

Date: 7/29/05

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

Dear Chief:

I write to you today to indicate my support of the Alcohol and Tobacco Tax and Trade Bureau (TTB) providing serving facts on beer, wine and distilled spirit product labels. As a law enforcement official, I believe that providing the amount of alcohol per serving on beverage labels will help consumers make responsible decisions about alcoholic beverage consumption.

Alcohol beverages (with some exceptions) are the only major class of consumable goods that do not provide basic consumer information on the label. Food, soft drinks, over-the-counter drugs, and even dietary supplements do it. TTB should allow labels voluntarily to list information such as serving size, and servings per container, as well as alcohol, calories, fat, carbohydrates and protein per serving.

From a highway safety perspective, the amount of alcohol per serving is the most vital information for consumers to have. The 2004-20005 Florida Motorcycle Handbook indicates: "A 12-ounce can of beer, a mixed drink with one shot of liquor and a 5-ounce glass of wine all contain the same amount of alcohol."

Indeed, all the major alcohol policy agencies of the government educate the public about this fact. In addition, more than 35 state driver's license manuals feature this information in discussing drinking and driving. Providing alcohol per serving information on alcohol beverage labels will put the information where it can most readily reach consumers—literally in their hands. In fact, consumers would greatly benefit from this information, given the wide variety of formulations, container sizes and alcohol concentrations in today's products, and the regulatory disparities as to what information may be placed on beer, wine and distilled spirits labels. In combination with easily accessible educational materials on how drinking affects an individual's blood alcohol content, serving facts labels will help consumers to make informed decisions about drinking and driving

I urge TTB to act expeditiously to promulgate a regulation that permits meaningful consumer-oriented serving facts on beer, wine and spirits labels. Meanwhile, I recommend TTB allow manufacturers to voluntarily provide this kind of truthful, non-misleading information on labels while the rulemaking process proceeds.

Sincerely,

*Kevin Guidry*

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