



**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: Notice No. 41**

Dear Mr. Foster:

In response to the above-mentioned notice, I oppose the hard liquor industry's efforts to promote the false illusion that "a drink is a drink, is a drink." All alcoholic beverages are not equal and consumers are very aware of the significant differences in strength and effects between liquor, wine, and beer.

Proposed efforts of including "standard serving" information or a listing of the amount of pure alcohol on labels or in advertisements would easily confuse the average consumer. I support providing useful product information to consumers; however, the alcohol serving size and content proposal being considered by the TTB could prove to be very misleading. Continuing the federal policy of using the percent alcohol by volume, or proof, is in the public's best interest.

This wished-for labeling approach is misleading. Such labels would make it difficult for consumers to accurately assess the alcohol content of various beverages, which does not support the goal of responsible drinking.

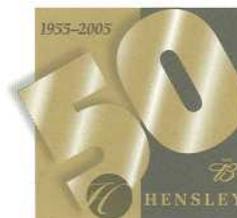
There is no such thing as a "standard serving" and this should not be permitted on any alcohol labels. This term has no place on alcohol beverage labels specifically because of the wide variation between liquor, wine, beer, and mixed drinks.

Thank you for taking this matter under consideration.

Sincerely,

Bill Catalanotte  
Chief Operating Officer

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