



GARY MATTHEWS
SPEAKER

Office of the Speaker

MONTANA HOUSE OF REPRESENTATIVES

9/20/05

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

Dear Sir:

I am sending this letter about Notice No 41 as the TTB is seeking public comment on whether additional requirements should be added to current alcohol product labels. I spent 20 years in the tavern industry and have served thousands and thousands of drinks over that period of time and I oppose any efforts that would include "standard serving" information on labels or advertising. Using alcohol content in terms of fluid ounces of pure alcohol per standard serving would cover up the significant differences in strength, concentration and effect between hard liquor, beer and wine. This misleading information doesn't promote responsible drinking.

All alcohol beverages are not the same and comparing the alcohol content of a mixed drink or martini to that of beer is unrealistic. While "serving size" is fairly common for beer it varies widely for hard liquor and most mixed drinks contain anywhere from 1 to 3 fluid ounces depending on who's pouring the drink or how many shots that are in the drink. This proposal attempts to undermine long-standing alcohol policies that recognize the difference between beer and liquor.

I would ask that you not change this rule because it would be poor public policy and in my opinion labeling the percentage of alcohol is the proper policy. Thank you for the time and your attention to this matter.

Sincerely,

A handwritten signature in blue ink that reads "Gary Matthews".

Gary Matthews
Speaker