



Consumer Federation of America



April 15, 2011

John J. Manfreda
Administrator
Alcohol and Tobacco Tax and Trade Bureau
1310 G Street, NW, Suite 300
Washington, D.C. 20220

Dear Administrator Manfreda:

As you know, April is Alcohol Awareness Month, which provides the public health community an opportunity to raise awareness of alcohol abuse and encourage people to make healthy, safe choices. Awareness starts with information, and unfortunately, consumers are largely in the dark when it comes to information about alcoholic beverages.

Over seven years ago, our organizations joined nearly 70 other groups in petitioning the Alcohol and Tobacco Tax and Trade Bureau (TTB) to require an easy-to-read, standardized "Alcohol Facts" label, similar to the popular "Nutrition Facts" labels on foods and nonalcoholic beverages. A meaningful label on alcoholic beverages should provide consumers with information such as alcohol content per serving, calories per serving, serving size, number of servings per container, percent alcohol by volume, the definition of a "standard drink," and the *Dietary Guidelines* recommendation on moderate drinking.

Adequate labeling information can serve as a tool to help reduce alcohol abuse, drunk driving, obesity, and the many diseases attributable to excessive alcohol intake. Yet TTB has delayed providing consumers with this important information about alcoholic beverages.

We urge you to finalize the TTB proposed rule requiring comprehensive labeling information on alcoholic beverages immediately and to ensure that the final rule requires companies to provide alcohol information, as well as information on calories and carbohydrates, in a standardized format on the label.

Sincerely,

George Hacker
Center for Science in the Public Interest

Sally Greenberg
National Consumers League

Chris Waldrop
Consumer Federation of America

Barbara Moore
Shape Up America!

