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PATRICK J. VERSCHOORE
STATE REPRESENTATIVE
72ND DISTRICT

July 5, 2005

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

Dear Chief:

Under current regulations, most beer, wine and distilled spirits labels may not provide consumers with basic meaningful information regarding the product's content - existing label requirements for beer, wine and spirits are confusing to consumers.

Most food packages, soft drink containers, over-the-counter drugs and even dietary supplements have labels which provide customers with basic consumer information. Alcohol beverages (with some exceptions) are the only major class of consumable goods That do not provide important information on the label such as serving size, alcohol per serving, calories, fat and protein per serving, as well as allergens and ingredients.

I believe providing this 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 diet. Likewise, alcohol content per serving should be important to anyone trying to monitor their alcohol intake.

I ask that [TB act expeditiously to adopt a regulation that would allow meaningful consumer-oriented Serving Facts on beer, wine and spirits labels. Until that happens, I request that the FM to allow manufacturers to voluntarily provide the truthful, non-misleading information on labels while the rulemaking process proceeds.

Thank you for your interest in this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read "Patrick J. Verschoore".

Patrick J. Verschoore
Illinois State Representative, 72nd District