

HOWARD JARVIS
TAXPAYERS
ASSOCIATION



HOWARD JARVIS, Founder (1903-1986)
ESTELLE JARVIS, Honorary Chairwoman
JON COUPAL, President
TREVOR GRIMM, General Counsel
TIMOTHY BITTLE, Director of Legal Affairs

September 21, 2005

Mr. Frank Foote
Director, Regulations and Rulings Division
Alcohol and Tobacco Tax and Trade Bureau
1310 G Street, NW – 3rd Floor
Washington, DC 20220

Re: Comments on Labeling Issue

Dear Director Foote:

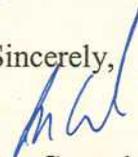
On behalf of the 200,000 plus members of the Howard Jarvis Taxpayers Association, I respectfully urge the Alcohol and Tobacco Tax and Trade Bureau to allow voluntary disclosure of serving and nutritional information on alcoholic beverage labels.

It simply doesn't make sense that, while current law *requires* nutritional labels on nearly every packaged food and beverage item on the market, there is a *prohibition* of such informative labels to be affixed on alcoholic products. Common sense tells us that these outdated regulatory restrictions do not help society, but rather stand in the way of keeping people from making informed decisions and healthy choices.

At the end of the day, this is simply a free market issue for us. As long as the information is truthful, why deny consumers easy access to it?

Thank you for your attention to this matter and taking this letter into consideration.

Sincerely,



Jon Coupal,
President