



Florida House of Representatives

Representative Tom Anderson

District 45

September 21, 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 write to you today to indicate my support of the Alcohol and Tobacco Tax and Trade Bureau (TTB) providing serving facts of beer, wine and distilled spirit product labels. As a former mayor in Pinellas County, Florida, I believe that providing the amount of alcohol per serving on beverage labels will enable consumers to make responsible decisions about alcoholic beverage consumption.

The 2004-2005 Florida Motorcycle Handbook indicates, "A 12-ounce can of beer; a mixed drink with one shot of liquor and 5-ounce glass of wine all contain the same amount of alcohol." From a highway safety perspective, the amount of alcohol per serving is the most vital information for consumers to have. All the major alcohol policy agencies of the government educate the public about this fact.

Additionally, more than 35 states driver's license manuals feature this information in discussing drinking and driving. Providing alcohol per serving information on alcohol beverage labels will put the information where it can most readily reach consumers — literally in their hands. In fact, consumers would greatly benefit from this information 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 labels for beer, wine and distilled spirits.

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

Sincerely,

A handwritten signature in black ink that reads "Tom Anderson".

Tom Anderson
State Representative, Florida House District 45

TA:emh

2236 US Highway 19, Mount Vernon Professional Center, Holiday, FL 34691 (727) 943-4760
210 House Office Building, 402 South Monroe Street, Tallahassee, FL 32399-1300 (850) 488-8528

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