase new labeling equipment would impose immediate significant costs and would also entail a disruption of packaging operations during installation. Add to this the cost of label redesign and new label stocks and the costs associated with lab testing equipment or services, and significant financial burdens would be placed on this brewery.

On the long-term side, we have a real concern with the effects such requirements could have on brewers and their ability to produce seasonal beers or develop new styles and offerings. We are proud that the hallmarks of the American craft brewing community are the wide diversity of beer styles created on local levels, as well as new styles created with innovative ingredients. These characteristics are fundamental to the identity of craft beer. Again, the costs associated with the need for a wide variety of seasonal labels due to a small change in ingredients or alcohol content could make it prohibitive to offer the variety our consumers have come to expect.

For these reasons, we believe that enacting any mandatory labeling provisions such as those contained in Notice 41 would be detrimental to individual businesses, the industry and the consumer. The resulting costs and marketing challenges small brewers would face will result in limited consumer choice and a stagnation of the industry.

Thank you for your consideration of my comments before reaching a decision on this matter.

Sincerely,


Janelle Pritchard, Brewer
Snoqualmie Falls Brewing Company