

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

I support the existing TTB regulations requiring display of the percentage of alcohol by volume. This is the best way of indicating alcohol content of beverages to consumers. The liquor industries efforts to change this labeling to a "standard serving" system is an attempt on their part to promote hard liquor. It is not in the interest of better informing the consumer, nor an effort to promote responsible consumption.

Beer, wine and liquor are three unique beverages. Any attempt to compare these in terms of a "standard serving" is inherently misleading. Common sense and real world experience clearly shows that these beverages are consumed differently, and most times in different settings. Wine and beer are often times consumed with a meal, whereas hard liquor is not. Wine and beer are consumed as a finished beverage, whereas liquor most often is mixed with another beverage. Each individual "mixes" hard liquor differently, with a unique amount of liquor mixed in the drink. Bottom line, any comparison of these products in terms of a "standard serving" is flawed and would be misleading to the consumer.

I oppose any change to the current regulations relating to the labeling of alcohol content.

Thank you for your attention to this matter.

Joel Garrett

A handwritten signature in dark ink, appearing to read "Joel Garrett", written in a cursive style.