

# WORLD TRADE ORGANIZATION

G/TBT/Notif.99.551  
5 November 1999

(99-4793)

## Committee on Technical Barriers to Trade

### NOTIFICATION

The following notification is being circulated in accordance with Article 10.6.

1.	<b>Member to Agreement notifying:</b> <u>UNITED STATES</u> <b>If applicable, name of local government involved (Articles 3.2 and 7.2):</b>
2.	<b>Agency responsible:</b> Bureau of Alcohol, Tobacco and Firearms (40) <b>Agency or authority designated to handle comments regarding the notification shall be indicated if different from above:</b>
3.	<b>Notified under Article 2.9.2 [X], 2.10.1 [ ], 5.6.2 [ ], 5.7.1 [ ], other:</b>
4.	<b>Products covered (HS or CCCN where applicable, otherwise national tariff heading. ICS numbers may be provided in addition, where applicable):</b> Alcohol Beverages (HS Chapter 22)
5.	<b>Title, number of pages and language(s) of the notified document:</b> Health Claims and Other Health-Related Statements in the Labeling and Advertising of Alcohol Beverages (99R-199P) (6 pages, English)
6.	<b>Description of content:</b> The Agency is proposing to amend the regulations to prohibit the appearance on labels or in advertisements of any statement that makes a substantive claim regarding health benefits associated with the consumption of alcohol beverages unless such claim is properly qualified, balanced, sufficiently detailed and specific, and outlines the categories of individuals for whom any positive health effects would be outweighed by numerous negative health effects. The Agency is also proposing to prohibit any advertisements that attribute health benefits to the consumption of alcohol beverages unless such statement is appropriately qualified in a manner that is not likely to result in any consumer confusion or deception. This notice seeks comments on whether the negative consequences of alcohol consumption or abuse disqualify, as misleading, these products entirely from entitlement to any health-related statements. This notice also seeks comments on whether health-related statements on alcohol beverage labels and advertising directing consumers to sources, such as the U.S. Government Dietary Guidelines, of information are misleading and whether the Agency should continue to approve such statements.
7.	<b>Objective and rationale, including the nature of urgent problems where applicable:</b> To ensure that labels and advertisements do not contain statements or claims that would tend to mislead the consumer about the significant health consequences of alcohol consumption.
8.	<b>Relevant documents:</b> 64 FR 57413, 25 October 1999; 27 CFR Parts 4, 5, and 7. Will appear in the Federal Register when adopted.
9.	<b>Proposed date of adoption:</b> To be determined <b>Proposed date of entry into force:</b>
10.	<b>Final date for comments:</b> 22 February 2000
11.	<b>Texts available from:</b> National enquiry point [X] or address, e-mail and telefax number of the other body: