The U.S. Department of the Treasury, Alcohol and Tobacco Tax and Trade Bureau (TTB) is asking for individuals and groups to provide informational verbal and written comments on the potential content and design of detailed labeling on alcohol beverages.

Read the Federal Register announcement or register to attend at [TTBGov - TTB | Laws Regulations and Public Guidance | Listening Session](https://www.ttb.gov/laws-regulations-and-public-guidance/listening-session)

There are three ways you or your organization can participate, **none are lobbying.**

1. Submit written comments.
2. Listen to the virtual listening sessions.
3. Request to speak at a listening session.

**Background:** Alcohol beverages do not carry the nutritional panel seen on everything from breakfast cereal to frozen vegetables. What information do you think should appear on an alcohol label?

* Would you like to see calorie counts?
* List of ingredients?
* Do you think labels should state that alcohol contributes to cancer or other diseases?
* Should each bottle be labeled or should a scannable QR code take consumers to.

**As you prepare your information keep in mind:**

* Proposals that make a product more costly or inhibit competition without serving **a public health**, informational or tax purpose may be rejected by TTB. It is essential you outline the rationale with your experience or evidence for your opinion and suggestions.
* The people working on this issue are attorneys, not public health professionals. **Leave out the jargon and especially acronyms.**

**Listening Sessions**

These listening sessions are on **February 28 from 10:00 am–12:00 pm** and **February 29 from 1:00-5:00 pm.**

* Speaking slots for February 28 are all filled, a few spots for February 29 may remain.
* Space is still available to attend the virtual listening sessions.
* These listening sessions are on February 28 from 10 am. to noon and February 29 from 1 p.m. to 5 pm.

**Register Soon, Deadlines:**

* Registrations for the listening session or speaking must be made before 12/noon ET on February 27 at
* [**TTBGov - TTB | Laws Regulations and Public Guidance | Listening Session | Register**](https://www.ttb.gov/laws-regulations-and-public-guidance/listening-session-register)

**Written Comments** (See Page 3 for more guidance)

Written comments must be submitted by [Regulations.gov](https://www.regulations.gov/document/TTB-2024-0002-0001), Docket 2024 TTB 2024-0002, no later than **11:59 pm ET March 29, 2024**.

Many comments are brief and based on the commenter’s personal experience or concerns. Most comments do not include citations or links to peer reviewed literature. You do not need to be an expert. We recommend speaking from your personal experience. If you have citations, that is great, but not necessary.

**In summary, here are the questions TTB asked:**

**Question 1-3 are looking for your opinions and ideas as a consumer, parent and/or public health professional:**

* 1. Do you think consumers get enough information on alcohol labels?
  2. Would you like to see a full list of ingredients, especially allergens?
  3. Would you like to see calories, carbohydrates, allergens, or a complete list of ingredients on labels? Would this information be useful or misleading?

**Questions 4 & 5 are directed at producers:**

* 1. Will adding this information to the label increase cost and if so, how much? Are producers following the . voluntary guidelines and providing this information to consumers?
  2. How will additional labelling requirements harm small business and will the additional requirements create a barrier to entering the business?

**Questions 1-3 can all be answered from your direct experiences as a consumer, parent, or community members. Use the statements below to help you frame your thoughts and structure your comments.**

* The alcohol industry tells us to drink responsibly but doesn’t provide the information we need to make responsible choices. Alcohol producers should provide lists of ingredients, allergens and calories on every container or stop telling us to do the impossible.
* Consumers see information on ingredients, allergens and calorie counts on beverages and food. We ingest alcohol beverages, like food and beverages, transparency means alcohol beverages carry the same amount of information as the alcohol-free beverages we purchase.
* The number of Americans who self-identify as allergic has increased in the past 20 years. These consumers cannot feel confident about any beverage that doesn’t fully list the ingredients.
* Obesity is a significant health issue in America, calories on alcohol beverages provides consumers with another tool to make informed choices.
* Increasingly, Ready-to-Drink Cocktails replace traditional mixed drinks. Consumers have no idea what is in these beverages, how many calories, what additives and ingredients, how much added sugar. There is no reason we know the ingredients in a candy bar but have no idea what’s in a ready-to-drink cocktail.
* Major errors in alcohol beverage development cost lives, FourLoko for example. Ingredients listed on the label may have reduced the number of incidents or assisted emergency personnel.
* Listing detailed nutrition information persuaded some food manufacturers to reformulate their products to be more appealing. That approach benefits all consumers whether they read the label, or not.
* Contents and calories need to appear on each package, a QR code or website isn’t a practical alternative. Many people don’t have smart phones that would enable them to use a QR code-based website at a retailer. Many retailers don’t have wi-fi to enable an internet search at that location.
* The alcohol industry has repeatedly proved that self-regulation and self-disclosure is ineffective. It is time for the Federal Government to assure consumers know what they are consuming. Voluntary labeling was not adopted, the advertising guidelines have serious gaps and complainants are responsible for dissemination of the rulings.

**Filing your comments.**

When you are ready to file your comments go to:

**Regulations,gov.**

In the search bar at the top of the page enter the docket number

**TTB-2024-0002**

Scroll down until you reach **: Notice 232**

On the far left of **the Notice 232 box push the button labelled “Comment”**

The page has a link to a “Commenter’s Checklist” It is not a checklist, it is suggestions for individuals who have not prepared their comments.

**The Comment button takes you to the comment window**. You can type or paste your comments in the box or upload your comments in a word document. The word document will appear as an attachment.

**You may upload a total of 20 documents of 10 MB each.**

Below the comments, you will be asked for **your e-mail address.**

If you check the box immediately below the comment, you will receive the tracking number for your comment.

**Next you will be asked to describe yourself as an individual, an organization (if you are speaking for your organization) or remain anonymous.**

As an individual, you can identify yourself as a member of a community coalition or group – you are simply identifying yourself as a member. For example: *I am a member of the American Public Health Association living in New Bern, North Carolina.*

**Then check the CAPTCHA box to say you are not a robot.**

Below the cautionary language about including personal information or address in your comments, **there is the submit button.**

**Press submit and wait until the website clears or tells you the comments have been recorded.**

**YOU DID IT!**

**Thank you.**