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BRIAN M. KOLB
Assemblyman 129th District
Geneva, Cortland, Onondaga,
Hamilton and Seneca Counties

August 18, 2005

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

Dear Mr. Foster:

I am writing to you in regards to Notice No. 41, where the TTB is seeking public comment on whether additional requirements should be added to current alcohol labels.

I oppose any efforts that will include "standard serving" information or an over-simplified listing of the amount of pure alcohol on labels or advertising. The primary area of concern relates to how the amount of alcohol in a product should be communicated. On the question of alcohol content, I support continuing the longstanding federal policy of using the percent alcohol by volume, or proof, as the appropriate way to describe alcohol content. I am opposed to any proposal to display alcohol content in terms of fluid ounces of pure alcohol per "standard serving". This would only cover up the significant differences in strength, concentration and effect between hard liquor, wine and beer. Communicating alcohol content in this manner would be misleading and potentially dangerous and hinder rather than promote responsible drinking. By continuing the longstanding and meaningful measure of the percentage of alcohol by volume is in the best interests of the consumer and the public.

State law and regulation will be negatively impacted by an effort to allow absolute alcohol per standard serving information on a label. Labeling the percentage of alcohol is the proper policy. This is a change in the law that puts consumers at risk of violating state laws.

Thank you for your attention to this matter. As always if I can be of any further assistance, please do not hesitate to contact my district office in Geneva.

Sincerely,

Brian M. Kolb
Member of Assembly
129th Assembly District

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