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September 22, 2005

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

Dear Mr. Foster,

I am writing today regarding the issue of alcohol product labeling. The Tobacco Tax and Trade Bureau (TTB) is seeking public comment on whether additional requirements should be added to current alcohol product labels. I strongly oppose the effort to include "standard serving" information, or oversimplified listings of the amount of pure alcohol on beverage labels and advertising materials.

Specifically, standard serving sizes for drinks such as a Martini, Manhattan, or Long Island Iced Tea have a much higher alcohol content than a standard 1.5 ounce serving of other types of hard liquor. Labeling alcoholic products using a standard serving size would prove both dangerous and irresponsible. The amount of alcohol in a product needs to be properly communicated to the consumer, so that they can make an educated choice and drink responsibly.

The current practice of labeling the percentage of alcohol in a product is an effective way to accurately explain to the consumer how much alcohol they are consuming. The TTB must recognize that a "standard serving" does not exist for an alcoholic beverage and is misleading.

In the best interests of consumers, I hope that you will take my strong opposition under review as you consider this new labeling proposition.

Sincerely,

Ada L. Smith
 State Senator
 10th S.D.

CC: Tom Gosdeck
 John Boltz