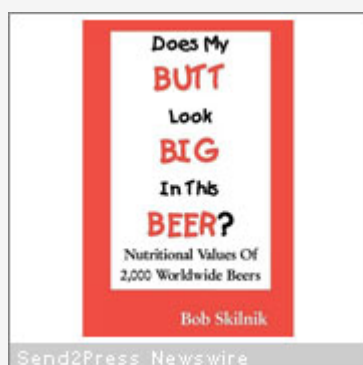


Reference Book Reveals Nutritional Values of 2,000 Worldwide Beers

Consumer Groups, World Trade Partners and Brewing Trade Organizations Hinder Federal Alcohol Nutrition Facts Labeling Progress While Beer Drinkers Left in the Dark

CHICAGO, Ill., Feb. 16 (SEND2PRESS NEWSWIRE) – Gambrinus Media announced today that “Does My BUTT Look BIG In This BEER?: Nutritional Values of 2,000 Worldwide Beers” (ISBN-13: 978-0982218204, \$10) is now available in book stores and Internet book sites. Tired of waiting for the Alcohol Tobacco Tax and Trade Bureau (TTB) to implement new changes in alcohol nutrition labeling requirements, author Bob Skilnik has compiled an impressive array of beers, including popular imports, with their nutritional values. The information provided can be used by dieters counting calories or carbohydrates or by moderate beer drinkers who simply want to know the nutritional values of what he or she is drinking. Currently, this kind of information is only available on light or low-carbohydrate beers.



“For decades, the federal government’s attitude towards alcoholic beverages was a hangover from National Prohibition, demonic, but a convenient taxation vehicle. Any implication of alcoholic beverages as having nutritive or medicinal qualities was prohibited. But a few years ago, the TTB, the federal agency that controls labeling requirements for alcoholic beverages, opened up a comment campaign on the labeling issue that drew over 18,000 comments concerning the proposed addition of a nutrition facts label on all alcoholic beverages, similar to what’s found on most packaged foodstuffs. About 96 percent of the comments demonstrated a strong wanting for nutritional labeling on alcoholic drinks,” notes the Chicago-based beer authority.

“But in struggling to reach a reasonable accommodation that would keep everyone satisfied, the TTB is now being pressured by consumer groups that want not only the nutritional facts on the labels of all adult beverages but also a full listing of all ingredients, possible allergens, additives – including those used to clarify the product but ultimately removed before bottling – a statement of the U.S. Dietary Guidelines advice on moderate drinking [no more than two drinks per day for men, one drink for women] and alcoholic content of the product. In addition, there are now a multitude of conflicting product labeling requirements in place for 43 nations and the European Union (EU) that would have to meet TTB requirements as part of any

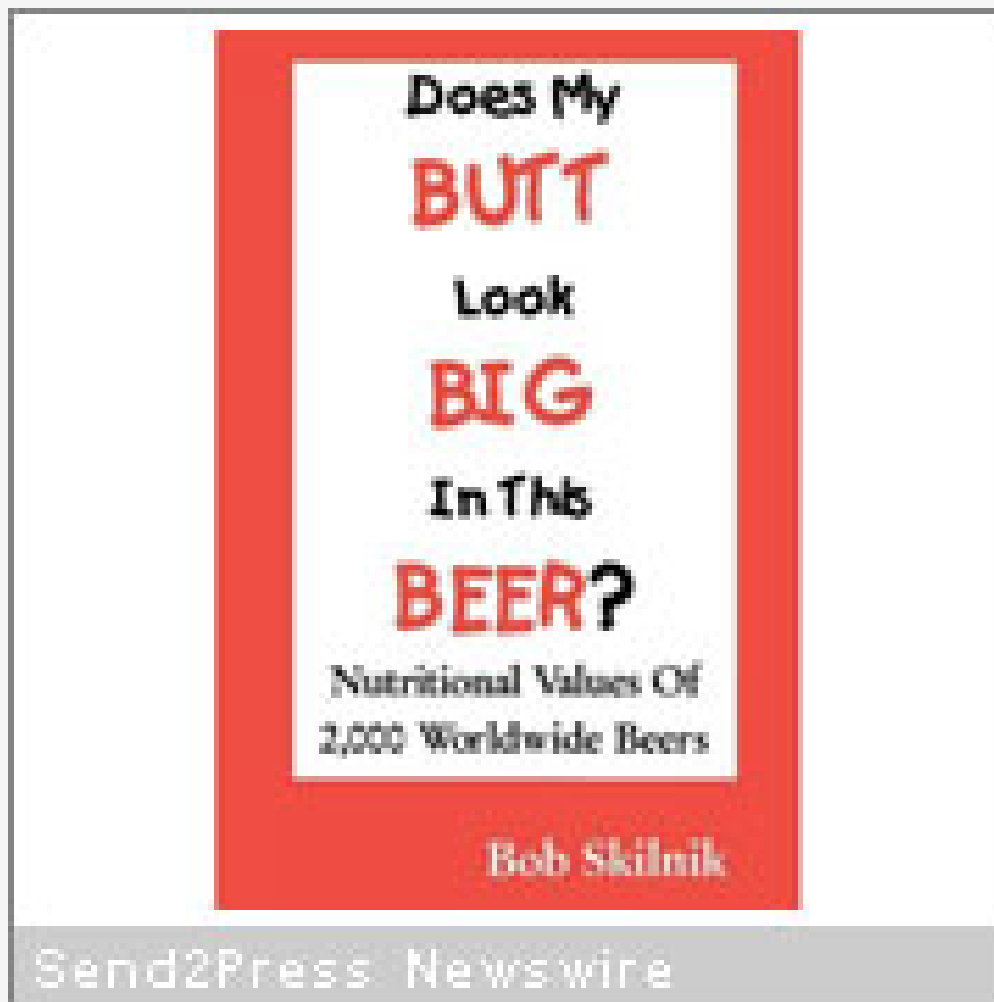
new labeling proposals for the imported beers, wines and spirits market. It really is no wonder why the efforts of the TTB to implement a standardized nutrition facts labels are stalled. At the moment, no group seems to want to compromise and give consumers nutritional guidance when they choose an alcoholic beverage. At this rate, brewers will have to package their products in quart-sized containers, just to find enough space for the labeling information that every faction insists upon. In the meantime, consumers will still be left in the dark as to what's in their favorite drink. 'Does My BUTT Look BIG In This BEER?' cuts through the red tape and gives beer drinkers the kind of sudsy nutritional information that the TTB currently can't," says Skilnik.

Bob Skilnik is a certified brewer and freelance writer. He has been a contributor to the Good Eating Section of the Chicago Tribune and a former columnist for the LowCarb Energy magazine. The Chicago writer has appeared on ABC's "The View," ESPN2's "Cold Pizza," and Fox News Channel's "Fox News Live," preaching the moderate consumption and nutritional aspects of adult beverages. Skilnik is currently working on a similar nutritional research project with wine for summer publication.

"Does My BUTT Look BIG In This BEER?: Nutritional Values Of 2,000 Worldwide Beers" is distributed by Ingram Book Group, the world's largest wholesale distributor of book products. With four distribution centers strategically located throughout the country and the largest inventory in the industry, Ingram provides the fastest delivery available.

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News issued by: Gambrinus Media



Original Image: https://www.send2press.com/wire/images/09-0216-ButtBig_72dpi.jpg

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Original Story ID: (4721) :: 2009-02-0216-001

Original Keywords: Gambrinus Media, author Bob Skilnik, Does My BUTT Look BIG In This BEER, Nutritional Values of 2000 Worldwide Beers, ISBN 9780982218204, alcohol nutrition labeling requirements, counting calories or carbohydrates, certified brewer, freelance writer, Ingram Book Group, dieting, beverage, brewing, food counts Gambrinus Media