

ALCOHOL AWARENESS SHOULD START WITH A LABEL LIKE THIS:

BEER	
Serving Facts	
Serving Size 12 fl oz (355 mL)	
Servings per Container 1	
Amount Per Serving	
Alcohol	0.6 fl. oz*
% Alcohol by Volume	5%
Calories	150
Fat	0 g
Protein	1.1 g
*A standard drink contains 0.6 fl. oz of alcohol.	
U.S. Dietary Guidelines recommend: If you drink, no more than two drinks per day for men, one drink per day for women.	
INGREDIENTS: Water, Malt, Hops, Yeast	

Dear Secretary Paulson:

As April comes to an end, another Alcohol Awareness Month will have come and gone without your taking action on our initiative to modernize beverage alcohol labels.

Beer, wine and distilled spirits are the only beverages that don't provide the basic information needed to make responsible drinking decisions. It is time to do the right thing and mandate a standardized "Serving Facts" label with information about the alcohol content, the amount of alcohol per serving, the definition of a standard drink, the number of calories and facts about other ingredients.

Anything short of mandating this basic information would be a failure of the regulatory process and here is why:

- Despite serious problems with underage drinking, binge drinking, drunk driving, and obesity, American consumers can't easily track the amount of alcohol and calories in the alcoholic beverages they drink.
- Although the *Dietary Guidelines for Americans*, federal and state agencies and numerous public health groups define a "standard drink" as 12 fluid ounces of regular beer, 5 fluid ounces of wine and 1.5 fluid ounces of 80-proof distilled spirits, there is insufficient information in the marketplace for consumers to understand this definition.
- As far back as 1972, consumer organizations asked the federal government to require meaningful alcohol labeling but to no avail. Then in 2003, 77 national consumer and health organizations petitioned the Alcohol and Tobacco Tax and Trade Bureau (TTB) to require an easy-to-read, standardized alcohol label, similar to the popular Nutrition Facts labels on packaged foods.
- In response, TTB asked for public comment and received over 18,000 letters, mostly from public health leaders and consumers who urged TTB to mandate a standardized label with information about the alcohol content, the amount of alcohol per serving, standard drink information and the number of calories.
- After two more years of "studying" the issue, in 2007, TTB finally issued a proposed rule but left out the essential facts consumers need when consuming an alcoholic beverage — information about the alcohol content per standard serving. This resulted in another barrage of letters from consumers and public health leaders, all calling for complete information on the label.
- Polls show American consumers overwhelmingly favor more informative labels on wine, beer and distilled spirits, especially information about the alcohol and calorie content per serving.

The facts boil down to this: more than 30 years have gone by and the American public still does not have access to standardized and complete labeling information on beer, wine and distilled spirits.

Mr. Secretary, we recognize the challenges you face on many fronts. But basic alcohol awareness and compliance with the Dietary Guidelines must start by modernizing beverage alcohol labels. We the undersigned urge you to make this the last Alcohol Awareness Month where nutrition and alcohol content information is not included on these labels.

American Council on Science and Health • American Institute for Cancer Research
 American Public Health Association • American Society for Nutrition • American Society of Addiction Medicine • Black Women's Health Imperative • Consumer Federation of America • Maryland Consumer Rights Coalition • National Association of Local Boards of Health • National Consumers League • National Research Center for Women & Families
 Shape Up America! • Virginia Citizens Consumer Council • George Blackburn MD, PhD; Associate Director of Nutrition, Division of Nutrition, Harvard Medical School • David L. Katz, MD, MPH, FACPM, FACP; Director, Prevention Research Center, Yale University School of Medicine • C. Everett Koop, MD, ScD; Senior Scholar, C. Everett Koop Institute at Dartmouth College and U.S. Surgeon General 1981-1989 • Peter Rostenberg, MD, FASAM; Private Practice, Internal Medicine and Addiction Medicine and Attending Physician, Danbury Hospital Department of Medicine • Judith S. Stern, ScD; Professor, University of California at Davis



Shape Up America! Healthy Weight For Life

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