



**HENSLEY**  
Anheuser-Busch Products

September 19, 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, DC 20044-4412

Dear Sir:

Hensley, and other members of the beer industry, support disclosure of nutritional information and alcohol content, but we oppose the premise of Notice No. 41 because we believe that certain proposals in the notice could mislead consumers. As CFO of Hensley, the Anheuser-Busch distributor for the greater Phoenix and Prescott areas of Arizona, I support the longstanding policy of using the percent alcohol by volume, or proof, as the only appropriate way to describe alcohol content.

**We strongly oppose any proposal that would back a display of alcohol content in terms of fluid ounces or pure alcohol per “standard serving.”** This approach would label virtually all types of alcohol as having 0.5 or 0.6 fl. oz. of absolute alcohol per serving, and cover up the significant difference in strength, concentration and effect between liquor, wine and beer. Efforts to communicate alcohol content in this way are misleading and have the potential to be dangerous. Such labels would make it more difficult for consumers to accurately assess the alcohol content of various beverages which would hinder, rather than promote, responsible drinking.

Americans know that there is no such thing as a “standard serving” of liquor or mixed drinks, and they should not be misled to believing that all types of alcohol beverages are the same when they are not. Instead, continuing the longstanding and meaningful measure of the percentage of alcohol by volume is in the best interests of consumers and the public.

Please take this into consideration when addressing this issue. Thank you.

Sincerely,

Andrew K. McCain  
Chief Financial Officer