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DISTRICT 10

## Arizona State Senate

September 22, 2005

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

Dear Sir:

With regard to Notice No. 41 where the TTB is seeking public comment on whether additional requirements should be added to current alcohol product labels, I write to oppose any efforts that would include "standard serving" information or an over-simplified listing of the amount of pure alcohol on labels or advertising. I have concerns that this issue is more about money and taxes than it is about proper consumer information. On the question of alcohol content, I support continuing the longstanding federal policy of using the percent alcohol by volume, or proof, as the appropriate ways to describe alcohol content.

I question whose "standard serving" will be applied. There is no "standard serving." Hard liquor comes in many strengths and mixtures and hard liquor drinks can vary dramatically in alcohol content based on the brand used, the recipe and the bartender pouring. In fact, a single mixed drink, made according to many liquor company recipes, often contains more alcohol than the total daily alcohol intake for men and women in the Dietary Guidelines for Americans.

I would ask that you do not support this misleading effort that will ill serve the public good and cause more public confusion, not less.

Thank you for your attention to this matter.

Respectfully,

A handwritten signature in cursive script that reads "Linda Gray".

Linda Gray  
Arizona State Senator, District 10