



SENATOR MIKE HARIDOPOLOS
FLORIDA SENATE
DISTRICT 26

July 22, 2005

Chief, Regulations & Procedures Division
Alcohol & Tobacco Tax & Trade Bureau
Attn: Notice No. 41
P.O. Box 14412
Washington, DC 20044-4412
Dear Chief:

Under current regulations, most beer, wine and distilled spirit labels do not provide consumers with basic meaningful information as to what is in the product. This information is needed for consumers to make informed choices about what and how much to drink. TTB is to be commended for seeking public comment on this proposed change in regulations.

Most food packages, soft drink containers, over-the-counter drugs, and even dietary supplements provide consumers with basic consumer information on the label. Alcohol beverages (with some exceptions) are the only major class of consumable goods that does not provide information on the label, such as serving size, alcohol per serving, calories, fat and protein per serving, as well as allergens and ingredients.

Basic information is necessary for consumers to make informed choices. The majority of American adults consume alcohol. Allowing placement of information on alcohol per serving and servings per container on beer, wine and distilled spirits labels will help consumers understand the U.S. Government's advice regarding "moderate" drinking.

Thank you for your consideration to promulgate a regulation that would permit meaningful consumer-oriented Serving Facts on beer, wine and spirits labels. In addition, please consider allowing manufacturers to provide this kind of information on labels while the rulemaking process proceeds.

Sincerely,

Mike Haridopolos

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