



May 9, 2007

Deborah Platt Majoras, Chairman
Federal Trade Commission
Office of the Secretary
Room H-135 (Annex J)
600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Dear Chairman Majoras:

As you may be aware, at least one member of the alcoholic-beverage industry – Beam Global Spirits and Wine – recently announced that it would voluntarily adopt stricter advertising placement standards and take additional steps to avoid promoting its products to underage persons.

This improved set of standards will restrict Beam Global's marketing to print, television and radio outlets where the audience comprises at least 75 percent legal purchase age adults (compared with the current industry standard of 70 percent). Beam Global also promised that its advertising will, on an aggregate annual basis, reach a minimum average 85 percent legal purchase age audience. In addition, Beam Global Spirits & Wine has voluntarily established the following policies:

- Not market or advertise at "Spring Break" events nor utilize the term "Spring Break" in any marketing materials
- Restrict brand images in video games
- Not market or sell any products in the "Flavored Malt Beverage" category
- Not advertise on outdoor locations within 500 feet of playgrounds

These new standards call into question the appropriateness of many common, ongoing alcoholic-beverage advertising and marketing practices. We hope the Federal Trade Commission will take Beam Global's action into account in its current review of advertising and marketing practices by the alcoholic-beverage industry. In particular, we ask the FTC to recognize these new standards as current "best practices," and – if the Commission will not require the entire industry to adopt this improved standard – we urge you, at a minimum, to strongly encourage others in the alcoholic-beverage industry to follow suit.

Thank you for your consideration. We look forward to the FTC's forthcoming report on alcoholic-beverage advertising and marketing practices. Please call on us if we can be of any assistance.

Sincerely,

George A. Hacker, Director
Alcohol Policies Project

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cc: Janet Evans, FTC Bureau of Consumer Protection
Jessica Maurer, National Association of State Attorneys General
The Honorable Chris Dodd
The Honorable Lucille Roybal-Allard
The Honorable Frank Wolf
The Honorable Zach Wamp
The Honorable Rosa DeLauro
The Honorable José Serrano
The Honorable Frank Lautenberg