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July 13, 2005

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

Dear Mr. Foster:

Thank you for providing the opportunity for public comment on proposed changes in labeling regulations.

Current federal alcohol beverage label regulations do not allow most beer, wine and distilled spirits companies to provide information about their products to consumers to make informed choices about what to drink and how much to drink, so I appreciate this chance to offer my views.

Food, soft drinks, 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 do not provide this type of information on the label. I believe TTB should allow labels to voluntarily list information such as serving size and servings per container, as well as alcohol, calories, fat, carbohydrates and protein per serving.

Of all this information, consumers would most appreciate knowing the amount of alcohol per serving. Consumer will also be arrested if TTB makes clear in this rulemaking what constitutes a "serving." This is the essential fact that will allow consumers to make more informed comparisons between products and better understand what is in a standard serving of any alcohol beverage.

The standard serving definition used in the *Dietary Guidelines for Americans* (12 ounces of regular beer, 5 ounces of table wine and 1.5 ounces of 80 proof distilled spirits) is one widely used by U.S. government agencies, public health groups, consumer groups, and a majority of state driver's license manuals. It makes sense to use the same definition as the benchmark for labels.

I urge TTB to act expeditiously to promulgate a regulation that permits meaningful consumer-oriented serving facts on beer, wine and spirits labels. Thanks once again for the chance to convey my thoughts on this and please feel free to contact me if I may be of further assistance.

Sincerely,

A handwritten signature in blue ink that reads "Douglas G. Reichley".

DOUGLAS G. REICHLEY
State Representative, 134th District