

TTB Notice of Proposed Rulemaking
Labeling of Alcoholic Beverages
Notice No. 73
Brief Summary

1. Mandatory Alcohol Content Statement

All alcoholic beverages would have to disclose alcohol content, expressed as a percentage of volume. This mandate would be new for malt beverages and for some wines. The alcohol content disclosure could appear on the proposed “serving facts” panel or on any label of the container (except the cap or bottom). This represents a change from current policy that requires the alcohol content to appear on brand labels of distilled spirits and most wines. There is no requirement that alcohol content information appear on the proposed “serving facts” label.

At the discretion of the producer, labels could also disclose the alcohol content expressed in fluid ounces (and milliliters) as part of the “serving facts” panel, so long as that panel also provided alcohol content as a percentage of volume (ABV).

2. Mandatory Serving Facts Panel

All alcoholic-beverage containers would be required to bear a “Serving Facts” panel such as the ones pictured below. That panel would disclose information regarding serving size; servings per container; calories, carbohydrate, fat, and protein per serving; and allow statements of alcohol content. The proposed rule specifies the format of the serving facts panel, but TTB also proposes to permit the required information to be listed in linear fashion for containers 50 milliliters or smaller. The Notice also seeks comments on whether linear displays of the required information (rather than a serving facts panel) should be permitted on all alcoholic-beverage containers irrespective of their size.

The serving facts panel or linear display would be permitted to appear anywhere on the alcoholic-beverage container or in the advertisement (when a nutrition claim is made) “that is visible to the consumer.”

Serving Facts	
Serving Size	12 fl oz (355 ml)
Servings Per Container	2
	Amt Per Serv.
Calories	90
Carbohydrate	2g
Fat	0g
Protein	1g

Serving Facts	
Serving Size	12 fl oz (355 ml)
Servings Per Container	1
	Amount Per Serving
Alcohol by volume	4%
fl oz of alcohol	0.5
Calories	90
Carbohydrate	2g
Fat	0g
Protein	1g

3. Serving Size Reference Amounts

TTB proposes to define the term “serving” or “serving size” as the “amount of the alcohol beverage customarily consumed as a single serving, expressed in fluid ounces and in milliliters,” of each beverage type. The amount would be “specified as a reference amount used only as a basis for the consumer to determine nutrient and calorie intake and not as a recommended consumption amount.”

The serving size for wines with an alcohol content of not more than 14 percent alcohol by volume would be 5 fluid ounces (about 148 milliliters); for those between 14 and 24 percent alcohol by volume, the serving size would be 2.5 ounces (74 milliliters).

Distilled spirits not more than 10 percent alcohol by volume would have a serving size of 12 fluid ounces (355 milliliters); for those with more than 10 percent and not more than 18 percent, the serving size would be 5 fluid ounces. Those spirits products with alcohol content greater than 18 percent would have a serving size of 1.5 fluid ounces (about 44 milliliters).

For malt beverages with alcohol content of not more than 10 percent alcohol by volume, the serving size would be 12 fluid ounces (355 milliliters). The serving size of stronger malt beverages would be 5 fluid ounces.
