



September 9, 2005

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

Dear Mr. John Manfreda:

I am writing to encourage you to allow voluntary labeling of consumer information. As I understand it, 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.

I believe providing basic consumer information is necessary so that consumers may make informed choices about what to drink and how much to drink.

I urge TTB to adopt a regulation that permits meaningful consumer-oriented Serving Facts on beer, wine, 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 stylized signature of Frank Chopp, consisting of a large number "4", the text "111th" in a smaller font, and the letters "elrf" in a large, bold, lowercase font.

Frank Chopp  
Speaker of the House

CC: Frank Foote, Regulations and Rulings Division