



AMERICAN
DISTILLED
SPIRITS
ALLIANCE



NBWA



April 7, 2025

The Honorable Scott Bessent
Secretary of Treasury
U.S. Department of the Treasury
Washington, D.C. 20220

Dear Secretary Bessent:

As the efforts to address the priorities of the new administration and the Department of the Treasury have begun, we are writing to call your attention to the highly effective federal beverage alcohol statutory and regulatory system that exists today. The primary federal regulator of the alcohol industry is the Alcohol and Tobacco Tax and Trade Bureau (TTB), and we urge you to ensure that TTB continues to operate as a separate Bureau under the jurisdiction of the Department of the Treasury with adequate resources and staffing.

Our associations represent thousands of businesses across the country that produce, distribute, import and retail beer, wine and spirits to serve American consumers in one of the safest, most efficient alcohol marketplaces in the world. The vast majority of these businesses are small and medium-sized enterprises, many of which are family owned and operated. Together, beer, wine and spirits contribute \$935 billion annually to the US economy.

After the repeal of Prohibition, the Federal Alcohol Administration Act (FAA Act) established the legal and regulatory framework governing the beverage alcohol industry. For 90 years,

Congress has supported this framework and worked with the states to uphold the infrastructure used to regulate beverage alcohol products and protect the public. Maintaining this framework and TTB's role in effective regulation of the alcohol marketplace is critical to the continued success of our member companies.

TTB serves a critical role in the federal oversight of alcohol as both a tax collector and regulator. TTB performs its tax collection function efficiently, collecting \$254 for every \$1 spent. However, the work of TTB goes far beyond tax collection. As laid out in the FAA Act, TTB serves important competition and public safety functions. TTB works to protect consumers and enforce trade practice regulations to provide a fair and level playing field in a safe, orderly marketplace.


To do this, TTB performs vital oversight that is essential to ensuring the alcohol marketplace functions as intended under the FAA Act. In 2023, it reviewed nearly 198,000 label applications and 27,000 new product formulas from the nearly 122,000 authorized beverage alcohol industry members that TTB regulates. TTB also regulates all alcohol advertising and investigates illegal production and distribution of beverage alcohol products to stop counterfeit or potentially dangerous products from reaching the U.S. marketplace.

As representatives of the production, distribution, and retail tiers of the beverage alcohol industry, we urge you to fully support the mission of TTB and maintain its independence within the Department of the Treasury.

Sincerely,



Robert P. Koch
President & CEO
Wine Institute



Brian Crawford
President & CEO
Beer Institute



Chris Swonger
President & CEO
Distilled Spirits Council of the U.S.



Bart Watson
President & CEO
Brewers Association



Francis Creighton
President & CEO
Wine & Spirits Wholesalers of America



Craig Purser
President & CEO
National Beer Wholesalers Association



Jim Trezise
President & CEO
WineAmerica



John Bodnovich
President & CEO
American Beverage Licensees



Amanda Nguyen
President
American Distilled Spirits Alliance