

September 21, 2005

Chief, Regulations & Procedures Division  
Alcohol & Tobacco Tax & Trade Bureau  
Attn: Notice No. 41  
P.O. Box 14412  
Washington, DC 20044-4412

Dear Chief,

In an information rich society such as ours, I am amazed at the fact that basic product content information labels are not required for beer, wine and distilled spirits. I am writing to urge your agency to adopt regulations that will allow the makers of alcoholic beverages to disclose serving fact information on the product labels.

I believe providing basic consumer information is necessary for consumers to make informed choices with any product they choose. I personally choose food and drink products based on caloric, fat, and sugar content. Having that information located on food and non-alcoholic beverage labels has been convenient as well as helpful in my decision making process. Extending such practices to beer, wine, and distilled spirits makes good sense.

I support passage of regulations that will permit truthful, basic, non-misleading information labels for beer, wine and distilled spirits.

Sincerely,



Jordi R. Yarborough  
Green Pond, South Carolina