



NEW JERSEY GENERAL ASSEMBLY

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

Dear Mr. Foster:

Please consider the following comments in reference to Notice No. 41 under which the Treasury Department's Tax and Trade Bureau are considering imposing a requirement setting forth "standard serving" information listing the amount of pure alcohol on labels and/or advertising.

Although the intent on the proposed rule is to enhance consumer awareness and safety, it is submitted that the proposal is misleading and would not promote responsible drinking.

The proposed change blurs the clear difference between hard liquor, wine and beer. It is difficult for a consumer determine what in fact is a "standard serving" and an appropriate serving size.

Importantly, state laws and regulations will be affected by the proposed rule making change.

Based on the above considerations, I respectfully recommend that the proposal should not advance.

If you require any additional information or input, please do not hesitate to contact me.

Very truly yours,

Patrick J. Diegnan, Jr.
Assemblyman - District 18