



# State of New Hampshire

HOUSE OF REPRESENTATIVES

CONCORD

P. O. Box 327  
Epping, NH 03042-0327

September 13, 2005

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

Dear Mr. Foster:

The state of New Hampshire has devoted a great deal of resources toward public education to fight excessive consumption of alcohol. Our efforts have resulted in many positive results including a decrease in DWI arrests. I believe a major change to the liquor labeling regulations as contemplated by TTB Notice 41 would be a step backward in this effort.

The public understands what 80 proof, or 100 proof means. People make choices on consumption taking this information into account. Since there is no industry standard for a "standard drink", allowing the liquor industry to use this type of label could be misleading to consumers.

I ask that you consider the effect of such a change on the education effort each of the states has made over the years and reject this change for the public good.

Thank you.

Sincerely,

A handwritten signature in blue ink that reads "Ronald J. Nowe".

Ronald J. Nowe  
Representative  
Rockingham County, District 9

RJN:cab