



NANCY CALHOUN
Assemblywoman 96th District
Orange and Rockland Counties

THE ASSEMBLY
STATE OF NEW YORK
ALBANY

RANKING MINORITY MEMBER
Committee on Standing Committees

COMMITTEES
Insurance
Labor
Rules

MEMBER
Legislative Commission on
State/Local Relations
Hudson River Valley Greenway
Communities Council

August 25, 2005

Mr. William H. Foster, Chief
Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade **Bureau**
ATTN: Notice **No. 41**
PO Box 14412
Washington, DC 20044-4412



Dear Mr. J'y~Ster:

As representative of the 96th New York State Assembly District, I write on behalf of the Anheuser-Busch Cos. Inc. regarding the issue of an Advance Notice of Proposed Rule Making - No. 41.

It is my understanding that the TTB has released the ANPRM to solicit input with respect to many aspects of alcohol beverage labeling, most notably, nutritional labeling and the manner in which alcohol content should be described.

While members of the Beer Institute and National Beer Wholesalers Association support disclosure of nutritional information and alcohol content, certain proposals discussed in the TTB notice could mislead and harm consumers concerned with responsible alcohol policy.

The beer industry supports display of nutritional information for all alcohol beverages on a voluntary basis and in a flexible format. Furthermore, they support continuing the longstanding federal policy of using the percent alcohol by volume, or proof, as the only appropriate ways to describe alcohol content.

Proposals to display alcohol content in terms of fluid ounces of pure alcohol per "standard serving" would be a misguided attempt to cover the significant differences in strength, concentration and effect between liquor, wine and beer.

Such labels would make it more difficult for consumers to accurately assess the alcohol content of various beverages and would hinder, rather than promote, responsible drinking. Continuing the longstanding and meaningful measure of the percentage of alcohol by volume is in the best interest of consumers and the public.

Thank you for hearing the concerns of the industry and of the consumers for which this regulation will affect regarding this important policy matter.

Sincerely,

Nancy C. Noun
Member of Assembly

NC/mr