



September 2, 2005

Chief
Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
Attn: Notice 41
P.O. Box 14412
Washington, DC 20044-4412

Fax: 202-927-8525

Dear U.S. TTB,

The California Licensed Beverage Association has proudly represented Taverns, Nightclubs, Restaurants, Hotels and on-site and off-site liquor establishments throughout California for the past 64 years. On behalf of our Board of Directors and more than 2,200 businesses statewide, we urge you to allow voluntary nutritional labeling of alcoholic beverages.

To date, alcoholic beverages are the only major category of consumable product that is largely forbidden by the government from disclosing this kind of helpful information.

Consumers would be better served if alcohol companies were allowed to provide such basic information as alcohol content and serving size on the nutritional labels of their products beverages. Studies show that 83% of consumers believe alcohol companies should be allowed to put information on their labels, helping consumers make informed decisions about what and how much to drink.

We believe it is in the best interest of our businesses to allow the voluntary nutritional labeling of wines, distilled spirits, and malt beverages.

Respectfully,

Kathy Lucker
Executive Director

cc: California Congressional Delegation
Jerry Jolly, Director, California Department of Alcoholic Beverage Control

Serving The California Licensed Beverage Industry Since 1941