

**GREY EAGLE
DISTRIBUTORS, INC.**



September 23, 2005

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

Dear Mr. Foster:

I am writing about TTB Notice No. 41 which seeks input into whether changes are needed on alcoholic beverage product labels. Although Notice No. 41 covers a broad range of subjects, I want to concentrate on two: "standard serving" information and the listing of the amount of pure alcohol on labels or advertising.

We are strongly opposed to any effort that could mislead consumers by using such language as "standard serving" or any graphic that says or implies that all beverages containing alcohol are equal. They clearly are not. "Standard servings" are not standard when one considers actual drinking habits, drink recipes and pouring tendencies.

Not only would this be misleading, it would be dangerous because it would be more difficult for consumers to properly assess alcohol content in different types of beverages and would hinder efforts to promote responsible drinking.

We continue to support the longstanding federal policy of using the percent of alcohol by volume, or proof, as the most appropriate way to describe alcohol content. The existing approach to labeling of alcoholic

Budweiser

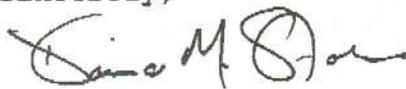
ST. LOUIS COUNTY
DISTRIBUTOR
OF THE WORLD'S
GREATEST
FAMILY OF BEERS.



beverages provides the information the vast majority of consumers need to make their choices and their decisions.

Thank you for your attention to this matter.

Sincerely,



David M. Stokes
Chief Executive Officer

cc: Senator Christopher S. Bond
Senator Jim Talent
Representative Todd Akin
Representative William "Lacy" Clay
Representative Russ Carnahan