



Senator John C. Schiffer  
Wyoming Senate  
Majority Floor Leader

17 September, 2005

William H. Foster  
Regulations and Procedures Division  
Alcohol and Tobacco Tax and Trade Bureau  
P.O. Box 14412  
Washington, DC 20044-4412

Re: Notice No. 41

Dear Sir:

In reviewing the potential efficacy of the changes proposed by TTB to current alcohol product labels, I would encourage the TTB to continue the current policy of using the percent alcohol by volume, or proof, as the only appropriate way to describe alcohol content. My senate district includes a college; we as a community have worked hard to encourage responsible alcohol consumption; we have found that young people understand and respect the volume designation whether used for beer, wine, or liquor. The proposal of labeling with a "standard serving" of alcohol content would be equally difficult to use both in terms of promoting responsible consumption and in terms of public understanding. We are not all chemists here in Wyoming, but we do understand proof and are interested in continuing our efforts toward responsible consumption; your proposed changes would seriously undermine our efforts. Given the wide array of serving containers and alcoholic mixtures, the label measured in terms of a "standard serving" becomes virtually meaningless.

I appreciate your continued efforts to improve the level of understanding for the public concerning alcohol; however, these two labeling proposals would not be helpful in your endeavor. If I can be of further assistance in this matter, please feel free to call on me.

Thank you for your attention in this matter.

Sincerely,

A handwritten signature in blue ink that reads "John Schiffer".

Committees:

*Management Council*  
*Rules and Procedure*