

SCOTT H. RICHARDSON
SENATOR, BEAUFORT COUNTY
SENATORIAL DISTRICT NO 46

COMMITTEES:
FINANCE
BANKING AND INSURANCE
EDUCATION
GENERAL
TRANSPORTATION



SENATE ADDRESS: P. O. BOX 142
SUITE 610 GRESSETTE BLDG.
COLUMBIA, SC 29202
TEL: (803) 212-6040
FAX: (803) 212-6299
EMAIL: SR1SSCSENATE.ORG

HOME ADDRESS:
52 NORTH CALIBOGUE CAY
HILTON HEAD ISLAND, SC 29928 RESIDENCE: (843) 363-5000 (PHONE/FAX)

August 4, 2005

Chief, Regulations & Procedures Division
Alcohol & Tobacco Tax & Trade Bureau
ATTN: Notice No. 41
P.O. Box 14412
Washington, DC 20044-4412
Dear Chief:

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

Most food packages, soft drink containers, over-the-counter drugs, and even dietary supplements provide consumers with basic consumer information on the label. Because caloric information per serving is important to anyone who is watching his or her diet, I believe providing basic consumer information is necessary so that consumers may make informed choices about what to drink and how much to drink. 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 to be displayed on beer, wine, and spirits labels. Meanwhile, I urge TTB to allow manufactures 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 "Scott H. Richardson".

Scott H. Richardson

SHR:aa