



**HENSLEY**  
Anheuser-Busch Products

September 20, 2005

Mr. William H. Foster, Chief  
Regulations and Procedures Division  
**Alcohol and Tobacco Tax and Trade Bureau**  
P. O. Box 14412  
Washington, DC 20044-4412

**Re: Notice No. 41**

Dear Mr. Foster:

In response to the proposed label regulation, let the voice of reason be heard. Consumers have witnessed firsthand and are aware of the significant differences in strength and effects between liquor, wine, and beer. Liquor comes in many strengths and mixtures, and mixed drinks can vary dramatically in alcohol content based on a variety of factors, e.g., brand used, recipes, bartender pouring, etc.

I strongly oppose any proposal to display alcohol content in terms of fluid ounces of pure alcohol per "standard serving." This approach would label practically all types of alcohols having 0.5 or 0.6 fluid ounces of absolute alcohol per serving, and cover up the significant differences in strengths, concentration, and effects between hard liquor, wine, and beer. Communicating alcohol content in this way is misleading and would be confusing to consumers.

Americans know there is no such thing as a "standard serving" of liquor or mixed drinks, and they shouldn't be misled to believing that all types of alcohol beverages are the same. Instead, continuing the longstanding measure of the percentage of alcohol by volume is in everyone's best interest.

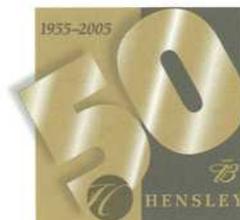
Thank you for your attention to this matter.

Sincerely,



John Vandevier  
Vice President Marketing

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