



Sheriff Jim Coats

Pinellas County Sheriff's Office

"Leading The Way For A Safer Pinellas"

September 20, 2005

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

Dear Chief:

I am writing to support the Alcohol and Tobacco Tax and Trade Bureau (TTB) providing serving facts on the labels of beer, wine and distilled spirit products. From a highway safety perspective, the amount of alcohol per serving is the most vital information for consumers to have.

As Sheriff of Pinellas County, I believe that providing the amount of alcohol per serving on beverage labels will make consumers responsible for their decisions about alcohol beverage consumption. The information of alcohol per serving needs to be printed on the label where it can easily be read. I believe consumers would greatly benefit from this information, given the wide variety of formulations, container size and alcohol concentration in today's products. In combination with accessible educational materials on how drinking affects an individual's blood alcohol content, and serving facts on labels will help consumers make informed decisions regarding drinking and driving.

I urge the TTB to act expeditiously to put in place a regulation that permits meaningful consumer-oriented serving facts on the labels of beer, wine and spirits. I also recommend that TTB allow manufacturers to voluntarily provide these facts and non-misleading information on labels while the lawmaking process is in process.

Thank you for your consideration in this matter.

Sincerely,

**JIM COATS, Sheriff
Pinellas County, Florida**