



## Consumer Federation of America

December 13, 2010

The Honorable Timothy F. Geithner  
Secretary  
Department of the Treasury  
1500 Pennsylvania Avenue, NW  
Washington, D.C. 20220

Dear Secretary Geithner:

We are writing once again to urge you to direct the Alcohol and Tobacco Tax and Trade Bureau (TTB) to finalize a proposed rule requiring comprehensive labeling information on alcoholic beverages. Seven years ago this week, Consumer Federation of America joined 75 other organizations in petitioning the TTB to require an easy-to-read, standardized “Alcohol Facts” label, similar to the popular “Nutrition Facts” labels on foods and nonalcoholic beverages. However, TTB continues to delay in providing consumers with this important information about alcohol beverages.

A meaningful label on alcohol 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.

In numerous polls, American consumers overwhelmingly favor more informative labels on wine, beer, and distilled spirits, especially information about the alcohol and calorie content per serving. 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.

We urge you to direct TTB to finalize its proposed rule requiring comprehensive labeling information on alcoholic beverages immediately. Consumers have waited too long for this important information.

Sincerely,

Chris Waldrop  
Director, Food Policy Institute

CC: John J. Manfreda, Administrator, Alcohol and Tobacco Tax and Trade Bureau