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July 13, 2005

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

Dear Chief Foster:

Currently, most beer, wine and distilled spirits labels may not provide consumers with meaningful information as to what is in the product. Almost all food packages, soft drink containers, over-the-counter drugs, and dietary supplements provide consumers with basic nutritional information on the label. Alcoholic beverages (with some exceptions) are the only major class of consumable goods that does not provide important information on the label, such as serving size, amount of alcohol per serving, calories, fat and protein per serving, as well as allergens and ingredients. In addition, existing label requirements for beer, wine and spirits are so varied that it promotes consumer confusion.

I believe that providing basic consumer information is necessary so that consumers may make informed choices about what to drink and how much to drink. Caloric information per serving is important to anyone who is watching his or her weight. Alcohol quantity per serving is important to anyone trying to monitor his or her alcohol intake.

I urge the Alcohol & Tobacco Tax & Trade Bureau to adopt a regulation that permits meaningful consumer-oriented serving facts on beer, wine, and spirits labels. Please allow manufacturers to voluntarily provide truthful, non misleading information on labels while the rule-making process proceeds.

Sincerely,

Mary A. Conroy
Delegate, District 23A MAC/ef