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COLORADO
HOUSE OF REPRESENTATIVES

STATE CAPITOL
DENVER
80203

Vice-Chairman:
Finance Committee
Member:
Appropriations Committee
Judiciary Committee

State Representative
JOEL JUDD
200 E. Colfax Ave., Room 271
Denver, CO 80203
Capitol: 303-866-2925
Fax: 303-866-2218
Home: 303-477-1176
Business: 303-830-8881
E-mail: joel.judd.house@state.co.us

September 1, 2005

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

Dear Chief:

I understand you are considering conflicting proposals from the spirits and beer industries regarding beverage content label disclosure. On balance I feel the consumer benefits from disclosure. I recognize that some purchase based on price, some based on taste, some alcohol content; and spelling out the alcohol per serving may lead some to get drunker quicker. While I deplore the social consequences of those choices, as in most areas, I feel the advantages of disclosure outweigh the disadvantages.

Sincerely,

A handwritten signature in blue ink, appearing to read "Joel Judd".

Joel Judd
St to R representative