

January 22, 2008

Director Regulations and Rulings Division Alcohol and Tobacco Tax and Trade Bureau P. O. Box 14412 Washington, DC 20044-4412

> Re: Labeling and Advertising of Wines, Distilled Spirits, and Malt Beverages Notice No. 73
> Comments of the Center for Science in the Public Interest

Dear Director:

The Center for Science in the Public Interest (CSPI) is a nonprofit healthadvocacy group based in Washington, DC, that focuses on nutrition, food safety, and prohealth alcohol policies. CSPI is supported by the 800,000 U.S. subscribers to its *Nutrition Action Healthletter* and by foundation grants. CSPI appreciates the opportunity to comment on proposed rules for the labeling of alcoholic beverages and applauds the Alcohol and Tobacco Tax and Trade Bureau (TTB) for initiating rulemaking to improve consumer information on those products.

CSPI has a longstanding interest in the labeling of alcoholic-beverages that dates to 1972, when we first petitioned TTB's predecessor agency, the Bureau of Alcohol, Tobacco, and Firearms, to require the listing of ingredients on alcohol labels. In the 35 years since, we've renewed that and related petitions, pursued litigation, successfully advocated for health and sulfite warnings on product containers, and promoted legislation that would have mandated ingredient and other labeling of alcoholic beverages.

Unlike food labels that, by law, provide consumers with substantial useful nutrition information about the foods they eat, alcoholic-beverage labels offer few uniform disclosures that assist consumers in assessing the key elements of the products they drink and comparing those libations with others. Information as basic as alcohol content appears inconsistently in the marketplace, and almost never on malt beverage products, the beverages that contribute most to the alcohol consumed in America. Label information (other than the "average analysis" disclosures on light beer) rarely provides prominent calorie information, despite alcohol's significant contribution to calories in many diets. Despite a well-established governmental standard of "moderate" or "low-risk" drinking, alcoholic-beverage containers still lack that useful information. Consumers deserve better.

Consumers deserve basic, uniform information about alcoholic beverages, and, in particular, deserve label information that can help them measure, monitor, and moderate their drinking; regulate their caloric intake, and compare products on the basis of their quality. That information takes on even greater importance given the enormous impact of alcohol consumption on society, in terms of health, safety, social, and economic harms. America's most popular, legal drug causes tens of thousands of deaths each year and nearly \$200 billion in economic damage, as well as significant morbidity, mayhem, and criminal activity. Additionally, alcoholic beverages pack significant calories that could contribute to America's costly and sickness-inducing obesity epidemic. That backdrop serves as the lens through which we have evaluated TTB's proposed rule.

TTB's proposal includes several necessary and useful informational elements: alcohol content, serving size, servings per container, and calories. Regrettably, however, the proposed rule fails to provide for coherent, uniform, and comprehensive labeling of alcoholic beverages that would significantly enhance consumer, health, and safety choices. In our comments below, we note its strengths and weaknesses and suggest improvements. More broadly, we are concerned about the absence of adequate consumer research on many important questions related to the content and design of the proposed "Serving Facts" label. We question TTB's rejection of label-information proposals that would directly assist consumers in measuring and moderating their drinking and evaluating the quality (ingredients) of the products.

We note that TTB's proposal completely ignores more than 35 years of requests for information on the ingredients in alcoholic beverages, but would require the disclosure of fats and proteins, nutrients that only rarely occur in significant amounts in alcoholic beverages. We urge TTB to require full disclosure of the ingredients in alcoholic beverages. That information would enable consumers to understand the composition of the beverages they consume and compare products on the basis of their quality.

We find it astonishing that TTB would propose a "Serving Facts" label panel without requiring that it include information on alcohol content. TTB provides no serious rationale for permitting alcohol producers to bury such core information anywhere on the container. Similarly, we question whether TTB's analysis of the issues has been sufficiently thorough to assure that consumers will have product labels that are visible, uniform, comprehensive, and useful in measuring and moderating their alcohol consumption. Although we support some elements of the current proposal, we strongly urge TTB to conduct consumer research, both to test its unsubstantiated assumptions about proposed label components and to assist in the design of an informational panel for alcoholic beverages that will truly assist consumers in measuring – and moderating – their alcohol and calorie consumption.

#### 1. Disclosure of Alcohol Content

CSPI supports TTB's proposed mandate that all alcoholic beverages disclose their alcohol content on product containers. This represents an improvement from current rules that allow most malt beverages and some wines to omit that important label

information. However, we strongly oppose TTB's decision to allow alcohol content to be disclosed almost anywhere on the container, at producers' discretion, rather than require it on the central informational ("Serving Facts") panel. TTB's proposal to allow the disclosure virtually anywhere on the container would obscure information that is of vital importance to consumers of alcoholic beverages. What could be more relevant to consumers than the alcohol content of the product? Consumers should not have to hunt for alcohol-content information that might appear in different locations on different brands and different sizes of thousands of products in the marketplace.

TTB's position on the location of alcohol content information contradicts its own express rationale for the labeling mandate. In responding to comments on alcohol-content issues in the Advance Notice of Proposed Rulemaking, the agency wrote (Federal Register, Vol. 72, No. 146, July 31, 2007, P. 41865): "TTB believes that the alcohol content of a beverage is one of the most important pieces of information about the product. We agree with those commenters who stated that labels should provide the (sic) consumers with this very basic information. We also believe that consumers use information about alcohol content to measure and moderate their drinking."

TTB provides no rationale for not requiring alcohol-content information on the "Serving Facts" label, nor does it provide any research, testing, or human factors analyses to determine the effects on consumers of burying critical alcohol-content information anywhere on product containers. Rather, TTB cites the need to conform to an international trade agreement among wine-producing countries. Notably, that agreement merely requires mandatory label information to be "in a single field of vision" with other key label elements. Conforming to that agreement does not require such permissiveness toward producers. In fact, TTB concedes (in its discussion of the proposed rule) that "listing alcohol content on a Serving Facts panel … would satisfy the labeling requirement of that agreement."

This crucial aspect of TTB's proposal thwarts consumers' interests in making informed choices about the alcoholic beverages they consume. One must question why an agency entrusted with authority over the labeling of alcoholic beverages could propose a "Serving Facts" label that would list irrelevant nutrition facts about fat and protein (which rarely occur in alcoholic beverages), but not include alcohol content.

We note that TTB has also proposed an alternative, voluntary "Serving Facts" label that would give producers the option to disclose alcohol content in terms of "fluid ounces per serving" (but only in addition to an expression of alcohol content as a percentage of volume). Allowing an alternative informational panel could further confuse consumers, especially when alcohol-content information could be completely absent from most "Serving Facts" panels. For consistency and uniformity, all informational panels should contain the same disclosures about alcohol content, and TTB should conduct consumer tests to determine the most useful and comprehensible form of alcohol disclosure. We strongly recommend against allowing two different informational panels.

### 2. Mandatory "Serving Facts" Panel

CSPI supports the concept of a mandatory, standardized, consistent, and easily noticed informational panel, although we believe that the panel (stripped of extraneous nutrient data) should more appropriately be titled "Alcohol Facts" and should provide better consumer information about alcohol content, including a means for consumers easily to measure and then moderate their drinking. As stated below, more research is necessary to test the design and content of the panel and consumer awareness and understanding of its contents.

We are not aware of any research conducted by TTB or others that would support the current design or content of the proposed "Serving Facts" labels.<sup>1</sup> That omission is in stark contrast to the substantial amount of FDA study that went into the development of nutrition labels.<sup>2</sup>

Several aspects of the proposed "Serving Facts" labels deserve considerably more scrutiny before finalization of a rule. CSPI has raised some of these issues in earlier comments, but will catalogue them here, with a strong recommendation that TTB engage appropriate contractors to conduct needed research prior to finalizing a rule.

#### a. Serving Size and Servings per Container

Consumers deserve information that will assist them to measure, monitor, and moderate their alcohol consumption. For the most part, TTB's specification of "reference amounts" for serving sizes of beer, wine, and distilled spirits both mirrors real-world consumption of those beverages and tracks the definitions of a serving of alcohol found in the U.S. Dietary Guidelines and in CDC publications. Those serving sizes conform to customary portions of most beer, wine and spirits that provide approximately 0.5 to 0.6 fluid ounces of pure alcohol.

Subject to consumer research and testing, alcoholic-beverage labels should reflect the alcohol content and number of alcohol portions in each serving to allow consumers to compare their intake with that recommended in the Dietary Guidelines. Therefore, oversized single-serve containers (perhaps a malt beverage with as many as 24 ounces), though considered as one serving, would contain information disclosing total alcohol content (not only alcohol concentration) and indicate an approximate number (to the

<sup>&</sup>lt;sup>1</sup> In particular, no information is available to test the effectiveness of a linear declaration of the serving facts information, as proposed for containers smaller than 50 milliliters and offered as a potential alternative for all containers.

 $<sup>^2</sup>$  In developing "Nutrition Facts" panels for food labels, the Food and Drug Administration conducted and analyzed numerous studies of consumer reaction and understanding. It conducted four public hearings on food labeling, the last of which focused on the nutrition label format, and published – for comment – a report on research on alternative nutrition label formats. Subsequently, FDA announced a cooperative plan with industry to test alternative nutrition label formats, which led to further studies. During the process, "FDA staff provided materials, information, support, and consultation on technical aspects of label design

and label format to researchers." (see generally, Federal Register, Vol. 58, No. 3, January 6, 1993, P. 2115 et. seq.

closest one-quarter drink) of Dietary Guidelines' drinks that each serving provides per container.

We believe that TTB's "reference amount" for beer, which would classify a 10% ABV (alcohol by volume) beer as a single serving, must also reflect that it contains twice as much alcohol as a standard beer. TTB has proposed smaller serving sizes for wine and liquor products that have higher concentrations of alcohol than standard products in those categories. Rather than create smaller serving sizes for single serving containers of beer, TTB must assure that consumers understand the true alcohol content of the total amount of beverage consumed.

Thus, a 16-ounce can of malt liquor with 8% ABV would disclose that it contains 1.25 fluid ounces of alcohol. Consumers could refer to the disclosure of alcohol per serving and to the statement of number of "drinks" to determine the alcohol content per drink. Consumers could also easily compare the number of drinks with the definition of moderate drinking and determine that one serving exceeded the daily recommended amount for men (2 drinks per day). Many commenters have suggested disclosure of "standard drinks" per container. TTB should test various label approaches and language to assure that consumers are not confused by the nomenclature of "servings" and "drinks."

The following "Alcohol Facts" labels offer examples of an information-panel format that can be consumer tested by TTB. They contain essentially the same information that was in the label proposed in CSPI's 2003 petition to TTB. Conceivably, as with nutrition labels for some non-conforming single-serve soft drink containers, information panels for larger single-serve containers could also include dual panels to provide alcohol (and, if present, nutrient) disclosures for the whole container and for a "standard" ("reference amount") serving.. That option should also be tested.

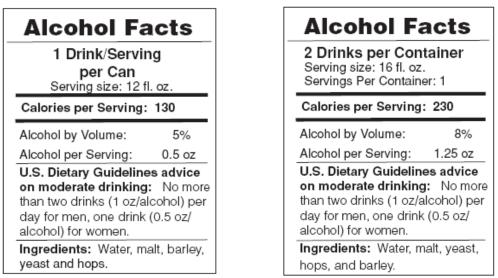
Alcohol Facts 5 Drinks/Servings per Bottle Serving size: 5 fl. oz.						
Calories per Serving: 98						
Alcohol by Volume:	13%					
Alcohol per Serving:	0.5 oz					
U.S. Dietary Guideline on moderate drinking than two drinks (1 oz/a day for men, one drink alcohol) for women.	: No more Icohol) per					
Ingredients: Grapes,) sulfiting agents, and s						

# **Hypothetical Informational Panels**

750 mL Bottle of Wine



750 mL Bottle Distilled Spirit



12 oz. Beer Can

16 oz. 8% Can Malt Liquor

Among the many issues requiring further inquiry, TTB should determine how best to express alcohol content to assure that consumers will use and understand the information provided on the voluntary, alternate label proposed by TTB, if such a format is implemented. For example, most food labels and the nutrient disclosures TTB suggests for alcoholic beverages pursuant to this rule express those nutrients in grams per serving. Expressing alcohol in fluid ounces per serving might confuse consumers in several ways. First, they may be confused between ounces of fluid per serving and ounces of alcohol per serving. In addition, they may have trouble comparing other components – carbohydrates, fats, and proteins, which are expressed in grams – with fluid ounces of alcohol per serving. Also, listing alcohol content in two ways, one of which is little understood by consumers (alcohol content in fluid ounces), may also cause some head scratching. More research is necessary to examine these questions and to construct a label that will best meet consumer needs.

## b. Advice on Moderate Drinking

CSPI and co-petitioners, as well as many commenters on this rule have recommended that the informational panel on alcoholic beverages contain an abbreviated statement of moderate or low-risk drinking from the Dietary Guidelines for Americans. TTB rejected that recommendation, and we believe the agency should re-consider.

In order to assist consumers in measuring and moderating their drinking, information about serving size and number of servings per container should be complemented on the informational panel by a definition of moderate or low-risk drinking: no more than 2 alcoholic drinks per day for men and 1 per day for women. Subject to further consumer testing, that message should also include a reference to the amount of alcohol (in fluid ounces) contained in the recommended daily maximum consumption limit. For example, the two drink healthy limit for men should be identified as approximately1 fluid ounce of pure alcohol, and the daily limit for women, as 0.5 (or 0.6) ounce. Such information would allow consumers to compare those amounts with the disclosure of fluid ounces of alcohol per serving that, subject to consumer testing, would appear on every informational panel.

We recommend that TTB conduct consumer research that would advise how best to convey that information, particularly inquiring about the necessity for the identification of "standard drink" information on alcoholic-beverage labels. Potential statements include: "Healthy men should drink no more than 2 drinks (1 ounce of alcohol) per day and women no more than 1 drink (0.5 ounce of alcohol) per day." Or, for a 12-ounce serving of beverage that contains 0.5 or 0.6 fluid ounces of alcohol, "Each 12-ounce serving contains the daily healthy alcohol limit for women and half the daily alcohol limit for men." That statement could be adjusted, depending on the serving size and the concentration of alcohol. Or, "Each serving contains 100% of the daily healthy alcohol intake for women and half the healthy intake for men." TTB should conduct consumer research, including focus groups, to determine the most easily understood messages.

Omitting important information about moderate drinking on the label would squander an opportunity to help educate millions of drinkers about safe and healthy levels of alcohol consumption and assist in reducing some excessive drinking. TTB's assertion that such a statement would encourage alcohol consumption among those who should not be drinking is totally without evidentiary basis and defies common sense. Again, research would be useful to determine whether the inclusion of the information would have positive or negative effects.

Alcohol containers currently provide a warning to drivers, pregnant women, and people concerned about other alcohol-related health problems. People in those categories, many of whom know from other sources or experience why they should abstain, could not possibly interpret a measure of moderate drinking as an exhortation to drink, especially if a word like "limit" were used in the definition of moderate drinking.

Ironically, many consumers who believe they drink "responsibly" often exceed the U.S. Dietary Guidelines standards for moderate drinking. Those consumers, who may have exaggerated concepts of "moderation" (such as "a bottle of wine" or two 6ounce vodka martinis), would benefit enormously from objective information that could assist them in moderating their drinking. Reductions in excessive alcohol consumption would lead to fewer alcohol-related problems and costs. Clearly, TTB should study this issue more carefully before excluding a definition of moderate drinking from the "Serving Facts" label.

**Bottom line:** Serving sizes should be used generally as a reference for alcohol content (as well as for calorie information) and, together with a label statement of servings per container, should be complemented by a U.S. Government definition of moderate drinking. Subject to additional consumer research, TTB should augment its reference amounts (particularly for single-serve containers) by requiring that all informational panels contain disclosures of alcohol content expressed in fluid ounces (or grams) per serving, which could then be compared to moderate drinking guidelines that included maximum recommended amounts of alcohol – expressed in fluid ounces or grams – per day for men and women.

#### 3. Alcohol Content Disclosure should be Uniform and Comprehensive

The discussion above addresses, in part, the location of alcohol content disclosure and advice about moderate drinking. That disclosure should appear in the informational panel and optionally on the front label as well. TTB should withdraw its proposal for an alternative panel permitting redundant alcohol disclosures at the discretion of the producer. Informational panels should be consistent in design and content across product lines. Once again, more consumer research is necessary to determine the optimal form of informational panel. We call on TTB to conduct such research, as FDA did with regard to proposed nutrition labels.

### 4. Calories, Carbohydrates, Fat, Protein

CSPI strongly supports disclosure of calories per serving, but there are several good reasons – subject to consumer research – why that disclosure should be highlighted on the informational panel and not listed serially with carbohydrates, fat, and protein. Calories relate directly to obesity and overweight issues, a huge concern for individuals and society. Unlike protein and fat, which rarely occur in alcoholic beverages, calorie information should be highlighted to account for known consumer interest in such information and its relative importance. Given the likelihood that consumers will not read all the information on the label, it makes sense to display the important components as prominently as possible. Informational panels should highlight disclosures of calorie, as well as alcohol content.

Listing of fat and protein should be permitted only if present in a meaningful, threshold amount. FDA defines a low nutrient value as anything less than or equal to 5% of the Daily Value. TTB might use that standard as a threshold for allowing or requiring disclosures of fat and protein content. TTB should conduct research to determine consumer perceptions of the inclusion of such information on alcoholic-beverage labels. In particular, TTB should assess whether, and to what degree, alcohol consumers may perceive alcoholic beverages as legitimate sources of those nutrients as part of a healthy diet.

Based on extensive industry marketing efforts to cash in on the low-carb craze, we are dubious that carbohydrate disclosure will do more good than harm. TTB should conduct consumer research to determine whether listing the carbohydrate, fat, and protein content of alcoholic beverages may mislead some consumers to perceive those products as healthy sources of those nutrients.

We note that at least one producer has already used a "Serving Facts" panel similar to the optional label proposed by TTB to promote the nutritional benefits of its products. For example, Diageo's advertisement for Seagram's 7 Crown whiskey in *USA Today*, April 20, 2005, boasted that a serving of the product contained "no fat, zero carbs and 97 calories." (See Appendix 1 for other examples as well.) Such exploitation of nutrition information to hawk alcoholic beverages as diet or health drinks concerns us greatly.

# 5. Linear configuration of "serving facts" should be allowed only on containers smaller than 50 ml.

TTB solicited comments about whether it should allow alcohol containers of any size to display the "serving facts" information in linear (rather than panel) form. We strongly oppose this suggestion, because it will significantly increase the difficulty in finding and reading the information. Except for small containers (smaller than 50 ml), all alcohol containers should have a standard, uniformly positioned, clearly visible and legible informational panel that contains complete information about the product. Consumer testing would help shed light on the need for uniform, clear, and visible informational panels.

#### 6. Three years for compliance is long enough.

TTB has proposed a compliance deadline of three years following approval of new labeling requirements. We believe this is the maximum time necessary for industry members to plan for new labels and to absorb the additional costs that might be incurred to comply with the new rules. For most products, compliance should come long before the end of the three-year compliance period. Those producers who develop new labels prior to that time should comply when they submit those labels.

#### 7. Ingredient Labeling is Still Needed

We note that the subject proposed rule addresses only some of the information that was requested in a consumer petition filed with TTB in December 2003.<sup>3</sup> In particular, it does not address the disclosure of ingredients found in alcoholic beverages. We strongly urge TTB to address that issue in rulemaking as soon as possible. Ingredient information would assist consumers to assess the quality of the alcoholic beverages they consume and make informed product comparisons. For instance, some consumers would perceive that beers made with artificial colorings, preservatives, and foam enhancers are inferior in quality, but currently consumers do not (and would not) have access to that information regarding alcoholic beverages, as they do with foods.

#### Summary

We support, with qualifications, several aspects of the TTB proposal, such as mandatory alcohol-content labeling, disclosure of calories, serving size, servings per container, and the concept of a standardized informational panel.

However, there are numerous deficiencies that still need to be addressed, including a regulatory process that has failed to conduct essential consumer research that would inform the important decisions made by TTB in its labeling proposal.

<sup>&</sup>lt;sup>3</sup> Petition to Improve Mandatory Label Information on Alcoholic Beverages ("Alcohol Facts"), December 16, 2003, National Consumers League, Center for Science in the Public Interest and 67 others. (see attached Appendix 2).

### In particular, TTB should:

1. Conduct consumer research on numerous issues relating to the design, title, and content of the proposed informational panels (including the following);

2. Require alcohol-content disclosure on the informational panel, rather than anywhere on the label;

3. Include a definition, citing the number of drinks (and possibly number of ounces of alcohol) of moderate or low-risk drinking, on the informational panel;

4. Improve the proposed "reference amounts" for product servings and provide a "drink count" statement in the informational panel to assist consumers in measuring and moderating their alcohol consumption; and

5. Highlight alcohol and calorie content information on Alcohol Facts panels and exclude information about fats and proteins when only minor amounts are present.

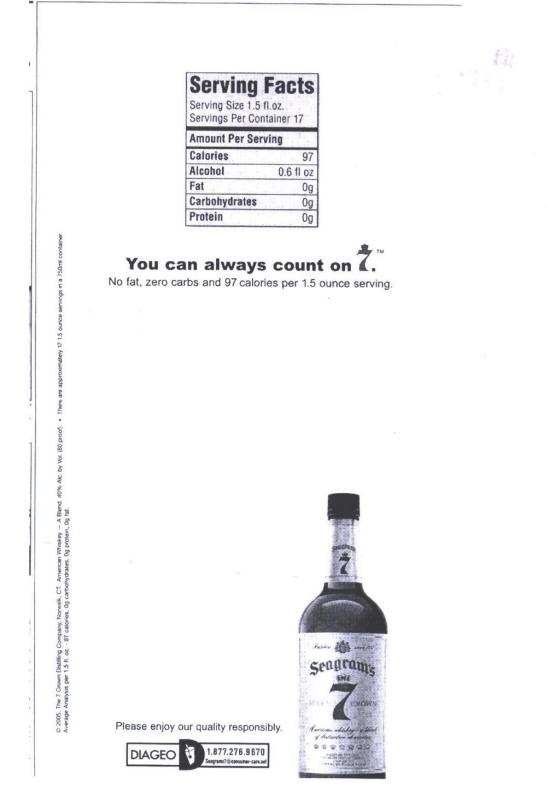
Thank you for your consideration of our comments.

Sincerely,

here Helen

George A. Hacker Director Alcohol Policies Project

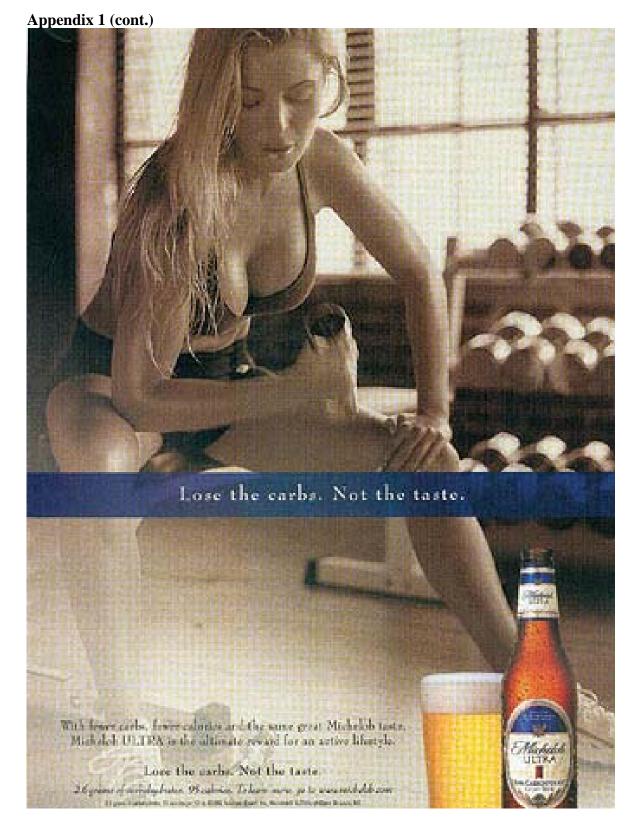
Appendix 1.



USA Today, April 20, 2005

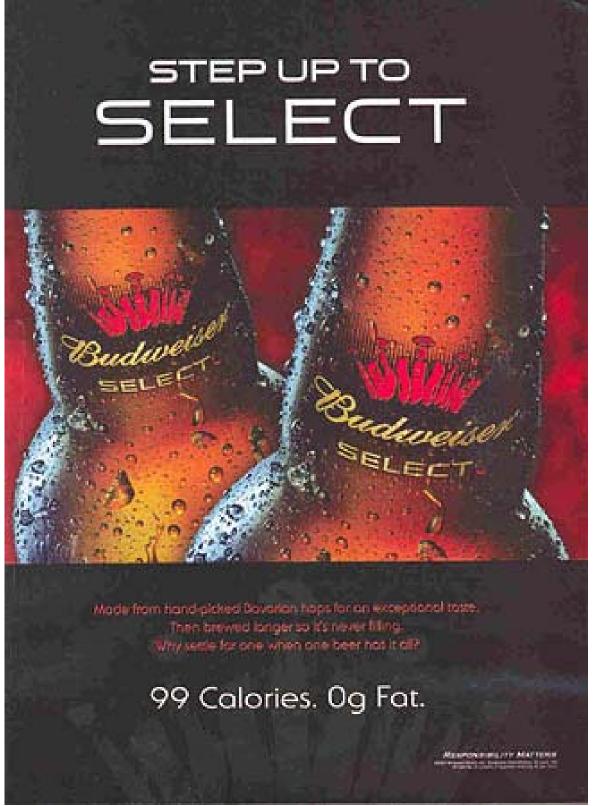


Rolling Stone, Jan 26, 2006.



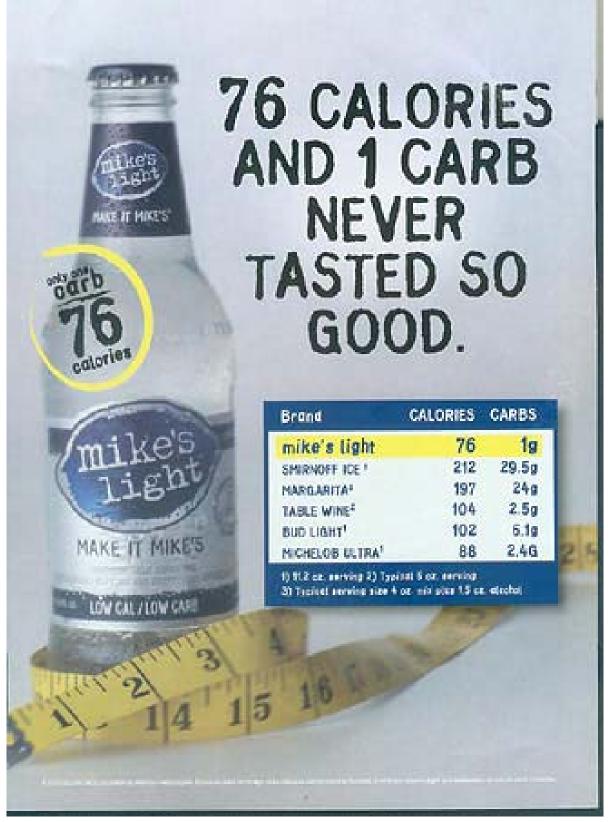
Maxim, May 2003.

Appendix 1 (cont.)



Maxim, November 2007.

Appendix 1 (cont.)



Cosmopolitan, July 2005.

Appendix 2. 2003 Petition.





December 16, 2003

Arthur Libertucci Administrator Alcohol and Tobacco Tax and Trade Bureau U.S. Department of the Treasury 650 Massachusetts Avenue, NW Washington, DC 20226

Attention: Compliance Operations

# Re: <u>Petition to Improve Mandatory Label Information on Alcoholic Beverages</u> ("Alcohol Facts")

Dear Mr. Libertucci:

Pursuant to 27 C.F.R. § 70.701(c), the National Consumers League, Center For Science in the Public Interest, 67 other organizations (Appendix A), and eight individuals, including four deans of schools of public health (Appendix B) submit this petition to the Tax and Trade Bureau (TTB), seeking rulemaking to improve labeling on all alcoholic-beverage containers sold in the United States. Specifically, petitioners request issuance of a final rule amending 27 C.F.R. §§ 4.30, 4.32, 4.36, 5.31, 5.32, 5.37, 7.20, 7.22, and 7.71 to require that labels of all alcoholic beverages regulated by TTB include the following information in a standardized format: (a) the beverage's alcohol content expressed as a percentage of volume; (b) the serving size; (c) the amount of alcohol per serving; d) number of calories per serving; (e) the ingredients (including additives) from which the beverage is made; (f) the number of standard drinks per container; and (g) the *U.S. Dietary Guidelines'* advice on moderate drinking for men and women [collectively, "Alcohol Facts"].

Such modifications are necessary to provide the American public with "adequate information as to the identity and quality" and alcohol content of such beverages as required by 27 U.S.C. § 205(e)(2) and to prevent such labels from being false or misleading pursuant to 27 U.S.C. § 205(e)(4). Providing information on alcohol, calories, and ingredients will help consumers make more informed choices about their consumption of alcohol and help protect those Americans who can suffer serious, sometimes fatal, reactions to the myriad of additives or allergens that may be used in beer, wine, and liquor. Such information would also help consumers adhere to the *Dietary Guidelines for Americans*' recommendations regarding consumption of alcohol and maintenance of a healthy weight.

In addition, such labeling would help reduce consumer confusion about the different types of alcoholic beverages and the amount/concentration of alcohol in each. Wines, beers, and distilled spirits are sold in an increasingly wide variety of formulations, container sizes and alcohol concentrations. Providing per-serving label information about alcohol and calories, as well as the number of drinks per container, would allow consumers to quickly and easily determine the alcohol content and other important characteristics of a particular product.

## Introduction

Federal law requires that labels of alcoholic beverages convey adequate information on the identity, quality, and alcohol content (except for malt beverages) of such products and prohibits label statements that are false or misleading.<sup>1</sup> The Bureau of Alcohol, Tobacco, and Firearms (now TTB) has issued regulations implementing those statutory requirements for alcoholic-beverage labeling.<sup>2</sup> The regulations provide, in part, that alcoholic beverages introduced into interstate or foreign commerce (other than malt beverages) must have labels that include alcohol content expressed in terms of percentage of alcohol by volume, as well as truthful and adequate statements of product identity.

Beyond those general requirements, there are substantial disparities in the labeling requirements applicable to different kinds of alcoholic beverages. Current labels for wine and distilled spirits are required, by law, to reveal the beverages' alcohol concentration – expressed as a percentage of alcohol by volume (additional proof-level statements are optional) – but labeling alcohol content on beer and other malt beverages is entirely optional. Only those alcoholic beverages that make nutritional claims, such as "light" or "lite" beers, must disclose calorie content and certain nutrition information.<sup>3</sup>

Disparities in the labeling of alcoholic beverages make no sense and are confusing to consumers. There is no reason why alcohol content should be required on the label of a wine that is 7 percent alcohol by volume, but not on the label of a malt liquor that is 8 percent alcohol by volume. Similarly, there is no reason why an ingredients list should be required on a wine that is 6 percent alcohol, but not on a beer that is 8 percent alcohol.<sup>4</sup> Today, consumers are virtually in the dark when it comes to assessing the difference in alcohol content between a beer, a glass of wine, and shot of liquor. Consumers have no easy way to determine that a 40-ounce bottle of malt liquor might contain as much as six times the alcohol of a single regular beer.

<sup>1</sup> 27 U.S.C. § 205(e)(2), (4).

<sup>2</sup> 27 C.F.R. §§ 4.30-4.39, 5.31-5.42, 7.20-7.29, 7.71.

<sup>3</sup> Wines and hard ciders containing less than 7 percent alcohol by volume are not subject to the Federal Alcohol Administration Act (27 U.S.C. § 201 et seq.) and TTB's regulations. Rather, these products are subject to the Federal Food, Drug, and Cosmetic Act and the Fair Packaging and Labeling Act, and to Food and Drug Administration (FDA) regulations.

<sup>4</sup> FDA regulations, which require ingredient information, govern the labeling of wine only if it contains less than 7% alcohol by volume.

This petition requests that the TTB modernize its regulations to require that labels of alcoholic beverages containing more than one-half of one percent alcohol by volume include the following information<sup>5</sup>:

- Alcohol content, expressed as a percentage of volume;
- Serving size for a standard drink that contains 0.50 ounce of ethyl alcohol (*e.g.*, approximately 12 fluid ounces (fl oz) for beer and other malt beverages (except higher-alcohol malt liquors), 5 fl oz for table wine, and 1.5 fl oz for 80-proof distilled spirits);
- The amount of alcohol in ounces and number of calories per serving;
- The number of standard drinks (using 0.50 ounce of ethyl alcohol as a standard drink) per container;
- An ingredients declaration, listing each ingredient (including food and color additives and flavors) by its common or usual name, and;
- Current U.S. Dietary Guidelines definitions of moderate drinking for men and women.

That information should be provided in the form of an "Alcohol Facts" panel on the labels of alcoholic beverages, similar to the "Nutrition Facts" on labels of foods and "Supplement Facts" on labels of dietary supplements. We believe that information is necessary to provide consumers with "adequate information" as to the identity, quality, and alcohol content of alcoholic beverages, as required by the statute, 27 U.S.C. § 205(e)(2). For any alcoholic-beverage product that consumers ingest, the product's ingredients (including the amount of the characterizing alcohol ingredient) and its calorie content are essential elements of its quality and are likely to directly affect purchasing decisions. Moreover, given the current blurring of the lines separating the three traditional categories of alcoholic beverages, the requested information is needed for consumers to know how particular products compare to others.

## **Consumers Need Information on the Number of Drinks per Container**

The undersigned propose that the labels of alcoholic beverages include a declaration of the number of drinks per container, based on the *Dietary Guidelines*' definition of a standard drink. The Petitioners believe it is essential that consumers be able to immediately determine from the label of an alcoholic beverage how many "standard drinks" they are consuming. Excessive consumption of alcohol is related to a number of public health problems. A tremendous body of research, reflected in the *Dietary Guidelines for Americans*, shows that heavy consumption of alcohol is unhealthy, while moderate consumption of alcohol may offer certain health benefits for some consumers. The *Dietary Guidelines* therefore advises that women who drink limit their alcohol intake to one drink a day, and men to two drinks a day. Yet, labels of alcoholic beverages provide no information that offers that advice or allows consumers to know how many "standard drinks" they are consuming.

<sup>&</sup>lt;sup>5</sup> TTB should work with FDA to require that the requested label refinements also apply to alcoholic beverages regulated by FDA.

# **Consumers Need Additional Information Regarding the Alcohol Content of Alcoholic Beverages**

The current regulatory requirement that labels of certain alcoholic beverages provide the percent alcohol by volume is inadequate. A statement that a bottle of wine is 12% alcohol by volume, or that a distilled spirit is 80 proof (optional), does not provide meaningful information to most consumers.<sup>6</sup> At best, such a statement gives the consumer a general idea of how "strong" or "concentrated" the labeled beverage is in relation to certain other alcoholic beverages that disclose the percentage or proof level. Even that requires that the consumer possess knowledge not provided on the label. Consumers of alcoholic beverages are forced to guess how much alcohol they are consuming. Americans are generally unaware that standard servings or drinks of beer, wine, and a shot of distilled spirits contain the same amount of alcohol. The growing popularity of new, non-standard types of alcoholic beverages (*e.g.*, lite beers, ice beers, malt liquors, hard lemonades, hard colas, wine coolers, other ready to drink "alcopops," fortified wines, and "zippers [ready-to-drink liquor shots]," makes it even more difficult for consumers to accurately estimate their alcohol consumption.<sup>7</sup>

Not only is current percent alcohol information inadequate, it is also arguably misleading in violation of 27 U.S.C. § 205(e)(4). Currently, beers are not required to list alcohol content on their labels. Such labeling is permissive. In some states, however, beer labels list alcohol content as a percentage of alcohol by weight, making beer appear deceptively less intoxicating than wine and spirits. Given the very different serving sizes for beer, wine, and spirits, percent alcohol content labeling alone can create a very misleading impression.

# Information on Serving Size and Servings per Container would Help Consumers Gauge Alcohol Intake

Consumers need to be able to look at the label of an alcoholic beverage and quickly determine the size (in ounces) of a serving and the number of servings per container, based on alcohol content. Consistent with the *U.S. Dietary Guidelines*, a serving should be defined as 12 ounces of beer, 5 ounces of wine, and 1.5 ounces of 80-proof distilled spirits. For alcoholic beverages that do not fit into one of those standard categories, a serving should be defined as an amount of fluid containing approximately 0.5 ounce of ethyl alcohol. For example, a malt-liquor product containing 8% alcohol by volume might have a serving size of seven (7) ounces, and a 12-ounce container of the product would be labeled as containing 1 <sup>3</sup>/<sub>4</sub> servings. Serving size designations would be rounded to the nearest <sup>1</sup>/<sub>4</sub> drink.

<sup>&</sup>lt;sup>6</sup> As previously noted, malt beverage labels (including all beer labels) are not required to state alcohol content at all.

<sup>&</sup>lt;sup>7</sup> The marketing of flavored malt beverages by distilled spirits manufacturers under their brand names has also confused consumers regarding the alcohol content of these products. Shelly Branch, "About What Is in Malt Beverages," *The Wall Street Journal*, April 9, 2002, p. B4 ("William Perociello, an analyst with Morgan Stanley.... said his research found that ambiguity about what is in the bottles was a point of confusion among consumers and may have helped boost sales of these 'malternatives,' as the drinks are known.").

In addition to providing the amount of alcohol per serving (0.5 ounce), labels of alcoholic beverages should include a statement of the number of drinks (to the nearest one-quarter) in the container. This statement should be accompanied by a consistent graphic, such as a beer mug or glass of wine, to alert consumers to the statement. That would enable a consumer to quickly know how many drinks the beverage container in his or her hand holds. That information would be especially helpful to younger adult consumers who generally do not know the alcohol content of beer, wine, and spirits.<sup>8</sup>

That combination of information about a beverage's alcohol content and serving size is important for a number of reasons. First, it would help consumers who choose to drink make responsible decisions about drinking by informing them, in understandable terms, how much alcohol and how many drinks they are consuming. That information would be useful on all products, but would be especially useful on labels of non-standard alcoholic beverages (*e.g.*, malt liquors, fortified wines, hard lemonades) where the consumer may not have a clear idea how the alcohol content of the product relates to the alcohol content of more familiar alcoholic beverages. By helping consumers make responsible drinking decisions, we hope that information may help reduce alcohol abuse and drunk driving.

The "Alcohol Facts" label should also include the U.S. Dietary Guidelines' definition of moderate drinking: no more than 2 drinks per day for men, 1 for women. Label information stating the number of drinks per container would also help consumers who drink to follow those recommendations. Excessive consumption of alcohol produces a range of serious adverse health effects, including liver disease, acute pancreatitis, cardiomyopathy, reproductive disorders, diabetes, nutritional disorders, and some cancers. At the same time, *moderate* alcohol consumption may have a protective effect against coronary heart disease for some consumers.<sup>9</sup> Those consumption while avoiding the harm of excessive consumption should have clear information about the amount of alcohol per serving and the number of drinks per container so that they can measure their intake and ensure that they remain within the daily intake limits recommended by the *Dietary Guidelines*. Given what we know today about the risks and potential benefits of

<sup>&</sup>lt;sup>8</sup> Researchers in one study found that a substantial proportion of young adults either overestimated or underestimated the alcohol content of beer, wine, and spirits; none of the study subjects reported correct alcohol content values for all of the beverage types. Martin CS, Liepman MR, Nirenberg TD, Young CM. Young adults' knowledge of the strength of different alcoholic beverages. *J Drug Educ* 1991; 21(2): 149-57.

<sup>&</sup>lt;sup>9</sup> "Drinking in moderation may lower the risk for coronary heart disease, mainly among men over age 45 and women over age 55." *Dietary Guidelines*, p. 45. *See also*, Yang T, Doherty T, Wong N, et al. Alcohol consumption, coronary calcium, and coronary heart disease events. *Am J Cardiol* 1999;84:802-806; Rimm EB, Williams P, Fosher K, et al. Moderate alcohol intake and lower risk of coronary heart disease: meta-analysis of effects on lipids and haemostatic factors. *British Medical Journal* 1999;319:1523-1528; Mukamal K et al., Prior alcohol consumption and mortality following acute myocardial infarction. *JAMA* 2001;285:1965-1970.

alcohol at different levels of intake, it is very important that consumers be able to know precisely how many drinks they are consuming.

# **Consumers Do Not Know The Calorie Content of Alcoholic Beverages**

In September, 2003, the Center for Science in the Public Interest commissioned Global Strategies, Inc. to conduct a nationally representative poll of 550 Americans 18 years and older. That poll (a portion of which is attached as Appendix D) provides important insights into Americans' knowledge and attitudes regarding the labeling of alcoholic beverages. The principle findings include:

- 1. Only 10% of respondents correctly identified the approximate number of calories in a regular beer.
- 2. 58% either didn't know (46%) or thought that a beer has fewer calories than it actually has (12%).
- 3. 79% either didn't know (47%) the calorie content of flavored malt beverages ["alcopops"] or thought they have fewer calories than they actually have (32%).
- 4. 41% incorrectly thought that alcopops (flavored malt beverages) have the same number or fewer calories than beer.

## **Consumers Want to Know the Calorie Content of Alcoholic Beverages**

Most alcoholic-beverage labels contain no information whatsoever about the calorie content of the product.<sup>10</sup> Consumers are forced to guess how many calories an alcoholic beverage contains. In a society plagued by obesity, a product's calorie content is information that should, and often does, affect consumers' purchasing decisions, and therefore relates to a product's "quality" under 27 U.S.C. § 205(e)(2). Though many drinkers wish it were not the case, alcoholic beverages provide calories.<sup>11</sup> Those calories may contribute to weight gain if consumed as part of a diet that provides more calories than a consumer expends.<sup>12</sup> In addition,

<sup>&</sup>lt;sup>10</sup> There are two exceptions to this rule. Light beers make a nutrition claim and are required to provide an "average analysis statement" declaring calories, carbohydrates, protein, and fat content per 12 fluid ounce serving. BATF Ruling 80-3. In addition, wines and hard ciders containing less than 7 percent alcohol by volume are regulated by FDA and therefore must bear a Nutrition Facts panel.

<sup>&</sup>lt;sup>11</sup> U.S. Department of Agriculture Handbook No. 74 provides a specific food factor of 7.07 calories per gram of alcohol. This compares to 4 calories per gram for carbohydrate and protein, and 9 calories per gram for fat. Thus, the wine cooler in Attachment C declares 160 calories per 8 fluid ounces, more calories than a leading brand of cola which has 140 calories per 12 fluid ounces.

<sup>&</sup>lt;sup>12</sup> "Weight Management, State of the Science and Opportunities for Military Programs," Subcommittee on Military Weight Management... Food and Nutrition Board, Institute of Medicine, pp. 3-16 (2003).

individuals who consume too many calories in the form of alcohol are at risk of malnutrition, because they may be substituting alcohol for more nutritious foods.<sup>13</sup>

Alcoholic-beverage labels should be required to declare the number of calories per serving. Providing this information would help consumers watch their calories and adhere to the *Dietary Guidelines*' recommendation to "aim for a healthy weight."<sup>14</sup> It may also make heavy drinkers more aware of how much of their caloric intake is derived from alcoholic beverages.

Providing calorie information on labels of alcoholic beverages, as on foods and nonalcoholic beverages, is all the more important today, when obesity has become a national epidemic, contributing to an enormous health burden of heart disease, stroke, diabetes, cancer and other diseases.

## **Consumers Need Additional Information on Ingredients in Alcoholic Beverages**

Current TTB regulations require that a handful of ingredients be declared on labels of alcoholic beverages. For example, the presence of sulfites or sulfiting agents must be indicated on labels of all alcoholic beverages, and the artificial color FD&C Yellow No. 5 must be declared if present in a malt beverage or distilled spirits. However, there is no requirement that other ingredients, including other potential allergens such as dairy, eggs, gluten, or nuts, be declared on the label.

Almost all foods and dietary supplements are required to list nearly all ingredients used to make a product.<sup>15</sup> That should also be true for alcoholic beverages. It is especially important that all of the eight common food allergens identified by the Food and Drug Administration (FDA) be declared on the label.<sup>16</sup> Roughly seven million Americans suffer from food allergies.<sup>17</sup> Those individuals look to a product's ingredients list to see whether the product contains the allergens they must avoid. In addition to sulfites and FD&C Yellow No. 5, alcoholic beverages may contain other common allergens, such as nuts, gluten, milk and eggs. Without ingredient

<sup>15</sup> 21 U.S.C. Sec. 343

<sup>&</sup>lt;sup>13</sup> "Heavy drinkers also are at risk of malnutrition because alcohol contains calories that may substitute for those in nutritious foods." *Dietary Guidelines*, p. 45.

<sup>&</sup>lt;sup>14</sup> *Dietary Guidelines*, p. 7.

<sup>&</sup>lt;sup>16</sup> Statement of Policy for Labeling and Preventing Cross-Contact of Common Food Allergens, FDA Compliance Policy Guides Sec. 555.250 (April 19, 2001)

<sup>&</sup>lt;sup>17</sup> Greg Winter, "F.D.A. finds faulty listings of possible food allergens," *The New York Times*, April 3, 2001. The eight common food allergens are peanuts, tree nuts, milk, eggs, wheat, soybeans, fish, and shellfish.

labeling, the presence of these allergens may not be obvious to some allergic consumers.<sup>18</sup> We note that the FDA is paying increasing attention to food allergens and that the European Commission recently proposed a directive to require ingredient labeling of alcoholic beverages sold in the European Union.<sup>19</sup>

Besides the obvious health reasons for labeling ingredients, consumers are entitled to know what they're getting. Ingredient information would assist them in gauging the quality of products. Additionally, even if the FDA deemed an ingredient safe, consumers might have other concerns about ingredients in alcoholic beverages, based on health, safety, or religious reasons.

The declaration of flavors and colors used in alcoholic beverages should be consistent with FDA regulations, but should be printed in upper and lower case letters, with a serif and not "condensed" font . *See* 21 C.F.R. §§ 101.22. Producer concerns about recipe confidentiality and trade secrets should be allayed by following the FDA rules that have been applied to the food industry without controversy for decades.

# **Proposed "Alcohol Facts" Label and Ingredient Statement**

We propose that all alcoholic-beverage containers bear an "Alcohol Facts" label, such as the following (for a 750 ml bottle of wine):

Contains	Calories per Serving:	98
Servings	Alcohol by Volume: Alcohol per serving:	13% 0.5 oz
Serving Size: 5 fl oz		

Ingredients: Grapes, yeast, sulfiting agents, and sorbates.

The words "Alcohol Facts" should be immediately followed by a declaration of the number of standard drinks (servings) per container. A consistent graphic symbol (*e.g.*, a beer mug, wine glass, or shot glass) should appear first, followed by the number of drinks in the container (*e.g.*, "Contains 5 Servings"). This information should be required on labels of all malt beverages, wines, and distilled spirits products regulated by TTB that contain more than  $\frac{1}{2}$  of one

<sup>&</sup>lt;sup>18</sup> The need for ingredient labeling is heightened by the increased marketing and availability of flavored alcoholic beverages, because these products may include ingredients not found in standard alcoholic beverages.

<sup>&</sup>lt;sup>19</sup> Sebastian Romero Melchor, "EC proposes extending full ingredient labeling to alcoholic drinks," *Food Chemical News*, January 29, 2001.

percent alcohol by volume. Ingredient information should appear on the label immediately below, but segregated from, the "Alcohol Facts" box.

On a container that is 750 ml or larger, "Alcohol Facts" would appear much as nutrition labels appear pursuant to the Nutrition Labeling Education Act (NLEA): enclosed in a box, "Alcohol Facts" in bold letters no less than ¼-inch high; number of servings expressed in a bold number (using fractions where appropriate) to the nearest ¼ serving. All information would appear in easy to read, conspicuous, upper and lower case type face that is consistent with graphics and type-face requirements in the NLEA and its implementing regulations.<sup>20</sup> The statement relating to the U.S. Dietary Guidelines would be in bold upper and lower case characters. On smaller containers, the required information would be of proportional size, as long as it is clear, legible and conspicuous. In formulating precise requirements for label appearance, TTB should follow NLEA standards – for graphics and type size – set out at 21 CFR Sec. 101.9 (d).

## TTB Should Implement its Statutory Mandate to Protect Consumer Health and End Misleading Labeling of Alcoholic Beverages

TTB's statutory mandate, the Federal Alcohol Administration Act, 27 U.S.C. § 201 *et seq.* ("FAA Act") provides a comprehensive scheme for federal regulation of the alcoholic- beverage industry. One of Congress' goals in enacting the FAA Act was to require that alcoholic-beverage manufacturers provide consumers with information that would inform them about the identity and quality of alcoholic beverages. Consequently, Section 205(e)(2) of the Act assigned the Administrator (now the Director of TTB) responsibility to issue regulations for alcoholic beverages "as will provide the consumer with adequate information as to the identity of the products." Information about calorie content, ingredients, serving size, and alcohol content is precisely the kind of helpful information that consumers want and support.

Currently, consumers are largely ignorant about the calories and ingredients in the drinks they consume. Also, they're often confused about the source of the alcohol in some of those drinks (e.g., flavored malt beverages). Because of inconsistent requirements regarding the labeling of alcohol content, they may be unaware of the different "serving sizes" for different drinks, for example, a regular beer versus a malt liquor product. Today's alcoholic-beverage labels help perpetuate this ignorance and can only help fuel the obesity epidemic and other serious health and safety problems related to alcohol consumption.

Regulations under the Federal Alcohol Administration Act (27 CFR §§ 4.39, 5.65, 7.29) prohibit label statements on alcoholic-beverage containers that "irrespective of falsity, directly, **or by ambiguity, omission, or inference**, ... tend[s] to create a misleading impression." (emphasis added). The absence of required alcohol content labeling of beers helps mislead consumers about the products' potential to intoxicate. The labeling of some, but not all, beers with calorie information leaves consumers ignorant about the actual number of calories they are consuming. The labeling of some, but not all, wines with calorie and ingredient information certainly does not inform consumers about the actual content of most of the wine they consume.

<sup>&</sup>lt;sup>20</sup> 21 CFR Ch 1, Subchapter B -- General Labeling Requirements

The legislative history of Section 205(e)(2) makes it clear that Congress' chief concern was to provide consumers with complete label information about the content of alcoholic beverages. The following statement by the then director of the Federal Alcohol Control Administration is of particular relevance to the purpose of Section 205(e)(2):

Those regulations were intended to insure that the purchaser should get what he thought he was getting, that representations both in labels and in advertising should be honest and straightforward and truthful. They should not be confined, to prohibitions of falsity, *but they should also provide for the information of the consumer, that he should be told what was in the bottle, and all the important factors which were of interest to him about what was in the bottle.* (emphasis added) Hearings on H.R. 8539 Before the House Comm. On Ways and Means, 74<sup>th</sup> Congress, 1<sup>st</sup> Sess. (1935).

BATF's (now TTB) statutory mandate to protect consumer health by requiring that specific information (ingredients) appear on wine, beer and liquor labels has been recognized by the courts. In *Center for Science in the Public Interest v. Dept. of the Treasury* (C.A.D.C. 1986, 797 F.2d 995, 1000 n. 4, 254 U.S.App.D.C. 328, 333) the court stated that the clear purpose of the FAA Act, 27 U.S.C. §205(e) was to provide consumers with information to allow them to make decisions that might affect their health. Similarly, in *Wawszkiewicz v. Dept of the Treasury*, 480 F. Supp.739 (D.D.C. 1979), *rev'd in part, on other grounds*, 670 F. 2d 296 (D.C. Cir. 1981), the court stated that the FAA Act called for regulatory provisions that would provide adequate information as to the identity and quality of alcoholic beverages, 480 F. Supp. At 745.

The public overwhelmingly supports improved labeling of alcoholic beverages: Polling done by the Global Strategies Group for the Center for Science in the Public Interest [see Appendix D] found that 65% *strongly* favor labeling of calorie content (89% overall support); 66% *strongly* support ingredient labeling (91% overall support); 62% *strongly* back serving size information on labels (84% overall support), and 77% *strongly* support alcohol content labeling of alcoholic beverages (94% overall support).

### Conclusion

Current labeling requirements for alcoholic beverages are outdated. They do not reflect current scientific knowledge about health and safety matters or consumer expectations regarding what information is necessary to help consumers make informed decisions about alcohol consumption. The current labeling requirements for alcoholic beverages are also inconsistent. There is no rationale that can explain why only certain products must declare alcohol content. Accordingly, the Petitioners request that the TTB require that labels of alcoholic beverages be required to include an "Alcohol Facts" statement and other information, as described above.

Respectfully submitted,

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On behalf of the following individuals and organizations: (Appendices A and B)

# Appendix A

Alcohol & Drug Abuse Prevention Association of Ohio Alcohol-Drug Information Center, Indiana University Bloomington Alcohol Policy Network Alcohol Research Information Service (ARIS) Alcohol/Drug Council of North Carolina American College of Nurse-Midwives American School Health Association American Society of Addiction Medicine (National Office) American Society of Addiction Medicine - Georgia American Society of Addiction Medicine - Michigan Binghamton University Alcohol and Other Drug Program Blue Sky Strategic Group Bungalow Club Online - AA Newsletter Center for Behavioral Epidemiology and Community Health, San Diego State University Center for Communications, Health & the Environment (CECHE) Chester County Commission on Alcohol & Drug Abuse Citizens' Outcry CommPre - A Program of Horizon Services Inc. Community Partnership of the Ozarks **Consumer Federation of America** Council on Substance Abuse-NCADD DC Community Prevention Partnership, Inc. **Dole Nutrition Institute** Drug Abuse Comprehensive Coordinating Office, Inc. Drug & Alcohol Svc Providers Organization of PA Duluth School District #709 Denfield High School FACE-Truth & Clarity on Alcohol Faces and Voices of Recovery General Board of Church & Society of the United Methodist Church Greenville Family Partnerships (GFP) Greenville Safe Communities Drug Free Alliance (GSCDFA) Hastings College BACCHUS Illinois Alcoholism and Drug Dependence Association Join Together Louisiana Highway Safety Commission Maine Association of Prevention Programs Maine Association of Substance Abuse Problems Max A. Schneider, M.D., Inc. Education Division Michigan Interfaith Council on Alcohol Problems Montana Food Bank Network National Association for Children of Alcoholics National Association of Black Substance Abuse Workers National Association of Pediatric Nurse Practitioners National Council on Alcoholism and Drug Dependence of the San Fernando Valley National Crime Prevention Council

National Institute on Media and the Family National Latino Council on Alcohol and Tobacco Prevention National Woman's Christian Temperance Union New Jersey Governor's Council on Alcoholism & Drug Abuse North City Prevention Coalition Office of Substance Abuse Prevention Phase: Piggy Back, Inc. Per Serving Red Ribbon Works (RRW) **RID-USA Inc.** (Remove Intoxicated Drivers) San Antonio Fighting Back Security On Campus, Inc. Shape Up America! Sober Living Network Inc. Somerset Council on Alcoholism & Drug Dependency STEPS at Liberty Center Substance Abuse Prevention Services of the Carolinas, Inc. The Arc of the District of Columbia, Inc. The Salvation Army National Headquarters The Trauma Foundation California Alcohol Policy Reform Initiative Walk & Roll Berkeley Webb St Blockwatch

# Appendix **B**

Jeanine Atkinson, Director, Vanderbilt University Alcohol, Tobacco & Other Drug Prevention Kenneth Bart, Dean/Director, San Diego State University Graduate School of Public Health Martin Colucci, York College – CUNY Division for Student Development/Counseling Bernard Goldstein, Dean, University of Pittsburgh Graduate School of Public Health Suzanne Hobbs, Director, University of North Carolina at Chapel Hill, Department of Health and

Administration

William L. Roper, Dean, University of North Carolina at Chapel Hill School of Public Health

- Linda Rosenstock, Dean, University of California, Los Angeles, Center for Health Sciences School of Public Health
- Richard Scribner, Associate Professor, Department of Public Health & Preventive Medicine, Louisiana State University Medical School



# Appendix D

## Public Attitudes on Consumer Labeling of Alcoholic Beverages

This summary highlights findings of a census-balanced, nationally representative telephone study conducted in late September, 2003 among 600 Americans ages 18 years and older. This study of public attitudes on the labeling of alcoholic beverages was conducted by Global Strategy Group (GSG), an independent, Washington, D.C.-based polling and market research firm, in late September 2003.

RESPONDENTS READ: Currently labels on some alcoholic beverages are not required to provide consumer information, such as alcohol content, serving size, ingredients and calorie content. I am going to read a list of things that could be included on labels of alcoholic cans and bottles. Please tell me if you would strongly support, somewhat support, somewhat oppose or strongly oppose requiring producers to include each on the labels of alcoholic beverages.

Level of Support for Labeling on Alcoholic Beverages 1 <sup>st</sup> #: % STRONGLY SUPPORT 2 <sup>nd</sup> #: % SUPPORT (strongly + somewhat)	ALL %	M %	F %	18-29 %	M 18-29 %	F 18-29 %	DRINK %
Serving size	<b>62</b> /84	<b>54</b> /74	<b>70</b> /94	<b>56</b> /86	<b>53</b> /78	<b>58</b> /94	<b>64</b> /85
Calorie content	<b>65</b> /89	<b>61</b> /82	<b>69</b> /95	<b>59</b> /90	<b>55</b> /88	<b>63</b> /92	<b>68</b> /88
Alcohol content	<b>77</b> /94	<b>73</b> /93	<b>82</b> /95	<b>78</b> /92	<b>75</b> /89	<b>80</b> /94	<b>77</b> /96
Ingredients	<b>66</b> /91	<b>57</b> /87	<b>75</b> /95	<b>68</b> /86	<b>65</b> /81	<b>71</b> /92	<b>69</b> /91