



HENSLEY
Anheuser-Busch Products

September 20, 2005

Mr. William H. Foster, Chief
Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
P. O. Box 14412
Washington, DC 20044-4412

Re: TTB's Notice No. 41

Dear Mr. Foster:

I would like to share my comments on nutrition labeling and the manner in which alcohol content should be described. While I support disclosure of nutritional information and alcohol content, I believe that certain proposals in Notice 41 could mislead consumers.

Americans have witnessed firsthand and are aware of the significant differences in strength and effects between liquor, wine, and beer. Liquor comes in many strengths and mixtures, and mixed drinks can vary dramatically in alcohol content based on a variety of factors, e.g., brand used, recipes, bartender pouring, etc.

I strongly oppose any proposal to display alcohol content in terms of fluid ounces of pure alcohol per "standard serving." Communicating alcohol content in this way is misleading and would be confusing to the average consumer.

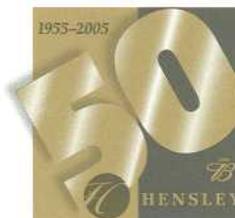
We all know there is no such thing as a "standard serving" of liquor or mixed drinks and shouldn't be misled to believe that all types of alcohol beverages are the same. They clearly are not. Instead, continuing the longstanding measure of the percentage of alcohol by volume is in the public's best interest.

Thank you for the opportunity to address this important issue.

Sincerely,

Barbara Sahr
Vice President Human Resources

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