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**CAROLYN H. KRAUSE**  
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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:

Current federal alcohol beverage label regulations do not allow most beer, wine, and distilled spirits companies to provide information about their products so that consumers can make informed choices about what to drink and how much to drink. TTB is to be commended for seeking public comment on this proposed change in regulations.

Most food packages, soft drink containers, over-the-counter drugs, and even dietary supplements provide consumers with basic consumer information on the label. 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.

In addition, existing label requirements for beer, wine and spirits are so disparate as to promote consumer confusion.

I strongly believe that providing basic consumer information is necessary. Consumers must be able to make informed choices about what to drink and how much to drink. In addition, caloric information per serving is important for everyone and alcohol per serving should be important to anyone trying to monitor his or her alcohol intake.

I urge TTB to act expeditiously to adopt a regulation that permits meaningful consumer-oriented Serving Facts on beer, wine, and spirits labels. Further, I urge TTB to allow manufacturers to voluntarily provide accurate, non-misleading information on labels while the rulemaking process proceeds.

Thank you for your consideration.

Very Truly Yours,

**C**

Carolyn H. Krause