



State of Connecticut

HOUSE OF REPRESENTATIVES

STATE CAPITOL
HARTFORD, CONNECTICUT 06106-1591

REPRESENTATIVE JOHN MAZUREK
EIGHTIETH DISTRICT

LEGISLATIVE OFFICE BUILDING
ROOM 4005
HARTFORD, CT 06106-1591
HOME: (203) 879-3202
CAPITOL: (860) 240-8585
TOLL FREE: 1-800-842-8267
FAX: (860) 240-0206
E-mail: John.Mazurek@cga.ct.gov

VICE-CHAIRMAN
GENERAL LAW COMMITTEE

MEMBER
BANKS COMMITTEE
ENERGY AND TECHNOLOGY COMMITTEE

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To Whom It May Concern:

I support your efforts to stop the possible changes in federal alcohol beverage labeling and advertising regulations as proposed by Alcohol and Tobacco Tax and Trade Bureau Advance Notice of Proposed Rulemaking On Alcohol Labeling for the following reasons:

- All alcoholic drinks are not equal. Alcohol content varies not only between spirits, wine and beer but even the alcohol content in different classes and types of beer varies. From a public health and policy standpoint, treating all categories of alcohol as equal would be a tremendous step backward.
- These proposals would confuse and mislead the public. Equating beer, wine and spirits does not promote moderation in alcohol consumption. The proposed broad generalizations on labels and in advertising do not convey accurate information to consumers. Any effort to "standardize" all types of alcohol beverages runs counter to existing government guidelines and policies, and will confuse consumers.
- These proposals conflict with existing governmental and public health guidelines and would end-run Congress's central role in controlling health-related information on alcohol labels. Federal law also requires approval of all alcohol beverage labels, a process intended in part to convey accurate information about the product in a given container and to protect the public from misleading information.

It is my belief that more must be done on educating the public on the long-term adverse health effects of alcohol consumption instead of misleading and confusing the consuming public with generalized, non-specific messages such as the changes proposed by the TTB would certainly do.

Sincerely,


John "Corky" Mazurik
State Representative