

ROBERT FORD
SENATOR, CHARLESTON COUNTY
SENATORIAL DISTRICT NO. 42

HOME ADDRESS:
P.O. BOX 21302
CHARLESTON, SC 29413
TELEPHONE: (843) 852-0777
EMAIL: RIF@SCSENATE.ORG

OFFICE ADDRESS:
P. O. BOX 142
COLUMBIA, SOUTH CAROLINA 29202
TELEPHONE (803) 212-6124
FAX (803) 212-6299
EMAIL: RIF@SCSENATE.ORG



COMMITTEES:
CORRECTIONS AND PENOLOGY
JUDICIARY
LABOR, COMMERCE AND INDUSTRY
BANKING AND INSURANCE
MEDICAL AFFAIRS
S.C. LEGISLATIVE BLACK CAUCUS
CHAIRPERSON CIVIL RIGHTS AND
AFFIRMATIVE ACTION

September 19, 2005

Chief, Regulations and Procedures Division
Alcohol & Tobacco Tax and Trade Bureau
ATTN: Notice 41
Post Office Box 14412
Washington, DC 20044-4412

Dear Chief:

Under your regulations, most beer, wine and distilled spirits labels may not provide consumers with basic meaningful information as to what is in the product.

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 does 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.

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

I believe providing basic consumer information is necessary so that consumers may make informed choices about what to drink and how much to drink. Caloric information per serving is important to anyone who is watching his or her diet. 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. Meanwhile, I urge TTB to allow manufacturers voluntarily to provide this kind of truthful, non-misleading information on labels while the rulemaking process proceeds.

Sincerely,

A handwritten signature in cursive script that reads "Robert Ford". The signature is written in dark ink and is positioned below the word "Sincerely,".

The Honorable Robert Ford
Senator, State of South Carolina
District 42, Charleston County