

INDUSTRY CIRCULAR

OFFICE OF THE COMMISSIONER OF INTERNAL REVENUE
ALCOHOL AND TOBACCO TAX DIVISION



WASHINGTON 25, D. C.

Industry Circular No. 65-13

June 18, 1965

ESTABLISHMENT OF A DISTILLED SPIRITS STANDARDS AND LABELING SURVEY COMMITTEE

Proprietors of Distilled Spirits Plants,
Importers and Wholesalers of Distilled Spirits,
and others concerned:

A Distilled Spirits Standards and Labeling Survey Committee has been established within the Alcohol and Tobacco Tax Division for the purpose of reappraising the regulations issued pursuant to the Federal Alcohol Administration Act, as set forth in 27 CFR Part 5, Labeling and Advertising of Distilled Spirits.

The regulations in question were promulgated some 30 years ago. Since then, they have been subjected to numerous piece-meal amendments without any over-all review. It is believed that they should be critically reviewed at this time to appraise their effectiveness in fulfilling the purposes and objectives of the Federal Alcohol Administration Act in terms of present day production and trade practices and consumer understandings.

The study will consist of a complete examination of the regulations (27 CFR Part 5) with particular emphasis on the standards of identity. For example, in the area of standards of identity, a study will be made to determine whether any new standards are needed, and whether any of the present ones should be eliminated or revised.

The initial task of the Committee will be to carefully review the present regulations and to present to the Director, Alcohol and Tobacco Tax Division, tentative findings and recommendations for their improvement. To the extent that such findings and recommendations justify such action, they will be informally discussed with appropriate representatives of industry and others concerned.

It should be emphasized, however, that any such recommendations may not be implemented except by changing the regulations and that no changes can be made in these regulations except pursuant to public hearing following the publication of a notice in the Federal Register, as provided by law.

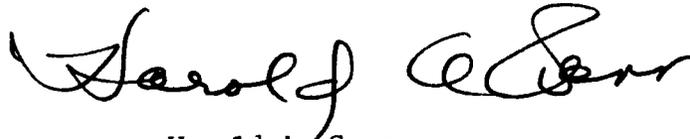
To a large degree, the value of the study will depend on the extent and accuracy of the information on which the findings and recommendations are based. Industry members, State control authorities, other Federal or State agencies, consumer organizations, and others concerned are invited and urged to submit suggestions for the revision or elimination of any

of the present standards of identity or for the creation of new standards, and to submit data which may throw light on current consumer understanding of products now marketed. Industry members are encouraged to submit any information of a technical nature relating to changes that may have occurred in methods of production (distillation and rectification) and storage since the regulations were issued. Any other recommendations or suggestions, with supporting data, if available, for the improvement of the regulations will also be welcomed.

You are invited to forward comments and submissions, in writing, to the Director, Alcohol and Tobacco Tax Division (CP:AT:JHL), Washington, D. C., 20224, at your earliest convenience, so that the Committee may have the benefit of your thinking and available data and studies in preparing its tentative findings and recommendations. In order to reduce the number of duplicate proposals, it is suggested that those of you who are members of trade associations work with and through such associations. However, this is not intended to imply that you should not submit proposals which reflect your individual thinking on these matters.

Your interest and participation in this program will be greatly appreciated.

Inquiries concerning this circular should refer to its number and be addressed to the Director, Alcohol and Tobacco Tax Division (Attention: CP:AT:JHL), Washington, D. C. 20224.

A handwritten signature in cursive script, reading "Harold A. Serr".

Harold A. Serr
Director, Alcohol & Tobacco Tax Division