



ADMINISTRATOR

DEPARTMENT OF THE TREASURY  
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU  
WASHINGTON, D.C. 20226

JUL - 3 2003

Mr. George A. Hacker  
Director, Alcohol Policies Project  
Center for Science in the Public Interest  
Suite 300  
1875 Connecticut Ave., NW.  
Washington, DC 20009

Dear Mr. Hacker:

This letter serves as a follow up to our May 27, 2003, letter as to actions taken to correct the technical deficiencies found on the Smirnoff brand vodka labels referenced in your letter dated May 7, 2003. Specifically, you noted that the Government Warning Statements appearing on the labels were not "separate and apart" from other label information and that the number of characters per inch exceeded the maximum specified in the regulations.

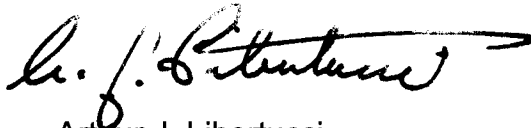
As stated in our response, the Alcohol and Tobacco Tax and Trade Bureau (TTB) is committed to ensuring Government Warning Statements meet the regulatory mandates set forth in 27 Code of Federal Regulations (CFR) part 16. The presence of labels on products in the marketplace that contain unacceptable Government Warning Statements is of great concern and we have initiated measures to both correct existing errors and prevent future ones.

With regard to the aforementioned labels presently on products in the marketplace, the Certificate of Label Approval (COLA) holder of the Smirnoff labels surrendered the two approved COLAs for cancellation and provided us with a written commitment to making the corrections necessary to meet the regulatory requirements found in 27 CFR part 16. Once the corrections are made to the Government Warning Statements, the manufacturer will re-apply for label approval. In addition, the COLA holder voluntarily conducted an internal review of its labeling operations and supplied documentation outlining the quality control mechanisms now in place to prevent such problems from occurring on future labels.

George A. Hacker

We are committed to enforcing our statutory mandate under the provisions of the Alcohol Beverage Labeling Act of 1988 and I assure you that we are making every effort to ensure compliance with the regulations we uphold. Please contact us if we can be of further service.

Sincerely yours,

A handwritten signature in black ink, appearing to read "A. J. Libertucci", with a long horizontal flourish extending to the right.

Arthur J. Libertucci  
Administrator