

THE MARIN INSTITUTE

Preventing Alcohol Problems

June 6, 2005

Chief, Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
PO Box 14412, Washington, DC 20044-4412
Attn: Notice Number 41

Comment 72

To the ATTTB:

Commercially produced alcoholic beverages contribute to many costly, disruptive and tragic problems for individuals and communities. Clear, consistent and informative labeling—particularly with respect to alcohol content and serving size—will help consumers avoid some of these problems by reducing over consumption.

In order to be effective, labeling rules must be mandatory. Voluntary labeling will lead to more confusion and could potentially mislead consumers if the information provided on labels is not consistent among different products.

Alcohol content and the number of servings is critically important consumer information that will help drinkers regulate their alcohol consumption. The ATTTB should align the information required on alcoholic beverage labels with the USDA recommendations on moderate drinking.

Sincerely,



Mark Pertschuk

Executive Director