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LISA WOJNO
MICHIGAN STATE REPRESENTATIVE
28TH DISTRICT

COMMITTEES:
(M-VC) REGULATORY REFORM
HEALTH POLICY
INSURANCE

Tuesday, September 20th, 2005

William H. Foster, Chief
Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
ATTN: Notice No. 41
P.O. Box 14412
Washington, D.C. 20044-4412

Dear Sir:

With regard to Notice No. 41 – I am not supportive of recent efforts to include over simplified listings on alcohol labels or advertising. The primary area of concern relates to how the amount of alcohol in a product should be communicated.

I support federal policy of using the percent alcohol by volume, or proof, as being a most appropriate way to describe alcohol content. I do not support proposals to display alcohol content in terms of per “standard serving” as this term has not been defined in federal or state law. Simplified listings would not demonstrate the significant differences in strength, concentration and effect between hard liquor, wine and beer. Communicating alcohol in this way would be misleading. I would call on you to support the measure of the percentage of alcohol by volume as I believe this to be in the best interest of all concerned.

Additionally, state law and regulation may be negatively impacted by an effort to allow simplified listings. Labeling the percentage of alcohol is the proper federal policy that should be continued. Any changes in this area could put companies at risk of violating state laws.

Respectfully,

Lisa Wojno
State Representative
28th District