

WEST LOS ANGELES ALCOHOL POLICY COALITION

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September 21, 2006

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

Attn: Notice No. 62,

The West Los Angeles Alcohol Policy Coalition 67 members support the proposed adoption of mandatory labeling standards for major food allergens used in the production of alcohol beverages subject to the labeling requirements of the Federal Alcohol Administration Act.

Alcohol is being falsely promoted as a healthy food product. This is resulting in massive social and human suffering costs.

- Alcohol is the number one drug of choice for children and teens and kills six times more youth than all illicit drugs combined.
- Research suggests that underage drinking accounts for up to 20% of all alcohol consumption in the United States.
- The beer market so heavily depends on underage drinkers. The top 20% of beer drinker's account for 80% of beer consumption and sales.
- Sexy, glitzy, funny, hip and memorable beer ads – many of them aired on youths' favorite TV shows – provide a primary and extremely powerful source of "education" for young people about alcohol.

The alcoholic-beverage industry has a responsibility to help prevent the misuse of its products.

Contact me if I can be of further assistance.

Sincerely,

Ken Schonlau
Chairperson