



NORTH • COAST

DISTRIBUTING
"Delivering the Difference"

September 22, 2005

Chief
Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
Attn: Notice No. 41
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Washington, DC 20044-4412

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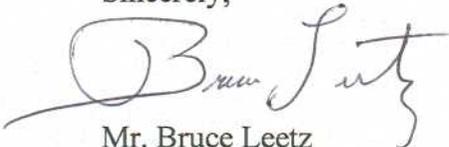
Dear Sir,

I oppose the hard liquor industry's dangerous and misleading effort to promote a "standard drink".

Liquor comes in many strengths and mixtures, and hard liquor drinks can vary dramatically in alcohol content based on the brand used, the recipe, and the bartender pouring.

Creating a "standard serving" would confuse consumers more than help. I support the longstanding TTB regulations requiring display of the percentage of alcohol by volume as the best means of indicating alcohol content on a product label or in advertising. Displaying alcohol content in terms of "fluid ounces" of pure alcohol per "standard serving" is a difficult calculation, which is also misleading, unnecessary, and potentially harmful.

Sincerely,



Mr. Bruce Leetz
President
North Coast Distributing
705 Silhavy Road
Valparaiso, Indiana 46383