

African-American Beverage & Grocers Association

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

Dear Chief:

On behalf of the California African American Beverage and Grocers Association (AABAGA), I am writing you today to voice our support for the voluntary nutritional labeling of alcohol beverages.

As an organization that represents beverage and grocery retailers in Southern California, we are continually looking for ways that our members can better serve the African American community.

By allowing alcohol companies to provide the most basic nutritional information on their labels such as alcohol content, serving size, macro-nutrients, calories, and carbohydrates, consumers are equipped with the information they need to make smart drinking choices.

Additionally, by permitting the voluntary disclosure of nutritional information on product labels, the TTB would clear the need to expend their resources of properly enforcing the requirement.

Keeping the best interest of small business and the communities they serve in mind, we hope that you will support the voluntary nutritional labeling of alcohol beverages.

Very Truly Yours,

John Murray