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August 22, 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,

In writing to support continuing the longstanding federal practice of using the percent alcohol by volume, or proof, as the only appropriate way of referencing alcohol content on labels. Efforts to communicate alcohol content in terms of fluid ounces of pure alcohol per "standard serving" may cover up significant differences in strengths and concentration in ways that are misleading.

Further, state law, rules and regulations may be negatively impacted by an effort to allow absolute alcohol per standard serving information on a label. Labeling the percentage of alcohol is the proper policy, and changes in this area could put companies at risk of violating state laws.

As an elected state official and interested party, I appreciate the opportunity to respond to this request for input in the rule making process.

Sincerely,


Steve Higginbothom