



Press Release

For Immediate Release
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May 28, 2013
FY-13-9

TTB Issues Guidelines for Voluntary Serving Facts Statements

Washington, DC — On May 28, 2013, the Alcohol and Tobacco Tax and Trade Bureau (TTB) issued a ruling ([Ruling 2013-2](#)) that allows alcohol beverage industry members to provide consumers with nutritional information about their products and provides guidelines to ensure that the information is presented in a consistent and non-misleading manner.

The Federal Alcohol Administration Act provides for regulation of the labeling and advertising of distilled spirits, wine, and malt beverages to prevent consumer deception, to provide consumers with adequate information as to the identity and quality of the product, and to prohibit false or misleading statements.

The ruling allows “Serving Facts” statements that include the serving size, the number of servings per container, the number of calories, and the number of grams of carbohydrates, protein, and fat per serving. Additionally, Serving Facts statements may include information about the alcohol content of the product as a percentage of alcohol by volume and may also include a statement of the fluid ounces of pure ethyl alcohol per serving.

Industry members will not need to apply for new label approval to add a Serving Facts statement if it conforms to the examples contained in the ruling.

TTB is providing this interim guidance on the use of optional Serving Facts statements on labels and in advertisements pending the completion of rulemaking on this matter.

The Ruling can be found at <http://www.ttb.gov/rulings/2013-2.pdf>.

For more information regarding alcohol beverage labeling requirements, please visit our website at www.ttb.gov.

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