

Serving Facts Information on Alcohol Beverages

As you may be aware, the Alcohol and Tobacco Tax and Trade Bureau (TTB) was petitioned to require on the label for each alcohol beverage a panel that contains certain “facts” about a serving of that product. We are in the process of evaluating that petition, but we have received inquiries from industry members who would like to voluntarily begin providing serving facts information on their labels and in advertising. The following outlines our plan to publish a ruling that will allow alcohol beverage labels to bear certain information about a single serving. The ruling would provide guidance to industry members on what TTB will allow as optional serving facts information until decisions are made in response to the above referenced petition. Should TTB decide to do rulemaking in response to the above referenced petition, it is possible that this guidance might change after completion of that rulemaking. If you have comments on the following, please provide them to Lisa Gesser at [REDACTED] no later than August 12, 2004.

The planned ruling will:

- Permit you to voluntarily label and advertise your products with a “Serving Facts” panel that lists specific facts about the product in a specified format. We plan to specify a standard format for this optional serving information and no other format or information will be allowed.
- Specify what information is permitted in the panel. Although the panel itself is optional, if you choose to label your product with a Serving Facts panel, the panel must contain all the information presented in the examples below and must mirror these examples in style and format. No other information other than what is provided below will be permitted on Serving Facts panels.
- Permit placement of Serving Facts panels on any label on the alcohol beverage.
- Permit you to voluntarily use the Serving Facts panel in lieu of the required Statement of Average Analysis on product labels and advertising that make calorie or carbohydrate claims.
- Reference the labeling tolerances as described in TTB Procedure 2004-1 and the serving sizes as described in TTB Ruling 2004-1.

What information will TTB require in the optional “Serving Facts” panel?

If you choose to label your product with a Serving Facts panel, the panel must include all of the following information:

- Serving size in fluid ounces
- Servings per container

- Calories
- Grams of fat*
- Grams of carbohydrates*
- Grams of protein
- Ounces of Alcohol (ethyl-alcohol) (to the nearest tenth of an ounce)
- The statement “A standard drink contains 0.6 fl. oz. of alcohol. A serving of this beverage is XX standard drink(s)” or “... XX of a standard drink”

May I include any additional information in the panel?

You have the option to include a graphic representation, as depicted below, showing that a standard serving of beer, wine, and spirits each contain 0.6 ounces of alcohol. You may not alter this graphic and you may not include any other additional information in the panel.

What are the format requirements for the optional “Serving Facts” panel?

The information specified above must be presented as described below and, as shown in the following illustrations.

- The Serving Facts information must be set off in a box and the font color must be all black, printed on a white background
- The Serving Facts panel may be presented in either a horizontal or vertical orientation, as shown in the illustrations below. You may change the proportions of the panel from those shown in the examples.
- All information within the Serving Facts panel must utilize:
 - Either Helvetica or Arial font
 - Upper and lower case letters
 - At least one point leading (i.e. space between lines of text).

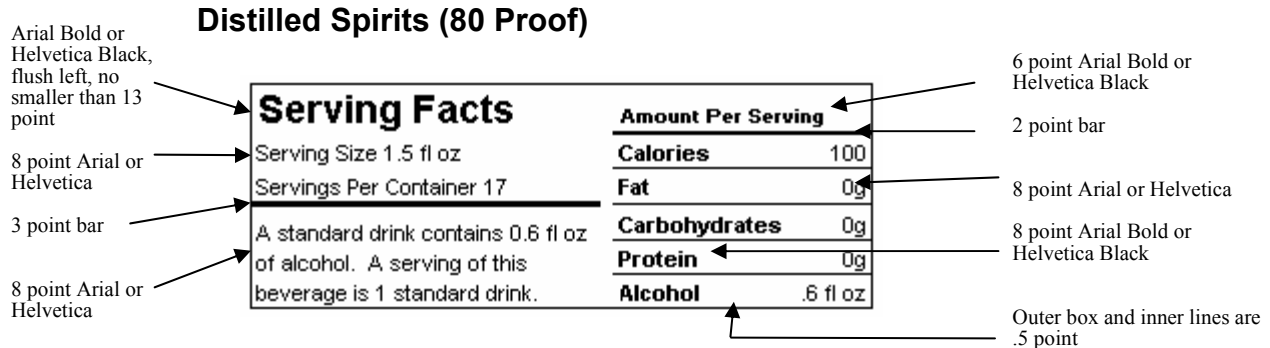
None of the letters should touch other letters, numbers or lines.

- The following required information must be in type size no smaller than 8 point and must not be bolded:
 - Serving size, including the numeric figure denoting the size in fluid ounces
 - Servings per container, including the numeric figure denoting the correct number (rounded to the nearest whole serving)
 - Standard drink statement

* Fat and Carbohydrate figures are total figures calculated in accordance with TTB Procedure 2004-1. We will not permit these categories to be broken down into subcategories at this time.

- Numeric figures denoting calories; grams of fat, carbohydrates, and protein; and fluid ounces of alcohol
- The following headings must be highlighted by bold or extra bold type that prominently distinguishes them from other information and must be in type size no smaller than the font specified below:
 - “Serving Facts” (font type size no smaller than 13 point)
 - “Amount per serving” (font type size no smaller than 6 point)
 - “Calories,” “Fat,” “Carbohydrates,” “Protein,” and “Alcohol” (font type no smaller than 8 point)
- The following abbreviations may be used:
 - fl for fluid
 - oz for ounces
 - g for grams
- The optional graphic must mirror the graphic depicted below. You may not alter this graphic except to change its size

The illustrations below indicate the formatting specifications for a “Serving Facts” panel. Any of the versions shown may be used on distilled spirits, wine, or malt beverage labels.



Distilled Spirits (60 Proof)

Serving Facts	
Serving Size 1.5 fl oz	
Servings Per Container 17	
Amount Per Serving	
Calories	75
Fat	0g
Carbohydrates	0g
Protein	0g
Alcohol	.45 oz
A standard drink contains 0.6 fl oz of alcohol. A serving of this beverage is .75 of a standard drink.	

Malt Beverage (5% ABV)

Serving Facts	
Serving Size 12 fl oz	
Servings Per Container 1	
Amount Per Serving	
Calories	150
Fat	0g
Carbohydrates	13.2g
Protein	1.1g
Alcohol	.6 oz
A standard drink contains 0.6 fl oz of alcohol. A serving of this beverage is 1 standard drink.	
<p>The diagram shows three glasses: a shot glass labeled '1.5 oz. Spirits', a wine glass labeled '5 oz. Wine', and a beer mug labeled '12 oz. Beer'. Each glass has a small circle above it containing '.6 oz. alc.'. The glasses are connected by equals signs, indicating they all contain the same amount of alcohol.</p>	

Wine (12% ABV)

Serving Facts		Amount Per Serving	
Serving Size 5 fl oz		Calories	100
Servings Per Container 15		Fat	0g
A standard drink contains 0.6 fl oz of alcohol. A serving of this beverage is 1 standard drink.		Carbohydrates	1.2g
<p>The diagram shows three glasses: a shot glass labeled '1.5 oz. Spirits', a wine glass labeled '5 oz. Wine', and a beer mug labeled '12 oz. Beer'. Each glass has a small circle above it containing '.6 oz. alc.'. The glasses are connected by equals signs, indicating they all contain the same amount of alcohol.</p>		Protein	.2g
		Alcohol	.6 oz