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The Kentucky League
On Alcohol & Gambling Problems, Inc
2722 Crittenden Dr.
Louisville, KY 40209
Phone 502635.0002 Fax 635-1008
Email: hbeau@kentuckyleague.org

Dr. Howard F. Beauman - Executive Director
October 20, 2003

Chief Regulations and Procedures Division
Alcohol & Tobacco Tax and Trade Bureau
P.O. Box 50221
Washington, DC 20091-0221

Dear Sir:

It has been called to my attention that you are considering two major changes to your CwTent rules regarding flavored malt beverages as follows: (1) In order to be classified, taxed and regulated as a malt beverage like beer, alcoholic beverages must contain less than one-half of one percent (0.5%) of alcohol content by volume from added distilled spirits and flavorings. (2) TTB proposes changes in the labeling and advertising rules for "alcopop" malt beverages that derive more than 0.5 of alcohol by volume from non-brewed sources. You would also mandate that alcohol content be listed on the brand label and would limit the use of many misleading labeling terms. I suggest that all "aleopops" and beers be required to label the alcohol content. Consumers should also be informed, with information on the label, concerning calories, serving size, ingredients, etc. on such items.

My major reason for supporting such proposed regulations has to do with underage drinking in Kentucky. Beer and "alcopops" both have a strong appeal to young people. as you well know. These changes would also prevent the makers of flavored malt beverages from manipulating existing laws to find the lowest taxes, easiest distribution and most accessible advertising possible.

Thank you for addressing this serious issue. The safety, health and general welfare of the public especially our children and youth, are far more important than multiplied millions of dollars this industry is reaping annually.

Thank you for your kind assistance.

Sincerely

Dr. Howard Beauman

The Political Voice For Thousands Of Kentucky Christians-www, kentuckyleague. org