

**Scott Newman**  
State Representative

District 18A  
McLeod and Meeker Counties



# Minnesota House of Representatives

September 21, 2005

Karen T. Freelove  
Director, Advertising, Labeling and Formulation  
Alcohol and Tobacco Tax and Trade Bureau  
1310 G Street NW – 3<sup>rd</sup> Floor  
Washington, D.C. 20220

Dear Director Freelove:

It has come to my attention through liquor distributors in my legislative district that there is a proposal by the spirits industry to change the labeling process. The purpose of this letter is to express my concern about the labeling process proposal.

The proposal would mandate labels have a picture of a highball glass, a wine glass and a beer mug with an equal sign between each picture. This labeling would imply that each of these images would be equal with the other two. The alcohol content in the beer bottle, beer can or 12 oz tap is consistent whereas the highball may be a double shot or increased by the bartender. The alcohol content in the mixed drink or a glass of wine is not consistent as in equal quantities of beer. The proposed labeling of equivalency would lead the consumer to think it is.

I would suggest a more accurate label description of the alcohol amount would be to continue to state the percentage of alcohol by volume.

Your attention to this matter is appreciated.

Sincerely,

A handwritten signature in blue ink that reads "Scott Newman".

Scott Newman  
State Representative

