

THE SENATE
STATE OF NEW YORK



GEORGE D. MAZIARZ
Senator, 62nd District

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June 23, 2005

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

Dear Chief:

Current federal *alcohol* beverage label regulations do not allow most bccr, wine and distilled spirits companies 'Eo provide infoiniation about their products so that consumers can make informed choices abou. what to drink and how much to drink. TTB is to be commended for seeking public comment on inis proposed change in regulations

Food, soft drinks, 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 do not provide this type of information on the label. TTB should *allow* labels voluntarily to list information such as serving size and servings per container, as well as alcohol, *calories*, fat, carbohydrates and protein per serving.

Of all this information, the amount of alcohol per serving would be highly beneficial for consumers to have.

The U.S. government's advice on moderate drinking, as provided in *Dietary Guidelines for Americans* (USDA & 1-i1=-IS, 2005) reads:

The majority of American adults consume alcohol. Those who do so should drink alcoholic beverages in moderation Moderation is defined as the consumption of up to one drink per d y for women and up to two drinks per day for mcr1. Twelve fluid ounces of regular beer, 5 fluid ounces of wine, or 1.5 fluid ounces of 80-proof distilled spirits count as *one* drink for purposes of explaining moderation. (p 44)

[more]

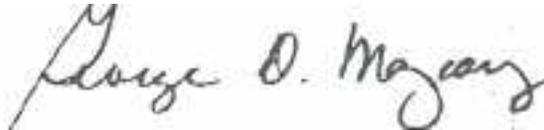
Allowing placement of information on alcohol per serving and servings per container on beer, wine and distilled *spirits* labels will help consumers to better understand the government's advice. In fact, given the wide variety of formulations, container sizes and alcohol concentrations in today's products, and the regulatory disparities as to what information may be placed on beer, wine and distilled spirits *labels*, some consumers might welcome more 'information about how particular products relate to the *Guidelines*' advice.

Consumer Serving *Labels* will be more meaningful if TTB makes clear in this rulemaking what constitutes a 'serving'. This is the essential **fact that** will allow consumers to make more informed comparisons between products and better understand *what is* in a standard serving of any alcohol beverage.

The standard serving definition used in *the Dietary Guidelines* (12 ounces of regular beer, 5 ounces of table wine and 1.5 ounces of 80 proof distilled spirits) is one widely used by U.S. *government* agencies, public health groups, consumer groups, and a majority of state driver's license manuals. It makes sense to use the same definition as the benchmark for labels.

I urge TTB to act expeditiously to promulgate a regulation that permits meaningful consumer-oriented Serving Facts on beer, wine and spirits labels. Meanwhile, I urge TTB to allow manufacturers to provide this kind of truthful, non-misleading information on labels while the rulemaking process proceeds.

Sincerely,

A handwritten signature in dark ink, reading "George D. Maziarz". The signature is written in a cursive, slightly slanted style.

George D. Maziarz
Senator, 62nd District