



STEVE FARIS

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August 25, 2005

William H. Foster, Chief  
Regulations and Procedures Division  
Alcohol and Tobacco Tax and Trade Bureau - ATTN: Notice No. 41  
Post Office Box 14412  
Washington, DC 20044-4412

Dear Mr. Foster:

It has come to my attention the TTB is seeking public comment on whether additional requirements should be added to current alcohol product labels. This letter is to express my opposition to efforts that would include "standard serving" information or an over-simplified listing of the amount of pure alcohol on labels or advertising.

It seems the concern relates to how the amount of alcohol in the product should be communicated to the public. I feel the longstanding federal policy of using the percent alcohol by volume, or proof, as the only appropriate way to describe alcohol content should remain. Proposals to display alcohol content in terms of fluid ounces of pure alcohol per "standard serving" should be opposed as they may cover up the significant differences in strength, concentration, and effect between hard liquor, wine, and beer. Communicating alcohol content in this way could be misleading and potentially dangerous as it may hinder, rather than promote, responsible drinking.

It is our hope you do not support any misleading efforts that could cause more public confusion, not less. Thank you for your attention in this matter.

Sincerely,

Steve Faris  
State Senator  
District 27

SF:slj